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EDITOR & PUBLISHER

1864 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, JUNE 5, 1919 Vol. 52. NO. 1

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EVERYBODY

WANTS A CAR

The Chicago Daily News is read by more people in Chicago and vicinity who own passenger cars and trucks than any other newspaper published in the Middle West. Read regularly by seven out of every nine English speaking adults in this territory, it also reaches an overwhelming majority of those who have not yet bought passenger cars and who should buy trucks.

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SELECT LIST *of* NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American .....(S)	365,660	.35	.35
Boston American .....(E)	301,579	.40	.40
Boston Globe .....(M&S)	703,701	.30	.30
Boston Globe .....(S)	329,781	.35	.35
Boston Post .....(M)	459,603	.45	.45
Boston Post .....(S)	367,074	.35	.35
Boston Record .....(E)	50,650	.15	.15
Boston Transcript ....(E)	44,170	.18	.18
Fall River Herald ....(E)	9,410	.025	.025
Fitchburg Daily News (E)	6,140	.025	.025
Fitchburg Sentinel ..(E)	6,912	.025	.01785
Haverhill Gazette ....(E)	13,072	.0285	.0214
Lynn Item .....(E)	15,121	.05	.0333
Lynn Telegram-News .....(E&S)	15,000	.04	.04
Lowell Courier-Citizen .....(ME)	16,780	.035	.035
New Bedford Standard-Mercury .....(ME)	25,307	.05	.05
Salem News .....(E)	18,355	.055	.04
Worcester Gazette ....(E)	29,635	.07	.05

MAINE—Population, 762,787.

Portland Express ....(E)	25,263	.06	.045
Portland Telegram ...(S)	21,846	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times .....(E)	23,752	.06	.04
Providence Bulletin ..(E)	55,200	.12	.12
Providence Journal (M*S)	32,862	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun .....(E)	4,223	.02	.015
Woonsocket Call-Reporter .....(E)	11,888	.04	.03

VERMONT—Population, 361,205.

Barre Times .....(E)	6,765	.0214	.0143
Burlington Daily News (E)	8,200	.02	.02
†Burlington Free Press .....(M)	10,489	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post-Telegram ....(M&E)	45,463	.095	.085
Bridgeport Post .....(S)	13,205	.045	.035
Hartford Courant ...(M&S)	24,745	.06	.05
Hartford Times ....(E)	36,055	.06	.06
New Haven Register (E&S)	26,959	.06†	.045
New London Day ....(E)	11,636	.03	.025
New London Telegraph .....(M)	4,830	.0128	.0128
Waterbury Republican .....(MS)	10,762	.035*	.025

†Rate on 2,800 lines. *Rate on 3,500 lines.

Government Statements, April 1st, 1919.

‡A. B. C. April 1st, 1919.

New England is a great Market for bonds and good securities and for books and periodicals that are advertised in the Daily newspapers.

Many of the leading periodicals and most of the first sellers in fiction have the newspapers to credit with their basic growth, to say nothing of the intervals when publicity of that sort was an *Essential* and a *Recourse*.

One issue of the Daily newspapers of New England amounts to nearly double the circulation, in New England, of *all* the leading magazines, and the rate is small, comparatively. To use a magazine to advertise New England, you *must* advertise to all the balance of the United States at the same time and pay for one small page about what five big pages would cost in *all* the New England E. L. Dailies—A whole year's advertising as against *one shot!*

In New England papers you can cover *all* New England and *know* what it has cost you *for* New England, and you *can do it section by section, intensely, and close work the trade at the same time.*

Fancy a big local advertiser missing a CHANCE to advertise in his daily paper! Why he figures such advertising as essential and necessary, quite as much so as his rent.



Land Here

No equal area is enjoying more substantial prosperity than Cleveland and Northern Ohio.

In this territory are some of the country's most important manufacturing centers—some of its richest farm land. A dozen live cities like Akron (160,000 population), Youngstown (130,000), Canton (85,000), scores of live towns like Zanesville (32,000), Sandusky (26,500) and Ashtabula (23,000), are within a hundred miles of Cleveland, and this 2,800,000 population territory can all be covered by one newspaper—THE CLEVELAND PLAIN DEALER. No other paper reaches so many first class homes in Cleveland and Northern Ohio. You can *land* this market through THE PLAIN DEALER alone.

We co-operate with advertisers in furnishing jobber and dealer lists, sales analyses, individual investigations, etc. Address Merchandising Service Department and get the benefit of the PLAIN DEALER'S seventy-seven years' standing in this field.

The Plain Dealer

Largest Morning Circulation Between New York and Chicago

Eastern Representative
JOHN B. WOODWARD,
Times Bldg., New York

Western Representative
JOHN GLASS,
Gas Building, Chicago

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If you were to ask
most any intelligent Philadelphian
how to make your advertising
do you the most good
in Philadelphia,
the reply undoubtedly would be:
"Put it in The Bulletin."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for April 445,920 *Copies a Day*

No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by "The Bulletin"

EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52. NEW YORK, THURSDAY, JUNE 5, 1919 No. 1.

MOVE IN CONGRESS TO CREATE FEDERAL BUREAU TO CONDUCT ADVERTISING AND PUBLICITY

Senator Cummins' Bill Provides for Expert Direction and Cabinet Member Board—Paid Advertising for Departmental Enterprises—Would Promote Foreign Relations Through Advertising—Means to Enforce Honest Advertising

By Robert T. Barry.
(Staff Correspondent.)

Washington, June 3.—Senator Albert S. Cummins, of Iowa, president pro tem. of the Senate, has made a definite move looking to the creation of a special Government bureau to scientifically apply advertising methods to the enterprises of the various federal departments, thus giving tangible expression to a policy which has long been advocated by Editor and Publisher and leading advertising men who hold that State advertising, as has so remarkably been demonstrated abroad, is the short, economical and effective route to certain public understanding of governmental policies and purposes—basis of a true democracy.

Senator Cummins is determined to urge the passage of a bill which he says would mean a greatly to be desired system of bringing the Government's publicity ventures to a distinctively business basis, coupling economy with efficiency.

Will Get Action

By reason of his influence in the Senate and the general agreement in Congress that some steps are necessary to co-ordinate the publicity activities of the various departments, Senator Cummins is in a position to get action on his bill. It has been referred to the Committee on Commerce, which will take it up at an early date.

The Cummins bill is important, first because it recognizes publicity by direct statute as a definite function of the Government and not a temporary war measure nor something dependent upon the individual viewpoint of department heads or bureau chiefs. It recognizes paid advertising as an essential part of the Government's publicity and proposes a systematic administration of the matter.

The Cummins bill provides for the creation of a Bureau of Publicity in the Department of Commerce. The very next sentence then reads:

"That a director of suitable knowledge and experience in the business or profession of advertising be appointed by the President to administer the affairs of the Bureau of Publicity under the general direction of the Secretary of Commerce."

An Advisory Board

Senator Cummins would have an advisory board composed of all members of the Cabinet to be known as the Publicity Conference Board, its purpose being to give "instructions, information and suggestions" to the Director of Publicity.



Copyright Press Illustrating Service
SENATOR A. B. CUMMINS

Not only would paid advertising campaigns be conducted by this bureau in behalf of the War and Navy Departments in the matter of obtaining enlistments, the Interior Department on all public land openings and other questions requiring public interest, the Agriculture Department in connection with farming, marketing and other bulletins, the Treasury Department "for the disposal of United States bonds and other purposes, but certain other definite functions related to development of foreign trade through dissemination of advertising information for American commercial interests would be delegated to the bureau. Commercial information forwarded to Washington by American consuls throughout the world would be published by the Government through the medium of publicity and advertising for the benefit of American business. Advertising campaigns would be conducted in foreign countries to "promote prestige and public favor for American colleges, institutions and merchandise."

To Coordinate Effort

There appears to be small room to doubt that the Cummins bill will receive consideration at an early date as part of the general program of Congress to inquire into the various publicity activities of the Government which at present are regarded as involving too heavy expenditures, duplication of effort and in some instances a lack of appreciation on the part of the men in charge of what constitutes legitimate publicity by the Federal departments.

The Senate Committee on Printing, headed by Senator George H. Moses, of New Hampshire, a newspaper man of many years' experience, is in favor of some steps to co-ordinate the various publicity agencies and to establish a definite policy of publicity and advertising.

The text of the Cummins bill follows:

Bill's Full Text

"A BILL"

"To establish a Bureau of Publicity in the Department of Commerce to have charge of all the advertising of the Federal Government; to secure greater publicity for information intended for the general public and coming from the various departments of the Government; to advise and counsel with all private interests regarding foreign advertising; and to co-operate with organized advertising interests of the Nation in promoting and in securing legislation to compel adherence to honesty and reliability in the advertising of all firms and individuals throughout the Nation.

"*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled*, That there be, and is hereby, created a Bureau of Publicity in the Department of Commerce.

"Sec. 2. That a director of suitable knowledge and experience in the business or profession of advertising be appointed by the President to administer the affairs of the Bureau of Publicity under the general direction of the Secretary of Commerce. The compensation for the Director of the Bureau of Publicity shall be $6,000 per annum.

Board Personnel

"Sec. 3. That for the proper and efficient utilization of the Bureau of Publicity a Publicity Conference Board is hereby created, consisting of the Secretary of Commerce, the Secretary of State, the Secretary of War, the Secretary of the Navy, the Postmaster General, the Secretary of the Interior, the Secretary of Agriculture, the Secretary of the Treasury, the Secretary of Labor, and the Attorney General, all acting ex officio. It shall be the duty of the Publicity Conference Board to meet as often as quarterly and as much oftener as they desire, at which meetings the

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Director of the Bureau of Publicity shall be given such instructions, information, and suggestions as the various departments wish to have receive the benefits of the Bureau of Publicity. The board shall organize as it sees fit for the transaction of business and a quorum shall consist of half the members.

"SEC. 4. That the Director of the Bureau of Publicity shall appoint, under the rules of the Civil Service Commission, such assistants and other employees as he may deem necessary and the Publicity Conference Board may approve of. The compensations for the persons so appointed shall be such as the Publicity Conference Board may authorize.

Appropriations

"SEC. 5. That there is hereby appropriated for the purpose of defraying all expenses for the maintenance of the Bureau of Publicity, including the payment of salaries herein authorized, out of any money in the Treasury of the United States not otherwise appropriated, such funds as shall be reported necessary and be approved of by the Director of the Bureau of Publicity and the Publicity Conference Board. A detailed statement of all expenses under this act and of all receipts hereunder shall be submitted to Congress at the beginning of each regular session.

"SEC. 6. That the Bureau of Publicity herein created—

"(a) Shall prepare and direct all advertising of the Federal War and Navy Departments intended to secure recruits for the Army and Navy, or for other purposes.

"(b) Shall prepare and direct all advertising desired by the Department of the Interior for the disposal of land, announcement of public-land openings, requests for bids on public supplies, and such other advertising or publicity as may be desired by the Department of the Interior.

"(c) Shall prepare and direct all advertising or publicity desired by the Department of Agriculture for the dissemination of information as to foreign and various data which the said department may wish to have brought to the attention of the general public or part thereof.

"(d) Shall prepare and place all advertising or publicity desired by the Secretary of the Treasury for the disposal of United States bonds or other purposes.

"(e) Shall prepare and place such advertising or publicity as may be required by any other department of the Federal Government which wishes to have service, information, or publications brought to the attention of the general public or any part of the general public.

Distributing Cost

"SEC. 7. That the cost of preparing and directing all advertising or publicity matter required to be done by the Bureau of Publicity shall be borne by this Bureau of Publicity and paid for out of the appropriations made for its general maintenance expenses; but the cost of placing such advertising or publicity aside from its preparation and direction shall be borne in all cases by the department or bureau of the Government for which it is placed.

"SEC. 8. That the Bureau of Publicity—

"(a) Shall collect and keep on file adequate information and data relative to the leading publications and other advertising media in all foreign countries, their rates for advertising service and space, rules and regulations, and any other information that may be of value to American commercial interests to promote trade in said foreign countries, all this information and data to be kept available for reference for private

VICTORY IN SIGHT AFTER A LONG FIGHT!

IN the issue dated April 21, 1917, EDITOR & PUBLISHER printed an editorial suggesting a Department of Advertising for the Government. The vital need of the nation for an advertising policy and program directed by the ablest man to be found for the work, was pointed out.

For more than a year previous to that time EDITOR & PUBLISHER had been urging upon the Government a paid advertising policy. It was early in 1916 that a committee had waited upon the President to assure him that the newspapers and periodicals of the country would donate $50,000,000 worth of advertising space for use in promoting the mobilization of the nation's industries for possible war tasks.

EDITOR & PUBLISHER at that time opposed vigorously the proposition to donate advertising space to the Government—opposed it on principle, and because it served to classify advertising space as a thing of doubtful value, not a service-creating force to be purchased on the same business basis governing the purchase of other things needed by the Government.

Throughout the period of the war EDITOR & PUBLISHER continued to urge upon the Washington Government the adoption of a sane and sensible policy of paid advertising—through which the great bond sales might have been conducted in a business-like way, without waste or duplication of effort and without unjustly taxing the generosity of individuals.

The prospect, now bright, for the creation of a Department of Advertising, or—failing in that—the adoption of definite and adequate advertising policies by the various Departments of the Government, is particularly gratifying to this journal as illustrating the victory of common sense over intrenched precedents.

individuals, institutions, and firms at all times free of charge, except where the gathering of such information and data involves considerable expense, as in the case of costly printed matter or books, in which latter case a reasonable charge may be made, the same to be regulated at the discretion of the Director of the Bureau of Publicity.

Foreign Service

"(b) It shall be the duty of the Bureau of Publicity to have in its employ assistants who have acquired expert knowledge of advertising in foreign countries, and it shall be the duty of the expert assistants to give counsel free of charge at any time concerning these matters to private firms and individuals who desire to promote their trade or service in foreign countries.

"SEC. 9. That the Bureau of Publicity shall employ such advertising or publicity as may promise to be most effective to disseminate among the United States valuable information and data supplied by American consuls in foreign countries as to opportunities existing in those countries for the extension of American commercial or other interests. A special appropriation shall be estimated and requested for this purpose by the Director of the Bureau of Publicity and included in the general appropriation allowed annually by Congress for the administration of the bureau, and subject to the approval of the Publicity Conference Board.

To Promote Honesty

"SEC. 10. That, subject to the approval and direction of the Publicity Conference Board, the Bureau of Publicity shall study means for and suggest and conduct advertising or publicity campaigns in various foreign countries to promote proper and public favor in said various foreign countries for American colleges, institutions, merchandise, and service of all kinds which it may deem to promote abroad. A special appropriation shall be estimated and requested for this purpose by the Director of the Bureau of Publicity and included in the general annual appropriation allowed by Congress for the work of the bureau and subject to the approval of the Publicity Conference Board.

"SEC. 11. That the Bureau of Publicity shall co-operate with all organized advertising interests in promoting and in securing legislation to compel honesty and reliability in both the domestic and foreign advertising of all firms, individuals, and institutions, and is authorized to employ counsel or experts in the furtherance of this work, subject to the approval of the Publicity Conference Board.

"SEC. 12. That this act shall take effect from and after its passage."

New York Pictorial Daily Report Unconfirmed

Latest Rumor Connects George Utassy with Supposed New Venture by Chicago Tribune Men

No statement was given out this week in reference to the report that the Chicago Tribune was planning to print in New York a morning pictorial newspaper. The latest unconfirmed report is that George Utassy, who was general manager of the Hearst Magazines, will be publisher and general manager of a morning pictorial in New York City, if one is started, with Arthur Clarke, formerly city editor of the New York World, as managing editor.

Milwaukee Ad Club Elects

MILWAUKEE, June 2.—Frank B. Jennings, advertising manager of the Edward Schuster & Co. department stores, has been re-elected president of the Advertisers' Division of the Milwaukee Association of Commerce. Edward D. Wolff was elected vice-president, and Hugo Voigt, secretary-treasurer. Winnon M. Pare, James M. Allman, Frank M. Bruce, M. C. Rotier and L. S. McMeekin are members of the board of governors.

Fox Made Business Manager

HOUSTON, TEX., June 4.—M. E. Foster, president of the Houston Chronicle, has appointed Fred Fox to be business manager of the Chronicle, succeeding E. C. White, who has gone to St. Paul to become circulation director of the Pioneer Press. Mr. Fox has been with the auditing department of the Chronicle for the past ten years and has had entire charge of the paper's Liberty Bond Department, which handled over 20,000 accounts.

"F. T. C." Chairman Returns

William B. Colver, chairman of the Federal Trade Commission, is home from a two months' trip to Europe.

PREDICT A BIG A. B. C. ATTENDANCE

Arrangements Rapidly Being Finished Motion Will Be Made to Have A. B. C. Show Net Amount of Circulation Money Derived by Publishers.

CHICAGO, June 4.—Plans are rapidly maturing for the sixth annual convention of the members of the Audit Bureau of Circulations, to be held in the Hotel La Salle, June 19 and 20, a record-breaking attendance being forecasted. The fifth anniversary of the founding of this institution, which has proved itself of such vital importance to the advertising and publishing industry, is to be celebrated on this occasion.

June 19 will be devoted to divisional meetings, whereat various classes of publishers and advertising interests will discuss their various interests. The convention really will open at 10 o'clock on June 20.

Among the more important topics to be considered will be change of the by-laws, revisions having been suggested by legal advisers after months of study. These have been endorsed by a majority vote of the Class A members and come up at the convention for final ratification.

Among the motions which it is expected will be made from the floor is one demanding that the A. B. C. show the net amount of money derived by publishers from subscriptions.

The William Weld Company, Limited, London, Can., has filed notice that at the meeting it will move that the following resolution be inserted in Publishers' Statements and Auditors' Reports:

"What have been your total cash receipts from subscriptions for the period covered by this statement or report?

"Were these cash receipts banked regularly for verification?"

There will also be a motion concerning the increase of newspaper members on the Board of Directors.

The annual dinner promises to be a big event. Four speakers of national fame will be on the program. The new Chicago Advertising Council will be the hosts. Every minute of the dinner will be worth while, socially as well as educationally. It promises to be the big advertising and publishing event of the year in Chicago.

Taylor With Nichols Agency

CHICAGO, June 4.—A. B. Taylor, formerly sales manager and assistant to the president of the Gossard Company, Inc., has joined the Charles F. W. Nichols Agency organization. He will serve as a vice-president and devote his time to merchandising problems. J. B. Kerrott, late of Nichols, Mitchell & Faust, has been added to the copy staff, and D. E. Caesar, arriving this week from France, returns to the copy department. The following plans have been chosen for the agency: President, Charles F. W. Nichols; vice-presidents, A. B. Taylor and Frank L. Blake; secretary-manager, Wallace Meyer.

Cuts from 3 to 2 Cents

HARTFORD, Conn., June 4.—Harry B. Adsit, general manager of the Hartford Post, announces that the new management has reduced the price of the paper from 3 to 2 cents and has begun an extensive sampling campaign to stimulate circulation.

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PRINTING CAPACITY OF NATION'S NEWSPAPERS TAXED BY UNPRECEDENTED ADVERTISING

Volume of Business Breaking All Records—National Advertising Leads the Lineage Gains Everywhere—Basic Trade Conditions Soundly Support Prediction of Most Prosperous Summer and Fall—Big Demand for Machinery and Supplies

By Marlen Pew

REPORTS from all sections of the United States agree that the great post-war advertising bulge is continuing without sign of abatement, newspaper lineage records being broken in all principal cities.

There is every indication, according to most conservative and best informed agency men and publishers, that the summer of 1919 will see publication of the largest volume of space advertising ever experienced while far-sighted men are looking for a phenomenal fall volume and are making preparations now to meet the emergency.

The flood which began to sweep immediately the armistice was signed has increased until many newspapers have reached the limit of their advertising capacity and are rejecting business. Eight and ten page newspapers have jumped to 16 to 20 pages on three and four days of the week. Newspapers with immense circulation and publishing at 2 cents the copy have leaped to 32 pages to 40 pages several times a week. That which is true of evening papers is equally true of morning newspapers and the Sunday issues of nearly the entire list of American cities have scarcely ever been equalled for size and never for volume of regular advertising carried.

National Business Leads

The biggest gain is in national advertising. Lineage reports which have been analyzed by Editor & Publisher show that in the month of April, 1919, many newspapers increased their national advertising business from 20 to 50 per cent over the corresponding month last year. The average gain must be in the neighborhood of 35 to 40 per cent among all of the newspapers of the country, judging by reports from typical cities.

Lineage statistics from all sections of the country for May are not yet available, but advertising in individual newspapers, as checked up by Editor & Publisher indicates that May registered the high-water mark in all history for volume.

New York City figures are fairly typical of the general condition and the striking fact is that the total lineage of the sixteen dailies reporting to the New York Evening Post Bureau of Statistics for April, 1919, was 12,300,608, a gain of a trifle more than 2,000,000 lines over April, 1918, and a gain of about 34 per cent over the pre-war economizing, April, 1913. In April, 1914, these newspapers carried only 8,687,315 lines of advertising, and thus it is seen that the gain in 1919 just passed represents more than a per cent over the April figures in e first year of the European war.

Astonishing gains have been made by dividual newspapers in numerous ties. The so-called "Million Agate ine Club" of American newspapers has own remarkably in membership dur- the past three months, with many w hovering around 800,000 to 900,000 arks.

The March prediction of Editor & Publisher that national advertising in newspaper space this year will exceed the hitherto unheard of total of $130,000,000, doubling the record for 1918, is now generally conceded.

Released Ambitions

The amazing variety of big space that continues to pour out from all quarters is an interesting phase of the general situation. The "drive" idea continues for the accomplishment of public or semi-public purposes. Today attractive page advertising appears for the Salvation Army fund; tomorrow the U. S. Army is to advertise for recruits; yesterday it was a whirl-wind campaign for Victory bonds. The Roman Catholic Church uses page advertising to raise a huge fund for the erection of a sacred temple in Washington to keep fresh in memory the human sacrifices of the war. There is to be advertising conducted, if not paid for, by the state in the interest of securing employment for former soldiers. The Government of the United States is learning the great secret of business that the advertising columns of the daily press form the quick route to public understanding and are available at the minimum cost.

The nation-wide drives for the Methodist Episcopal Centenary and the Episcopal church have yielded heavy copy in many cities, with some notable instances where enthusiastic publishers have produced special editions or supplements. All this runs to swell the rising tide.

But, of course, the bulk of advertising now flooding the press represents normal business. It bespeaks the ambitions of men to do business and also the power of the people, despite the war drain, to sustain personal comfort and advance culturally and materially.

East and west, north and south, the reports seem almost identical as to the remarkable movement of merchandise through all of the channels of trade from producer to consumer. All industry has been quickened and there has finally been consummated the tremendous transfer of buying by the people rather than the concentrated buying by the Government for war purposes.

One of the healthy economic signs of the times is the prosperity of those engaged in the textile and wearing apparel industries and heavy buying by the retail interests of the great cities gives proof of the statement that the average American was a conservative consumer of clothing during the war and is now in process of restocking family requirements. Returning soldiers and sailors have given a vast trade to clothier interests. An unusual flow of department store and specialty shop advertising is looked for throughout the summer months even in the larger cities where the "vacation period" usually produces a serious slump of such trade.

Automobile and accessory advertising is large, and now that production is well under way and the demand for both pleasure and business vehicles exceedingly sharp, specialists in this class of advertising are sanguine of the greatest year in history. Manufacturers who, in the war rush, permitted their advertising to lapse, are feeling the need of re-established "good will" with the public.

Luxuries that were suspended by the war are being extensively advertised for dealer and consumer demand. Never were the advertising columns of newspapers more interesting for the variety of merchandise offered.

The prospect of a "dry" nation has resulted in vast plans for the advertisement of beverages to substitute for alcoholic liquors and much of this is scheduled to run in summer months. This business includes some extensive plans in the interest of tea and coffee producers, as previously announced in Editor & Publisher.

Basic Conditions Sound

All crop information continues favorable and unless some great tragedy occurs, America will produce her bumper in 1919, with ample supply for all mouths here and for the hundreds of thousands of hungry people of Europe.

The boom in the stock market proceeds as a further indication of the basic prosperity of the country, new high levels having been registered last week for most of the railroad security issues as well as for nearly all of the great industrials. Admitting that the stock market is now highly speculative, the gains which now run as high as 100 points for the fiscal year are not to be discounted, in a general survey of economic conditions.

Nor should sight be lost of the striking signs of vast export business for the United States. European buyers are here in great numbers and the prospects for trade are reported as limited only by credit considerations. Europe's need for our goods in her process of rehabilitation is now a literal fact, well known to every manufacturer.

Expect Big Summer

With these substantial evidences of prosperity ahead and with no cloud on the horizon save the limited doubt as to the final peace and the outcome of negotiations looking to world understanding, advertising men close to the nation's greatest industries say that there will be only slight cessation of present activities during the summer.

This means only a modified and summer lull and the smashing of advertising records for June, July, August and September. The newspapers are preparing for it. The slogan in national advertising circles now is "Why slump in summer?"

Why, indeed? Indications are that the space demands of the fall will exceed present lineage. The summer is therefore the time to create publicity values if not to actually move merchandise. National advertisers are more and more seeing the advantage of taking up space in the less crowded week-day newspaper. There is a healthy growth of Saturday afternoon advertising in several cities. In Philadelphia the great six-day afternoon Bulletin is receiving now on Saturday

HIGH SPOT FACTS IN THE GREAT NATIONAL ADVERTISING BOOM

APRIL lineage reports from newspapers in cities of the East, New England, Middle Atlantic Seaboard, South, Middle West, Pacific Northwest and Pacific Southwest, as analyzed by Editor & Publisher, show (1) total lineage increases ranging from 15 to more than 50 per cent in April, 1919, over April, 1918, (2) the principal increase is in national advertising, though local advertising is very strong, (3) gains on national space carried in a few conspicuous cases run as high as 70 per cent over April, 1918, and instances of such gains up to 40 per cent are common, (4) there seems to be no sectional or geographical limits to the newspaper advertising bulge, all parts of the country sharing on about equal terms.

During the past three months many newspapers have gained eligibility to the "Million-agate-lines Club."

Best informed advertising men tell Editor & Publisher that the present record-breaking boom will continue through the summer, with only slight cessation in the hottest period, due to the desire of many advertisers to keep abreast trade conditions and reestablish good will asset.

Paper manufacturers predict that there will not be a paper shortage.

Great press manufacturers are unable to fill orders of publishers; bookings for presses are months in advance of possible delivery. There is a sharp demand for all sorts of newspaper equipment and supplies. The Mergenthaler Linotype Company is managing to fill orders promptly enough to satisfy the trade and is planning for increased business. Intertype reports all sales records broken.

Basic industry and trade, according to all sources of information, soundly supports the great advertising campaign now in progress.

heavy business from a department store the former policy of which was not to run in Saturday evening newspapers, and the experiment has been tested out successfully. That which applies to the local dealer who is seeking direct results surely doubly applies to any national advertiser who is in quest of general publicity values.

In Washington five of the largest department stores divide two-thirds of their advertising in the Star equally between Monday, Tuesday, Wednesday, Thursday and Friday issues each week. In doing this they earn the best rate granted by the paper, and find the plan highly beneficial in effecting a more even balance in store trade throughout the week.

In New York John Wanamaker uses space in Saturday issues to advertise today sales.

There are many such instances to contain this as a general tendency.

A. N. P. A. Bureau

The Bureau of Advertising of the American Newspaper Publishers Association reports that never before were so many demands made on it by advertisers and advertising agencies for data regarding recent newspaper advertising successes. These questioners wish to assure themselves that certain wares which never have been advertised in newspapers can be advertised successfully and are willing to follow a good example when it is pointed out to them.

Even manufacturers of semi-technical or wholly technical products, whose advertising heretofore has been confined to trade papers, are investigating the possibilities of lifting the sales by passing to the many through newspaper advertising.

"The enormous flood of national advertising recently has stirred up the retail buyer and he is buying now as never before," said William A. Thomson, director of the Bureau. "This is encouraging national advertisers to continue advertising through the summer. Some of the big retail stores report phenominal business in April and May. One retail store, to my knowledge, did a business in April that was $750,000 greater than ever before in its history."

The Bureau has received reports that many manufacturers who formerly used magazine space exclusively in order to "get the goods on the dealer's counter" will start using newspaper space this summer to get the same goods off the counter.

Great Demand Now for Paper, Presses and All Plant Equipment

If a good volume of advertising is to be maintained through the summer there must be paper to print it on and the ruling opinion among paper manufacturers, interviewed this week, seems to be that the demand will be supplied, the one doubt hanging on labor troubles.

Monthly figures given out by the News Print Service Bureau of the paper manufacturers, covering approximately 90 per cent of the total output of news print in the United States and Canada, show that the average daily production during April was equal to the average daily output during the three months of greatest production in 1918. Therefore production is being well sustained.

Production by the United States mills, according to figures in the same report, during the first four months of this year was 11 per cent greater than during the same months in 1918. Canadian production during this period exceeded that during the same period last year by 9 per cent.

Production promise throughout the country, which is expected to continue throughout the summer, is reflected not only in an increased demand for paper, but for all other supplies that are needed in the printing of papers. Presses are in big demand and publishers who delayed their orders are in sore straits because of the limited output.

Demand for Supplies

"After the armistice was declared, English publishers realized what was going to happen in the newspaper business as American publishers didn't, and they came into this market and practically bought up the output of printing machinery," said R. C. Seymour, manager of the New York City office of the Goss Printing Press Company.

"We can't fill orders now for a long time ahead. There has been an advance of from 90 to 100 per cent in the price of presses since two years ago, and an advance of 15 per cent since the armistice was signed. We had to raise wages two weeks ago and may have to do it again. We can't get as much labor as we need. What we have is working double time.

"American publishers made a mistake in thinking that they could afford to wait for supplies until prices came down. As a result we have forty orders now for presses that we can't fill.

Presses

R. Hoe & Co. report that the demand with them has been unprecedented and that they have booked since the first of the year more than a good year's business. In this they report the following large orders:

Three 5-roll Decuple machines for the Baltimore Sun; three Superspeed Octuples for the Cincinnati Enquirer; one Pittsburgh Post; a Superspeed Octuple for the Toronto Telegram, which makes two ordered for that office; a Color Octuple for the Toronto Globe; two Superspeed Sextuples for the Boston Globe; two Superspeed Octuples for the Cleveland Plain Dealer, together with three 5-roll machines for the same office; an Octuple Color Press for the Columbus Dispatch; a Superspeed Octuple for the Augusta Journal; Sextuples for the Jacksonville Times-Union and the Springfield (Mass.) Republican, and a Quadruple for the Pontiac Press.

Walter Scott

Walter Scott & Co. have all the orders for presses, large and small, they can take care of for months to come, and still the orders are pouring in from newspaper publishers, according to James Carothers, manager of the New York office. The big plant of the company at Plainfield, N. J., has been working to capacity ever since the armistice was signed and a good many of the presses now being completed are going to publishers abroad and in South America, who were quick to place their orders for additional equipment as soon as peace seemed certain.

"I prophesied that peace would mean big things for the newspapers and for the press manufacturers likewise, and I now see my prophecy fulfilled," said Mr Carothers.

Incidentally, La Nacion of Buenos Ayres has ordered a five-deck press and two octuple presses of the Scott Company and El Mundo of Havana, Cuba, has contracted with the same company for a large sextuple color press. .

Duplex Company

The present plant capacity of the Duplex Printing Press Company, at Battle Creek, Mich., is reported to be taxed with orders for presses until January or February, 1920. The company has in course of construction an additional plant which, it is expected, will begin operations in the fall. To relieve the present demand, 20 flat-bed Duplex presses are being manufactured in a Chicago plant, and during the war time the manufacture of material for the War Department.

The demand for second-hand presses of all types is sharp and press machinery which, it had been believed, had outlived its usefulness, is being hauled out and repaired and placed pending the delivery of new presses. In various ways publishers are contriving means to meet the advertising demand.

Reports from stereotype supply houses also reflected the heavy demand from all sections of the country and the general difficulty to make immediate shipment.

Mergenthaler Machines

The Mergenthaler Linotype Company reports that it is managing to fill its orders promptly enough to satisfy the trade, and is laying plans to continue to do so in the face of continued increases.

"We haven't far to look for the great underlying reason to which this increased business is due," reads a letter addressed from the company's office to Editor & Publisher.

"The business of war has given way to the resumption of the business of peace. The world's biggest reconstruction period awaits us. Everything is wanted by newspapers as well as by other consumers. Undoubtedly the prospects are for an era of good business, the like of which has not been seen before."

Intertype Machines

"There is only one answer to the question asked by Editor & Publisher as to the present Intertype business and the future outlook," said H. W. Cozzens, general sales manager of Intertype Corporation.

"Both the present business and the outlook for the balance of the year are entirely beyond our most sanguine expectations.

"Orders have been coming to us in increasing numbers since the first of the year, and March, with orders entered for 122 machines, April with orders entered for 102, and May, with orders entered for 127, are record-breaking months.

"Every effort possible is being made to increase our factory facilities and output to take care not only of our present business, but of that which we see ahead of us next fall both in the United States and Europe.

"One reason for this splendid support which the trade is giving the Intertype lies, we believe, in the great volume of advertising which we have been able to be shared generally by newspapers in all parts of the United States, and the fact that perhaps a large number of papers postponed the purchase of new machinery during the war period."

The Position of the Four A's On Full Season Advertising Told by O'Shaughnessy

In the encouragement of all-the-year-round advertising for newspapers, publishers will have the hearty co-operation of the American Association of Advertising Agencies. Concerning this, Mr. James O'Shaughnessy, secretary of the Association, writes Editor & Publisher:

"The idea of seasonal selling is differentiated from seasonal promotion. The store should be kept open all the year and the business built up through all of the 12 months, and why interrupt the advertising, which is promotion? The advertising must run ahead of the sale. That being so, then how far ahead? The most inexperienced advertiser knows the danger of not putting it far enough ahead. The publication date question is to advertise far enough ahead so that the promotion will be as thorough as it was planned.

"With this powerful modern thought applied to advertising, newspaper publishers can look forward to a leveling of advertising over the entire year. This means much to the national volume in the year's business, but all of it would be more profitable because of its free-

(Continued on Page 36.)

U. S. ARMY ADVERTISING STARTS

Seaman to Place Copy in All Newspapers in Cities Where Recruiting Stations Exist

As exclusively announced in Editor & Publisher, the United States Government will become a direct advertiser in newspapers during the month of June, the purpose being to aid recruiting for the army, which needs men for the regular service to relieve the host of men who will be retired under the law four months after the final signing of peace.

This advertising will be handled by Frank Seaman, Inc., New York, and will be placed at regular card rates. There is to be no price-cutting and the whole system of placing the business responds to ethical advertising standards.

The business will run in generous space in every English language newspaper in cities where the army maintains recruiting stations, and the copy will be localized to send applicants directly to the headquarters of recruiting officers.

Secretary of War Newton D. Baker, under an existing statute, signed the order calling for the expenditure for this purpose of June 30 of the sum of $185,000. Plans army officers had made up, for the expenditure of about $100,000, for poster, circular and other forms of advertising, have been suspended for the present, until newspaper advertising is given a fair test. If results from it are up to expectations, it will be formally adopted for a further campaign.

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, said:

"This is a great triumph for the American newspaper. It is a clean recognition by the Government of the value of newspaper advertising columns. The initial schedule is not so big, but if the newspapers rise to the situation, and make the campaign an unqualified success, a very heavy advertising campaign will follow from the War Department. Results are wanted and results only will count.

"It has cost the Government about $9 per recruit, and the War Department does not object to that cost if there is real efficiency shown in the method. Inasmuch as present plans call for the recruiting of about half a million men for the army, there is a possibility of advertising to run into as much as $45,000,000 for this purpose. The newspapermen of the country should get behind this advertising with full force for patriotic, as well as for professional reasons."

FIGURE BUFFALO I. C. M. A. MEETING IDEAS WORTH A MILLION DOLLARS

Elaborate Plans Are Complete for the Twenty-first Annual Convention—Will Draw Circulators from All Over U. S. and Canada—Propose to Change By-Laws

PROSPECTS for a record breaking meeting at the 21st annual convention of the International Circulation Managers' Association, in Buffalo, N. Y., June 10, 11 and 12, are splendid, according to the reports of the officers and those in charge of the arrangements.

The Convention Bulletin of the association, just issued, calls the coming Buffalo meeting "The Million Dollar Convention," for the following reasons:

Vital Subjects Will Be Discussed

"Not since the large attendance at the Grand Rapids (before the war) convention has the interest become apparent until the approaching Buffalo (after the war) convention.

"Circulation is slipping,' says one, and 'it's coming mighty hard,' says another, and all of these boys are going to get together at Buffalo and talk things over. Such topics as 'Maintaining the Increased Price,' 'Return of the Baseball Extra,' 'Use of Premiums,' 'Best Features in Peace Time,' 'Readers' Interest in War Stories and Features,' 'Contest of Free Trips to Europe,' 'Postoffice Department,' 'Delivery by Air Service,' and probably one or two on your mind that is not mentioned above will be completely talked over at the million dollar convention of the I. C. M. A.

"Yes, sir, the ideas exchanged at the Buffalo convention will be worth more than a million dollars. The publications represented will run into billions of dollars invested and all were made as the result of ideas.

A Working Convention

"A convention of the I. C. M. A. is a working convention. The program is just one case after case of 'How we did it,' 'Why we did it,' and the results.

"It is a place to exchange ideas and get the advice of others in reference to any problem.

"What was done in El Paso may be just the the thing to do in Toronto and the accomplishments in Richmond, Va., may not do in El Paso or Toronto, but is just right for Fort Worth, Texas."

President Joseph R. Taylor, of the Grand Rapids Press, yesterday said to EDITOR & PUBLISHER:

"In reviewing the prepared plans for the 1919 convention in Buffalo, one is impressed with the many new problems that now confront the daily publisher and his circulation manager.

President Taylor's Message

"Revised methods, including many economies, have proved their worth during the past year and a half, and the tendency of the circulation manager of today is to continue along conservative and saving lines, repudiating many of the old principles of giving away their newspapers for nothing.

"If, as a circulation manager, you are in favor of continuing your business along safe and sane lines, refusing returns, free copies, and circulation at cut rates, then it is your duty to attend the Buffalo convention to lend your support favoring better business methods for the future. Under Government control during the war all newspapers were compelled to eliminate bad circulation practices—a direct benefit to the publishers.

"Already certain circulation managers are returning to the old habits of a lifetime. These men, hard to convince, lacking new ideas, are simply creating old conditions for which there is no excuse, and in their blindness will drag down their local competitors to the same level.

"All of this, and many more difficult problems, are emphasized in the prepared program of the coming convention.

Old Habits Returning

"The circulation manager—whether a member of the I. C. M. A. or not—who does not plan to attend the Buffalo convention is missing one of the opportunities of his life; the publisher who does not insist on his circulation manager attending the convention, is very shortsighted as to the needs of his paper along circulation lines. It has taken the world centuries to find out that a League of Nations is the modern economic plan of the world.

"Reduced armies and armaments, which means in return a reduction of taxes, is part of the plan of a League of Nations.

"The I. C. M. A. is simply a League of Circulation Managers of the United States and Canada. In existence 21 years, growing from a very small group of ten progressive men to over 600, embracing all of the leading evening and morning newspapers of this country, there is no question as to its membership value to the individual circulation manager, and in return for the publisher who employs the circulation manager.

"Your best investment for 1919 is to attend the Buffalo convention, June 10-11-12."

From James McKernan

James McKernan, of the New York World, first vice-president of the I. C. M. A. and the probable next president, gives the following message to EDITOR & PUBLISHER to impress upon its circulator-readers the importance of attending the Buffalo gathering.

"The circulation managers throughout the country have had a very trying period during the past few years. They have proven themselves equal to the emergency, having passed through the crisis of placing the papers on a non-returnable basis and increasing the selling prices, together with inadequate service caused by the withdrawing of so many men into the service of Uncle Sam and the munition factories.

"Having passed through this crisis, they are now faced with the problems of the reconstruction period. This, together with the increased cost of labor and material in the handling of circulation, will give the I. C. M. A. a sufficient number of subjects to keep it busy.

"The association is composed of circulation managers from practically every state in the Union, also Canada, Cuba and Australia; and anyone attending these conventions can rest assured that he has heard the last word in up-to-date methods and ideas.

"Many of the largest publishers and owners of newspapers who have attended these meetings, speak in the highest praise of the good work done by this association.

"The program committee has issued a very interesting folder giving a list of the papers that will be read and the subjects to be discussed, together with the names of those whom the papers have been assigned to. A glance at this list would indicate that the circulators will have three very busy and important days.

"The delegation from New York and vicinity will leave on the Empire State Limited in a special car on Monday, June 9. They will be joined en route by members from Albany and the Eastern cities.

"Every circulation manager who is a member of this organization owes it to himself and the paper he represents to attend this convention. Many of the members bring along their wives and families, who are taken care of by the local entertainment committee while the convention is in session.

"Buffalo presents splendid opportunities for automobile trips. Niagara Falls, only an hour's ride from the city, is always an interesting place to visit.

"Invitations have been received and accepted from the Chamber of Commerce to entertain the association and their guests at luncheon and a banquet has been arranged for by the local publishers.

"The convention will open with an address of welcome by George S. Buck, Mayor of Buffalo.

"The U. S. Railway Mail Service is sending a representative, J. D. Hardy, chief clerk of District No. 9, who will talk to the members on United States Mail Service, how to reduce complaints to a minimum. This is a subject that every newspaper is vitally interested in, and Mr. Hardy's talk will no doubt be received with close attention.

"The other subjects chosen for discussion are equally important. Circulation managers and business managers who are not members of this organization are invited to attend this convention and join the association."



JOSEPH R. TAYLOR
President International Circulation Managers' Association

Transportation Arrangements

J. R. Henderson, business manager of the Montreal Gazette, chairman of the transportation committee, reports:

"The transportation committee has been successful in getting exchange transportation from Detroit to Cleveland over the D. & C. line, and I would suggest that all members wishing to take advantage of this transportation advise E. R. Hatton of the Detroit Free Press direct. He has very kindly offered to secure all tickets and make the necessary reservation for staterooms.

"I also expect to make a similar arrangement with the C. & B. line between Cleveland and Buffalo, and Mr. Hatton will also handle the tickets and reservations.

(*Continued on Page 39.*)

PROBLEM OF "LIGHT" AND "HEAVY" ADVERTISING DAYS A VITAL ONE

Habit of Merchants in Concentrating on Certain Issues Leads to Abnormal Pressure on Advertising Columns—No Advantage in Policy.

ONE of the most vital problems facing newspapers, under present conditions, is that of eliminating "off-days" in advertising and of educating merchants to use a more evenly balanced schedule of copy every day of the week.

In spite of enlarged issues, particularly on Wednesdays, Thursdays and Fridays, newspapers find it almost impossible to properly care for the great volume of advertising offered for publication on those days. This growing habit of advertisers of concentrating on certain issues places upon the newspapers an abnormal pressure for space on heavy days and leaves them "light" for the remainder of the week

New Policy a Success in Washington

EDITOR & PUBLISHER of May 15 told of the experience of the Washington Star in changing the advertising and shopping habits of the capital city. Two-thirds of the advertising of the five largest department stores of Washington now runs on an equalized schedule on five days of the week. Extra space is still used on the heavy days, but not to the extent formerly practiced. The Star's rate card provides for a slight concession in rates to advertisers using the five-days-a-week schedule. The result has been not only gratifying to that newspaper but the merchants of Washington find that it pays to encourage daily buying rather than a two or three day rush each week.

As EDITOR & PUBLISHER has pointed out in this connection, the shopping habits of the people accord with the advertising habits of the merchants. Light advertising spells light days in the stores, and vice versa. The farsighted merchants should be quick to realize the importance of easing the pressure of the heavy days by bringing about normal shopping habits among the people.

With a majority of newspapers "the Saturday problem" has long been a vexing one. Publishers know that the Saturday issue has special value to the advertisers, but here long habit intervenes to prevent a normal volume of Saturday business.

Finds Saturday Advertising Pays

The Philadelphia Evening Bulletin has succeeded in breaking down to an extent the prejudice of merchants against using a Saturday issue. For some time the firm of Strawbridge & Clothier has been using five column displays in the Saturday issue of the Evening Bulletin. In a recent issue this concern prefaced its Saturday advertising with this note:

"This Saturday evening news is of unique significance. We always have a page of carefully compiled news of bright, new merchandise in the Monday morning newspapers and, while we urge upon our customers the importance of our Monday morning announcements, we find that our Bulletin readers like to read and discuss our news in the evening at home, and our special Saturday evening announcements have already proved a great success. . . . It will pay you to read this announcement and take advantage of these exceptional values on Monday."

William Simpson, business manager of the Evening Bulletin, in a letter to EDITOR & PUBLISHER, says:

"I was very much interested in the editorial in EDITOR & PUBLISHER for May 22 entitled, 'To End Off-Days in Advertising.' as I never could quite understand why retail advertisers refrained from advertising on certain days, particularly when it is to be considered that they keep their stores open daily and, as you say in your editorial, 'it is obviously greatly to be desired that the stores should do a big volume of business every business day rather than a small volume half the week and an immanageable volume during the other half. The same principle applies to the newspapers in carrying the advertising.'

"For some inexplicable reason many advertisers have failed to take full advantage of the Saturday editions of the newspapers, but Strawbridge & Clothier, one of the best known department stores in Philadelphia, have made it a point to regularly advertise each Saturday in the Bulletin special attractions for Monday.

"A definite campaign by you along these lines would be of decided value to all of your readers, because newspapers all over the country would benefit by the general adoption of a policy of daily announcements by advertisers instead of ballooning their advertisements on certain days, which creates abnormal pressure on the newspaper columns, necessitates the leaving out of other advertisements and creates delay and confusion in the delivery and circulation departments, and at the same time reacts against the stores by causing store congestion on so-called heavy days, brought about by heavy advertising concentration on those days, and comparatively empty stores on other days."

EDITOR & PUBLISHER would welcome expressions of views and experiences of other publishers who have found ways and means for correcting this policy of concentration followed by a majority of merchants.

Dimon Goes to Portland

PORTLAND, Me., June 2.—William B. Dimon, of the Philadelphia Record, has assumed the duties of assistant manager of the Portland (Me.) Express-Advertiser, succeeding F. K. Bates, formerly of Montreal. Mr. Dimon has for the past 15 years been connected with the Record. He has been connected with the office of General Manager M. F. Hanson.

Capt. Smith Home from War

MONTREAL, June 3.—Capt. J. E. Smith, formerly of the Sherbrooke Daily Record, has just returned from the front. He went over with the 117th Battalion in 1916 and has been in the thick of the fighting ever since.

Lawder Joins Erwin & Wasey

CHICAGO, June 2.—Donald Lawder has been appointed to the Erwin & Wasey Agency's staff. He is from Collier's Weekly.

25 HAVE SERVED "P. D." OVER 20 YEARS

"A Good Sheet to Stick to, Because It Sticks to You, If You Make Good," Says Cleveland Plain Dealer "Boys," Old and Young

The Cleveland Plain Dealer, whose management endeavors to "care for those who care for themselves," has 25 employees who have been with the paper 20 years and over.

Seven men have served the paper 34 years each. They are George R. Agate, treasurer of the Plain Dealer Publishing Company; F. E. Hoffman and W.



GEORGE R. AGATE

S. Wanner, assistant foremen of the composing room; Louis Rasch, F. W. McKearney and F. J. Sharpe, printers.

Mr. Agate has handled the payroll of the "P. D." for so long he knows by name all of the main office employees and the hundreds of correspondents scattered throughout the country. Always affable, painstaking and accommodating, every employee has a good word for him.

V. C. Post, assistant foreman, has served 32 years.

Rose Its Editorial Dean

The "dean" of the editorial staff is W. R. Rose, associate editor, short story contributor and author of an editorial page daily feature entitled "All in a Day's Work." He has served the "P. D." continuously for 23 years and is yet "young in action, quick in thought" and one of the most popular members of the staff.

W. S. Parr, market editor, who has been ill for several weeks, entered the paper's employ 26 years ago, but "skipped" a few years, so his actual length of service does not go beyond that of Mr. Rose.

George M. Rogers, assistant general manager, entered the service of the paper 21 years ago and does not look as though he had spent two decades and a half in building up one of the best daily newspapers in America.

U. W. Hird, credit manager, has been with the paper 23 years.

Dora J. Cavan, a proofreader, is the only woman employee who has seen over 20 years of continuous service. She entered the paper's employ 24 years ago.

There are five "27-year service men." These are J. W. Mills, A. J. Craig, F. D. Cass, assistant foremen, and C. E. Scheckler, Theodore Hays and H. W. Longsdorf, printers.

H. D. Ashby, a foreman, is also a 24-year man.

Mort Moeder, foreman of the "ad alley," and C. C. Sharpe, a printer, are 22-year employees, while Hugo Hoffman, foreman of the press room, and A. G. Chipchase, a printer, have served the paper 21 years.

John J. Kirk, circulation manager, has spent exactly two decades with the "P. D," the other 20-year employee being John Hoffman, stereotyper.

The "veteran of them all," Samuel Johnson, has been on the payroll for 53 years. He was printer and proofreader and when his half century period of service came around he was retired on a pension for life. His duties now consist in looking after sick employees who are members of the Plain Dealer Beneficial Association.

All Have Worked Up

"Big Ben." F. Allen, the chief of the Washington bureau, has spent more than 20 years with the paper.

Henry S. Edwards, called "dean of America's baseball writers," entered the paper's employ about 17 years ago, while



W. R. ROSE

W. G. Vorpe, in charge of the Sunday feature department and acting managing editor in the absence of Erie C. Hopkwood, editorial chief, went to the paper 18 years ago and climbed all the way from a reporter through the telegraph, news and night editorial jobs.

Erie C. Hopgwood, managing editor, started as a reporter about 17 years ago.

George R. Callahan, marine editor, and Carl Robertson, editorial writer, each began work for the paper about 19 years ago.

Dozens of "P. D." employees have been with the paper 10 and 15 years each.

"A good sheet to stick to because it sticks to you, if you make good." This is what the "boys," old and young say.

Paper Co. Launches Steamship

PORTLAND, Me., June 2.—The freight steamer Ripogenus, built at a cost of $900,000 for the Great Northern Paper Company, whose mills are located at Millinocket, was launched at Rockland, May 26. She will be used in carrying paper from the terminal of the Bangor & Aroostook Railroad at Stockton Springs to New York and Philadelphia. On her return trips coal will be carried from Norfolk to Searsport.

Allen Agency Reorganizes

A reorganization of the Allen Advertising Agency, New York, has been effected by the election of the following new officers: President, Frederick Jeanson; vice-presidents, Theodore J. Goe and Edmund Bartlett; treasurer, F. A. Callaway.

THIS SYSTEM ELIMINATES WASTE IN MAILING CHECKING COPIES

Plan of the Late John W. Jewell Simplifies Work of Publishers and Advertising Agencies—Now Offered for Free Use of All.

THE Springfield (Mo.) Leader has been using for nearly two years a system for mailing checking copies to advertisers which has eliminated almost entirely the traditional difficulties surrounding this detail of office management.

The system was devised by the late John W. Jewell, associate owner and publisher of the Leader, who lost his life at Camp Funston on January 11, 1918, while serving as editor of "Trench and Camp." His father, H. S. Jewell, has found the system to be so practicable and useful that he has brought it to the attention of the leading advertising agencies of the country, and has received many letters of endorsement.

For Free Use of All Publishers

Mr. Jewell now authorizes Enton & Pubishers to make public the details of the plan, and to assure all publishers that it is open to their use without charge. He also generously offers to

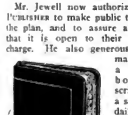


FIGURE 1

mail on request a copy of a booklet describing it and a sample of the daily record sheet—all that is needed for installing the system, except a small loose-leaf book for entering the names of agencies and advertisers, purchasable anywhere.

In the booklet referred to, which was copyrighted by the late John W. Jewell, the system is outlined as follows:

In an ordinary 75-sheet loose-leaf book (Figure 1) are arranged the following MEMORICAL orders:

FIRST—The names and addresses of all AGENCIES.

SECOND—The names and addresses of all COMPANIES to whom are to be sent checking copies. It is not always necessary to send checking copies to the company as only those companies are listed which demand copies of the publication carrying their advertising.

THIRD—The names of the PRODUCTS which are being advertised, in ALPHABETICAL order.

ADVERTISING AGENCIES and COMPANIES are listed numerically, and the names of the PRODUCTS advertised are listed alphabetically by index. For instance: The PRODUCT Cocoalis is run in the issue being checked. Run down the alphabetical index to "N" and find Nestles listed with number 1 in the column for Agencies and number 3 in the column for Companies. This tells you that number 1 agency and number 3 company should be sent issues of the paper. As the numbers are numerically, it is easy to turn to No. 1 and No. 3 and find that the paper for this product goes to Erwin & Wasey, agency, and to Goodyear Tire & Rubber Co., company.

When installing this system, the names of the advertising agencies can be gotten from your ACTIVE foreign advertising ledger. Those having no foreign advertising accounts can note the requirements in regard to sending checking copies.

This book should be large enough to hold only about 50 pages and costs like figure 2.

If you have no book suitable, you can find one which contains suitable loose-leaf paper at any large office supply shop.

The printed list is the middle of the first page used by The Springfield Leader, showing the advertised articles placed by foreign advertising companies. The purpose of the numbers is explained elsewhere.

For each PRODUCT in the book (Figure 1) is set down the NUMBER of the advertising agency that receives the checking copies WHEN THE PRODUCT IS ADVERTISED, in case the AGENCY and the COMPANY both want copies, the number of each is placed by the product.) e. g.: In the small book under A (see Figure 2) appear the following:

	Agcy.	Co.
Acetos	73	101
Alcock	22	
Ace		

The product Amolax is checked by both Roberts & MacArthur, 30 N. Dearborn St., Chicago, Ill. (who-se number is 73 in the book, Figure 1) and by "the Amolax Co., Youngstown, Ohio (whose number is 101 in the book, Figure 1).

Alcock (lasters are checked only by E. S. Erickett, whose number in the book is 22. The Alcock Mfg. Company do not check the laster copies.

A daily Sheet having numbers from one to "necessary" (according to the number of agencies and companies) arranged in rows so that they are easily found. One sheet is used each day and filed away. (Figure 3.) It will be necessary to have some of these sheets printed and labled—the cost is small.

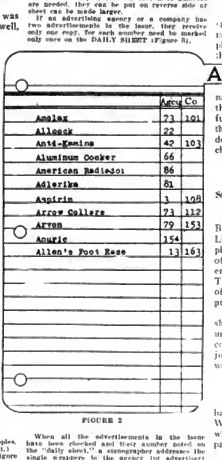
To Send Out Copies Each Day

From the newspaper each day the ads are checked—their number (or numbers) are easily found in the book under their index (Figure 2) and the numbers are marked on the DAILY SHEET (Figure 3).

NOTE: In case you don't want to check from the issue, the names of the products can easily be gotten each day from your compositing room order or from the report given your bookkeeping department, which is used to check the insertions of all advertisements which should appear on the particular day.

The above is a reproduction of the daily sheet with numbers up to 175. In case more numbers are needed, they can be put on reverse side or sheet can be made larger.

If an advertising agency or a company has two advertisements in the issue, they receive only one copy, for each number need be marked only once on the DAILY SHEET (Figure 3).



	Agcy	Co
Amolax	73	101
Alcock	22	
Anti-Kamo	42	103
Aluminum Cooker	66	
American Radiator	86	
Adlerika	81	
Aspirin		108
Arrow Collars	73	132
Acme	29	153
Acmetic	154	
Allen's Foot Ease	13	163

FIGURE 2

When all the advertisements in the issue have been checked and their number noted on the "daily sheet," a stenographer addresses the single wrappers to the agency (or advertiser) whose number is checked on the "daily sheet" by reference to the list of agencies and companies in the front of the book.

When the single wraps are addressed, copies can be wrapped and sent out from the office or sent to the mail room to go out in your single-wrap lots as second class mail, or the addressed wrappers can be sent to the mail room where the issue may be enclosed and sent out.

Return copies can be used as well as any other by holding the addressed wrappers until the following day.

The Mailing System

1—Saves money in paper and postage.

2—Saves work in mailing room, as all advertisers and agencies are taken off the mailing lists.

3—Saves setting up names and correcting addresses in the compositing room.

4—Convenient and dependable way to send out copies—little chance for errors.

5—Automatically keeps a record of every copy sent out every day.

6—Prevents better deliveries to addresses, thereby cutting down calls for extra checking copies.

7—It is so simple that anyone can send out the checking copies each day. Your office boy can do it.

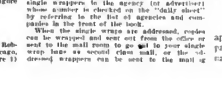


FIGURE 3.

1—Can be installed easily in any size news paper or magazine.

2—By sterling new records each year, it will show the number of accounts carried.

10—It is efficient.

Mr. Jewell has demonstrated a net saving of $300 per year for his own newspaper through the use of this simple system. One of its strong points is that it assures the mailing to advertisers or agents ONLY copies of the paper which contain the advertisements to be checked. This not only eliminates waste of postage and of copies of the paper, but does away with the confusion resulting in an agency office from the necessity of examining papers which do not contain the insertions to be checked.

NO LINOTYPE TIE-UP

Strike of Factory Employes Fails to Hinder Operations

Despite a strike of workmen at the Brooklyn plant of the Mergenthaler Linotype Company last Friday the plant continued operations, the places of the strikers being filled during several succeeding days without difficulty. The company reported that a number of the men who struck had asked to be put back to work.

The strikers are asking for a closed shop, that no man not a member of the union shall be in the employ of the company more than ten days without joining the union, a forty-four-hour week, and increased wages.

Employees Buy Iowa Weekly

GRINNELL, Ia., May 20.—The Opinion has passed under new management. Wayne D. Choate, and Harry L. Swan, who has been foreman for some time past, are the new owners.

Appoints Benjamin & Kentnor

The Owensboro (Ky.) Messenger has appointed the Benjamin & Kentnor Company, New York and Chicago, to be its national advertising representative.

MUST BUY THEIR PAPER FROM BRITISH MILLS

Regulations Passed by Board of Trade Limits Imports from Outside United Kingdom to 25 Per Cent—Protecting Home Industry

The British Board of Trade has passed regulations covering the licensing of paper imports into the United Kingdom, becoming effective from May 1.

Briefly, the Board of Trade recognizes the remarkable skill the British mills and is endeavoring to support the home industry by stopping imports of paper which can just as well be secured within the British Empire.

As far as news print paper is concerned, the regulations provide that not more than 25 per cent of paper purchased by a consumer or dealer may come from sources outside of the British Empire. That is, if a publisher in Great Britain bought 1,000 tons of paper, either from a home mill or from a mill in Canada, he might have a license to import 250 tons additional from Scandinavia or United States mills.

The regulations on higher grades of paper are more severe, and it will be necessary for the importer to convince the Board of Trade that the paper which he wishes to import from sources outside the Empire cannot be secured within the Empire, or cannot be bought at a fair price and reasonable price. One paragraph of the regulations gives the British mills on their "best behavior" in respect of prices, and it is provided that if the home mills are willing to make reasonable prices, the Board of Trade may, in its judgment, let down the bars against foreign papers.

The effects of the regulations on the United States market will be very slight, as practically no United States news print has been going to Britain of late years.

There may be an indirect effect on this market in view of the stimulus to Canadian trade with Great Britain which these regulations will bring about.

Also, the Scandinavian mills, shut out of the British market, will have to seek other fields, and this may result in some of their paper coming to the United States, although this is unlikely for the present owing to very high costs in Sweden and Norway ,and high freights to America.

"30" FOR STARS & STRIPES JULY 4

Army Paper at One Time Reached 550,000 Circulation at 10c

It is expected to bring the notable career of the Stars & Stripes, the famous A. E. F. soldier paper in Paris, to a close with a big souvenir edition on July 4, according to Hopkins Ross, its last managing editor; Alexander Woollcott, J. T. Winterich and C. Leroy Baldridge, who served on the New York from France on Monday. All the men were members of the executive council of the paper.

The paper's greatest period of prosperity came after the armistice, and early in this year, when it reached a circulation of 550,000 copies, sold at 10 cents a copy. The main purpose of continuing the "S. & S." until July 4 is to cover the Olympic games in France.

Big "Victory Edition"

The Beaver (Pa.) Times issued last week a "Victory Edition" consisting of 122 pages. This represents a wonderful achievement for a so-called small city daily. It is well edited and contains much matter of permanent local historical value.

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PRACTICAL METHODS FOR TESTING NEWSPAPER PRINTING INKS

Scales Are All-Important Factor—Also Be Certain that Papers Used Are of Uniform Standard—Useful Formula for Checking Results

By J. W. Barnhart,
Purchasing Agent, Chicago Tribune.
(Copyright, 1919, by John W. Barnhart.)

In buying printing inks the first consideration is the quality of work which has been set as the standard of production. The economical ink to use obviously is the one which will produce the largest number of printed sheets of the given standard of quality at the lowest *cost*. Lowest cost does not necessarily mean lowest price, as frequently higher priced inks will be cheaper in the long run on account of greater strength of color, thus enabling the pressman to produce work of the standard quality with a less quantity of ink.

The most important test is that which determines the "covering" qualities of the various inks under consideration. For news inks a careful record should be kept of the total number of pounds of ink used and the total number of pages printed during the test of each sample. From these figures the average number of pounds required to print one thousand eight-page papers and the cost for each lot may be calculated. Such tests should be long enough to represent average conditions, say a week or more (for each sample) for daily newspapers.

Quality of Paper Must Be Kept Uniform

In larger plants where there are several presses printing the same pages, a better plan is to make the test of one ink at one fountain on a press and test the other samples in the corresponding fountains on other presses, so that the same matter is printed with each ink.

In making these tests the quality of paper used should be kept as nearly uni-



J. W. Barnhart.

form as possible, as variations in the paper affect the results to a certain extent.

During these tests the running qualities of the various inks should be noted, and the time required for washing rollers and plates should be considered in determining the relative costs. There is a great difference in the way different inks pick up and retain the paper fluff and dust, or pass it on.

In testing colored inks for newspaper use it is necessary that the various samples be tested on identical pages, as the printing surfaces of the various color plates may vary greatly from one issue to another.

If the length of the run permits, the quantity of each sample required to print 10,000 papers should be determined—20,000 will be better, as the significance of slight errors in weighing will be minimized. The fountains should be scraped out and wiped clean, and the number of pounds and ounces of ink required for the run should be noted.

A simple way to do this is to weigh the various sample inks in the original containers and record the gross weights of each before filling the fountains. Then fill up the fountains and print 10,000 papers, after which the ink remaining in fountains should be scraped out and returned to the containers, and again weighed.

A Simple Way

The difference represents the net weight of ink used. The scales used for this purpose should be accurate to the half ounce, in order to obtain correct results. Scales of fifty pounds' capacity, similar to those used by grocers, are well adapted to this purpose.

After ascertaining the quantities required from each lot of samples the results should be tabulated for comparison. The following table shows a suitable form for this purpose, the figures shown being hypothetical:

Test of Colored Inks—20,000 Papers Printed

Maker.	Color.	Gross Weight Start.	Finish.	Net Weight.	Price Per Lb.	Cost.
"A"	Red	26 lbs. 9 oz.	17 lbs. 14 oz.	8 lbs. 8 oz	$0.27	$2.29
"B"	Red	24 lbs. 7 oz.	17 lbs.	7 lbs. 7 oz.	.26	1.93
"C"	Red	19 lbs. 13 oz.	14 lbs. 5 oz.	5 lbs. 10 oz.	.27	1.52
"D"	Red	26 lbs. 12 oz.	18 lbs. 15 oz.	7 lbs. 13 oz.	.28	2.19
"A"	Blue	27 lbs. 8 oz.	24 lbs. 12 oz.	2 lbs. 12 oz.	.22	.61
"B"	Blue	17 lbs. 2 oz.	13 lbs. 3 oz.	4 lbs. 6 oz.	.23	1.01
"C"	Blue	17 lbs. 13 oz.	14 lbs. 0 oz.	3 lbs. 13 oz.	.25	.81
"D"	Blue	16 lbs. 7 oz.	13 lbs. 12 oz.	3 lbs. 11 oz.	.22	.81
"A"	Yellow	37 lbs. 2 oz.	28 lbs. 9 oz.	8 lbs. 9 oz.	.18	1.54
"B"	Yellow	28 lbs. 8 oz.	16 lbs. 13 oz.	11 lbs. 11 oz.	.21	2.44
"C"	Yellow	25 lbs. 13 oz.	15 lbs. 15 oz.	9 lbs. 14 oz.	.20	1.98
"D"	Yellow	23 lbs. 6 oz.	11 lbs. 1 oz.	12 lbs. 5 oz.	.21	2.59
"A"	Black	30 lbs. 9 oz.	20 lbs. 11 oz.	9 lbs. 14 oz.	.15	1.48
"B"	Black	27 lbs. 2 oz.	15 lbs. 11 oz.	11 lbs. 7 oz.	.19	2.17
"C"	Black	18 lbs. 7 oz.	7 lbs. 4 oz.	10 lbs. 15 oz.	.17	1.86
"D"	Black	20 lbs. 4 oz.	15 lbs. 5 oz.	10 lbs. 15 oz.	.19	2.08
"A"	Total					5.92
"B"	Total					6.54
"C"	Total					6.17
"D"	Total					7.87

After samples have been tested for covering capacity and quality of work and the selection of the ink to be purchased has been made, small samples should be taken and carefully marked for subsequent identification. A memorandum should be made showing the identifying numbers or marks on the containers, manufacturer's name, and such other details as are required.

The memorandum should be signed by two, or preferably three persons, in whose presence the samples were taken, who may be called later on as witnesses to identify the samples in the event of controversy as to variations in the quality of subsequent deliveries.

In addition to these samples, the purchaser should take another set of samples for use in checking the quality of later deliveries. The quantity so set aside should be based on the number of tests to be made: if the contract is for one year and tests are to be made each week, one or two pounds of each kind of ink will be sufficient.

In testing inks, a slight variation in the strength of color may be detected readily by taking a small quantity of each ink and reducing it to a tint by mixing it with white ink. By comparing the resulting tints with one another the variations in tinctorial strength are made strikingly apparent, whereas it would be impossible to measure the difference by comparing the rub-outs of the inks themselves.

Importance of Scales

For testing printing inks an accurate set of scales should be used. The best type is the precision balance used by chemists, as illustrated, but, if this is not available, a balance such as used by storekeepers may be used, but in such cases larger quantities of ink must be tested than are required when a balance of the proper type is used, in order to reduce the percentage of error.



Illustration of Balances for Testing Printing Inks.

The metric system of weights is the most convenient for these tests, as the results are reduced to percentages, which are more easily calculated from the metric weights than from other systems of weights.

The weighings are also performed with the balance enclosed in like manner, in order to avoid error from the effect of air-currents upon the beam. The beam should be removed from the center support, when not in use, in order to avoid rolling the delicate knife-edges, upon which the sensitiveness of the balance depends.

The beam should be removed in this manner when putting the material to be weighed in the pans, also when changing the weights, in order to avoid giving the least shock to the knife-edges.

Before proceeding to weigh an article, the balance must be tested to see that it is in equilibrium with the pans empty. The beam should then be removed from the center support and weights of 50 grams put in each pan. The balance should be in equilibrium; if not, small weights should be added to one side until it balances, and the number of milligrams required to balance it should be noted carefully. Then the weights should be changed from one pan to the other and balanced again as before.

In Case of Trouble

If the balance is in equilibrium in both weighings, it is correct and may be depended upon for accurate results, provided the weights are correct.

If, however, in each weighing additional weights must be placed in the same pan, the arms of the balance are not of equal length and accurate results cannot be obtained until the balance is adjusted.

Such adjustments should be made only by an expert skilled in this line of work, as the balance may be ruined beyond repair if adjustments are attempted by anyone without the necessary skill and experience.

In the event it is impracticable to have the balance repaired, it may be used by weighing the article twice, first in one pan and then in the other. The true weight is the geometric mean between the two weights, and is derived by extracting the square root from the product of the two weights.

In practice the sums of a good balance are so nearly equal that the simple arithmetic mean of the two weights is a sufficiently close approximation to the geometric mean required by theory. The arithmetic mean is derived by adding the two weights and dividing by 2.

If in the two test weighings, the extra weights must be added to different pans, the weights are inaccurate and should be corrected by comparison with accurate weights or new weights obtained. The weights must be accurate to a degree of the sensitiveness of the balance; in this case they must be within 1 milligram of absolute accuracy.

When the balance and weights have been tested and found correct, the test of the printing inks may be proceeded with.

Testing Tints

A supply of small sheets of good quality or bond paper should be provided, about three or four inches square. One sheet should be placed in each pan of the balances, and the scales balanced.

Weigh out on one sheet a given quantity of mixing white ink, say twenty grams; then weigh a given quantity of the original sample ink, say one per cent of the white, or two hundred milligrams.

These two lots of ink should then be scraped from the paper and put on a plate glass mixing slab and thoroughly mixed with an ink knife until the mass is of uniform color throughout.

In the same way exactly the same quantities of mixing white and the ink to be tested should be weighed and thor-

(*Continued on Page 42.*)

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TO TURN BACK HANDS OF TIME FOR A. A. C. W.

New Orleans Will Portray 100-Year Development of South and of Advertising for September Meeting—Plans Disclosed at Conference

(BY TELEGRAPH TO EDITOR & PUBLISHER)

NEW ORLEANS, June 3.—Members of the executive board of the Associated Advertising Clubs of the World left today for their homes after completing general plans for what promises to be the greatest convention in the organization's annals, here September 21-25.

Their final action before departure was to give enthusiastic approval to a program of entertainment arranged by the local convention board, this program made public tonight, comprises a series of spectacles which in immensity and novel conception promise to rival the mardi gras carnivals, which have done so much to spread the fame of the Crescent City.

Monday night, September 22, the Vieux Carre—the historic French and Spanish section of the city—will step backwards more than 100 years, and will live again as it lived then, pulsating with the life and customs of 1803.

Good Old Days on Mississippi

Tuesday night, September 23, the Mississippi River—father of waters—once more will come into its own; not with the chugging gasoline-driven barges and machine-efficient commerce facilities of today, but with the carriers of the good old days in late fifties, when the "Robert E. Lee" raced up and down the river, when the mighty stream hummed with the commerce of the steamboat and when the levee scenes with their picturesque background formed the heart of the romance and the literature of Dixie.

For those two nights New Orleans is going to turn back the hands of time.

But the reconstruction of the old life in the French section and the renaissance of life on the river as it existed before the war will not complete the series of spectacles that will feature the entertainment program.

The third will be "New Orleans in 1919"—the Metropolis of the South—battling its way to a high plane among the great, progressive, useful cities of the world.

And the third spectacle will be no less interesting than the other two. It will be staged on the wide grounds of the New Orleans Country Club. Airplanes, naval dirigibles, wireless telegraphy and countless other markers of present day progress will be brought into play to present a true picture of New Orleans today.

Get Acquainted Events

Entertainment actually will start on Sunday night, by which time it is expected that thousands of visitors will have arrived. Sunday night's program will be a glad-hand, get-acquainted series of events. A band will be stationed on every corner of Canal street, and it is on that thoroughfare that other features for the night will be held.

On Monday night, it is planned to throw open the entire French section, just as it was in 1803, the year of the Louisiana Purchase. French, Italian and Spanish societies will be invited to participate.

The famous French market will be open, with everything just as it was in 1803. Men and women prominent in history of those days will be impersonated.

(*Continued on Page 38*)

NEW YORK CIRCULATION MANAGERS IN THE CATSKILLS



The Circulation Managers' Association of Greater New York and vicinity paid tribute to one of the greatest of American summer resorts in their annual outing, May 26-28, in the Catskill Mountains. A series of business talks was interspersed with several social events, including a banquet. James McKernan, of the World, chairman of the New York Association, and Richard Barrett, publicity director of the Catskills, were in charge of the party. Newspapermen from New York, New Jersey, Pennsylvania, Connecticut and Massachusetts attended. Among those present follow:

J. M. Annenberg, circulation manager, Albany Knickerbocker Press; Frank Appleby, ex-mayor, Asbury Park, N. J.; R. S. Barrett, director publicity, the Catskills, Catskill; W. Braun, American News Company, New York City; H. Braelow, Newsdealers' Supply Company, Newark; J. Bannon, Newsdealers' Supply Company, Newark; L. Brick, New York Tribune; B. C. Block, New York; M. J. Burke, circulation manager, Brooklyn Daily Eagle; Howard Connelly, superintendent, newspaper and periodical division, railway mail service; New York Postoffice, New York; Frank A. Collier, Nassau News Company, New York; W. A. Cottell, New York American; Dr. M. D. Cronin, Albany.

W. J. Dempsey, the World; Edward Falk, New York American; J. Gross, New York; M. L. Goodman, the Scrantonian, Scranton; M. Ginsburg, Publishers' representative, Mount Vernon; Ralph Gerth, Shatfield News Company; W. Hoffman, circulation manager, Staats Zeitung; C. Hitzig, Metropolitan News Company, New York; F. Holweg, the World; H. Huess, the World; Alex Hesse, New York; Walter Hesse, New York; Julius Hesse, New York; William Henry, New York American; Peter Haigney, manager, Eagle Information Bureau, Brooklyn; J. Kelly, New York Herald; Andrew Kelly, New York; H. P. Koppleman, publishers' representative, Hartford; W. Kessler, the Scrantonian, Wilkes-Barre; H. Kirchner, New York.

E. Laing, publishers' representative, Plainfield; James McKernan, circulation manager, the World; Frank McCabe, classified advertising manager, the World; Charles Monaghan, the World; Frank O. Raw, Tribune; W. J. Powers, Utica Press, Ilion; A. H. Pratt, the World; A. C. Ruchdaschel, American News Company, New York; Victor Ryberg, circulation manager, Morning Telegraph; W. Rague, the World; S. Rachles, publishers' representative, Passaic; L. W. Schmidt, the Tribune; C. M. Stott, circulation manager, Courier News, Plainfield; J. M. Scott, the World; J. A. Savadel, Fourth Estate; S. Samuels, World; F. Schlosser, World; Ernest A. Scholz, circulation manager, Crowell Publishing Company; H. W. Shuck, Asbury Park; L. Weinstock, Metropolitan News Company; E. Weisman, World; S. Wolfe, Utica; J. Wimmer, Scranton Scrantonian.

AWAIT FORD'S ADVENT ON WITNESS STAND

Preliminary Testimony for Plaintiff in Case Against Chicago Tribune Deals with Company's Attitude Toward Enlisted Men.

The suit of Henry Ford against the Chicago Tribune for $1,000,000 libel damages goes forward slowly at Mt. Clemens, Mich. As the plaintiff's case has not yet been fully presented—Mr. Ford himself not yet having taken the stand—and as the case of the defense promises to require weeks for presentation, the contest may be prolonged well into the vacation season.

During the past week many witnesses have testified concerning Mr. Ford's policy toward employees who had enlisted for military service. On Tuesday the wives of three employees who had entered the service testified to having told Ford investigators that they were not in need of what were called "gratuities" in the Ford Educational Department. They admitted that, later, when trying to secure the discharge of their husbands from military duty, they had made affidavits certifying that they were dependent upon their husbands for support.

The Solomon News Company, of Detroit, a distributor of the Tribune, and offered immunity from damages by the Ford counsel, insists upon remaining in the case as a co-defendant, and of assuming full responsibility before the law for circulating the alleged libelous matter.

It is anticipated that the testimony of Mr. Ford will prove highly interesting, and that his cross-examination will consume a good deal of time.

EVENING SUN NEW AD HEADS

Colburn and Apgar Have Succeeded De Lisser and Hamilton.

L. A. N. De Lisser, who recently resigned as advertising manager of the New York Evening Sun to organize Hamilton-De Lisser, Inc., publishers' representatives, with J. R. Hamilton, who resigned as foreign advertising manager of the Sun, has been succeeded on the Evening Sun by C. F. C. Colburn, advertising accountant for that paper.

Mr. Colburn was for many years advertising accountant for the New York Press and went with the Evening Sun when the Press was merged with the Sun publications. He began his newspaper career as an office boy on the Press.

Mr. Hamilton is succeeded as foreign advertising manager of the Sun by P. L. Apgar, who recently returned from war service abroad.

Stone to Address Telegraphers

Melville Stone, president of the Associated Press, who returned recently from France, where he had supervision of A. P. news of the peace conference, will not return to France this year. It is likely that he will make a trip west this month, visiting a number of cities, including Peoria, where he has been invited to address the Associated Press Good Fellowship Club, composed of news telegraphers.

Okmulgee Democrat Building Home

OKMULGEE, Okla., June 3.—A five-story building, costing approximately $200,000 is to be erected for the Democrat and the J. H. Rebold Oil interests. Construction will be begun about June 15 and it is to be completed by January 1. The three upper floors will be rented as offices.

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RANKIN ADVOCATES FOR ADVERTISERS THE FOCH METHOD OF "TIMELINESS"

Prominent Advertising Agency Man Shows How National Advertisers May Win Wide Markets Through Concentrating on Dominant Newspapers—Elements of Expense and Effectiveness Considered from Standpoint of Experienced Space Buyer

WILLIAM H. RANKIN, president of the Wm. H. Rankin Company, Chicago, and chairman of the Newspaper Division of the American Association of Advertising Agencies, presents herewith an illuminating analysis of the possibilities and costs of National Advertising Campaigns, conducted on a large scale, through the columns of the leading newspapers in one hundred American cities.

Mr. Rankin, impressed with the value of the statistical information on newspaper circulations and rates as contained in EDITOR & PUBLISHER for January 11-18, and in subsequent issues, has already made effective use of these surveys in planning campaigns for his clients and is arranging to have the entire series of tabulations, as published in these pages, bound in convenient volumes and placed in the offices of each of the 117 advertising agencies belonging to the A. A. A. A.

The outline of major national advertising campaigns, to run through dominant newspapers, as formulated by Mr. Rankin and presented in this article will serve to make clear to advertisers the economy of using newspapers and the impossibility of securing localized appeal through the use of any other mediums. It is the clear-headed analysis of a man who holds no bias in the matter of mediums, who does not carry any special brief for newspapers, who buys advertising space for his patrons in magazines and in all sorts of periodicals, but is impelled by a consideration of obvious facts to point out the dominating value of the great primary medium —the newspaper.

BY WILLIAM H. RANKIN.

National newspaper advertising—which enables you to reach a far greater number of prospective customers; which enables you to put over your selling story *when it is TIMELY*—the Foch method; in which you do not waste one penny in advertising in territory in which you have no distribution; which enables you to DOMINATE your competitors and invariably to gain the attention of the community in which you are making your sales effort.

An advertiser can buy one full page in the first 100 cities in the U. S. A. in 100 morning newspapers for $21,486.

10,000 lines in the same papers for $89,346.

With a national circulation of nearly 6,000,000.

One full page in one afternoon newspaper in 100 cities for $22,632.

10,000 lines in the same papers for $93,209.

With a national circulation of 6,315,517 daily.

These are days in which competition to secure national markets has become so keen that individual business firms are eagerly searching for new methods by which to DOMINATE the attention of the public and to dominate it FIRST; searching for methods that will give more intensive sales results than can be obtained by any other form of advertising.

This method has been found. *Necessity* mothered its discovery. National sales organizations *cannot* operate successfully without national advertising.

Like everything else that is new, it is an old method with a new potentiality—which all of us, and not just a few, should have put to use long ago—that is, NATIONAL NEWSPAPER ADVERTISING.

The ability of national newspaper advertising to create national sales and to increase their volume has already been demonstrated in actual practice. *Many millions of dollars* have already been spent for the United States Government in this way, helping to bring to the Government *billions* of dollars in return. Millions more have been spent in this sort of advertising by commercial firms; and the results they have obtained have been highly remunerative. The thing has been tried out, thoroughly. It *works* every time!

Afraid of the Expense

Nevertheless, I hear many men saying, "But to advertise in *every* newspaper in *every* city in the United States would cost so many hundreds of thousands of dollars that no advertiser could afford to pay that price."

But who would ever suggest that an expenditure of such size is NECESSARY? Here is a concrete case into national advertising through the magazines it does not advertise in *every* magazine of national circulation. The advertiser selects *the very best* magazines only; and these he finds sufficient for his needs.

So it is with national advertising through the newspapers. By using judgment and discrimination in selecting the newspapers to be used, the advertising counselor can *prove* to the advertiser that newspapers so selected are certainly the most productive, fully as economical, and absolutely the most highly EFFECTIVE method of reaching the consumer nationally, having always in mind what will bring the best results per dollar invested in advertising.

Does that sound like an extravagant claim? I believe that every business man seeking to do a national business successfully should read every word of this article. He will be convinced that this claim is founded on absolute fact.

What Will Such a Campaign Cost?

Suppose we take one newspaper in each of the first one hundred cities in the United States. Select in each one of these cities the newspaper which has the largest circulation in that city, according to the Audit Bureau of Circulations report—the largest, whether morning, evening, or Sunday. The combined circulation of 100 morning newspapers is 5,928,687 per issue—in round numbers, 6,000,000.

To reach the 6,000,000 readers of the 100 morning newspapers selected—all *different* readers, all in *different* communities—would cost approximately $44,699.

How well does the circulation of these 100 selected newspapers blanket the United States?

The 100 newspapers selected stretch from the Atlantic to the Pacific, and from the Canadian line to the Gulf of Mexico. Each zone of circulation virtually touches another.

To Blanket the Country

Here is the one kind of national newspaper advertising that can be done most effectively and economically. This is the campaign that begins in one center and expands, as events warrant it, until it interlocks with campaigns radiating from other centers.

For example: A campaign started in the newspapers of Boston, New Haven, Hartford and Providence expands through the circulations of these newspapers until it meets that of the New York City newspapers on its national way westward. The circulation limits of New York newspapers dovetail in with those of the newspapers of Newark, Philadelphia and Washington; with those of Buffalo, Cleveland, and Pittsburgh; and these in turn interlock with the zones of influence created by the newspapers of Cincinnati, Louisville, Nashville, Atlanta, Jacksonville, Birmingham and New Orleans.

The national newspaper campaign that is started from Los Angeles, San Francisco, Portland and Seattle radiates eastward through the circulation zones of these cities to meet and dovetail in with the circulation zones of Spokane, Helena, Denver, Dallas, Oklahoma City, San Antonio, Houston and Fort Worth and on eastward through Minneapolis, St. Paul and Kansas City, to pass through St. Louis and cross the Mississippi from Canada to the Gulf. From St. Louis the widening radiation of forces meets and interlocks with that spreading from Omaha and Des Moines, and fuses with the great zone dominated from Chicago.

Greatest Unit of Advertising Power

Then, passing eastward through Indianapolis, Detroit and Columbus, it reaches the fusion of 200 afternoon and morning newspapers into one national medium—a single mighty medium with a total national circulation of more than 11,500,000 copies; the greatest single unit of power in the realm of advertising!

By this amalgamation a new giant is suddenly born, full-grown. Its name shall be "The National Newspaper Unit." It stands ready to serve national advertisers as they have never before been served.

Thirty per cent of the entire population of the United States is in these 100 cities—upwards of 30,000,000 people, with a newspaper entering every home. And forty per cent of the combined circulation of these 100 selected newspapers is among the farmers on rural mail delivery routes and in the suburbs of the cities in which these newspapers are published. *Six million readers*, North, East, South and West, in farm, city and suburb—this is the audience of the advertiser who uses 100 morning newspapers alone.

It is generally conceded that a morning newspaper in most cities is the one that is given the most careful reading by business men. For this reason advertisements directed to men are, in most cases, preferably published in morning newspapers. A national campaign in morning newspapers would cost as follows:

Morning Newspapers

5,000 lines, one time, in 100 newspapers	$44,699
500 lines, ten times (once a week for ten weeks)	"
50 lines, double column, 100 insertions	"
(Daily for three months, or weekly for a year and 11 months)	
Full page, one time, in 100 newspapers	$21,456

Afternoon Newspapers

Champions of evening newspapers point out that the evening newspaper reaches the home and *stays* there. Not the father alone, they show us, reads the evening paper, but also the mother, sister and brother—*all* read the home-delivered afternoon paper. A national campaign in evening newspapers would cost as follows:

Full page, one time, in 100 newspapers	$22,632
5,000 lines in the same newspapers	47,186
10,000 lines in the same newspapers	93,209
20,000 lines in the same newspapers	186,269
50,000 lines in the same newspapers	479,172

The circulation of this list of afternoon papers is 6,315,557, daily; and when you stop to consider that, by using a 50,000-line schedule in these cities you could use ten full-page advertisements, *forty* quarter-page advertisements, and still have left 10,000 lines which would permit of a double-column, 50 lines, advertisement *twice a week throughout the entire year*, you can readily see the extraordinary possibilities of such a campaign.

Sunday Newspapers

There are a great many advertisers who prefer the Sunday newspapers for their advertising; and those who have that preference can buy a full-page in the first one hundred newspapers in the country, for a national campaign, for $26,940. 1000 lines, $53,000; 10,000 lines, $108,000; 20,000 lines, $250,065; 50,000 lines, $533,701. The total number of subscribers reached it 7,339,403; and I am sure many of you will compare this circulation with that of any other national medium you cannot help but be favorably impressed.

Most advertisers in national magazines are able to forecast, weeks and months in advance, just what seasonable arguments they wish to make in favor of their products on the publication date of any magazine and are therefore able to prepare effective "copy" in time to meet the mechanical requirements of the magazines whose form closing dates are usually weeks in advance of the date of

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publication. It is no argument against the continued use of national magazines to point out that many advertisers can prepare *doubly effective* copy by using newspapers. "Copy" exactly pertinent to the hour and to local conditions can be prepared, and sharp blows can be struck with an immensely telling effect in the business world as in military campaigns.

In the case of many articles this element of TIMELINESS is *an absolutely essential feature;* adequately met by the newspapers alone.

To Prevent Non-Distribution Waste

While the newspaper campaigns outlined here are designed to cover the country from coast to coast many merchandisers will prefer to select newspapers in such a manner as to cover certain districts more thoroughly in which their distributing facilities are well provided for; and to omit the use of newspapers in other districts in which their distribution is of lesser importance.

Such a selection of territory for intensive cultivation cannot be made by the advertiser who uses national magazines exclusively.

The magazines themselves provide further showings in distribution of their circulation. The advertiser perceives that, in order to reach certain sections in which he is prepared to make sales of his product, he must pay for circulation in districts which are of no immediate value to him.

National advertising through newspapers carries with it no such wasted expense. The advertiser need select no newspaper whose circulation does not go hand in hand with his own sales facilities.

"Dominating" Through Big Space

A *quarter-page* advertisement in a newspaper always attracts attention. A *full-page* advertisement in a newspaper COMPELS attention. It *can't* be "buried."

All advertisers are striving today to dominate in particular mediums, but there is no way that you can dominate nationally in national advertising so well as to dominate in national newspapers as well as local newspapers.

The recent work done by advertising men, first for the Red Cross, then for Smilease, and for the Liberty Loan, and for the "18 to 45" Draft, has taught business men that the new big thing in advertising—that is, the "dominant plan" to reach masses of people—is a *full-page* advertisement in the daily newspapers.

In my own experience I have seen, through newspaper advertising, the cost of selling a $1 membership in the Red Cross reduced from the average of *sixteen* cents, without advertising to *less*

(*Continued on Page* 16.)

COSTS OF NATIONAL ADVERTISING CAMPAIGNS THROUGH NEWSPAPERS WHICH DOMINATE NATION'S MARKET ZONES

STATE	Cities Having Dailies	Number of Evening Paper	Total Circulation	Number of Morning Papers	Total Circulation	Total Number of Daily Newspapers	Total Circulation	Gross Cost 5,000 Lines Evening Newspapers	Gross Cost 5,000 Lines Morning Newspapers	Gross Cost 5,000 Lines All Newspapers	Gross Cost 10,000 Lines Evening Newspapers	Gross Cost 10,000 Lines Morning Newspapers	Gross Cost 10,000 Lines All Newspapers	Gross Cost 20,000 Lines Evening Newspapers	Gross Cost 20,000 Lines Morning Newspapers	Gross Cost 20,000 Lines All Newspapers
Zone 1																
Maine	7	6	78,226	5	56,918	11	135,144									
New Hampshire	7	7	34,155	2	11,540	9	45,695									
Vermont	11	7	30,900	2	18,561	9	49,461	$15,741.66	$6,391.24	$22,134.90	$30,853.65	$12,530.75	$43,384.40	$60,781.69	$24,685.58	$85,467.27
Massachusetts	41	38	1,295,512	11	960,974	49	2,256,486									
Connecticut	19	26	228,851	7	91,645	33	320,496									
Rhode Island	6	6	124,480	1	31,024	7	155,504									
Totals	91	110	1,791,172	28	1,170,162	138	2,961,284									
Zone 2																
New York	68	91	2,671,356	32	1,735,949	123	4,407,305									
New Jersey	23	29	435,990	5	77,406	34	513,396	17,172.72	8,448.21	25,670.93	33,658.53	16,558.43	50,217.07	66,307.30	32,620.23	98,927.53
Totals	91	120	3,107,346	37	1,813,355	157	4,920,701									
Zone 3																
Pennsylvania	103	107	1,489,381	39	1,071,223	146	2,561,606									
West Virginia	19	12	66,800	9	81,244	21	148,044									
Virginia	20	14	127,176	11	139,835	25	317,011									
Maryland	6	9	370,228	5	182,230	14	452,587	30,595.47	15,298.11	36,191.58	41,369.07	20,984.30	71,353.37	81,497.67	39,069.07	140,566.14
Delaware	1	2	30,874	1	10,900	3	40,674									
Dist. of Columbia	1	2	157,328	2	87,681	4	245,209									
Totals	150	146	2,186,237	67	1,573,844	213	3,760,681									
Zone 4																
North Carolina	22	18	69,907	8	87,907	26	157,814									
South Carolina	10	8	50,344	5	62,747	13	113,091									
Georgia	19	15	305,585	7	170,495	22	326,078	7,441.51	6,393.24	13,834.75	14,385.36	12,350.75	27,116.11	28,733.16	24,685.58	53,418.74
Florida	19	11	54,696	8	64,542	19	119,238									
Totals	70	53	380,552	28	335,689	80	716,221									
Zone 5																
Ohio	84	105	1,612,838	19	459,417	124	2,072,255									
Kentucky	13	13	190,367	9	109,494	22	299,861	19,317.56	7,306.56	25,674.12	35,902.42	14,320.86	50,223.28	70,727.77	28,212.09	98,939.86
Tennessee	9	10	211,381	4	191,655	14	403,236									
Totals	117	128	1,974,566	32	791,766	160	2,766,332									
Zone 6																
Alabama	15	11	152,624	3	71,768	14	224,392									
Mississippi	12	10	70,105	1	2,813	21	31,918	4,150.07	1,349.98	5,500.05	8,134.14	2,685.16	10,819.30	16,024.24	5,289.77	21,314.01
Louisiana	11	9	142,129	2	15,027	10	157,156									
Totals	38	29	371,856	6	163,660	35	489,516									
Zone 7																
Illinois	75	82	1,277,915	17	824,895	109	2,112,808									
Indiana	71	84	541,980	30	283,268	104	827,377									
Iowa	33	40	473,240	9	152,255	49	637,495	43,075.16	12,786.48	54,859.64	83,463.39	25,061.50	107,524.89	162,452.88	49,371.16	211,824.04
Michigan	49	50	732,363	9	196,075	57	928,378									
Wisconsin	33	37	564,472	3	51,030	40	615,454									
Totals	261	294	3,991,867	56	1,319,545	350	4,911,410									
Zone 8																
Missouri	42	36	917,316	10	583,479	46	1,592,695									
Kansas	46	36	171,515	5	114,662	41	286,177									
Oklahoma	36	23	164,356	8	127,303	31	291,659	13,076.13	6,395.24	21,419.37	29,451.21	12,530.75	41,981.96	$8,018.88	24,685.58	82,704.46
Arkansas	24	10	59,422	3	57,081	15	116,503									
Totals	148	105	1,312,609	28	882,525	133	2,201,234									
Zone 9																
Texas	66	40	426,435	17	281,670	57	708,105	6,296.66	4,109.94	10,406.60	12,341.45	8,055.48	20,396.93	24,312.66	15,869.30	40,181.96
New Mexico	5	4	9,670	1	7,755	5	17,355									
Totals	71	44	436,105	18	289,405	63	725,460									
Zone 10																
Minnesota	25	27	495,149	6	165,359	55	660,508									
North Dakota	9	7	51,829	3	29,038	10	80,487									
South Dakota	15	8	54,323	3	21,202	13	75,525									
Montana	13	6	33,958	9	63,780	15	97,747	6,869.09	5,251.57	12,120.66	13,465.42	10,293.08	23,756.50	26,523.94	20,277.37	46,800.31
Totals	60	48	594,859	23	279,608	71	874,467									
Zone 11																
Nebraska	15	16	245,902	4	115,904	30	361,806									
Wyoming	4	4	12,836	3	9,175	6	22,011	6,296.66	3,653.28	9,949.94	12,341.45	7,160.43	19,501.88	24,312.66	14,106.05	38,418.71
Colorado	23	19	214,071	3	53,525	26	267,596									
Utah	3	5	79,012	3	61,155	8	140,165									
Totals	45	44	551,821	16	239,757	60	791,578									
Zone 12																
California	28	66	822,717	31	475,079	97	1,297,796	10,732.95	8,448.21	19,181.16	21,036.58	16,558.49	37,595.07	41,442.06	32,620.23	74,062.29
Nevada	1	3	6,260	1	895	4	7,155									
Arizona	14	6	20,233	5	18,465	11	38,698									
Totals	93	75	849,210	37	494,439	112	1,343,649									
Zone 13																
Idaho	9	4	18,789	3	23,669	7	42,458	6,010.45	4,109.94	10,120.39	11,780.48	8,055.48	19,835.96	23,207.55	15,869.30	39,076.85
Washington	16	18	306,297	9	131,764	25	437,538									
Oregon	18	20	172,212	6	86,146	26	258,360									
Totals	43	42	497,298	18	241,078	60	738,376									
Grand totals	1,227	1,237	17,397,476	394	9,803,081	1,651	27,200,509	$77,022.99	$89,962.00	$266,984.99	$347,581.15	$176,525.52	$525,706.67	684,360.86	$347,361.31	$103,170.17
																$1,031,792.99

(*Continued on Page 16*)

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COSTS OF NATIONAL ADVERTISING CAMPAIGNS THROUGH NEWSPAPERS WHICH DOMINATE NATION'S MARKET ZONES.

SUMMARY

ONE DAILY NEWSPAPER IN EACH CITY

1,277 cities—1,277 newspapers with total circulation	21,296,529	Gross cost 5,000 lines	$209,032.13
1,277 cities—1,277 newspapers with total circulation	21,296,529	Gross cost 10,000 lines	409,702.97
1,277 cities—1,277 newspapers with total circulation	21,296,529	Gross cost 20,000 lines	807,114.85

ALL DAILY NEWSPAPERS IN EACH CITY

1,277 cities—1,631 daily newspapers with total circulation	27,200,509	Gross cost 5,000 lines	$266,984.09
1,277 cities—1,631 daily newspapers with total circulation	27,200,509	Gross cost 10,000 lines	523,706.67
1,277 cities—1,631 daily newspapers with total circulation	27,200,509	Gross cost 20,000 lines	1,031,702.17

AMERICAN PRESS ASSOCIATION

378 daily newspapers with total circulation	619,083	Gross cost 5,000 lines	$367,602.86
5,348 weekly newspapers with total circulation	6,785,938	Gross cost 10,000 lines	735,385.72
5,726 newspapers with total circulation	7,405,021	Gross cost 20,000 lines	1,470,701.44

ADVOCATES FOCH METHOD OF TIMELINESS

(*Continued from Page 15.*)

than seven cents per dollar member. That was done with full page newspaper advertising used in a dominant way; that is, seven full pages in each of the seven daily papers in the city of Chicago.

The original plan was to secure 150,000 members for the Red Cross in Chicago; but, because of this dominant newspaper advertising, paid for by patrons of Chicago business men, at the end of six weeks we had secured 416,000 members—an object lesson in the economic value of newspaper space when properly used.

It is said that more than $130,000,000 will be spent in national newspaper advertising during the year 1919. A very much larger sum than that will be spent in newspapers by local merchants. When *all* national advertisers wake up to the value of national advertising campaigns in newspapers, the $130,000,000 will jump to $300,000,000 almost over night.

A New Era in Advertising

This new method, National Newspaper Advertising, that made the U. S. war activities promotion so successful, is now being put into use for commercial purposes. In the city of Chicago there is running now and has been running for the past thirty days, a "Build Now" campaign—a campaign of full-page advertising in every daily newspaper in the city of Chicago, backed up by consistent smaller advertising copy. In less than thirty days after the campaign commenced an item appeared in the Chicago Tribune showing that during the month of April there had been more building permits issued than in any month during the past five years. "Copy" for this campaig is now being sent out nationally, and Chambers of Commerce and buildings associations are being asked to father and pay for the campaign in their individual cities.

Plan for Advertising Nationally

In order that advertisers may know the value of small-town newspaper advertising we have worked out a plan whereby we have divided up the country into thirteen distributing districts or zones. We have figured the cost of 5,000 lines in every newspaper in each district and we show in the accompanying tables the price of such campaigns and the total circulation, based on one paper in each city, also every newspaper in each city. We have shown separately the cities over 50,000 inhabitants and those under. Then we have shown the total cost of such campaigns in the thirteen districts and also the newspapers that are represented by the American Press Association.

So, in answer to the question "What is the best way to advertise in newspapers nationally?" we recommend:

First, that a campaign be placed in the first one hundred cities in the United States, with a total circulation of approximately 6,000,000 in the morning newspapers, 6,500,000 in the afternoon newspapers and 7,400,000 in Sunday newspapers.

Then select a local territory where your goods are on sale and where you are sure you will get the maximum results per dollar spent—that is to say, where your salesmen have already sold the dealers and your goods are on sale—and work that intensively, with special advertising in the newspapers of that locality, the dailies and the weeklies.

During a recent investigation we found that local dealers in the smaller towns have the following preference for advertising media: They believe first, in advertising in thei local newspapers; second, they believe in large city newspapers to back up a campaign in the local town; third, national magazine advertising.

There is no power that will do more to take them goods off the shelves than advertising in the local newspaper in those towns—especially if such local advertising is backed up by NATIONAL NEWSPAPER ADVERTISING.

There is no better way to get your goods on the dealers' shelves than through such advertising; and you will find the publishers of those papers wield a decided influence with the dealers in those towns listen to the local publisher and do everything in their power to place on sale goods advertised in the local newspapers.

To Get Best Results

To get from national newspaper advertising its *best* results the advertiser should conduct a campaign of this sort for at least a full year, and, preferably, for three years.

It would practically eliminate all chance of unsatisfactory results from a newspaper campaign if the campaign were carried through for twelve months. Insertions at least twice a week, with a judicious combination of large and small sized copy, should be used.

Other factors being what they should be, such a campaign *guarantees* success.

Today is the day on which you and every other American business man who has axes to grind should be sharpening for his products should act. Consult today with your advertising agent as to the ability of national newspaper advertising to serve you. Or, if you have no agency connection, write to the Newspaper Division, American Association of Advertising Agencies, Metropolitan Tower, New York, for counsel. The association has a membership of 111 advertising agencies with headquarters from coast to coast.

National newspaper advertising will enable you to broaden your audience to a tremendous degree; it will enable you to reach that augmented audience swiftly; it will economize your advertising effort with your sales facilities, eliminating wasted effort in advertising; it will enable you to DOMINATE.

The day of national advertising through national newspapers is here, and the EDITOR & PUBLISHER, the A. N. P. A. and the American Association of Advertising Agents will do all in their power to make it the national advertising unit—the standard by which all others are measured.

Corrections

Through an error in the tabulation of magazine and newspaper advertising rates in the issue of April 17, the figures showed an average cost per line per thousand of circulation for morning and evening newspapers of the United States of .0047441. This should have been .00215169. In the issue of May 15, it was made to appear that Des Moines has two morning newspapers and one Sunday paper. There is but one morning newspaper in Des Moines and three Sunday papers.

Memorial to E. P. Call

Friends of the late Edward Payson Call, business manager of the New York Journal of Commerce and treasurer of the American Newspaper Publishers' Association, have been invited to attend a special memorial service at the New Church, 35th street, between Lexington and Park avenues, New York, Sunday morning, June 8, at 11 o'clock. The service will be conducted by Julian K. Smyth, the pastor.

Clarke Locates in Sharon

SHARON, Pa., May 30.—The Petroleum Iron Works Company of Ohio, with general offices in this city, has appointed Robert Clarke, Jr., to handle its advertising. Mr. Clarke was at one time with the General Fire Proofing Company, Youngstown, Ohio, and for the past 20 months has been in France and Italy with the army aviation service.

Special Edition by Shriners

A special issue of the Tulsa (Okla.) World, for May 23, was devoted to the local Shriners, who edited it in part and who solicited the advertising. It consisted of 108 pages, and the advertising revenue was contributed to defray the expenses of the Tulsa Shriners to the June meeting in Indianapolis of the Imperial Council.

Small Moves to Buffalo

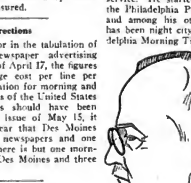
BUFFALO, N. Y., June 2.—The advertising of the Hession Tiller & Tractor Corporation has been placed in charge of S. H. Small, late advertising manager of the L. A. Young Industries, Inc., Detroit.

Bland with Butler Brothers

CHICAGO, June 3.—E. W. Bland has joined the advertising department staff of Butler Brothers. He was formerly with Swift & Co.

WHY THE TRIBUNE IS SO NEWSY THESE DAYS

Hood Macfarland, new head of the New York Tribune's city desk, has a record of 27 years in active newspaper service. He started as a reporter with the Philadelphia Public Ledger in 1892, and among his other jobs since then has been night city editor of the Philadelphia Morning Times, night city editor



HOOD MACFARLAND

of the Philadelphia North American, city editor of the Philadelphia Evening Times, and head of copy desk and telegraph editor of the New York American. He has been on the New York Tribune since 1916.

Called in as city editor to organize the Philadelphia Evening Times by Frank A. Munsey, its owner, Mr. Macfarland found the alleged sleepy city a "stop-over" for news gatherers and writers headed for New York. In five years he had all the Philadelphia papers bidding for newspaper men with reputations in the East, West, North and South.

"Mac," as most all know him now, went to the Tribune from the American as a copy reader, and in a very short time he was "discovered." Thereafter he was used as emergency man for any desk where a vacancy occurred. In 1917 he succeeded "Larry" Sloan as night city editor and in October, 1918, moved over to the big city desk. How well he has reorganized the staff can be noted with little trouble by referring to the sort of local stories the Tribune is printing these days.

Seattle Will Advertise

SEATTLE, Wash., May 30.—The Chamber of Commerce of this city is contemplating an extensive city advertising campaign. Plans are in charge of Frank C. Dole, a well-known newspaper man, who has been appointed publicity director.

A. N. A. NEWS AND VIEWS

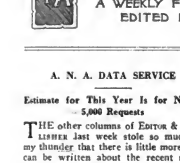
A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

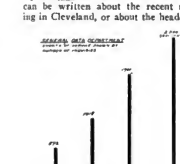
SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

A. N. A. DATA SERVICE

Estimate for This Year Is for Nearly 5,000 Requests

THE other columns of EDITOR & PUBLISHER last week stole so much of my thunder that there is little more that can be written about the recent meeting in Cleveland, or about the headquarters office organization and service. Perhaps, however, the charts shown here will be of interest. The first chart shows the progress that has been made in the General Data Department service during and since 1915-1916. The chart of the Publication Data Department





service shows the increase in membership demand during and since 1916-1917.

As will be seen from both charts, the estimate this year is for nearly 5,000 requests for information. If there is any other body of a membership of less than 300 which receives so many requests for data, in addition to carrying on a very great and strenuous general activity of standardization and protection, I would like to be informed. Up to the present I have not heard of any such body.

ANOTHER CASE OF WASTE

LAST week mention was made of the waste of energy, brains and paper in futile endeavors to reach buyers of advertising space, material and service at their general meetings. It is, of course, the function of the advertising man to reach his public in the mass.

When he does so on what is sometimes called the similarity of presentation basis—in other words, when the presentation of his proposition fits in with a correct estimate of mass psychology—he is likely to be right. But when he attempts to reach men in a mass who must necessarily think of his proposition from many different points of view—in fact, as many points of view as there are men and businesses—he may think he is a good advertising man; whereas, in fact, he is a mighty poor salesman.

There was once a salesman of a certain medium who tried to reach his audience among A. N. A. men, not by seeking to talk to them in a meeting, but by addressing individual letters to them when attending a convention. I can well remember the hotel mail clerk handing a great pile of fairly expensive, first-class postage communications to me with a rueful look and an apologetic air, and the dubious inquiry, "Do you want these, Mr. Sullivan?"

Not one man "bit."

The letters were taken into the meeting room, and the men were advised they would be laid on the table for them to take away. Although they were not exactly an ornament to the platform table, the letters were allowed to remain there, and especially because no one appeared interested attempted to interfere with their staying there.

In fact, every man seemed to be perfectly content that the important communication addressed to him should not reach him.

At the end of the three days' session, there were as many letters in the pile as on the first day. They were there, because anyone connected with the A. N. A. has a very great respect for the mails, since A. N. A. men use them so prolifically, carefully taken back to the hotel mail clerk, who, with much consideration in his voice, said that he would see that they were given back to the post office authorities as undelivered mail. There was probably, at a conservative estimate, an expenditure of $10,000 involved or wasted.

MORAL: Don't worry a man with your business when he is away from his office at a convention, or in his club, unless he invites you.

CO-OPERATION WITH GOVERNMENT AND WELFARE INTERESTS

THE A. N. A. figured so prominently in bringing about the establishment of the Division of Advertising of the Committee on Public Information in connection with the advertising needs of the government during the war that, since the armistice was signed a great many requests have come into the A. N. A. headquarters office that it should try and induce the members of the Association to give advertising space free, gratis, and for nothing.

To all such requests the association has taken a consistent attitude—that of refusal to interfere with the individual conduct of membership businesses. Advice and guidance, however, have never been refused.

This matter of co-operation with government and welfare interests came to the attention of the membership representatives at the Cleveland meeting, and it was decided to have a committee appointed to pass upon all requests for co-operation.

Full particulars will be sent to this committee from the headquarters office and action will be taken only as recommended by the committee.

DIFFERENCES BETWEEN TWO CLEVELAND MEETINGS

WRITING in advance of the recent Cleveland meeting, I said that it would be interesting after the meeting to make a comparison between the program, etc., and the program of the last Cleveland meeting, which was held in March, 1915.

I find one item that will be of interest to publishers mentioned in the 1915 program—the Circulation Audit Committee's report, which was a report on the progress of work of certified, standardized circulation audits, the future development of the movement, and how members could co-operate to their own material advantage.

The audit movement at that time was in an anticipatory condition. Much pioneer work had been done and the work of the Audit Bureau of Circulations was really getting into shape. There was not a large degree of definitiveness. There may have been a good deal of hopefulness, but there was also a good deal of "sitting on the fence."

Today it can be said that so far as the A. N. A. is concerned there is no "sitting on the fence." The A. B. C. has made good, and is, without question, the outstanding operating factor in the circulation audit movement. The A. N. A. has finally, as already announced, abandoned its own plan of auditing and is throwing all its weight to the A. B. C.

It is safe to predict that the next year will see a very considerable advance both in extending and intensifying the movement.

OTHER PROGRAM ITEMS

AMONG matters discussed at the 1915 meeting were quite a few subjects that could only be called technical. For instance, whether an advertiser would get better results from the use of full pages or quarter pages; whether it would pay national advertisers to divert a considerable part of their national publication expenditure into the newspaper field; the advertising value of evening papers as compared to that of morning newspapers; the standardization of sizes of magazines and weekly periodicals; the simplifying of the basis for billing advertising; subscription clubbing.

Nothing approaching these subjects was discussed at the recent Cleveland meeting. And it is the opinion of quite a few men in the association that it would be impossible to hold a meeting together today if these well-worn subjects were brought forward for discussion.

A. N. A. men today discuss, when they do discuss, technical problems in an objective rather than in a subjective manner. In other words, when they discuss them, they do not talk as if they were sitting at a desk, but as if they were actually in the presence of the prospect to whom they had to sell their goods. Instead of being content to play in his own yard—and a very circumscribed yard at that—the men who are today handling the advertising of these big companies are living in the field in which the sales are made.

That new spirit was essentially characteristic of the Cleveland meeting. These men were *marketing* men, not advertising men only. And there was a corresponding impatience with purely technical matters unless there could be expressed a definite relationship between the technique and the sale.

MAKING DATA FROM NEWSPAPERS

AT the risk of being accused of advertising the Chicago Tribune, but as a natural sequence to all that has been written on this page concerning the interest of newspapers in selling their markets and not their circulation only, I should make mention of "The Chicago Tribune's 1919 Book of Facts on Markets and Merchandising" just issued.

To attempt to review this work at length would be quite a job and would require a good deal of space. It has a good deal of the kind of data that, in my opinion at least, national advertisers want.

They want these facts because they are primarily interested in markets, not in mediums.

The work goes farther than the mere presentation of physical data and will be worth while the study of newspaper publishers. Perhaps the criticism may be allowed that there is a little too much about the Chicago Tribune in it, and I suggest that, generally speaking, the best kind of advertising is that which is not too obvious.

A good proposition does not have to splash itself all over everything in order to be accepted.

WILLIS E. BLODGETT has been appointed advertising manager of the Antocar Company, Ardmore, Pa., and will serve as his company's representative in the A. N. A.

J. D. CHAPPELL has resigned from Henry Lindenmeyr & Son, New York, to become assistant sales manager of the General Ordnance Company.

THE Ralston Purina Company, St. Louis, has just been elected to membership in the association. Edward T. Hall, secretary, is the accredited A. N. A. representative.

H. M. DOBSON has been appointed advertising manager of Whitaker-Glessner Company in place of Goodale Grimes.

VALUE OF VICTORY-INTERNATIONAL NUMBER ACCLAIMED BY LEADING NEWSPAPERMEN

Letters of Congratulation to EDITOR and PUBLISHER Indicate Hearty Appreciation of Effort in Interest of a Closer Relationship of the Newspapers of Allied Nations—Hailed as Epoch-Making Achievement in Trade Journalism.

THE Victory-International Number of EDITOR & PUBLISHER, issued May 22, has made a profound impression upon the minds of American newspapermen and leaders in the advertising field. Every day since the publication of this record-making number letters have come to this office expressing not merely admiration for the issue as a work of art but of the vast array of information it contained in regard to the press of the Allied countries.

These voluntary expressions from men who count large in the formulation of American public opinion show, also, a general and cordial approval of the theme and purpose of the Victory-International Number. That the time is at hand for a closer union of the free press of the world, for a better mutual understanding between the men of the free nations who mould opinion, is indicated by the attitude of those who have been kind enough to favor us with their appreciation of the work thus inaugurated for world betterment.

Because of their public interest extracts from some of these letters are presented herewith:

Ex-Senator Lafayette Young, Publisher Des Moines Capital:

"I am in receipt of the EDITOR & PUBLISHER of May 22. Because of its beauty and on account of the interesting matter contained in it, I feel impelled to write you this letter of congratulation. It is surely a wonderful publication. I have seen nothing like it for a generation. You have exercised wonderful talent and exquisite taste. Success to you!"

Walter Williams, President Press Congress of the World:

"Permit me to congratulate you, and the other members of your staff, upon the admirable international number of the EDITOR & PUBLISHER. It should, and I confidently believe it will be, of far-reaching service to journalism, and through journalism to humanity."

Roy C. Watson, President-Publisher, Houston Post:

"Your May twenty-second issue is an inspiration!

"Certainly there is nothing which can better forward the understandings of nations than would the juncture of the Press. In its last issue, EDITOR & PUBLISHER lifts the veil and permits us to glimpse some of the marvellous possibilities which lie before us. Too much credit cannot be given to you.

"More power to you!"

Frank Presbrey, President, Frank Presbrey Co., New York:

"I want to offer my congratulations on the Foreign Trade Number of the EDITOR & PUBLISHER, which you published last week. It is a great credit to the newspaper and advertising business, and there is so much interesting matter in it that I have not yet begun to get through it.

"After I have finally finished reading it, I intend to preserve it because of its worth—not only as a publication but for the information it contains."

Louis Wiley, Business Manager, New York Times:

"The international number of EDITOR & PUBLISHER is one of the most ambitious and successful issues of a newspaper trade publication I have ever seen.

"I congratulate you on its worldwide scope. It gives a comprehensive view of newspaper activities throughout the world. It is a publication worth preserving."

A. W. Petersen, President, Inland Daily Press Association:

"I have always noticed that the biggest things happen when I am away. In this case not only the biggest but the best. Upon my return I find your international number of May 22 on my desk. It is a wonderful publication from my point of view. Handsome, interesting and enlightening from first to last. I congratulate you heartily. Courtesy, resourcefulness and originality are conspicuous throughout the publication."

Carl Hunt, Director Extension Division, Associated Advertising Clubs of World:

"That Victory Issue is the best thing the EDITOR & PUBLISHER has ever done —and that is saying *something*. Congratulations!"

Irving K. Stone, President, Duplex Printing Press Co.:

"I have just received your very striking, and not only striking but splendid, edition of the 22nd, and I certainly must congratulate you and your staff upon getting out such an issue.

"I have been very much interested in going through it page by page. No wonder you have been so exceedingly busy and required additional space for your offices, getting together the amount of material and doing the work which is evidenced in this number!"

J. E. Pierce, Editor, Huntsville (Ala.) Times:

"Permit us to congratulate you on the handsome success of your special number, "Victory." It was a wonderful and most successful effort. The whole newspaper world will benefit and profit because of that publication. Words are inadequate with which to express full appreciation and congratulations, but accept, please, our warmest and most cordial greetings."

Frank P. MacLennan, Topeka State Journal and Director, Associated Press:

"Your international number, May 22, was simply great. With you I am proud of it and its valuable contents. The title and back pages are classic beauties."

Frank S. Neighbor, Newark (O.) American Tribune:

"We are indeed pleased to exchange greetings. That international number was a poppin. It is chock full of good stuff from cover to cover, and shows quite an enthusiastic effort. Please accept our sincere congratulations. We enjoy reading EDITOR & PUBLISHER."

William Johnston, New York Sunday World:

"Congratulations on your wonderful international number. It is an achievement of inestimable value in stimulating amity among English-speaking nations.

"It is also such an interesting and valuable record of publishing activities that it is sure to be preserved for reference by every intelligent editor.

"Personally I never could see, anyhow, how any editor could consider himself well equipped without EDITOR & PUBLISHER every week."

John Talman, Newspaper Librarian, Minnesota Historical Society:

"The international edition of EDITOR & PUBLISHER is easily the greatest publication on newspapers that ever came from the press. It is rich in historical and biographical material, which we are glad to have in our library for permanent preservation."

Robert E. Hughes, Louisville Courier-Journal:

"Congratulations on Victory edition. It's a corker!"

T. H. Moore, Associate Director, Bureau of Advertising, A. N. P. A.:

"Anyone of our profession who does not atop to congratulate you on the wonderful international number of EDITOR & PUBLISHER, just issued, is committing a distinct social error.

"I think without question that this number is the high water mark in your achievements, and you have some splendid milestones behind you.

"EDITOR & PUBLISHER was great nationally—you have made it great internationally."

John T. Toler, Atlanta Constitution:

"I am in receipt of copy of your international number. I looked through it carefully and as soon as I was through with it I delivered it into the hands of Mark Howell with your compliments. The edition is certainly a creditable one and you and your staff deserve credit and praise for not only this special number but on account of your regular issues. You are doing a great work and getting out a great paper."

E. S. Dobson, Newark (N. J.) Ledger:

"I want to compliment you on the splendid issue of your recent international edition. It is the finest thing I ever saw, or that has ever been attempted by any publisher that has come to my notice during my long years of newspaper work, and too much cannot be said for the enterprise of the organization that made such an effort the success that I feel sure it must have been. The thanks of newspaperdom should be yours. My hat's off to you."

William B. Bryant, Paterson Press-Guardian:

"That wonderful copy of the international number of EDITOR & PUBLISHER came to my desk this morning, and I cannot help but write you this little note of congratulation. It not only shows broad vision in its conception, but proves the perfection of your great organization. It is one of the most complete and interesting publications ever gotten together."

H. Fisher, London (England) Advertising World (Now in America):

"Please accept my heartiest congratulations on the very fine number of EDITOR & PUBLISHER you got out. Enjoyed it thoroughly and commend your enterprise."

C. O. Monroe, South Haven (Mich.) Tribune:

"We do not recall missing a copy since we have been subscribers, and there is hardly an issue that we have failed to read from cover to cover, always including the advertisements on the covers.

"We have as yet only been able to glance through the international number, but hope to take time to read it as carefully as the regular issues—more so, if such a thing be possible—as it will be well worth it. It is a great achievement, and should go far in promoting a closer understanding between the newspapermen of the great English-speaking nations."

Osman C. Hooper, Columbus, O.:

"I wish to congratulate you on your international number. You have presented the highest possible ideal of journalism and have struck a mighty blow for the League of Nations. When we get your idea of the function of a newspaper, we who are in the business will be better workers and better men and women."

John M. Henry, Council Bluffs (Iowa) Nonpariel:

"Congratulations on your Victory edition. It was like the EDITOR & PUBLISHER to put out such a volume."

G. A. Wiedemann, Philadelphia Evening Bulletin:

"I congratulate you on the very *wonderful international edition of* EDITOR & PUBLISHER."

S. Blake Willsden, Chicago, Ill.:

"I want to compliment you sincerely on the splendid work you have done. It certainly is great and you deserve success after producing a wonderful edition such as this number."

James McKernon, New York World:

"A copy of the Victory edition of EDITOR & PUBLISHER has reached my desk and I wish to congratulate you on your wonderful achievement. No newspaperman, no matter what field he may be in, can afford to go without EDITOR & PUBLISHER, and, judging from my observation, there are very few of them that do."

J. C. Ross, Business Representative in Montreal of Toronto Globe:

"Permit me to extend my heartiest congratulations on the success of your special issue of the 22nd. It is a most creditable production and is full of interesting matter regarding the world's big papers and the men at the head of them."

(Continued on Page 38)

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QUALITY SERVICE FOR DOMINANT DAILIES

America's vital and aggressive newspapers—the papers that are most successfully meeting the modern 'after the war' news standards of the people—the papers that offer their readers each day a clear cut reflection of human activities around the world—interpreting great movements—defining new problems—the papers that are making each issue one of compelling interest—are receiving their news service

By
UNITED
PRESS



UNITED PRESS ASSOCIATIONS

General Offices New York City

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DECLARES ORGANIZATION IS NEEDED AMONG EDITORIAL WORKERS

Dr. Bleyer Makes Four Recommendations for Advancement of Profession—Women's Place in U. S. Journalism—Problems Happily Worked out in Australia.

CHICAGO, June 2.—"There are four things that must be done to materially advance the newspaper profession in the United States," declared Dr. Willard G. Bleyer, dean of the department of journalism at the University of Wisconsin, to the gathering of newspaper men who attended the recent annual dinner of the late National Association of City Editors in this city.

"First, every worker should take a personal pride in it and discard the 'game' idea. Europeans say that American newspapermen lack the dignity of their own 'journalists,' but surely we have just as great and abiding a sense of the responsibility of the great work we are doing day by day."

Organization Is Needed Badly

"Moral character must be sustained as a patriotic as well as a personal duty.

"Then too, every newspaper worker should hold membership in some organization for the advancement of his work. He should be as proud of his membership in such a body as the average workman is of his union card.

"Lastly, every newspaper should subscribe to some paper devoted to his own professional interests.

Almost Wholly Unorganized

"It is a significant fact that ours is the sole one of the great professions of the world which remains to-day almost wholly unorganized. Even every other branch of newspaper activity now is strongly entrenched and able to protect its own interests through associations—true in the case of the publishers, the advertising managers, the circulation managers, the publishers' representatives, the free lance writers, the country editors and the suburban newspaper interests.

"Doctors take pride in the fact that they are organized into national, state and local bodies without lowering the ethics of their profession.

"The law fraternity has its bar associations and local clubs. . . . What the English and Australian journalists have done toward organizing—unionizing, if you choose—their profession, we American newspapermen can do just as effectually. We need to do that soon. . . ."

Dr. Bleyer indicated the essential differences between a trade and a profession. "The former," he stated, "is learned almost entirely through one's own experience and, considered in that light, newspaper work really was a trade in Colonial times when every editor was simultaneously a practical printer.

Truly a Profession

"A profession, on the other hand, implies knowledge based on the experience of others than yourself. It implies a different personal attitude from that of the worker in a trade; means looking at one's work from within; never is to be practiced by mere rule of thumb, as is the case with every real trade. Hence, I think, we may best term newspaper work a profession just as truly as any other line of work now recognized as such. . . .

"The future of this country depends directly upon the development of the country's newspapers, both large and small . . . ."

Miss Carol Bird, for nearly ten years past a newswoman and feature writer and now connected with the Detroit Free Press, spoke on "What Newspaper Work Is a Woman Best Fitted For?"

"Perhaps," she stated, "I should paraphrase my subject by asking 'when is a woman really a newspaper woman?' Show me a newspaper woman who is constantly obsessed with self-consciousness of her sex or who is always timorously wondering whether her stories will prove acceptable as written to her city editor, and I'll tell you that she isn't a genuine newspaper woman at all. It is the girl's general manner, her poise and personality which count most for her success in this sort of work. Real newspaper women are born, not made, which isn't either a platitude or a sophistry, but a literal fact.

Women in Journalism

"Like Caesar speaking of Gaul, I should say that all newspaper women may be roughly divided into three varieties: (1) those handling space news and features, (2) those doing society notes, Sunday features, advice to the love-lorn, etc., and (3) those who have undertaken newspaper work because they heard somewhere that it 'is just too fascinating for words.'

"There are in every newspaper office a certain number of women who, by reason of one or another sort of influence, hold their positions as sinecures—who unconsciously have deprived the world of better nurse-girls, housewives, stenographers and governesses than they ever will be newspaper women. It is women of that hap-hazard, haphadasical type who will pull down the reputation of their sex as a whole in the profession.

"It is they, more than anything else, which has in the past and still does prejudice so many city editors against having women on their staffs. They never know nor will learn how to write real news copy, nor seem capable of developing a sense of news value.

"The second group of women workers —those who handle club and society news—are important, I suppose, but their work is necessarily uninteresting, unexciting, and surely they must indulge in it because they like it. Personally I always have been tempted to regard them as martyrs to the cause. . . .

Groups of Women Writers

"And finally there are the 'regulars,'—the girls who really are news-women. They are the sort who are instinctively as well equipped to handle any sort of assignment, with the possible exception of the police run, as any man on the staff. They have a semi-masculine mind; a masculine outlook on life. They know that they cannot afford and have no wish to be prudish. They cultivate a sense of humor; know how to be masculinely concise when they speak and when they write.

"A woman's sex peculiarly fits her to handle certain stories. A tactful, sympathetic woman reporter can enter homes where tragedy stalks—death, murder, suicide—and nine times out of ten she will come away with plenty of colorful material and a photo or two tucked under her arm.

"A clever woman reporter, and particularly if she possesses a pleasing personality, can successfully interview 'big' men or women whose utterances are of interest to the general public, even though these same people are difficult for men reporters to manage. It is instinctive for a woman to understand children, hence she, better than the average man, can write touching stories about them. Everyone knows that to paint a babe into a word picture gives an added touch of interest.

Keenly Observant

"Women are keenly observant. A woman reporter interviewing a murderess, for instance—some one for the time being in the light of publicity—notices that she is wearing a blue gabardine skirt, a white Georgette crepe waist embroidered in pale blue and coral beads, colonial pumps, and that her slim tapering fingers are adorned with two rings, an old cameo and a sapphire, outlined in diamonds. So, in her story, she devotes a descriptive paragraph or two to the woman's costume.

"It is a touch which adds tremendously to the interest of the story insofar as the thousands of women readers are concerned. And, after all, newspapers must consider the likes and dislikes of its women readers. Some statisticians have figured out that 90 per cent of the buyers of the nation are women. "Advertisements, which are the life blood of the paper, are read by the women and the advertisers are patronized by them. Why should not the reading matter of the newspaper be handled in a way that will particularly appeal to all those buying-readers?

"Women reporters are disarming. They do not put one so much on guard as a man interviewer might, and very often people 'come through' with more 'hot stuff' than they would if an alert-eyed, sharp-eared man reporter were doing the news gathering.

"Women have been accused of using 'sex lure' to get desired materials for their newspapers. Why not? If a well-directed smile or two can gain the sought-for story, why not employ them? Men who have 'a way with 'em' are called 'magnetic,' and people say that they owe their success to 'personality.' But a woman's personality is called by the less attractive and more suggestive name of 'sex lure.'

Few in Executive Work

"The executive branch of newspaper work is perhaps the most difficult of all for the average newspaper woman to handle, but that, I believe, is because the powers higher up are so reluctant to give a woman an opportunity to show what she could do in such positions. The youngest cub reporter would willfully scorn to receive assignments from

(*Continued on Page 37.*)

--extra! Extra! $50 a copy!

In Belgium during the first days of the war, copies of London newspapers sold for as high as $50 apiece!

Why?—Because people must have news.

In all the world what other medium could sell for $50 a copy?

The daily newspaper is the only advertising medium to the consumer which is an absolute necessity to modern life.

The price of your daily paper is such as to permit the greatest service to the greatest number.

It is a privilege to be able to capitalize such a necessity in advertising your goods exactly in localities where you have distribution.

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York **Kansas City**
Chicago **San Francisco**

From Printers' Ink, issue of February 6, 1919.

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MORE THAN 38,000 IN USE

© TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS

The BOSTON HERALD Orders a Second Model 20 Display LINOTYPE



This advertisement appeared shortly after the BOSTON HERALD installed its first Model 20 Display Linotype

After only three months' experience with its first Model 20, the Boston Herald ordered a second Display Linotype because it realized the time, labor and money saving advantages of setting display "direct from the Linotype keyboard."

Next to Your Own Actual Experience, the Experience of Others is the Best Guide in Buying a Composing Machine

MERGENTHALER LINOTYPE CO., New York, U. S. A.

CHICAGO SAN FRANCISCO NEW ORLEANS Canadian Linotype Ltd., TORONTO

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LOVING TRIBUTE TO McLEAN'S MEMORY

Associates on Philadelphia Bulletin Place Bronze Tablet in Main Corridor to Commemorate Sacrifice of Gallant Officer.

PHILADELPHIA, June 2.—Men and women employes of the Philadelphia Evening Bulletin paid tribute on Memorial Day to the memory of Lieutenant Warden McLean, Officers' Reserve Corps, son of William L. McLean, owner and publisher of the paper.

Lieutenant McLean was the first Philadelphia officer to die in performance of his duty after America entered the war against Germany. He was the eldest of three sons of the publisher and Associated Press director, all of whom entered the service, one becoming a major of field artillery and the third a lieutenant of field artillery. All were connected with the newspaper.

The tribute of his associates of the Bulletin to Lieutenant McLean took the form of a bronze tablet, which was unveiled upon the wall of the main corridor of the Bulletin building, northeast corner of City Hall Square, Philadelphia. Impressively simple ceremonies, attended by the entire editorial, business office and mechanical staffs of the newspaper and by the members of the dead officer's family, marked the unveiling of the tablet in the late afternoon of Memorial Day.

Those invited to the ceremony assembled in the corridor, where the bronze memorial was concealed by a silk American flag. Immediately in front of the tablet a small altar had been arranged, with a setting of palms and flowers, and upon a stand covered with a yellow scarf were red, white and blue flowers.

The service was opened with the singing of "Lead, Kindly Light" by a quartet composed of Miss Mary E. Jeffers, Mrs. Lillian Craig, Joseph E. McGlynn and Robert Herman, all Bulletin employes. An eloquent prayer was offered by the Rev. W. Beatty Jennings, pastor of the First Presbyterian Church of Germantown, Philadelphia, of which church Lieutenant McLean was an active member and worker.

Mr. Craig's Eloquent Tribute

William B. Craig, city editor of the Bulletin, as master of ceremonies, made the presentation speech. He said:

"Mr. and Mrs. McLean, members and friends of their family, fellow-members of the Bulletin organization:

"We are assembled on this Memorial Day—the day that the nation reconsecrates itself to its sacred dead and this anniversary of a deeper significance than any of its hallowed predecessors—to dedicate a tablet to the memory of one of our associates.

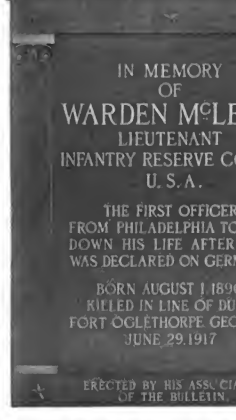
"He was the first Philadelphia officer—the first Princeton University graduate—the first Bulletin man—to lay down his life after the United States declared war on Germany.

"He was one of us. None was closer to us in our comradeship. None was more highly esteemed among us for sterling character and conscientious faithfulness to duty.

"When the war clouds hovered, he immediately placed himself at the service of the nation. Happy and successful in the pursuits of peace, and with a business career of great honor and usefulness before him, he set these all aside. No civilian could have stepped forward earlier. At the first sign of trouble, eagerly he offered himself to his country.

"It is with a clutch at the heartstrings

IN MEMORY OF LIEUTENANT WARDEN McLEAN



that most of us think of his death—so sudden, so unexpected, so tragic.

"We picture his stalwart figure riding amid the guns and caissons of a section of field artillery in far-off Chickamauga Park, famous as a battleground of the Civil War, and we wonder what distinguished military honors might not have come to him had he, in the enthusiasm of his early manhood, been permitted to go forth to those mighty battlefields that have added such imperishable glory to the record of American valor.

"Here, on the south wall of the publication office, hangs the blue silken standard that flew over the officers' training camp at Fort Oglethorpe, named after him by our Government in honor to his memory.

"That flag and that incident of the naming of the camp for him, recalls that men who were his superior in military rank and experience held him in esteem as an excellent officer and a splendid example, morally, physically and mentally, to the young recruits with whom he came in contact.

"So that today, when we dedicate this tablet to his memory, we pay, after all, only a slight tribute to a volunteer soldier, who represented in high degree the best spirit of patriotism in the young men of this community.

"Mr. and Mrs. McLean, in presenting this tablet as the gift of the women and men of the Bulletin, we do so in confidence that the memory of your son, Warden, will go down to future generations of the Bulletin family, a thing of honor as characterless as the immutable bronze of which this simple memorial panel is fashioned."

As Mr. Craig finished, wee five-year-old Mary Kiesel, daughter of one of the employes, pulled the cord, drawing aside the flag and revealing the tablet, a bas-relief with Ionic columns on either side, as shown in the illustration.

The father of the young officer accepted the tablet. He was deeply moved by the tribute and at times his voice was barely audible to those farthest away from him. He said:

"In receiving your impressive tribute to the memory of my son and this permanent token of your regard for him, I am more than ever made to realize how much he was loved by all, and I am deeply moved by the honor you do him on this Memorial Day.

"You have erected, indeed, a fitting and beautiful memorial of one who was among the first to make the supreme sacrifice in that great struggle which was the means of calling forth so much of the best in all of us.

"From every department of your organization there came forward patriotic young men, who nobly offered their all in the service of their country, some of them giving by their lives, and I feel that our record is one of which all of us may be proud.

"Mr. Chairman and your associates, it is with profound feeling, in the name of those to whom, through ties of blood, Warden McLean was very near and dear, that I thank every one of you for this memorial of his pure and sterling life."

The exercises ended with the singing of "America," after which the audience passed before the tablet to view it and then greeted Mr. McLean personally.

Tribune's "Book of Facts, 1919"

The Chicago Tribune's "Book of Facts, 1919," one of a notable series of advertising publications issued by that newspaper, contains an amazingly interesting array of data concerning the great market territory covered by its circulation. Facts are driven home by such graphic illustrations and analytical charts that there is no escaping their force and significance. This Book of Facts carries about every variety of trade information an advertiser could desire. Incidentally, publishers everywhere should study it as an object lesson in effective promotion literature, fitly supplementing trade newspaper advertising.

Elliott Ladd Thurston, a reporter on the Providence Journal, and Miss Margaret Tucker of Providence, have announced their engagement.

PUT THE CLARKSBURG TELEGRAM ON YOUR LIST FOR FALL COPY

And Get Your Share of Business From "The Industrial Heart of West Virginia"

EXCERPTS FROM
Audit Bureau of Circulations
Auditor's Report

Name of Publication, The Clarksburg Telegram.
City, Clarksburg; State, W. Va.
For the twelve months period ending March 31, 1919.

	Evening	Sunday
Total City	4663	3757
Total Suburban	2116	1895
Total Country	1111	2286
TOTAL NET PAID	7889	7938
Total Unpaid	160	106
TOTAL DISTRIBUTION	8,049	8,044

A complete analysis, including all essential facts pertaining to the above circulation, is embodied in the detailed Audit Report issued by the Audit Bureau of Circulations. Copies may be had on application to the office of the above publication.

Flat rate, 28c an inch to Feb. 1, 1920; 35c an inch thereafter.

THE CLARKSBURG TELEGRAM
West Virginia's Leading Newspaper

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First

IN May The New York Times published 1,669,932 agate lines of advertisements, a greater volume than was ever published in a single month by any New York newspaper.

In five months of this year The New York Times published 7,064,487 agate lines of advertising, more than any other New York newspaper ever printed in any five months of any year.

No other New York newspaper prints so large a volume of advertising, notwithstanding that all advertisements in The New York Times are censored and many columns excluded. Compared with the corresponding period of 1918, the gain of 1,535,457 agate lines represents by far the greatest growth of any New York newspaper.

The net paid circulation of the Sunday edition of The New York Times is in excess of 500,000.

The average net paid circulation, daily and Sunday, exceeds the combined circulation of the three other New York morning newspapers popularly classed with The Times as to quality of circulation.

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FOSTER COMPETITION AMONG NEWSIES

Raleigh Times Has Had Splendid Results —A Group of Ideas That Can Be Applied to Any Newspaper— "Atta Boy" Feature.

[AUTHOR'S NOTE—This article is to primarily interest the smaller city newspaper publisher and is written with two purposes in view: 1. To impress upon the smaller publisher the fact that he is "small" possibly because he does not take his circulation department seriously enough.
2. To help the smaller city circulation manager solve his perplexities by giving him the benefit of our experience with (a) "Atta Boy," (b) Carriers' and Sellers' contests. (c) Collecting old accounts. (d) Eliminating complaints. (e) Increasing the street sales by teaching the boys to cry the news. (f) Increasing the number of street sellers by advertising in the movies. (g) The responsibility of the Circulation Manager.]

By LEONARD E. KOLMER,
Circulation Manager, the Raleigh (N. C.) Times.

The spirit of rivalry that throbs in the heart of every American boy is depended upon by The Raleigh Times for success in its city circulation. It is continually



LEONARD E. KOLMER

appealed to and publicity keeps its fires burning. A system of simple charts, hung conspicuously in the boys' room, shows each boy precisely what he and his competitors are doing. But the school of cards is "Atta Boy," a feature of the regular issue of the paper edited by and devoted exclusively to the circulation department.

"Atta Boy" has unlimited possibilities —it enthuses the boys and tells their folks at home what they are doing better than the publication of an occasional miniature paper can do. It occupies a space of three columns by six to ten inches daily and is kept alive by cartoons and illustrations that the proof sheets of the advertising cut services never fail to produce upon close search and a little ingenuity of arrangement.

Treat Carriers and Sellers Separately

It has a style of make-up all its own and gives all the news about the contests, prizes to be awarded, sick notices, jokes, human interest stories—everything and anything of interest to the boys. All the stories are written to encourage and lead but never to drive.

In The Raleigh Times' contests the carriers and sellers are never pitted against each other. The sellers are "graduated" into the carrier class. The carriers are the "big boys" and every seller is taught to hope some day to be one of the "choseo few."

A carriers' contest two during April netted The Times 45 new subscribers with an average subscription of six months. Votes were won by

1. New subscriptions
2. Collections
3. No complaints
4. Promptness
5. Good behavior.

Five prizes were awarded, the first of which was a bicycle and the others included a baseball outfit, watch, flashlight and pocket compass. The winners were permitted to select their prizes from a substitution group. To prevent interest from lagging, the contest was run for but four weeks and numerous special minor prizes were offered at the end of each week and on threatening days. Large charts recorded each day's result and the standings of all the boys to date.

Votes for Subscriptions

New subscriptions were credited on the basis of 20 votes for each month. Renewals were given the same consideration with the result that carriers induced 60 per cent. of the total city circulation to change from paying weekly and monthly to quarterly and yearly.

On Oct. 1, 1918, The Times went on a "strictly cash" basis and naturally confronted the big problem of collecting back accounts. This was partly solved by giving the carriers votes for collecting these old accounts as well as their current accounts. Ten votes were given for each per cent. collected, and the total was based on the proportion betweeo what the boy should collect and did collect.

At first the old accounts were neglected. To stimulate interest, during the last week of the contest it was announced that 200 votes would be given for every per cent. of old accounts collected thereby giving the lowest standing boy on the chart an opportunity to win the bicycle. Better results were immediately forthcoming.

Promptness, good behavior and no complaints each gave the carriers five votes daily. The first two never have given much trouble, but the last has always presented a hard problem. The Times finds the best solution is to again appeal to the boys' spirit of rivalry and pride and by rewarding honest effort.

Complaints Are Charted

A record of all complaints is kept on a chart in the boys' room. To those carrying their routes without a complaint for a week, movie tickets seem to suffice as a reward.

To those having a clean record for a month, more substantial prizes are given.

In this way the circulation manager can keep tab on his boys, coach the delinquents, and drop the irredeemable. The Times has 26 carrier boys in Raleigh. The first week of the chart system only 11 boys qualified for prizes, the second week produced 18 winners, the third, 23, and the fourth, 24.

Since then the average has not dropped below 20. This record for efficiency is due largely to the habit formed by practically all the boys of either 'phoning or returning to the office after carrying their routes to learn if any complaints have been received. However, this practice is not required.

When a complaint is promptly satisfied, it is not charged. The experience of the writer has been that the average boy in the smaller cities will work harder for a Saturday night movie ticket than for a Victory bond!

The excitement of the carriers' contest enthused the sellers and they too, must have a contest. This was easily managed—one vote for every paper sold. A chart kept the score. Of course the usual selling commission was allowed. In order to prevent clubbing to the hardship of the boys fighting a lone battle, the prizes were strictly individual affairs, and better still, daily, semi-weekly and weekly prizes were offered.

Again, the movie ticket proved the best drawing card, while tickets to the carnival and circus never failed to produce exceptional results. For these minor contests within the big contest, the boys were divided into teams under the leadership of captains.

Movie Ticket Draws Well

One of the grand results of the last Times' sellers contest was an increase of 3335 per cent. in the street sales. Another and far better result attained was the lesson taught the boys that it pays to cry the news and sell the paper on its own merits.

The tendency of the smaller city newsboys is to limit his persuasive powers to "Last Edition, Mister?" or worse still, to whiningly plead "Buy a paper, Mister, please."

This evil in a large measure is being corrected by the circulation manager distributing movie tickets among prospective customers on the streets with the request they be given to the first newsboys who approach them crying the news, showing some "pep," and offering The Times with a smile.

The boys are told about these tickets and it does not take them long to realize this more approved method of salesmanship pays bigger dividends.

Awarded Before All

The awards in all contests, however seemingly small and insignificant, are always made in the presence of all the boys assembled and the elaboratness of the ceremony is only limited by the importance of the contest.

"Atta Boy" never fails to spread the glad tidings by story, and, if warranted, by picture.

The number of newsboys selling The Raleigh Times was doubled in two weeks by the circulation department running slides in the local moving picture parlors to the effect that "the average earnings of 16 boys selling The Raleigh Times during April was $16.25." Once a boy gets into the game, he is pretty sure to stick because The Times is always doing something to stimulate his interest—picnics, fishing parties, hikes, baseball, prizes—something, however insignificant, just so it is something.

But best of all "Atta Boy" sees to it that every boy's home and friends know what he is doing and what a cracking good record he is making, for a roster is kept which guarantees the publication of every name in some connection every so often.

But the biggest and most important result of these contests is the benefit the circulation manager himself derives. He realizes how much more vitally important than planning and starting a campaign is to keep it going and gaining in speed all the time, that he is responsible for failure, and that from him alone must radiate the enthusiasm and "pep" that mean success.

The moment he quits, just so soon will interest lag, and it's far more difficult to revive enthusiasm once dead, than it is to first inculcate it.

Newarkers Elect Tack

NEWARK, N. J., May 31.—Jean R. Tack has been elected president of the Advertising Men's Club for the ensuing year. Other officers are: Vice-president, Walter C. Jacobs; secretary-treasurer, Chester A. Brown; attorney, Joseph G. Wolber; members of the executive committee: Louis Hannoch, Frank T. Allen, Albert Wortman, Charles Brady. The club will meet at the Down Town Club at noon each second Monday.

Printed Paper on Train

PITTSBURGH, June 1.—The Chamber of Commerce train boosters, on their recent trip through the State, printed a daily paper on their special train. One car was fitted with editorial and prioting accommodations and newspaper correspondents on board did the editorial work. Each car had its own special reporter.

EDITOR & PUBLISHER'S liners pull.

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—It has made new advertisers and helped circulation—It has aided the paper in being recognized as the business man's newspaper in its community.

Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.



The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

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$20,000,000 from Oil

—Just a little more loose change for Texans to spend

Over $20,000,000 in oil! A veritable fusillade of liquid gold. That's the figure, based on production reports of the State Comptroller of Public Accounts for the quarter ending March, 1919. It will be greater for the quarter ending June 30, 1919, owing to added development.

—And all this in *addition* to the prodigious earnings which annually accrue from cotton, agriculture in general, livestock and an infinitude of other sources which in themselves make Texas an exceptional market.

And right here in the midst of it all—right at the gateway to this wonderful territory—

Fort Worth Star-Telegram

Over 63,000 Daily **Over 70,000 Sunday**

More than 2½ times the circulation of any other Fort Worth paper.

Effectively covers North and West Texas. Right here with its Dealer and Consumer good will! Right here with its circulation of over 63,000 Daily, over 70,000 Sunday! Right here as the specific point of contact between your goods and this market!

Put your merchandise in this environment of prosperity through its newspaper of wide influence and big circulation—Include in your list—

FORT WORTH STAR-TELEGRAM

Member A. B. C.

Amon G. Carter, Vice-Pres. & Gen. Mgr. A. L. Shuman, Advertising Mgr.

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LOUIS WILEY HONORED ON 50TH BIRTHDAY



LOUIS WILEY

FROM A RECENT SKETCH OF THE BUSINESS MANAGER OF THE NEW YORK TIMES.

LOUIS WILEY, business manager of the New York Times, attained his fiftieth birthday on May 31, and the event was made the occasion for displaying the attitude of the business and editorial staffs to the celebrant.

Early in the morning on his arrival at his office, Mr. Wiley was greeted by the congratulations and wishes for his future happiness by men and women who have the pleasure of working with him. His desk was adorned with flowers and he was made the recipient of a fine gold and platinum chain amidst the cheers of those assembled.

Hugh O'Donnell made the presentation in felicitous terms, conveying the admiration, affection and respect the members of the staff felt for their manager.

Later on, at a special meeting of the editorial council, Charles R. Miller, the editor-in-chief, presided, and addressed Mr. Wiley, offering him the congratulations of the editorial staff. He voiced the general opinion that Louis Wiley had an important share in building up the New York Times, and he referred especially to his dealing with difficult labor situations.

C. V. Van Anda, managing editor of the Times, presented Mr. Wiley with a handsome Tiffany watch, subscribed for by the entire staff. The watch bore the following inscription:

"Louis Wiley, on his Fiftieth Birthday, from THE NEW YORK TIMES, in grateful appreciation of many years' faithful and invaluable service. May 31, 1910."

In making the presentation, Mr. Van Anda expressed his admiration of Mr. Wiley's career, not only as a newspaperman but as a citizen. In the whole of New York, he said, there was probably no man better known or more favorably known in almost every class or more greatly respected and esteemed. It was pointed out especially by Fred Mortimer that Mr. Wiley was always ready to help others, and he did it quickly and pleasantly.

A letter from Adolph S. Ochs, chief owner of the Times, who was unable to be present, addressed to Mr. Wiley, was read by Mr. Miller, in which Mr. Ochs paid a glowing tribute to Mr. Wiley's qualities. Other addresses were delivered by members of the editorial staff and of the business department. Among those present were Charles R. Miller, C. V. Van Anda, Major Julius O. Adler, Edward A. Bradford, Fred Mortimer, Elmer Davis, Edward M. Kingsbury, Arthur H. Sulzberger, E. S. Friendly, Louis O. Morray, Charles A. Flanagan, Hugh A. O'Donnell, Charles W. Thompson, H. E. Armstrong, Osmond Phillips, and B. T. Butterworth.

CLIFFORD JOINS HEARST

Becomes Business Manager N. Y. American—Woodward Advertising Manager

E. L. Clifford, for many years advertising manager of the Minneapolis Journal, has joined the Hearst organization and assumed the duties of business manager of the New York American. He will also be in charge of advertising.

W. G. Woodward, recently with the Evening Journal advertising department, returns to the American as advertising manager. He was formerly in charge of local advertising for the American and at one time advertising manager of the New York Tribune.

F. R. Barnard has resigned as advertising director of the American, but he has not announced his plans for the future.

HOYT'S ENLARGES STAFF

Hills Art Director and Meek Assistant to President.

Hoyt's Advertising Service, New York, announces the following staff changes:

David B. Hills has been placed in charge of the art department. Mr. Hills was formerly art director of the H. K. McCann Company.

George W. Speyer, formerly in charge of the mechanical department of the Chicago office of the J. Walter Thompson Company, has been engaged as mechanical department manager.

Harry L. Jones, recently connected with the Philadelphia office of the Curtis Publishing Company, will represent the agency in the Pennsylvania territory.

Samuel W. Meek has been appointed assistant to the president. Mr. Meek, who is the son of the late Samuel W. Meek, formerly treasurer of the New York Times, served in France as Captain in the Sixth Regiment, United States Marines, Second Regular Division, and was decorated by the French Government with the Croix de Guerre with palm, for bravery at Soissons.

In the Boston office Arthur E. Hobbs has been engaged as assistant to Mr. Pike, the Boston director. Before joining the Marine Corps, from which he has just received his discharge, Mr. Hobbs was assistant sales and advertising director of the King Trailer Company.

Louis Spence is President

LITTLE ROCK, Ark., May 29.—The Arkansas Press Association, meeting in this city, elected the following officers: Louis Spence, Piggott Banner, president; Walter B. Williams, Brinkley Citizen, first vice-president; Capt. J. C. Jolly, Warren, second vice-president; W. J. Douglass, Berryville, third vice-president; R. O. Schaeffer, Little Rock, recording secretary; Clio Harper, Little Rock, corresponding secretary; C. A. Berry, Huttig, financial secretary. The annual meeting will hereafter be held in June.

Twelve things to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
251-253 WILLIAM ST. - - NEW YORK CITY
PHONES:— 1847 WORTH
1848

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RECEIVE NO MAIL FOR DAYS, THEY SAY

New York State Farmers Hold Indignation Meeting and Send Resolution to President Wilson for Return of R. F. D. Service.

FONDA, N. Y., May 30.—Complaints against the inadequacy of present mail deliveries throughout this section were voiced by farmers, newspaper editors from cities all through this section, and business men, at a meeting here Tuesday. Representatives from cities and farming districts from Albany on the east and as far west as Utica were present, and as a result of the meeting a resolution of protest was drawn and forwarded to President Wilson, Postmaster General Burleson and congressmen from the territory involved.

The meeting was easily the largest of the series held throughout northeastern New York in protest against the changes put in effect by the postmaster general, which, it was claimed, have cost business men thousands of dollars already. Newspaper editors at the meeting claimed they were among the largest losers on account of the change.

In the protest the members of the conference demanded a return to the old routes, and efficient service, which they defined as delivery before 3 o'clock in the afternoon. They protested against the lengthening and consolidation of routes, and pointed out the inability of carriers to complete deliveries during inclement weather. Disorganization of business has resulted in many instances already, they declared.

It was revealed that in several places mails had not been delivered to farmers in several days. Farmers protested against this chiefly, they said, because it cut them off from the outside world by preventing the delivery of their daily newspapers, even though the cities in which the newspapers were published was as near as 20 miles.

H. B. Hull Heads Des Moines Club

DES MOINES, Ia., June 1.—Harter B. Hull, advertising and sales manager of the truck department of the Sears Auto Company, has been chosen president of the Advertising Club of Des Moines, by a vote of 63 to 27 over C. A. Baumgart of Successful Farming. Other officers are: Vice-president, W. S. Arant; secretary-treasurer, E. A. Walker. Board of governors: C. M. Cogswell, Harry T. Watts, Frank Armstrong, S. H. Walling, B. F. Spry.

Wilson in Agency Work

KOKOMO, Ind., May 30.—The staff of the Harry M. Lyneh Advertising Agency, of this city, has been augmented by the appointment of C. Ben Wilson, who for the past three years has been advertising manager of the Tribune and was previously with Gage Brothers, Chicago.

A Spanish River Settlement

OTTAWA, Ont., June 1.—Recent gossip in the Canadian stock markets has it that the directors of the Spanish River Pulp and Paper Company will at least partially liquidate deferred dividend obligations by means of a distribution of additional preferred stock to holders of the securities

Old Paper Is Absorbed

COOPERSTOWN, N. Y., June 3.—The consolidation of the Milford (N. Y.) Tidings with the Freeman's Journal of this village, one of the oldest papers in the state, has been announced.

Des Moines Sunday Register

71,784

Net Paid Average for May
(26,460 in City of Des Moines)

Largest of Any Month This Year

(Member Audit Bureau of Circulations)

ROTOGRAVURE ADVERTISING

High class advertising is accepted for The Sunday Register's eight page rotogravure magazine supplement. Flat rate 25 cents an agate line. Closing date four weeks in advance.

28% Increase in Sunday Register Advertising in May

The Sunday Register made big gains in local merchants' advertising, big gains in national advertising, and big gains in classified advertising every Sunday in May. Notice the comparison of The Sunday Register's advertising lineage with the corresponding Sundays a year ago.

	Lines	Lines
Sunday, May 4.....	55,720	13,720 Gain
Sunday, May 11.....	52,878	10,794 Gain
Sunday, May 18.....	55,636	11,802 Gain
Sunday, May 25.....	55,622	13,160 Gain
Total for Sundays.....	219,856	49,476 Gain

The Des Moines Sunday Register's Advertising patronage is way ahead of that of any other Iowa Sunday Newspaper.

Representatives:

I. A. KLEIN
Metropolitan Tower
New York

JOHN GLASS
Peoples Gas Bldg.
Chicago

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MECHANICAL EXPERT IS HERE ON VISIT

G. P. Garbett, of Great British Publishing Concern of Odhams, Limited, Investigating American Plants—In Search of New Ideas.

G. P. Garbett, chief electrician of Odhams Limited, one of England's greatest publishing houses, issuing a series of widely circulated publications, including "John Bull," is now in this country on a tour of investigation of mechanical plants of newspapers and of



JULIUS SALTER ELIAS,
MANAGING DIRECTOR ODHAMS LIMITED.

manufacturers supplying newspaper equipment.

Mr. Garbett's visit will take him as far west as Chicago and Milwaukee. The plant of Odhams Limited, it will be recalled, was almost wholly destroyed by a German bomb, and the firm has been busily engaged since that occurrence in replacing its extensive mechanical equipment. Under war and post-war conditions this has been a gigantic task. The English manufacturers of presses, mechanical equipment, etc., are not yet on a pre-war basis of production. Mr. Garbett finds the situation here somewhat similar, and although American concerns are now operating to capacity the accumulation of orders has been so great that early deliveries are out of the question.

Mr. Garbett has been deeply impressed with mechanical appliances in use in our great publishing plants, and expects to take back with him many new ideas for adoption in England. His mission is one of investigation rather than of placing orders.

Arthur Taylor, of the business department of Odhams Limited, has been in this country for several weeks surveying the methods of business administration, particularly as applied to advertising, in American publishing houses.

Mr. Garbett expresses the hope that the managing director of Odhams Limited, Julius Salter Elias, may shortly visit the United States. Both Mr. Garbett and Mr. Taylor are enthusiastic admirers of the great ability and distinguished achievements of their chief, and accord to him full credit for having built up, in the face of great obstacles, one of the world's greatest publishing enterprises.

"Mr. Elias is not only a man of ability amounting to genius," according to Mr. Garbett, "but he is a man who inspires in the men of his organization a fighting spirit of loyalty and a determination to achieve. A conference with him, however brief, acts as a mental tonic. He is magnetic, understands men and their problems, a natural organizer and leader and is constantly on the alert for new and better methods of doing things."

Mr. Garbett expresses deep appreciation of the courtesy shown to him here



G. P. GARBETT.

by our publishers and manufacturers, and is impressed with the real existence of that closer unity and better understanding between Britons and Americans which has resulted from the intimate cooperation of the two peoples in the great war tasks.

Dr. Rumely Must Stand Trial in Washington

Former Publisher of New York Evening Mail Loses Long Fight to Prevent Extradition.

WASHINGTON, June 2.—Dismissal by Federal courts of habeas corpus proceedings instituted by Edward A. Rumely, former publisher of the New York Evening Mail, to prevent his extradition to Washington from New York to answer indictments charging violation of the Trading With the Enemy Act, was upheld today by the Supreme Court in disposing of appeals brought by Rumely. Chief Justice White dissented from the ruling.

As a result of this action, Rumely must come here for trial on indictments charging him with withholding from the Alien Property Custodian the fact that he had custody of certain stock in the S. S. McClure Newspaper Corporation belonging to the German Government, as well as the fact that he owed that Government $1,500,000.

In bringing the proceedings, Rumely contended that by coming here his speedy trial in New York on similar indictments might be prevented.

Pittsburghers Choose Officers

PITTSBURGH, Pa., June 2.—Officers have been elected by the Advertising Club as follows: President, C. F. Ohliger, advertising manager of the H. H. Heintz Company; vice-president, Andrew Connolly, Joseph Horne Company; secretary, W. G. Evans, Harris Pump & Supply Company; treasurer, Robert Rawsthorne, Rawsthorne Engraving Company.

Two More Members for the A. N. P. A.

The Douglas (Ariz.) Daily Dispatch and the Albany (N. Y.) Sunday Telegram have been elected to active membership in the American Newspaper Publishers' Association.

Iowa

The last 30 years have brought Iowa *25%* more *people* and *400%* more *wealth.*

MERE numbers of people are more often the cause of poverty than a source of plenty.

From an advertiser's standpoint, better a small market and a rich one than the utmost conjestion in even the wildest area.

Iowa is a proof of the advantages of a moderate growth in population combined with industry, thrift and universal education.

Back in 1889 the revenue of the state was only $2,593,-095, about $1.25 per person, the population being at that time about 25% less than now. It has since steadily risen until in 1917 it reached a sum of over $9,700,000, or about $4.31 per inhabitant.

Growth is thus shown of individual wealth increasing enormously while the population slowly but surely adds to its numbers in a much smaller ratio. THAT is what makes Iowa a state every American should be proud to claim to fellowship.

To the national advertiser, Iowa offers the greatest prize for good advertising—good business.

Let the papers carry your NEWS to the ultimate consumers.

	Circulation	Rate for 5,000 Lines
Boone News-Republican ..... (E)	3,636	.0121
Burlington Hawkeye ..... (M)	10,908	.03
Burlington Hawkeye ..... (S)	12,116	.03
Clinton Herald ..... (E)	7,827	.02
Council Bluffs Nonpareil ..... (E & S)	16,228	.03
Davenport Times ..... (E)	25,643	.05
Des Moines Capital ..... (E)	60,655	.08
Des Moines Register and Tribune.... (M & E)	111,517	.14
Des Moines Sunday Register ..... (S)	70,745	.12
Dubuque Telegraph-Herald ..... (M & E)	16,078	.04
Dubuque Telegraph-Herald ..... (S)	16,037	.04
Fort Dodge Messenger and Chronicle.... (E)	8,762	.03
Marshalltown Times-Republican ..... (E)	13,781	.022571
Mason City Globe-Gazette-Times..... (E)	9,602	.03
Muscatine Journal and News-Tribune.... (E)	8,331	.02
Ottuwma Courier ..... (E)	13,606	.035
Sioux City Tribune ..... (E)	51,342	.08
Waterloo Evening Courier ..... (E)	14,484	.03

Government Statements, April 1st, 1919.

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EDITOR & PUBLISHER

Is the Dominant Trade Newspaper in Its Field

EDITOR & PUBLISHER is a weekly trade newspaper concentrating the energies of its organization upon the task of giving helpful SERVICE to newspaper makers and national advertisers. Within the space of seven years—the period of its greatest growth—EDITOR & PUBLISHER has forged ahead of its competition in this field, established new and better standards of ethics and practice and demonstrated the possibilities open to a high class trade newspaper for promoting closer relations and more substantial cooperation between newspapers and advertisers.

SERVICE TO NEWSPAPERS

EDITOR & PUBLISHER gathers and prints the NEWS of the newspaper field, without bias or prejudice, holding to the ideal of the square deal to all. News values are determined impartially, accuracy is a primal principle, good will to all a living creed.

The happenings, changes, instances of unusual newspaper enterprise, policies of management, solutions of publishing problems—in brief, the things that constitute NEWSPAPER NEWS are chronicled every week. While naturally covering the American field more intensively, EDITOR & PUBLISHER has staff correspondents in London and Paris, and presents a great deal of news matter concerning activities in this field in Great Britain, Europe and other parts of the world.

Newspaper makers in all lands will find in this journal not only the representative trade newspaper of America, but a publication of world-wide interest and appeal.

Editorially EDITOR & PUBLISHER has won the respect and close interest of editors and newspaper executives—no light achievement, as they constitute the most critical audience in the world. It is frequently quoted in Congressional debates and is considered an authority on problems connected with newspaper making.

SERVICE TO ADVERTISERS

EDITOR & PUBLISHER is the channel of communication between newspapers and space buyers.

Advocating the newspaper as the great primary medium for advertising, EDITOR & PUBLISHER supplements this advocacy by GENUINE SERVICE, week by week, to national advertisers. The Executive Secretary of the Association of National Advertisers contributes a page to each issue in which the interests and affairs of that great organization are treated.

EDITOR & PUBLISHER presents, twice a year, complete lists of the daily newspapers of the United States, with circulations and advertising rates of each paper stated. This authoritative information is not available to advertisers through any other single source. In addition to this, scores of exhaustive surveys of major markets, with analysis of costs for advertising campaigns in such territories, are printed, constituting a service to space buyers of inealculable value.

Thus the interests of those who make newspapers and those who buy advertising space in them are linked together in one publication of equally strong appeal to both classes.

The coupon subscription blank printed herewith is for the convenience of new subscribers.

EDITOR & PUBLISHER,
Suite 1117 World Building, New York

You may send EDITOR & PUBLISHER for one year, and thereafter until further notice, to be forwarded as per instructions below;

Signature .....

Mailing Address .....

Subscription Rates. Domestic, $3.00; Canada, $3.50; Foreign, $4.00.

EDITOR & PUBLISHER

1117 World Building, New York, U. S. A.

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WAR SERVICES OF SHEFFIELD NEWSPAPER MEN

LONDON, May 10.—No review of the remarkable success that has attended the rise of Sir Charles Starmer in the English newspaper field is complete without due mention of the valued services of W. W. Chisholm, editor of the Sheffield Independent, and John Kemp, the ad-



W. W. CHISHOLM,
Editor, Sheffield Independent.

vertisement manager. To their efforts, in a considerable degree, the notable public service accomplishments of the so-called "Starmer Big Three," functioned during the period of the war.

Sir Charles is proprietor of the Northern Echo, Birmingham Gazette, Sheffield Independent and a string of important weekly, Sunday and Saturday journals, and well-written papers to gratify readers at the week-end.

The rapidity with which this important string of newspapers and periodicals responded to the urgent needs of the people at home as well as the military forces abroad during the war, and



JOHN KEMP,
Advertisement Manager, Sheffield Independent.

the power that these publications exerted to aid the Government, are notable features of the press war accomplishments. Mr. Chisholm and Mr. Kemp having won high public approval for their participation in this service. The Soldiers' Comforts scheme which the Sheffield Independent launched the day following the declaration of war was everywhere acknowledged as one of the most humanly kind enterprises of the war, while the Independent's flannel sleeping helmet won the approval of the War Office and an autograph letter of commendation from Queen Mary.

Printers Refused to Break Their Contracts

Canadian Publishers Have Not Been Slow to Acknowledge Men's Loyalty in Face of Strike.

OTTAWA, Ont., June 3.—A feature of the wave of industrial unrest in Canada has been the loyalty displayed by members of the International Typographical Union, who have refused to violate their agreements with employers and walk out on strike in sympathy with other branches of organized labor.

While the stereotypers and pressmen struck in Winnipeg, the printers stood by their agreements, and in other centres they took the same attitude, which was advised by international officers of the international body.

A significant development has taken place in Hamilton, where the newspapers have voluntarily given their printers an increase of 20 per cent., although the agreements have still three years to run. It was agreed "That in the event of a general or sympathetic strike being called, in recognition of the press as the best channel for reflection of public opinion, the union agrees to recognize the freedom of the press, and so far as the union is concerned, there will be no interruption of publication."

Canadian publishers have not been slow to recognize and fittingly acknowledge this loyalty. A case somewhat similar to that in Hamilton is Ottawa. Publishers in the Canadian Capital some months ago granted employees increases beyond what the agreements called for, and which in the case of married men amounted to $2 a week. This applied to both mechanical and editorial staffs.

Secretary-Treasurer J. W. Hays, of the I. T. U., has advised Canadian unions to have nothing to do with the One Big Union proposal, which is dividing organized labor in the Dominion into two camps.

Pacific Ad Men to Contest for Trophies

Splendid Program of Discussions and Papers Also Laid Out for Portland Convention Next Week

PORTLAND, Ore., June 4.—An unusually large number of prominent speakers and interesting features has been grouped on the program for the 16th annual convention of the Pacific Coast Advertising Men's Association, to be held in Portland, June 8-11. Four very busy days have been scheduled for the delegates. Besides the general sessions the various departments will take up many topics of practical interest.

Eighteen handsome trophies will stimulate competition among the cities.

NEW JERSEY EDITORS' OUTING

Annual Meeting of Press Association at Beautiful Lake Minnewaska

The Sixty-third annual meeting of the New Jersey Press Association will be held at Lake Minnewaska, N. Y., from June 27 to 30. The members, wives and friends, who will make up the party, will travel by the Hudson River Day Line boat from New York to Kingston, thence by train to Kerbonkson, and then by stage to the Wildmere House.

INDIANA

Merely a Matter of Millions

Millions of people growing
Millions of bushels of wheat
Millions of bushels of oats
Millions of bushels of corn
Millions of head of cattle
Millions of head of sheep
Millions of head of hogs

All of which are soon to be turned into

Millions of Dollars

Indiana people live—Oh! boy! how they live—and how they like good things to eat and wear and they have not only the taste but the money to gratify that taste.

Indiana is the original home of the Farmers' Alliance.

Indiana people believe in co-operation. They buy of Indiana merchants—goods that they become acquainted with through Indiana daily newspapers.

Give Indiana intensive, co-operative cultivation.

Get your share of this great sum of money which constantly circulates in this great state.

And do not overlook the great manufacturing industries of Indiana. They rank pretty big and furnish lucrative employment to hundreds of thousands of wage earners who have lots of money to spend.

Indiana as a field for merchandising is a field capable of yielding results worthy of the most careful attention on your part.

These Indiana daily newspapers can do great service for you. Put them to work now.

		Circulation	5,000-line rate
Anderson Herald	(E)	5,797	.0125
Elkhart Truth	(E)	8,205	.0015
Evansville Courier	(M)	*23,893	.04
Evansville Courier	(S)	*20,987	.04
Fort Wayne Journal-Gazette	(M)	29,236	.05
Fort Wayne Journal-Gazette	(S)	24,350	.05
Indianapolis News	(E)	123,473	.15
Indianapolis Star	(M)	92,851	.11
Indianapolis Star	(S)	106,381	.14
Kokomo Dispatch	(M)	5,400	.0171
Lafayette Courier	(E)	*8,994	.02
Lafayette Journal	(M)	10,415	.02143
La Porte Herald	(E)	3,376	.0178
Logansport Pharos-Reporter	(E)	6,621	.015
Muncie Press	(E)	9,646	.01786
Muncie Star	(M)	26,858	.05
Muncie Star	(S)	16,818	.05
Richmond Item	(M)	8,225	.02
Richmond Palladium	(E)	11,096	.03
South Bend Tribune		*17,436	.035
Terra Haute Star	(M)	26,945	.04
Terra Haute Star	(S)	19,422	.04
Terra Haute Tribune	(E)	24,845	.04
Terra Haute Tribune	(S)	19,192	.04
Vincennes Capital	(E)	3,210	.01071
Total Daily Circulation and Rate		446,622	.7139
Total Sunday Circulation and Rate		207,150	.36

*A. B. C. Report, April 1st, 1919.
Government Statement April 1, 1919.

BRIEFS

MICHIGAN PRESS & PRINTERS' FEDERATION will meet in Grand Rapids, June 5-7.

ALABAMA PRESS ASSOCIATION HAS SET June 26-27 for annual meeting in Andalusia.

ELECTION OF ROCHESTER (N. Y.) Ad Club will be held June 19.

NEW YORK STATE PRESS ASSOCIATION will convene in Saratoga June 25-27.

CANADIAN PAPER TRADE ASSOCIATION, and possibly Canadian Pulp & Paper Association, will meet in Montreal June 24.

TEXAS PRESS ASSOCIATION WILL CONvene in San Antonio, June 12-14.

TECHNICAL ASSOCIATION OF PULP AND Paper Industry will meet in Buffalo, N. Y., June 11.

PACIFIC COAST AD MEN'S ASSOCIATION convention will open June 8 and continue for three days in Portland, Ore.

BOLIVAR (MO.) FREE PRESS CELEBRATED 51st anniversary in May. John W. Gravely and his son, Ralph, recently purchased it.

LESLIE H. ROBINSON, formerly with the A. P. of Kansas City, is now with American commission for relief in Far East, at Constantinople.

WILL T. BECK, JR., EDITOR HOLTON (Kan.) Recorder, is back from eleven months' service with Red Cross in France.

VIRGIL JACKSON, FORMER ST. JOSEPH (Mo.) News-Press reporter, who lost an arm in France by the accidental discharge of his rifle, has been discharged from the service and is back home.

HENRY J. WATERS, EDITOR KANSAS City Weekly Star, will speak at National Educational Association meeting, Milwaukee, June 28 to July 4.

JOSEPH NICHOLS, FORMARLY WITH THE Parsons (Kan.) Republican and the Topeka Capital, has been discharged from the Fort Riley hospital, and is now home.

CITY MAGAZINE, SIMILAR TO DENVER Municipal Facts, will be started in Topeka, Kan., about July 1.

OKLAHOMA PRESS ASSOCIATION HAS adopted uniform system of cost accounting on job printing. Job plants of state hereafter will figure printing charges on the official schedule of the state board of affairs.

CAPT. L. E. EDMONDS, OF THE TOPEKA Capital, has succeeded Maj. Charles H. Browne, of the Horton Headlight, as head of the Kansas Welcoming Committee at Camp Funston.

WICHITA (KAN.) EAGLE ANNOUNCES that effective June 1, price to subscribers in Wichita, delivered by carrier, will be 12 cents per week. Change follows advances outside city made last September.

LOUIS SCHENK, OF CAPPER PUBLICAtions, Topeka, is now assistant private secretary to Senator Arthur Capper.

WILL H. DILG HAS RETIRED FROM HIS own advertising agency in Chicago and joined the Gardiner & Wells, New York.

E. J. BISTRAN AND ELMER E. CALDwell have organized an advertising and art service in New York.

FRANK WILSON OF LOS ANGELES IS ORganizing an advertising department for Scandinavian-American Bank, Tacoma.

J. CROUCH, LATE ADVERTISING MANager of Chicago & Eastern Illinois Railroad and Racine Rubber Company, is now with Henry O. Shepard Company, Chicago.

JOHN SWEENEY, JR., IS BACK WITH Mantennach Agency, Hartford, Conn., after Army service.

BROOKE, SMITH & FRENCH, INC., Detroit, have appointed O. G. Barrett to their investigating staff.

C. S. VON PATTGEN AGENCY, DETROIT, has secured advertising account of Detroit Electric Car Company.

P. B. SIBSON, LATE OF THE FLETCHER Agency, is now connected with the Herbert M. Morris Agency, Philadelphia.

JAMES R. WHITE, FROM DETROIT JOURnal, has joined staff of Rickard & Sloan Agency, New York.

H. O. DE BAER HAS RESIGNED AS ADvertising manager Hooven Radiator Company, Chicago.

DON BERGENER BECAME ADVERTISING manager of the Carbic Manufacturing Company, Duluth, Minn., on June 1.

MISS ANNA ASSENS IS NOW IN CHARGE of advertising for Chicago Savings Bank & Trust Company.

N. L. MACLEAN HAS ASSUMED CHARGE of copy department for Klauvan Pieters-Dunlap Agency, Milwaukee, after army service, succeeding C. S. Mercein, who is advanced to merchandising department.

MAURICE WOLFF IS NOW ADVERTISING manager of the Atlantic Paint Manufacturing Company, Minneapolis.

ADVERTISING OF SAMSON TRACTOR COMpany, Janesville, Wis., has been placed in charge of C. O. Reed, late of the Batten Company's Chicago office.

J. E. DARLOW IS NEW PROMOTION DEpartment manager of Outweiler Agency, Chicago. T. de Young has been added to staff.

JAMES S. BAILEY HAS BEEN APPOINTED advertising manager National Bank of Republic, Chicago.

H. F. SAWELL, LATE OF DOLLENMAYER Agency, has become advertising manager of Northrup, King & Co., Minneapolis seedsmen.

C. V. O'DONNELL, W. B. STARK AND W. S. Patjens are new additions to Philip Ritter Agency staff, New York.

LENOX (MASS.) SUMMER HOME OF Dan R. Hanna, owner Cleveland (Ohio) News, was robbed of $50,000 worth of jewelry last week.

MAYOR'S COMMITTEE OF WOMEN ON National Defense, in New York, presented beautiful loving cup to Mrs. William R. Hearst, their chairman, June 3, in recognition of her work for service men during war.

JUNE 25-27 HAS BEEN SET FOR MEETING date of South Carolina Press Association in Greenville.

CONVENTION OF NORTH CAROLINA PRESS Association will take place in Wrightsville, July 30-31.

WISCONSIN FEDERATED PRINTING AND Press Associations will meet in Waukesha, July 18-19.

NORTHERN MINNESOTA EDITORIAL Association will convene in Bemidji, June 27-29.

M. FERNANDEZ HAS BEEN APPOINTED copy director of Ingenieria Internacional, New York.

HUMPHREY M. BOURNE, LATE OF EWIN & WASEY Company, Chicago, has joined the staff of the Gardiner & Wells Company, Inc., New York.

DOOLEY-BRENNAN AGENCY, CHICAGO, is preparing an advertising campaign for White Lock Company, Chicago.

CANADIAN MEETINGS POSTPONED

Strike Situation Caused Cancellation—C. P. A. in September

TORONTO, June 2.—Owing to the strike situation throughout the industrial centers of Canada, both Canadian Press, Limited, and the Canadian Press Association have called off the annual meetings which were to have been held here this week.

So far as the C. P. A. is concerned, the convention for this year will likely be held in September.

No matter what your product may be, you first want an Able-to-buy-Public in order to promote a MARKET worthy of cultivation. Think of

ILLINOIS

Population more than 6,000,000 people.

Illinois produces 58,000,000 tons of coal annually. This coal is valued at approximately $65,000,000.

Illinois produces 307,000,000 bushels of corn, 175,000,000 bushels of oats, 45,000,000 bushels of wheat annually.

These products are valued at $410,000,000.

Illinois produces $400,000,000 worth of meats and packing house products annually.

Illinois produces $2,000,000,000 worth of manufactured goods annually.

Illinois produces 500,000,000 gallons of milk annually.

Illinois produces 19,000,000 gallons of petroleum annually.

The land value of Illinois is $108.00 per acre—the highest of any state in the Union.

The above is an indication of the purchasing capacity of Illinois folk who can and will buy any worthy advertised article or product if they are informed through newspaper advertising.

The following daily newspapers will carry an advertising message into the HOMES of Illinois.

Here they are—use them:

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	16,000	.04	.04
Bloomington Panigraph (M)	16,870	.035	.035
Champaign Daily Gazette (E)	4,338	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M)	289,094	.38	.31
*Chicago Herald-Examiner (S)	596,851	.53	.46
Chicago Daily News (E)	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	15,086	.03	.03
*Elgin Courier (E)	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,594	.025	.025
Rockford Register-Gazette (E)	13,477	.03	.03
Sterling Daily Gazette (E)	5,072	.02	.02

Total Circulation 1,634,658. Rate per line, $2.1749. Government Statement, April 1st, 1919.

*A. B. C. Report. April 1st, 1919.

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EDITORIAL

THE LIGHT BREAKS

EDITOR & PUBLISHER has urged for so long a sensible policy of paid Government advertising that the news from Washington comes as a tonic.

It seems assured that the War Department is to use display advertising in recruiting, as well as for finding positions for returned soldiers. EDITOR & PUBLISHER has already shown that funds of the Department may be used, as specifically provided by statute, for advertising. It is now hoped that the new Congress will make direct appropriations for this purpose.

The campaign by the Railroad Administration, now to be followed by War Department campaigns, pioneer the way for the creation of a Department of Advertising, the need for which was so strikingly demonstrated in the great bond campaigns and other national tasks.

If Secretary Baker shall succeed in demonstrating to the Congress the practical possibilities of Government advertising in solving national problems, he will have added to the sum of his great services to the people—services so modestly performed that our citizens have scarcely realized as yet their far-reaching value. This self-forgetting public servant, rising to a task of unprecedented magnitude the solvent of common sense, high devotion to the cause of human liberty, and the vision which never permitted the goal to be obscured by the clouds of difficulties which often veiled from other eyes the eventual triumph, will loom large in history.

The heartening fact of the hour is the trend at Washington toward a proper recognition of the power and usefulness of advertising to the nation. The light is breaking. Events are moving—forward.

UNPOPULAR COMPARISONS

AN advertising man has protested, in a letter to EDITOR & PUBLISHER, against the recent comparisons made in this journal of the costs of newspaper and magazine advertising. He claims that it is unfair to compare the magazine rates, based on nation-wide circulation, with rates of newspapers covering only territorial markets.

EDITOR & PUBLISHER'S analyses of comparative costs to advertisers in reaching regional or territorial markets were intended to show the utter waste involved in buying circulation outside the zones of distribution covered in selling campaigns. It is essential that advertisers should have such facts at hand, and EDITOR & PUBLISHER has rendered a service to them in furnishing such comparisons.

It has been made plain in these analytical articles that magazine and periodical rates were based upon nation-wide circulations, and that advertisers having distribution only in certain market zones were compelled to pay for a vast bulk of circulation which could not be linked up with the more restricted selling campaigns. In presenting these comparative costs, therefore, the folly of wasting a large part of the advertising appropriation was graphically demonstrated.

These articles did not carry an attack upon magazine or periodical advertising. They have merely shown the better adaptability and the economy of concentrated advertising in the newspapers reaching the people whose interest may be sought in particular selling campaigns.

The figures presented have also shown the smaller cost per thousand of circulation of newspaper space in comparison with magazine space. That the contrast is striking, and that the facts themselves form the best possible argument in favor of the newspapers, are evident to all.

EDITOR & PUBLISHER does not belittle the value of magazine advertising. The purpose has been to clarify marketing problems for advertisers. That the cost-tables presented have aided in this is cause for gratification.

SENATORS MOSES, SMOOT, NEW and Capper, of the Committee on Printing, are experienced newspaper publishers. They face a great opportunity for useful public service. It will be within their power to reduce the volume of useless public documents which clog the mails to such an extent that the whole service is impaired.



A JUDGE REVERSES HIMSELF

JUDGE CHESTER A. FOWLER, of Fond du Lac, Wisconsin, issued an order barring the circulation in the county of newspapers which printed anything regarding a certain murder case until after a jury had been selected. The judge contended that it would be impossible to secure an unprejudiced jury if the citizens of the county were permitted to read about the details of the crime.

The attorneys of the Milwaukee Journal persuaded Judge Fowler to vacate his order. They convinced him that such an order was unconstitutional.

There has always been conflict between the judiciary and the press on this question. In issuing his order the Wisconsin judge merely voiced the sentiment which has swayed judicial minds from the time when courts of law were first established—particularly since the advent of the jury system.

Judges, in the earlier times, thoroughly distrusted juries. They felt that only juries composed of men of pliable minds—men so lacking in intelligence that they could not be trusted to read newspapers—could be depended upon to render verdicts in accordance with the instructions of the courts.

This attitude still persists in some quarters. There are still judges who thus put a premium upon ignorance and servility. It is still assumed that a man who reads a newspaper, and who forms an opinion based upon the facts presented therein, will be unwilling to change that opinion in the light of other facts. If this view were sound our social order would collapse.

The very best jury is an enlightened one, composed of men or women who live and think in tune with the age; who read the news, who understand the motives and reactions of individuals under given conditions. If the people of this Wisconsin community had been deprived of newspapers which printed the facts of the case in question, and had been left to secure their impressions through exaggerated gossip, what benefit could have accrued to the state? The only definite result of such a situation would have been the creation of prejudices such as always thrive upon ignorance or credulity.

Perhaps one other result would have been achieved: The people would have learned that it is within the power of a judge to control the press. And that, happily, is not true under the American constitution.

WILBUR FORREST, in a cable to the New York Tribune, says that Robert M. Berry, the correspondent of the Associated Press, has been at Amerongen for the last six months waiting for the Kaiser to talk. This illustrates the patient processes of an organization pledged to secure the news of the world. Often the tireless vigils of the news men are doomed to failure—but let us hope that Berry may yet succeed in his quest, and that the world may learn something of the thoughts and mental reactions of the man who aspired to wreck civilization.

June 5, 1919. Volume 52, No. 1.
EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 *World Building, 63 Park Row, New York.*
James Wright Brown, publisher; Martin R. Pew, editor; W. D. Showalter, managing editor and John F. Redmond, Mgr.
London: H. C. Ridout.
Paris: F. B. Grandi.
Toronto: W. A. Craick.
Chicago: D. F. Cox.
San Francisco: Geo. R. De Vore.
Boston: M. J. Stokes.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

PROGRESS

THE General Assembly of the Presbyterian Church has recommended that individual churches include in their budgets an appropriation for paid advertising. This action will be applauded by all who have the interests of the churches at heart. The policy is in keeping with the trend of the times.

Condemnation of the newspapers by churchmen, once so much in vogue, is dying out. Leaders are coming to see the possibilities of harnessing the power of the press for the more effective promotion of religious living. They may deplore the fact that this great power is sometimes diverted from its highest uses to mankind. They may regret that more space is given by the newspapers to the Willard-Dempsey fight than to any single church movement or activity—excepting, perhaps, the "Billy" Sunday crusades.

Time was when the churches permitted "the Devil to monopolize the good music." They have, too, usually permitted other interests to monopolize the good advertising. Both of these policies of reaction should be discarded. The first has already spent its little day and is passing. The second will not hold much longer.

When the churches are adequately advertised the churches will prosper accordingly. They have the greatest of all advertising assets—service, fellowship, self-realization, faith and hope and charity. Could there be a finer basis upon which to build a convincing advertising appeal?

Having put forward on record in favor of a progressive policy in advertising, the General Assembly by a vote of two to one, condemned Sunday newspapers! Thus the pendulum was given a backward swing.

The scriptural records show that the Saviour of Mankind had scant patience with those who sought to restrict and to penalize good works on the Sabbath. It would appear that the spirit which He rebuked in Palestine has not yet surrendered to the forces of enlightenment and Christian progress.

The Sunday newspaper should be the greatest force for the advancement of the work of the church. That it is not is the fault of those churchmen whose eyes are still blinded by bigotry and intolerance. They would abolish the most powerful means at their command for furthering the Master's work. As "the Sabbath was made for man," so is the Sunday newspaper.

THE DOT MAP OF CIRCULATION

HOW TO PICTURE the circulation of a newspaper so that an advertiser will carry the image in his mind has always been a tantalizing problem with publishers. The ingenuity of advertising managers has been taxed to the utmost in trying to project upon the printed page striking visualizations of the manner in which their newspapers "cover" their fields.

EDITOR & PUBLISHER recalls nothing else in this line to compare with the "Dot Map" idea of the Chicago Tribune, illustrated so strikingly on the first page of last week's issue. This idea, which The Tribune generously commends to other newspapers, appeals to the imagination as well as to the practical, analytical faculty in men.

In The Tribune's own Dot Map, showing the distribution in the Chicago trading territory of the Sunday issue, there are more than twelve thousand dots, each dot representing fifty copies of the paper. It is a blanket of dots, spreading over six great states, and is well calculated to impress upon an advertiser one of the reasons for The Tribune's famous sub-title, "The World's Greatest Newspaper."

The Tribune's invitation to other newspapers to use the Dot Map idea should be accepted. The conception is an inspiration in newspaper promotion work—a branch of effort calling for the highest ability in the men engaged in it. The "promotion man" must have not only the creative faculty. He must have the ability to appreciate the creative work of others—and, in such instances as this, where the originators of a striking idea tender it for the free use of all, he must have the vision to utilize it.

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PERSONALS

IN THE EDITORIAL ROOM

Roy Howard, president of the United Press, is due in New York today from Europe, where he has spent two months reorganizing the U. P. Continental service on a post-war basis.

Maj. J. C. Hemphill, of Abbeville, has become editor of the Spartanburg (S. C.) Journal. Watson Bell has joined the staff of the Spartanburg Herald.

Capt. William Rule, of the Knoxville Journal & Tribune, recently celebrated his 80th birthday and continues in active editorial work. He was editor of the first Republican daily newspaper of the south.

"Bill" Steinke, Bridgeport (Conn.) Standard-Telegram and Post cartoonist, invested in a Ford. Thieves made off with it one night recently while Steinke was in Poli's Theatre on patriotic du-



William Steinke

ties. At the Newspapermen's Midnight Gambol Friday last "Bill" was presented with another Ford, a brand new, thief proof car, with all the latest improvements. His numerous friends in the city had subscribed to the fund.

Miss Geraldine Murray, assistant city editor of the Albany (N. Y.) Knickerbocker Press staff, has resigned and will do syndicate work. She plans to visit the battlefields of France.

Waldo E. Arnold, formerly night editor of the Milwaukee Journal, is a member of the faculty of the college of journalism of the A. E. F. University at Beaune, France.

J. Norton Johnson, who has just been discharged as lieutenant of artillery after service in France, has been made automobile editor of the St. Louis Post-Dispatch.

J. Donald Adams has been transferred from the Providence (R. I.) Daily Journal to the Sunday Journal. Edward Collins, formerly at the Pawtucket branch of the Journal, has gone to the Providence News as correspondent from Newport.

Frank E. Nolan, upper court reporter for the Bridgeport (Conn.) Post, is confined in Englewood Hospital with measles.

Miss Lucy Muleahy, of the Utica (N. Y.) Herald-Dispatch staff, and Dr. Charles N. Hichman will be married this month.

John Kyd has been placed in charge of the editorial department of the Troy office of the Albany (N. Y.) Knickerbocker Press, succeeding Joseph Cox, who is now in Albany on copy desk work.

A. H. Cook, news editor of the St. Paul Pioneer Press, has been made Sunday editor in place of George N. Briggs, who has identified himself with a Twin City film company.

Major Harrison Fuller, city editor of the St. Paul Dispatch, is chairman of the state committee organizing the Minnesota contingent of the American Legion.

Irving Richard, who has returned from military service overseas, has become city hall reporter for the St. Paul Daily News.

Leo Harrington has left a reportorial run for the St. Paul Daily News to become assistant sports editor.

C. S. Johnston, just home from military service in France, has been made telegraph editor of the Ottumwa (Ia.) Courier.

Pte. Thomas F. Shea, son of "Mike" Shea, night editor of the Canadian Press, Ltd., at Ottawa (Ont.) and a former member of the reportorial staff of the Manitoba Free Press, Winnipeg, has returned to Canada after serving 25 months overseas.

"Zen" Scott, of the Cleveland Plain Dealer's "sport" department, will coach the Alabama University football team from September 1 to December 1, when he will return to the Plain Dealer. Scott is also an authority on trotting races.

James T. Sullivan, of the Boston Globe, was one of the sixteen guests at a dinner given to Sir Thomas Lipton in New York recently.

IN THE BUSINESS OFFICE

Harry J. Grant, publisher of the Milwaukee Journal, addressed the students in journalism and advertising at the University of Wisconsin last week on the work of the advertising agency. Mr. Grant was formerly connected with the N. W. Ayer & Son and O'Mara & Ormsby.

John A. Park, publisher of the Raleigh (N. C.) Times, has been selected by the local Rotary Club as a delegate to the convention of Rotary Clubs to be held in Salt Lake City. The Raleigh Rotarians are devoting their energies particularly to boy welfare work just now, backing the Boy Scout movement with characteristic vim.

P. E. Agnar has been appointed manager of national advertising for the New York Sun.

Harry Wilde Harris has been appointed advertising manager of the Book Section and Book World of the New York Sun, succeeding Charles F. Rideal, resigned.

Frank W. Nye has resigned as advertising manager of Hearst's Magazine to give his time to oil and metal properties in the Southwest and Arizona.

Luther Weaver and Charles Harrington, of the advertising force of the St. Paul Dispatch-Pioneer Press, have returned from a canvassing trip over the Mesaba iron range of Minnesota.

Arthur B. Bowe and M. H. Stowell have left the classified department of the St. Paul Dispatch-Pioneer Press.

S. J. Russell, for nine years with the advertising departments of Chicago newspapers, has become head of the merchandise and service department of the St. Paul Daily News.

E. W. Fruetel and M. H. Severson are recent accessions to the classified advertising force of the St. Paul Dispatch-Pioneer Press.

WITH THE AD FOLKS

E. P. Crocker, president of the Rochester (N. Y.) Ad Club has announced that he will soon assume the management of the Detroit territory for the Monroe Calculating Machine Company.

Leroy Fairman, one of New York's best known advertising copy writers, has recovered from a long illness and is ready for work again.

Matthew DeW. Hanrahan, who was advertising director of the National War Savings Committee in Washington until the signing of the armistice, and Miss Mary E. Donegan of Brooklyn, N. Y., were married recently in Brooklyn. Mrs. Hanrahan recently completed 14 months in active service with the Army Nurse Corps.

Miss Katherine H. Mahool is a new member of the Green-Lucas Agency's copy staff in Baltimore.

W. W. Cribbins, late of the San Francisco Chronicle, has been appointed advertising manager of Garrett & Co., New York, handling "Virginia Dare Wines."

Joel Chandler Harris, Jr., has joined the copy staff of the Johnson-Dallas Company, Atlanta.

L. A. Gillette has been appointed to the advertising department staff of the Eastman Kodak Company, Rochester, N. Y.

N. W. Mogge, recently with the advertising department of the California Fruit Exchange, is now connected with the Mutual Service Corporation, New York.

Mrs. Julia Carroll has resigned from the advertising department of Scruggs-Vandervoort-Barney Dry Goods Company to accept a position with the Drygoodsman, St. Louis.

Charles W. Collier, formerly assistant secretary of the Advertising Club of St. Louis, who has just returned from overseas, has joined the advertising department of the St. Louis Brass Manufacturing Company, maker of "Brascolite."

Dr. G. C. Marx, of the St. Louis School of Fine Arts, Washington University, and advertising manager of the Hydraulic Pressed Brick Company, discussed "Art in Industry and Advertising," at the luncheon meeting of the Advertising Club of St. Louis, June 3.

Edward K. Harrington and I. M. Schieber are new members of the Schiele Agency's staff, St. Louis.

A. J. Collins is the new advertising manager of the Ajax Rubber Company, New York. He is from the Atlas Portland Cement Company.

M. S. Harris has become advertising manager of the Shutter Johnson Candy Company, Chicago.

J. T. Feblandt is now connected with the advertising department of the E. J. Brach & Sons Candy Company, Chicago.

THEY DECLINE TO BE MERE AUXILIARY TO MEN'S AD CLUB



Miss Florence Prevost

Portland, Ore., June 3.—Portland women engaged in advertising, who recently were denied membership in the Portland Ad Club, have formed an organization of their own, called the Advertising Woman's Club of Portland. It starts off with an enthusiastic membership and a determination to make a success.

When the men declined to open their membership rolls to women, they suggested that they would have no objection to the formation of a women's auxiliary.

But the women decided they would not be a mere auxiliary to any men's organization. Their leaders are: President, Miss Florence Prevost; vice-president, Miss Hazel Gough; secretary, Mrs. Ocean Jolly; treasurer, Miss Kathryn Coffield; historian, Miss Onida Herlihy.

The Louisville Herald has signed a contract for the Haskin Service for one year



The Public is introduced to the Government and the possibility of benefit through using it by the Haskin Letter and the Haskin Information Bureau and Bulletin Service.

Try us with a question. Address Frederick J. Haskin, Washington, D. C.

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TIPS FOR THE AD MANAGER

SHERMAN & BRYAN, 79 Fifth avenue, New York. Again placing orders with newspapers for Snellenberg Clothing Company.

FRED N. SOMMERS, 810 Broad street, Newark. Reported will place orders with newspapers for Peter Breidt Company.

STREET & FINNEY, 171 Madison avenue, New York. Are conducting a merchandising and advertising investigation for Ludlow Manufacturing Company.

M. HOWARD STRONG ADVERTISING AGENCY 33 Lyman street, Springfield, Mass. Placing 10-in. orders, to run every Monday for six months, for National Blank Book Manufacturers' Association.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York. Placing orders with some New York City newspapers for Caldwell-Burnett Corporation; will handle advertising for Stanley Insulating Company.

WARFIELD ADVERTISING COMPANY, Farnam building, Omaha. Reported will make up a newspaper list during July and August for Skinner Manufacturing Company.

BURNET-KUHN AGENCY, 39 La Salle street, Chicago. Has been appointed to handle the South Bend Watch Company's advertising.

CHAMBERS AGENCY, Maison Blanche building, New Orleans. An advertising campaign is about to be started in newspapers west of the Mississippi by the Purity Products Company, Chattanooga, on "Reif's Special," a cereal beverage.

N. W. AYER & SON, Harrison street, Philadelphia. Reported will make up list during July for William Demuth & Co.; again placing orders with newspapers for Mint Products Company.

GEORGE BATTEN COMPANY, Fourth Avenue building, New York. Placing 1-i. orders with newspapers for Elliott-Fisher Company.

ERWIN & WASEY COMPANY, 58 E. Washington street, Chicago. Reported will make up lists during July for Oakland Motor Car Company.

ALBERT FRANK & Co., 26 Beaver street, New York. Again placing orders with newspapers for Canadian Pacific Railway.

L. S. GOLDSMITH, 244 Fifth avenue, New York. Again placing orders with newspapers for Goodall Worsted Company.

HALL & EMORY AGENCY, Gasco building, Portland, Ore. Placing orders with some large city newspapers for Pacific Northwest Tourist Association.

HONIG-COOPER COMPANY, 74 New Montgomery street, San Francisco. Placing orders with newspapers for California Bina Beans.

HOYT'S SERVICE, 120 W. 22nd street, New York Placing orders with some New York City newspapers for La Nacion.

WYLIE B. JONES ADVERTISING AGENCY, Binghamton. Reported will make up list of newspapers during next sixty days for Booth's Hyomei Company.

PHILIP KOBBE COMPANY, 220 Fifth avenue, New York. Places the advertising for Proper Cigar Company.

LA PORT & AUSTIN, 261 Broadway, New York. Placing orders with newspapers that have rotogravure sections for Syracuse Washer Corporation.

H. K. MCCANN COMPANY, 61 Broadway, New York. Placing advertising for Portage Rubber Company.

W. A. PATTERSON COMPANY, 1 Madison avenue, New York. Placing advertising for Dailey & Co.

SAMFLOW AGENCY, 127 N. Dearborn street, Chicago. Reported will make up newspaper list during July for Best Camera Company.

L. A. SAMSAMS, 7 Clay street, Baltimore Placing orders with newspapers for Fruit Pudding Company.

JUNIORS ELECT CORRIGAN

Eight Service Members Welcomed Home by E. Lansing Ray

ST. LOUIS, June 2.—J. Vincent Corrigan, who headed the "white" ticket, was elected president of the Junior Advertising Club of St. Louis at the annual election last Tuesday. Other officers elected follow: First vice-president, C. H. Miller, Jr.; second vice-president, Jack Ebbinghaus; third vice-president, E. J. Ryan; recording secretary, Warren Teskey; corresponding secretary, Carl Zerweck; financial secretary, Fritz Grolock; treasurer, John George.

Following the election, a banquet was given at the Missouri Athletic Association, when eight members of the club who had returned from war, were guests of honor. E. Lansing Ray, president of the Globe-Democrat, was toastmaster, and delivered a four-minute talk on "Victory."

New Men with Poughkeepsie Star

POUGHKEEPSIE, N. Y., June 3.—Alfred S. Jones, for eleven years city editor of the Ansonia (Conn.) Sentinel, is now with The Star in a similar capacity. Willard Cooper who recently resigned his commission as ensign in the Navy, comes to the Star from the Boston Traveler, to become news editor and editorial writer. Thomas Mc Avoy, who has just sold the New Paltz Times, will join the Star in July as assistant advertising manager. Maurice F. Dubreuil, for ten years on the editorial staff, will leave in July to take up advertising work with a large firm in Boston.

Bruce Directs "W. S. S." Publicity

ATLANTA, Ga., June 2.—Bruce Hall, former well known Atlanta newspaper man, who throughout the war has been assistant publicity director for the Liberty Loan in the Sixth District, has been appointed director of publicity for the savings division of the War Loan organization. Mr. Hall has established offices of the division in the Rhodes Building.

Mrs. Wilcox Critically Ill

News dispatches from London say that Ella Wheeler Wilcox, the famous American writer, is dangerously ill from overstrain in war work. She is being cared for in a nursery home in Bath, Mrs. Randall, of New York, who accompanied Mrs. Wilcox to England, is constantly at her bedside. The attending physician holds out slight hopes of her recovery.

Crate Back at Old Post

OTTAWA, Ont., June 4.—J. S. Crate, who recently left the managing editorship of the Journal newspapers, this city, with the intention of acquiring a paper of his own, has returned to his old post, while J. Ross Munro, who succeeded Mr. Crate, is leaving the Journal to become news editor of the Toronto Globe.

Sues Portland Telegram

PORTLAND, Ore., June 2.—The Portland (Ore.) Telegram has been sued for $10,000 by St. Clair Wood, a stereotyper, who was injured by a chisel while working for that paper.

ADVERTISEMENT NO. 15

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other

National Advertisers

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

Anglo Newfoundland Dev. Co., The Fleetway House Farringdon St., London, England

Missions Adv. Dept., Tokyo, Japan

The Garvey-Anderson Co., 107 Opera Place, Cincinnati, Ohio

Nestles Food Co., William St., New York City

The Omega Chemical Co., New York City

J. F. Pevear Stien-Block Co., Rochester, New York

J. M. Matthews Co., Buffalo, New York

National Premium Co., W. 45th St., New York City

Nestles Food Co. New York City

Tuckett, Ltd., Hamilton, Canada

H. H. Caswell, W. Q. Young, Inc., Springfield, Mass.

Wilmer Atkinson, Wilmer Atkinson Co., Philadelphia, Pa.

Paul Newmeyer, 617 Sloan Bldg., Cleveland, Ohio

Colgate & Co., 199 Fulton St., New York City

J. W. Speare, Todd Protectograph Co., Rochester, New York

The Thompson-Koch Co., 32 West 6th St., Cincinnati, Ohio

W. T. Cholter, Atlas Portland Cement Co., New York City

E. W. Van Dusen, Schenectady, New York

Pittsburg White Metal Co., 160 Leroy St., New York City

Realty Publishing Co., 120 West 42d St., New York City

Perkins-Goodwin Co., New York City

Johnson & Johnson, New Brunswick, New Jersey

Victor C. Breytspraek, Chicago, Illinois

Buckley Dement & Co., Chicago, Illinois

Export Adv. Agency, Chicago, Illinois

Honig-Cooper C., San Francisco, Cal.

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

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EDITOR & PUBLISHER
Q & A
Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—I, acting as a syndicate salesman, frequently run into editors who tell me that matter I am offering for sale to them, and which is established as real successes in other cities, is not appropriate for "our class of people." I have in mind an editor in a city of more than a hundred thousand who turned down a comic which is popular everywhere, even in his own State, because the people of his town, as he said, would think it "vulgar." Don't you think that human nature is the same the world around and that a comic which will make 'em laugh in New York will also tickle the funny bone of the people of New England, the West or the South—anywhere it appears? I read Q. and A. interestedly and would like to hear what you say. No bet involved S. ST. C.

A.—**Don't bet on it. Human nature is not "alike" the world over, particularly in the matter of humor. It may be said quite truly that there are certain fundamentals common to all, but humor is a matter of taste and the editor who does not discriminate in his selections is not playing the game. Perhaps he does not know his public—only thinks he does—but he is boss and responsible. There's plenty of matter to meet all tastes.**

Q.—What reserve allowance would you advise to carry to cover loss on bad advertising bills? "AKRON."

A.—**You know the state of your business for six months—draw an average. Properly solicited advertising should not run a profit and loss account in excess of 2 per cent. on any newspaper. You do right to carry a reserve.**

Q.—In the general increase in advertising we have not been able to get much new classified business. It seems to be lagging and as that is my particular responsibility on this paper, I wonder why there is no proportionate lineage gain. Is classified moving up in lineage in other papers over the country? MARTIN ——.

A.—**We know of some conspicuous instances wherein the April, 1919, classified lineage fell behind the record for the corresponding month last year. This is true on some newspapers that specialize on liners. On the other hand we know of papers that have made excellent gains. In the month of May, 1919, for instance, the Birmingham (Ala.) News published 110,978 lines of classified as against 70,350 in May, 1918. This is one of the best gains we know of. The News, however, had a total lineage for last May of 1,139,278, as against 720,622 for May, 1918. The real estate market is much upset in many cities, due to housing shortage and this has hit classified. Also the help wanted and situations wanted columns are not up to the third in many cities. Our own opinion is that in the big advertising boom many publishers have permitted classified to run without much promotion or urging, being preoccupied with heavy space.**

Q.—There is a periodical published in the State of California devoted to the rice industry, and I presume you could furnish the name of it. Will you kindly favor me? P. H. M.—ST. LOUIS.

A.—**We know of no such periodical in California and do not believe there is any, but the Rice Journal is published at Crowley, Louisiana.**

Saw Peace Terms Presented to German Delegates

L. V. Ashbaugh Had Unusual Honor—Says Brockdorff-Rantzau Was Unable to Rise

One of the few men not in the diplomatic service who was present when the peace terms of the Allies were presented to the German delegates at Versailles was L. V. Ashbaugh, vice-president of the United Press Associations and president of the Cler Leaf Newspapers. Mr. Ashbaugh is just back home after spending two months in Europe.

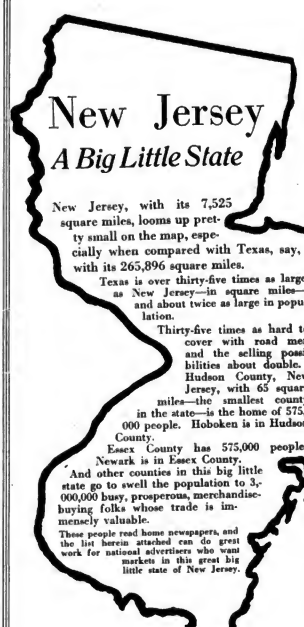
"Count von Brockdorff-Rantzau, head of the German delegates, was eritiesized by newspapers because he remained seated when he made reply to Clemenceau, but my own opinion is that he did not rise because he was afraid he would fall down," said Mr. Ashbaugh to EDITOR & PUBLISHER. "His face was ashen and he looked as if it was all he could do to keep on living. President Wilson had the most satisfied look on his face that I saw there."

Mr. Ashbaugh went abroad with Roy Howard, president of the United Press Associations, to see about re-establishing the service of that organization in Germany and Austria, and also to confer with South Americans who were there concerning a special cable service to South America.

Plain Dealer Makes Changes

Cleveland, June 2.—The Plain Dealer building's fifth floor, "editorial department," is undergoing some changes in order that the mechanical department on the sixth floor may have more room. The "printers' department" has become too small. The associate editor, editorial writers and Cartoonist Donahey have been "rooted" from their rooms on the fifth floor and given quarters on the fourth floor. A shift of some of the business forces from an upper floor to the ground floor has also been made.

The Plain Dealer is extending its mechanical facilities to meet the constantly increasing demands upon it, due to growth. One of its orders placed is for a latest model 11oe rotogravure press.



	Circulation.	Rate 5,000 lines
Asbury Park Press (E)	7,122	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A.B.C.)	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken)	43,000	.07
Passaic Herald (E)	10,019	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.08
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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SAMPLE AGENCY 127 N Dearborn

FACILITIES OVERTAXED BY RECORD BUSINESS

(*Continued from Page 8.*)

dom from dull months and disorganized intervals.

"The modernized efficient advertising agency is working effectively for this very desirable condition for the publishers.

"The American Association of Advertising Agencies has endorsed to its members a plan for close co-operation with publishers, to avoid the forcing of national advertising into the heavy days of the week. Following this thought is the greater one of extending the campaign into twelve months instead of only part of the year.

Plan Endorsed

"Newspaper publishers generally, even the publisher of the small local daily and weekly, appreciate the service of the correct advertising agency today and the spirit of team work is everywhere apparent. This spirit will do more to make for advertising prosperity than all else, and all of us should remember that advertising prosperity brings national prosperity.

"Prosperous days for newspaper publishers have come. It was to have been expected.

"It was the obvious thing to predict.

"Should advertising run into large volume it meant a large use of newspaper space. In no other way could large volume present itself.

"Advertising has reached a national volume today which compels still more advertising.

"The great expansion field is the newspaper. The limit to which the national advertiser may expand through newspapers will not be reached for years. The happy prospect of new corners of the field to conquer will spread out before the eyes of national advertisers for many seasons.

Bright Outlook

"This argues properly that the prosperity of the newspaper publisher will be on an upward scale for years.

"Every cross-road in the country has a worth while buying power today. The newspaper reaches to the last home and therefore offers to the advertiser the facility for intensification of sales effort, which is as comprehensive as it is gigantic in its proportions.

"Foreseeing what was coming in the newspaper field, the American Association of Advertising Agencies suggested the standard rate card to every publisher in the country.

"This was done with a view to making the sale of advertising space practical and easy in every newspaper in the country.

"We believed the big day for the newspaper was at hand, and undertook to make the sale of their space soundly and accurately merchandisable.

"Clean circulation figures and sound rates are vitally important now, so that the prosperity coming to the newspaper may not be impaired. Every newspaper in the country can look for more national advertising, and can do its share to promote the permanence of the growing volume by taking off unnecessary restrictions and penalties which some newspapers put on foreign advertising.

"Every newspaper in the country can say that it is represented in all of the eighteen larger advertising markets of the United States by one or more members of the American Association of Advertising Agencies. These agencies not only represent all the newspapers, but are creating the facility for constructing for them, building for them.

"The splendid manner in which the newspapers generally have co-operated with one association in adopting the standard rate card is splendid evidence of continued advertising prosperity. It shows a degree of sympathetic co-operation on the part of the publishers which is encouraging to our members to work harder to create more advertising.

"The material for new advertisers is not yet fully uncovered. The manufacturer who merely wants to preserve his present volume is now finding himself compelled to turn to advertising, as well as the manufacturer who wants to increase his output and improve his profits."

Western Publisher Tells of Bumper Crops and Prices

H. N. Owen, editor and publisher of Farm, Stock and Home, an agricultural publication, published in Minneapolis, was in New York this week attending a conference called by the United States Grain Corporation by Julius Barnes, president, to devise plans and methods of caring for the storage of the 1919 wheat crop. Mr. Owen was accompanied by Railroad Commissioners Jacobson of Minnesota, Aandahl of North Dakota, and Murphy of South Dakota.

"The 1919 wheat crop, for the handling of which Congress appropriated one billion dollars, is, in its present prospect, an enormous one, and because of it, the present unbounded prosperity of the Northwest will be tremendously augmented," he said.

"The value of the five 1918 grain crops, wheat, barley, rye, oats and hay, was $1,116,600,000. Just those five crops alone averaged each one of Minnesota's 156,000 farmers $2,229.28. North Dakota has 74,000 farmers and the average for them was $4,864.84, and each of South Dakota's 77,000 farmers averaged $3,562.15. Only the direst calamity can prevent the doubling of these figures for 1919. And mind you, the figures just quoted do not include corn, now selling at $1.75 a bushel, nor flax, which brings $4.25, nor the 65 cents paid at the farm for butter and 40 cents the farmer gets at his door for a dozen eggs, and, last, but by no means least, hogs, at $21.60 per hundred weight, nor $17.00 for good beef steers on the hoof."

Mr. Owen said the zone postal system was working great over there. "One of the daily newspaper boys told me it would cost him $9.00 per copy for mail charges alone to get his paper into Montana," he said, adding, "He isn't going to do it, that's all."

Asked about the new daily newspaper, The Star, about to be started in Minneapolis by the Non-Partisan League, Mr. Owen said: "Those folks have a corking good newspaper in Fargo and another in Grand Forks, North Dakota. Practical newspaper men get the sheets out. They handle the news in good, clean, unbiased shape, and do not overburden their columns with their own propaganda."

Sidney M. Owen, the present publisher's father, was for twenty-five years publisher of Farm, Stock and Home.

"I want to equal his record," said his son.

Will Handle Big Church Fund

RICHMOND, Va., June 2.—John Stewart Bryan, publisher of the News-Leader and secretary of the A. N. P. A., has been elected trustee of the church pension fund of the Episcopal Church, amounting to $11,000,000. The interest from the fund amounts to $1,000,000, and is utilized for benefiting clergymen and their families. It is one of the largest pension systems of its kind in the world.

Hosts to J. C. MacKnight

ATLANTA, Ga., June 2.—J. C. MacKnight, former consul to St. Helena, and probably the only living American who had the honor of visiting Victor Hugo, the great French writer, was complimented by the Atlanta Writers' Club by a program consisting of the reading of his poems and plays.

Japan to Have A. A. C. W.

The foundations are being placed for the building up of an association of advertising clubs in Japan; plans have been taken for the forming of a club in Tokyo under the direction of the Associated Advertising Clubs of the World, with which all the clubs that may be formed in Japan will be affiliated.

U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest Afternoon and Sunday net paid circulation of any newspaper published in the entire South.

Publishers—

The S & M Insured Agency D'livery Service on Printing Copies delivers YOUR paper to the Adv. Agencies—of N. Y. City.

24 HOURS EARLIER than "Second Class" Mail Service CAN!

We want you to make us "prove it!"

This is **only one** "Reason Why" you should use S. & M. Service—at $3.00 Monthly—Daily Publications.

Glad to tell about the others.

Co-operative Advertising Service of Mandel Inc

450 Fourth Ave. N.Y. 7205-7200 Mad.Sq.

The Pittsburgh Post has the second largest morning and Sunday circulation in Pittsburgh.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET NEW YORK CITY

Pay a Fine Testimonial t L. A. N. DeLisser

Retiring Advertising Manager of N. Y Evening Sun Organizes Firm of Publishers' Representatives

Friends and associates on the New York Evening Sun have presented L. A. N. DeLisser, retiring advertising manager, with a hand-painted-on-vellum testimonial and a handsome brass-mounted desk set of 18 pieces, as a token of th esteem in which they hold him and t wish him success in his new business venture. Mr. DeLisser has entered business on his own account as a membe of the firm of Hamilton-DeLisser, Inc publishers' representatives.

The testimonial bore the following in scription:

"To Mr. Leicester Audley Norman De Lisser: "The following members of the staff of The Evening Sun and others of your many friends take this opportunity of expressing to you their regard, esteem, and affection on the termination of your long, arduous and honorable career, with that publication, and on which your abilities, efforts, and faithful work have meant so much for its success.

"They also wish you a still further success in your own new connections, and interests, together with all health and happiness, and the ask you to kindly accept the accompanying testimonial as a small token of their love for your increased accomplishment—as a permanent reminder of their heartfelt admiratio for you.

"New York City,
"May the 31st, 1919."

The presentation was made through committee consisting of Frank Mc Laughlin, Philip Bleeth and Charles F Rideal. Miss Irene A. Manning wa secretary-treasurer of the fund sub scribed.

P. A. ("Pete") Grady, late of the Kansas City Journal, is now assistant edito of the Kansas City Kansan.

supremacy

The Indianapolis News carries practically as much space both from local and national advertisers as all other Indianapolis papers combined including Sunday editions. It has been doing this for fifty years.

THE INDIANAPOLIS NEWS

Charter Member A.B.C.

for 50 years a Newspaper.

(150x280)

The Detroit News

The only Detroit paper separating daily and Sunday circulation in its semi-annual statements to the government.

Member Audit Bureau of Circulations

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined

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EDITORIAL WORKERS NEED ORGANIZATION

(*Continued from Page 20.*)

a woman editor . . . wherefore she needs must employ an amount of finesse in dealing with him that no man editor would need. . . .

"The great war hurt woman's position in the average newspaper office more than anything else ever has done. With his staff decimated of men who entered military service, the average city editor recruited hit-or-miss from the first women applicants for the vacancies. As a result he got a large percentage of incompetents and now is less tolerant than ever before of women in the field. . . .

"The 'regulars' have indubitably made good in the face of rank prejudice from men superiors in their offices, yet still the vast majority of them are permitted to handle only wishy-washy 'woman' stuff; are not given the real chances to distinguish themselves as the men reporters invariably are. The 'regulars' were the pioneers. Give them the same opportunities that you do their masculine co-workers. . . ."

Conditions in Australia

"A most interesting speaker was Thomas Hackett Mutch, member of the Parliament of New South Wales, Australia, who was one of the organizers of the celebrated newspaperman's union in his country.

"We found, about a decade ago," said he, "that wages and conditions of employment in the newspaper profession in Australia were in many cases far lower than those enjoyed by even unskilled labor in almost every other kind of work. To raise that standard and to correct the obvious injustice we began by organizing The Writers' and Artists' Union, out of which shortly evolved the Australian Journalists' Association, whose influence to-day extends all over the continent. Its membership to-day comprises 90 per cent of the active newspapermen of the more important dailies and workers.

"The Journalists' Association is operated directly under the Commonwealth and state arbitration laws. It has no political or industrial affiliations with other trade unions except on understanding the printing societies for action in matters of mutual concern. In its nine years of existence the association has improved the conditions of newspapermen in Australia fully 100 per cent, particularly as relate to salaries and working conditions.

Co-operation from Publishers

"After its purposes were thoroughly understood, no appreciable opposition from the publishers was experienced and newspaper men themselves were won over to membership after the definite establishment of the union. A system of grading employes was established by mutual agreement between the publishers and the editorial men and has even been incorporated in awards of the arbitration court, which itself settles all matters of disagreement.

"A minimum wage of $40 per week has been established for what we call senior reporters (i. e., those experienced enough to handle any sort of assignment), and other proportionate rates of remuneration are fixed for cadets (i. e., reporters of three or fewer years' experience) and junior reporters (i. e., those who have less than seven years' experience), special writers, and the like.

"We also have established a 48-hour work week, and any overtime put in by editorial men is subject to extra pay. Women are admitted to membership in the Journalists' Association as well as men, although we have fewer women newspaper workers in Australia than you have here in the United States. . . . The working of the union has so eminently satisfactory to all interests that we never yet have had a strike . . . and I can see no reason why the establishment of some similar organization in this country should not work out equally well. . . .

Attracts New Blood

"The improvement we have effected in the economic and industrial conditions of Australian journalists, especially as concerns their wage scale, has now made the profession attractive to men of greater ability and ambitions,—men who previously never would have considered journalism as their life work. Fathers who formerly discouraged aspirations of their sons for newspaper work now are no longer prejudiced against it. . . .

"The establishment of a minimum wage has by no means lowered the status or earning capacities of men of special abilities. On the contrary it has very considerably raised the standard of pay and improved the conditions of special writers in every respect. . . .

"The association publishes a monthly official organ known as 'The Australian Journalist,' which is closely followed by all active members of the profession. . . . On the social side we have established a flourishing Press Club at Sydney and another at Melbourne. These are kept directly under the control of men actively engaged in journalism, but associate members from other professions are admitted. . ."

Cole and Rose Associated

CLEVELAND, Ohio, June 2.—Roland Cole has become associated with William Ganson Rose, of this city, in the American Bank Service Association. Both are well-known advertising men. Mr. Cole was until recently with the Yawman & Erbe Manufacturing Company, Rochester, N. Y.

THE ELLIS SERVICE
. . . *Swarthmore, Pa.*
Offering Two Weekly Features
1 - *A "Different" Sunday School Lesson*
2 - *The Religious Rambler*

MILWAUKEE JOURNAL WINS MERIT PRIZE

Much Coveted Pulitzer Medal Is for Most Disinterested and Meritorious Public Service by Any American Paper During the Year

The Joseph Pulitzer prize, consisting of a $500 gold medal, "for the most disinterested and meritorious public service rendered by any American newspaper during the year," has been awarded to the Milwaukee Journal. The award was made by the committee of the faculty of the Pulitzer School of Journalism of Columbia University, consisting of the director of the school, Dr. Talcott Williams; Prof. Walter B. Pitkin, Prof. Roscoe C. E. Brown and Robert E. MacAlarney.

The recommendation of the committee was approved by the Advisory Board of the school and by the trustees of Columbia University.

The Milwaukee Journal's campaign against sweatshops in Wisconsin was given as the reason for the award.

In announcing the award of the prize to the Milwaukee Journal, the Advisory Board in a statement said:

"The Milwaukee Journal was one of the first newspapers of the United States to recognize the absolutely uncivilized methods employed by the German Government in its war against civilization. It was the first newspaper of the country to employ an editor for the sole purpose of following German propaganda. It made thousands of translations from the German language press of the country to show how thoroughly Germanism was intrenched in the hearts of the editors of these newspapers. It now holds in its vaults almost 5,000,000 words of original translation of propaganda and other pro-German matter."

Announcement was also made that the Pulitzer prize of $1,000, which is awarded "for the American novel published during the year which shall best present the wholesome atmosphere of American life and the highest standard of American manners and manhood," has been awarded to Booth Tarkington for his novel, "The Magnificent Ambersons."

Offer any discarded machinery in EDITOR & PUBLISHER classified now.

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.

If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

Canadian Government Buys $496,645 Ad Space

That Much Was Spent for Official Advertising in Dominion Newspapers During Past Year.

Ottawa, Ont., June 3.—Government advertising accounts passing through the hands of the Dominion auditor of advertising during the fiscal year ended March 31, 1918, totaled $496,645. Of this amount $283,443 went to 46 daily newspapers published in Ontario, $94,461 to 16 Quebec dailies, and $15,455 to 14 Nova Scotia dailies.

These figures were supplied the Public Accounts Committee of Parliament when that body resumed its inquiry into the subject of government advertising in the press. The informant was E. J. Lavergne, government auditor of advertising. Liberal members of the committee indicated the belief that some Liberal newspapers had not received a proper share of government advertising.

Frohwerk Starts Sentence

KANSAS CITY, Mo., May 29.—Jacob Frohwerk, editor of the Missouri Staats-Zeitung, reported today at the United States Marshal's office to begin serving a ten-year term for violation of the Espionage Act.

The McCLURE Newspaper Syndicate
supplies continuous daily and weekly services that make and hold home circulation
ALSO
Big Special Features on Timely Topics by Leading Writers
Send for our current list and particulars of our stay features, including **Frank H. Simonds, Montague Glass** and **Sewell Ford.**
N373 Fourth Ave., New York

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(*J. J. BOSDAN, Editor*)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR, OUR SERVICE IS YOUR SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KNICKERBOCKER, Manager
241 WEST 37TH ST. NEW YORK

WILL TURN BACK HANDS OF TIME FOR A. A. C. W.

(*Continued from Page* 13.)

The streets will be filled with people wearing costumes of the period of more than a century ago. Jackson Square will become once more as it was before the Battle of New Orleans that gave it its name. The old Spanish arsenal, the Cabildo, the St. Louis Cathedral, the Pontalba Buildings, the coffee shops and the bazarres, all will live their history over again.

Tuesday night's plans contemplate taking the visitors on boats for a ride about the harbor. All along the river the scenes of anti-bellum days will be reconstructed and re-enacted. The steamboats loading cotton, the picturesque cotton and sugar planters of the old days, the levee scenes, darky "roustabouts" singing as they work or picking their banjos as they loaf along the waterfront—these are some of the features planned.

For good measure, one or more "duels" will be fought by high-spirited gentlemen of the old school.

Dinner Given Pres. D'Arcy

New Orleans entertained President D'Arcy and the other executive officers last night at a dinner in the Grunewald Hotel. It was a "sample" of the hospitality the city will extend when it lowers the drawbridge and raises the portcullis to the hosts who will come for the convention in September.

Two figures were brought before the minds of the assemblage as the addresses were made at this dinner.

One was a grotesque buffoon, beating wildly upon a bass drum, stopping now and then to blare the discordant crash of cymbals of brass, pirouetting in uncouth language.

The other stood sapling high, towering above the heads of humanity. He moved not with his limbs, with the swift beauty of the trained athlete. Clear and silvery sounded its voice. Clean-cut knowledge and sharply defined ideals shone from its gaze. Power rippled from it with every gesture. Its message reached to the far ends of the earth.

The first figure was "The Advertising of Yesterday."

The smooth-functioning giant by its side was "The Advertising of Today."

Advertising by Parable

And then there was conjured up another vision, just ahead, too far and too high in the distance to be glimpsed at all by the grotesque buffoon, but clear and sharp in the view of the guests, there loomed another giant, greater still. The new giant bore in his open hands gifts to all humanity. He spoke with common tongue of mankind, wherever the spoken and written word of man reached the human ear he dispensed cleanliness and light, knowledge and truth.

And the name of the greater giant was "The Advertising of Tomorrow."

Such parable, was the message that was flashed to the consciousness of the 200 men and women who attended the dinner.

The growth in idealism and truth of the profession of advertising and the clear promise held out for the future.

The officers told of the growth in numbers and accomplishment of the Associated Advertising Clubs of the World, and of the potent influence worded for greater and cleaner business by the principle which have the organization's backing.

Orleanians pointed out the advantages and possibilities inherent in this city and tributary territory and how New Orleans, through the big convention, will be aided in carrying its story to the world as well as in learning how to tell it.

A striking history of how the advertising organization in ten years has grown from swaddling clothes to a stature of commanding influence and helpfulness, and of how advertising standards everywhere have been raised correspondingly was told by its first president, S. C. Dobbs of Atlanta, who was vice-president and general-manager of the Coca-Cola Company.

F. W. Ellsworth, director-general of the convention board and a vice-president of the Hibernia Bank and Trust Company of New Orleans, was toastmaster. Among those who spoke were:

F. W. Ellsworth Was Toastmaster

L. R. Putman, president of the New Orleans Advertising Club and advertising manager of the Southern Pine Association; Arthur G. Newmeyer, vice-president of the Southern division and associate publisher of the New Orleans Item; Daniel G. Fisher of Dallas, vice-president of the Southwestern division and advertising manager of the Texas Electric Manufacturing Company; O. C. Harn, New York, chairman of the national committee on advertising and advertising manager of the National Lead Company; P. S. Flores of New York, director of agreeance; George W. Hopkins of New York, vice-president of the Eastern division and general sales manager of the Columbia Graphophone Company; William C. D'Arcy of St. Louis, president.

Responses were by the following Orleanians:

Archbishop John W. Shaw; James M. Thompson, publisher of the New Orleans Item; Dr. A. B. Dinwiddie, president of Tulane University; E. James Moore, editor and manager of the Times-Picayune; Crawford H. Ellis, vice-president of the United Fruit Company; Dr. P. H. Saunders, president of the Commercial Bank and Trust Company.

The Rocky Mtn. News
Every Morning
The Denver Times
Evening except Sunday

Two up-to-the-minute Newspapers covering thoroly the representative Homes and the REAL BUYING POWER of Denver and vicinity.

Published in the same plant, but duplicating circulation LESS THAN FOUR per cent.

In no city in America is the distinction so sharply drawn between dailies catering to the best and the worst elements in the community. The News and The Times appeal to the Best and are typical of the true spirit of the Great West.

They are the Rotary, Kiwanis, Lions and Optimist club papers of Denver.

The News—established 1859—is one of the country's best known dailies. The Times carries more advertising than many of the largest metropolitan papers. Both among the nation's leaders in automobile advertising.

The News and The Times reach the responsible classes and the wealth of the Rocky Mountain region—a region rich in agriculture, stock-raising, mining, oil and other natural resources—where money is more plentiful today than ever before.

Beloit News

There is not a city in the middle west where a paper so thoroughly dominates the field. There is no richer territory to cover in the middle west than the Beloit field.

PAYNE, BURNS & SMITH, Inc.
New York and Boston.
G. LOGAN PAYNE COMPANY,
Chicago and Detroit.

The executive committee while here accomplished a vast amount of detailed planning in connection with the various departments of the convention. A great national advertising exhibit will be a prominent feature.

It will include in their entirety at least eight advertising campaigns all eminently successful.

Thirty Club of London Joins A. A. C. W.

The board recognized the growing importance of women in the advertising world by passing a motion to make a place for women on the executive committee.

Secretary Flores made a report on the "Truth-in-Advertising" work of the advertising clubs, showing that thirty-six states now have laws against fraudulent advertising. In about twenty cities, paid secretaries devote all their time to helping business men guard against fraud in advertising.

President D'Arcy was authorized by resolution to appoint a committee on advertising to co-operate with the United States government. It will take the place of George Creel's war-time advertising board, and will be a permanent peace-time advertising aid to Uncle Sam.

President D'Arcy announced the Thirty Club of London has voted to affiliate with the International organization.

Seeks Texas Convention

CORPUS CHRISTI, June 2.—Corpus Christi has entered the lists as a contender for the 1920 convention of the Texas Press Association and will send a strong delegation to San Antonio to the convention in June to place the claims of Corpus Christi properly before the association.

Grover Leases Paper

INDIANAPOLIS, Ind., June 2.—W. B. Grover, formerly state news editor of the Fort Wayne (Ind.) Journal-Gazette, has leased the Angola Herald from H. W. Morley and has taken possession.

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for Six Months ending Apr. 1, 1919

35,247

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper
Publisher.

Member A. B. C.

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation

139374

INTERNATIONAL NUMBER VALUE ACCLAIMED

(*Continued from Page* 18.)

H. A. Wenige, Glens Falls (N. Y.) Post-Star:

"It is by far the finest thing in the way of a special edition I have ever seen."

Miss Carrie M. Locke, Houston (Tex.) Oil Journal:

"I read your publication with much interest every week and congratulate you on the international number. It is not only a splendid specimen of the printer's art but it is a remarkable publication, replete with most valuable matter—and above all, it stands for a most worthy cause."

Mattagami Expanding

OTTAWA, Ont., May 30.—Public offering is now being made of $2,000,000 7 per cent. mortgage debentures of the Mattagami Pulp and Paper Company, which is greatly extending its plant in Northern Ontario. By next October, it is expected that the company's output of easy bleaching sulphite pulp will be increased to 45,000 tons, a large part of which has been contracted for by the United Kingdom.

Miss Davis Re-elected

INDIANAPOLIS, Ind., June 3.—Miss Mary Davis was re-elected secretary of the Indianapolis Advertising Club. C. D. Murta was elected president; H. S. Noel, vice-president, and Paul Richey and O. T. Roberts, directors.

The Pittsburg Dispatch

reduces to the minimum all *chance* in advertising expenditures.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. O. ROOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily

We guarantee the largest white home-delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the best territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
THE S. C. BECKWITH SPECIAL AGENCY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

I. C. M. A. MEETING WORTH MILLION DOLLARS

(*Continued from Page 9.*)

tions on this line if we are successful in getting the privilege.

"As regards the Southern members, I have been in communication with A. C. Jenkins of the Birmingham (Ala.) Ledger, and he advises me that he will get in touch with the southern members and arrange their end of the trip from there."

Big Attendance Promised

The arrangements committee says:

"Early indications are that all records for attendance will be broken at Buffalo. Everything seems to help the interest in after-war circulation; centrally located for membership; convenient for Canadian membership; affords vacation trip and travel over the great lakes; more entertainment for members and ladies than ever before.

"Buffalo can take care of the I. C. M. A. with ease and if you are to be in Buffalo make it known when corresponding with members. If you are going, others may go just to talk to you—and bring the lady. The ladies will be entertained royally.

"The headquarters of the secretary-treasurer will be opened at Hotel Statler from 3 to 6 P. M. Monday, June 9th, for all members to register early. Registration will be on large sheets and each member will give:

"Name.
"Publication.
"Morning or evening.
"Average daily circulation.
"Town.

"This will give any member the knowledge of some other member from a morning or evening newspaper about the same size as his publication and the opportunity to ask the other fellow some questions.

"At 8 P. M., while the board of directors are in session, the secretary-treasurer's headquarters will be open for a general 'get acquainted' meeting."

Urges Change in By-Laws

A change in the by-laws has been suggested to allow newspapers that pay for their circulation manager's membership in the I. C. M. A. to retain title to that membership in the event of the circulator's leaving, death, or other change.

William L. Betts, one of the leading workers for the by-laws change in urging its adoption, says:

"You will find that many papers will be willing to join, but not under the present circumstances. I have seen many publishers who are unwilling to join because the membership is not their property, though they pay the bill, and in several cases, I have found where publishers paid the initiation and dues and the circulation manager left within a week or a month.

"You can easily understand that under those circumstances the best man alive could not talk such publishers into joining again, and if the circulation managers of such papers do join they have to pay the bill themselves. Udder average circumstances the publisher is willing to pay the bills.

"This is a most important matter in my estimation and for the benefit of the I. C. M. A. should receive action favorable to the newspapers."

Meeting Places

There is much speculation on where the 1920 meeting will be held. It is expected to go West, but just what city will be selected is yet a problem. The largest part of the membership is to the East, but it always has been the endeavor to divide the convention place honors as evenly as possible between sections of the country. Since the organization of the I. C. M. A. in Detroit in 1898, conventions have been held in the following cities:

1898—Detroit	1914—Steamer "Noronic,"
1899—Chicago	Sarnia, Ont.
1900—New York	Port Arthur, Ont.
1910—Buffalo	Duluth, Minn.
1902—Detroit	1915—Manior Richelieu,
1903—Boston	Murray Bay
1904—St. Louis	Quebec, Canada
1905—Toronto	1916—Grand Rapids,
1906—Louisville, Ky.	Mich.
1907—Milwaukee, Wis.	1917—Atlanta, Ga.
1908—Philadelphia, Pa.	1918—Washington, D.
1909—Cleveland, Ohio	C.
1910—Montreal, Can.	1919—Buffalo, N. Y.
1911—Chicago, Ill.	
1912—Baltimore, Md.	
1913—Cincinnati, Ohio	

Efforts to Be Elected

New faces and new blood may be seen among the officers of the association next year. A man will be selected for second vice-president to qualify for president.

During the election of officers a new secretary-treasurer will be selected. He will be the fourth one in twenty-one years. The first secretary-treasurer was I. J. Bowden, 1898 to 1905; second, J. R. Taylor, 1906 to 1916, and then J. A. Mathews, 1917 to 1919, who is no longer in newspaper work.

The terms of three directors expire with the Buffalo convention and the election will select five new officers. There are never candidates. The organization selects workers who have some time to give their ability to helping the organization. The I. C. M. A. is growing every year. Every member eligible for officer.

The Cleveland Sunday News-Leader has expanded its comic section from four to eight pages.

CIRCULATION NOTES

Albany is mourning the passing of its most centrally located newsstand, which for more than 50 years has supplied readers at the corner of State and Pearl streets. The stand, which had a sale of well over 4,000 copies of ocws-papers a day, was moved to make room for a new office building. It was conducted by William Coulson.

Returning West Virginia soldiers in the 80th division were made welcome when they landed in Newport News, Va., Tuesday, by the Clarksburg (W. Va.) Telegram, which issued a special "Welcome Home" edition to their honor. The edition consisted of thirty-two pages and contained messages of welcome from Governor John J. Cornwell and prominent Clarksburg citizens. Three thousand copies of the issue were printed and taken to Newport News by special messenger and were distributed among the West Virginia soldiers as soon as they reached land. J. J. Devine, general manager of the Telegram, received many expressions of praise and appreciation from the officers and men for his thoughtfulness and enterprise in planning this novel welcome.

An eight-page section was devoted by the Post-Dispatch May 25 to a story of "The 80th Division in the Great War," by Lieut. H. R. Palmer, formerly a reporter on the paper and who has been an officer in the division since its organization. The 80th was composed largely of Missouri and Kansas men.

Edythe M. Wildman, secretary to J. A. McNeil, circulation manager of the Bridgeport (Conn.) Evening Herald, is to wed Edward F. Langner, of Milford, June 11. Mr. Langner recently returned from France, where he fought with the 56th Coast Artillery Regiment. He formerly was employed in the business office of the Post Publishing Company, but is now with the Locomobile Company. Miss Wildman was with Mr. McNeil for some years when he was circulation manager of the Bridgeport Telegram.

PRESIDENT CARRANZA'S WAY

Is to Demonstrate to Editors Falsity of Rumors of Uprisings in North

A news dispatch from Mexico City states that the responsible heads of four daily newspapers in that city have been detained by the military authorities of the Carranza government for transportation under escort to the Northern States of the Republic, in order that they may have ocular proof that the stories which have been printed by these periodicals regarding the military situation there are without foundation.

The newspapers in question are: El-mannia, Revolution, Omega and the A. B. C.

May Challenge Chicagoans

There is reported to be a scheme on foot in the New York Advertising Club to organize a baseball team this summer for the very particular object of challenging the Chicago Advertising Association to a championship game or series of games. Howard Ruggles, who used to be a Chicagoan and who thinks he knows the weak baseball points of the Western ad man, is reputed to be the man behind the proposed venture.

Needham Made Ad Manager

KENOSHA, Wis., May 31.—The advertising department of the Whyte Rope Company is now in charge of Maurice Needham.

Denny & Simmons Are Purchasers

PORTLAND, Ind., June 3.—E. A. McKee has sold the Daily and Weekly Sun to Denny & Simmons.

The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

The Sunday Telegram
Albany, New York

June 5, 1919

Dear George:

May advertising was over 25% above last year's figures. What more gain could anyone ask for? Sales are holding up very well, and stay close to 28,000. All local papers except The Telegram are again accepting returns. I feel sure we will be benefited by their move. I do wish more people had backbones. It is a sign of weakness to go back to the returns basis.

Yours as ever,

H. E. H.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.
Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue New York City

New London, Conn.
—Has increased in Wealth fully 75% during the last two years.
—Has increased in purchasing power at least 100%.
The New London Telegraph
is the only morning newspaper covering this field.
Advertise your goods at dawn and sell them before dark.
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Dominating Force
in a manufacturing territory famous for its busily, thrift and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency,
BOSTON NEW YORK CHICAGO

As long as men must eat and rest
Mooseheart's county must
please and prosper.

The Asbury Park Press
IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THE NEW JERSEY COAST.
Evening and Sunday Editions.
Associated Press. A. N. P. A. and A. B. C. Membership.
As this section produces the food that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but with no readjustment problems.
J. LYLE KINMONTH, Publisher
Asbury Park New Jersey

Reaching the MOST Buyers at the LEAST Cost
BOSTON AMERICAN
Govt. Statement For Six Months Ending April 1st.
301,270
The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York. Chicago.

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SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

WINONA DAILIES CONSOLIDATE

Independent Buys Republican Herald—Tribute to E. F. Rogers

WINONA, Minn., May 31.—The Independent has bought the Republican-Herald and ceased to exist, having occupied the morning field over twenty years. The Republican-Herald will continue as evening paper.

The new owners are H. G. White and F. J. Rucker.

In announcing the change of ownership, the publishers of the Republican-Herald paid a pretty editorial tribute to E. F. Rogers, the paper's business manager, to whom they give unstinted credit for the building up of the publication since it became the property of the late W. Hayes Laird. Mr. Rogers has been connected with the Republican for 12 years. He started as Associated Press operator and also served as circulation manager. Mr. Rogers is vice-president of the Inland Daily Press Association.

Ralph R. Mulligan, of New York, and the C. J. Anderson Special Agency, Chicago, will continue to represent the Republican-Herald in the national advertising field.

FORM BRIDGEPORT PRESS CLUB

Cartoonist Steinke Elected Honorary President—MacKay Official Head.

BRIDGEPORT, Conn., June 2.—At 6 a. m. May 24, following the all-night festivities attending the Newspaper Men's Midnight Gambol, scribes here organized the Press Club of Bridgeport. Jovial "Bill" Steinke, cartoonist, was made honorary president. Twenty joined as charter members.

The officers elected are as follows: Angus S. MacKay, financial editor Standard-Telegram, president; Arthur G. Jackson, city editor Standard-Telegram, vice-president; Joseph Altieri, Standard-Telegram, secretary, and Harvey Brown, Standard-Telegram, treasurer.

DEMONSTRATING AEROPLANE

Milwaukee Journal Will Show Wisconsin Its Commercial Possibilities.

MILWAUKEE, June 2.—Under the auspices of the Milwaukee Journal the first commercial aeroplane in Wisconsin has been brought to that state. It has been chartered for a few weeks by the Journal to be used to demonstrate its commercial possibilities. The first photographs of Milwaukee ever taken from the air were taken by F. H. Pipp, a Journal reporter. Copies of a special edition of the Journal will be delivered by plane, each copy bearing the name of the subscriber for whom it is intended.

NEW INCORPORATIONS

NEW YORK.—Publishers' Photo-Engraving Company; $10,000; R. J. Atherley, D. and C. H. Thompson, 77 Lexington avenue.

G. C. Printing Company; $50,000; E. J. Ulrich, T. J. Mueller, G. P. Snyder, 9-15 Murray street.

New York Type Foundry Company; dissolved.

Hamilton-DeLisser, Inc., advertising; $5,000; M. A. Jones, L. A. N. DeLisser, J. R. Hamilton, 622 West 113th street.

Export and Import News Bureau; active capital, $27,500; J. R. Rubin, 11 Ruttenberg, M. Frank, 165 Broadway.

Elmwood Press; $10,000; S. E. Finkleman, E. S. Friedmann, A. L. Friedberg, 140 Nassau street.

Broadway Review; $10,000; C. E. Mawley, W. F. Hines, T. M. Gutman, 1402 Broadway.

Russian National Publishing Company; $10,000; A. Swider, J. Pol, P. I. Seifert, 102 East 7th street.

Caxton Advertising, New York, $5,000; B. E. Smithe, H. H. Creske, B. Andrews, 9 East 40th street.

Flushing Times, Inc., Flushing, L. I., $90,000; E. D. Kenyon, B. C. Eggers, A. E. James, Flushing.

News Syndicate Company, New York, $500,000; A. H. Vanaken, G. B. Sleigh, M. C. Flanagan, 140 Nassau street.

Novidoff Paper and Printing Company, New York, $50,000; H. P. Popeck, L. Novidoff, H. Gilleman, 985 Home street, Bronx.

Judy, of New York, printing, publishing and engraving, $10,000; A. Herendeen, M. Schuyler, B. Upland, 14 St.

JERSEY CITY, N. J. Glos Narodu Publishing Company; $15,000; Henry Sieminski, Peter S. Prosmohski, Paul C. Supinski.

JOHNSON CITY, N. Y. Johnson City Publishing Company dissolved.

DOVER, Del.—News Print Reclaiming Corporation, paper and paper products; $5,000,000; Samuel B. Howard, Robert K. Thistle, Philip L. Neiser, all of New York.

Lieut. W. B. Stone, former Kansas City newspaper man, and later with the Associated Press at Chicago, has returned from 18 months overseas duty.

Kaiser Heads Oklahomans

LAWTON, Okla., June 2.—J. W. Kaiser of Chickasha was elected president of the Oklahoma Press Association at the twenty-eighth annual convention of the association today at Medicine Park.

EQUIPMENT FOR SALE

For Sale.

Eight-page Duplex press in excellent condition, guaranteed. Now printing tri-daily Standard, Kingston, Ont., where it may be seen in running order, operation ten years. Will be sold reasonable price and on easy terms. Address Standard Pub. Co. (Ltd.), Kingston, Ont., Canada.

For Sale

About 200 pounds 6-point brass slugs a 200 pounds brass 3-point leads, rangi in size from six picas to seven columi Column measurements, 12 picas wide, no jarell column rule. The Post Standa Syracuse, N. Y.

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to ½ or ¼ page size at 4,500 per hour.

A good press at a reasonable price.

Walter Scott & Company
PLAINFIELD, NEW JERSEY

GOSS

the name that stands for

SPEED, DEPENDABILITY, SERVICE

THE GOSS
"High Speed Straightline" Press
Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS
Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalogue and Magazine Work.

THE GOSS
"Comet" Flat Bed Web Perfecting Press
Prints a 4, 6 or 8-page newspaper from type forms and roll paper.

GOSS STEREOTYPE MACHINERY
A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.
Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders
Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St., New York City

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher *you may find a buyer for any useful mechanical equipment for which you have no present need. If For Sale ads shows texts for him may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, cash insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Advertising Manager

At present Advertising manager of daily in largest city in New England. Exceptional executive and creative ability. Twenty-one years' experience, office boy, solicitor, copy writer to present position. Father fond of his business and hard work and expect salary in proportion. Desire to locate in west or mid-dle west. Address A-729, care of Editor and Publisher.

General Manager and Business Manager.

Wishes connection with newspaper where opportunity is big, and opportunity of becoming financially interested exists. Has independent wood pulp mill to be sold. Thoroughly familiar with all up-to-date methods of business and capable of directing all departments. Now employed on one of the leading daily papers of the United States. Address A-735, care of Editor & Publisher.

Manager.

Young married man, now holding responsible executive position with leading metropolitan paper, desires location in Northern states as manager of moderate sized daily. Well educated, experienced, with intimate knowledge of every department of a newspaper and ability to put a few thousand to invest in a good proposition with a future. Best of references from present employers. Address A-737, care of Editor & Publisher.

Business Manager.

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation manager good size dailies, seeks engagement for now or later. Is not an expert credit stock proposition. Address A-744, care of Editor & Publisher.

Live Wire Newspaper Man

now city editor morning daily in city of 75,000 desires change of location. Fifteen years' experience in every news department, and as managing, telegraph and editorial manager of dailies. Three-cent worker. Good habits. Nothing considered under $2,400 per annum. Will be guaranteed. Must be permanent. Can come in thirty days. Address A-712, care of Editor and Publisher.

Newspaperman.

Newspaperman, 32, with twelve years' experience in all branches of news and editorial work, and now employed, desires position as editor or city editor in New England daily. Capable and trustworthy. Will work for small salary at first with return to that field. Please state salary. Address A-747, care of Editor and Publisher.

Newspaperwoman.

Could your paper profitably employ this woman? She has been at dramatic and writer, and in promotion department metropolitan New York; is also city publicity and trade promotion commercial organizations; has original ideas and wide advertising and promotion experience. Would settle permanently in progressive small city. Address A-745, care of Editor and Publisher.

Experienced Copy Writer.

Desires permanent position in New York or Philadelphia; 27 years old, college graduate; write health & beauty articles; will come on probation. C. J. T., care Editor & Publisher.

Circulation Manager.

Circulation manager, with fifteen years' experience would like position where continuous work is appreciated. Thoroughly understands all duties of department. Have managed paper with over 100,000 circulation. Not now employed. Member of the I. C. M. A. Address A-711, care Editor & Publisher.

Circulation Manager.

Circulation manager with nearly 10 years' experience, desires position as newspaper in middle west. If you are in need of a good man, it will pay you to get in touch with me. A-740, care of Editor & Publisher.

Experienced Newspaper Writer

and executive with working knowledge of business and circulation promotion desires position as directing head or managing editor of city in city of more than 50,000. Must be permanent and bring real returns for results. Box 112, Editor and Publisher.

SITUATIONS WANTED

College Man

4 years' experience in all branches of newspaper work, excellent editorial writer, desires position as desk man or assistant editor with small daily. Willing to start on $45. Address A-717, care of Editor and Publisher.

Circulation Manager

Young man, clean habits, experience on largest papers, good record and references in booking new accounts, getting system and results are wanted. Address A-734, care of Editor and Publisher.

Newspaper Man

Young three-paper newspaper man, discharged from service, desires work as editor of trade paper or advertising and publicity writer. Address A-733, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Night News Editor.

Permanent position night news editor; manage staff, edit news, make decisions; subject control only owners. Editor; half owner, actively engaged, good opportunity for right man; city of 50,000 preferred, middle aged man, good habits and general make-up; paying forty-five dollars to start. Prosperous six day morning established twenty years; no bad conditions existing in staff. Address A-743, care of Editor & Publisher.

Newspaperman.

Wanted—Newspaperman of exceptional ability. Executive, copy reader and rewrite experience essential. Must be live wire and willing to work and not afraid of work. Wide awake afternoon in city of 75,000 in New England where worth is demonstrated. Ideal living and working conditions. State present position and positions held. The Star News, Pasadena, Calif.

Newspaperman.

Newspaperman, experienced, good address, willing to work, can put up an attractive proposition to publishers, can connect himself with established concern. Salary $12,000, commission and expenses. Chance for quick general promotion. Address A-742, care of Editor and Publisher.

Classified Solicitor.

Wanted—Classified Solicitor with experience and ambition, for classified ad department, now in good shape, in town of 45,000. Will pay right to begin. Address W. A. Beatty, Lexington Herald, Lexington, Ky.

Advertising Manager.

WANTED: Advertising Manager who can help write and sell local advertising as well as manage his department, give him salary basis, reference and references. Position is open now. The Times Record, Fort Smith, Ark.

Correspondents Wanted.

New York trade publication wants clever correspondent in fifty cities of the United States and Canada. Liberal space rates paid. Work puts you in touch actively with live business men. Address A-746, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

For Sale.

Your Opportunity — $1,000 average monthly earnings, leading country weekly in Kay County, Oklahoma, established eight years. Center 50,000 population in thriving section. Owner interested in manufacturing requiring entire attention. Sell for amount last three months' earnings ($3,000), or consider experienced manager. Immediate action. Address A-739, care of Editor & Publisher.

The Gloversville (N. Y.) Morning Herald and the Tucson (Ariz.) Citizen are new active A. N. P. A. members.

AD MEN SEE PAPER MADE

Two Parties Visit N. Y. Times Plant to Aid Copy Work.

About 25 members of the J. Walter Thompson Advertising Agency's staff visited the New York Times Annex on Thursday evening, May 22, and were conducted through the rotogravure, photographic, re-touching, tracing, etching and printing departments. The idea of the visit was a suggestion by Nat Olds, advertising director of the Kayser Silk Company. His thought was that if agency copy men could get a "close-up" on the handling of rotogravure advertising copy, it would be to the advantage of advertiser, agency and newspaper.

Thirty members of the Junior Advertising Club of New York spent two hours Friday evening going over the Times plant.

PRINGLE UPHOLDS $69 A TON

Appeal Tribunal About to Pass on Canadian News Print Point.

Ottawa, Ont., June 3.—The news print price case is once more before the appeal tribunal, which is scheduled to hear the case on its merits tomorrow, following which it may either confirm, lower or increase the price fixed by the commissioner. Commissioner R. A. Pringle, K. C., sees no reason to alter the price of $69 per ton he fixed for news print in September last. In a short judgment just issued, he confirmed the previous order.

Following issuance of the $69 ruling, Canadian publishers appealed to the Government, which appointed a special tribunal of judges to hear the case, and some time ago this body gave instructions to take new evidence of a number of points. This evidence was heard by Commissioner Pringle, with result previously noted.

BRAZIL AFTER U. S. TRADE

Chamber of Commerce Establishes Headquarters in St. Louis

St. Louis, June 2.—The Brazil Chamber of Commerce of the United States has been organized to develop South American trade with the United States. The Chamber will be national in its scope, and will have headquarters in St. Louis. The committee in charge is composed of F. Ernest Cramer, chairman, and J. A. Troy, secretary, of the Foreign Trade Bureau of the St. Louis Chamber of Commerce; Charles Sutter, director for Missouri of the Mississippi Valley Association; William Fischer, president of the St. Louis Coffee Roasters' Association; and Dr. Sabastio Sampaio, Brazilian Consul. The newly-organized Chamber will have offices in the Third National Bank building.

MORE WAGE DEMANDS IN N. Y.

Engineers and Machinists' Unions Cases Before Publishers Association

Representatives of the New York City newspaper publishers met a committee of the engineers' union Tuesday to discuss the demand of the union for an increase in pay from $5 to $6.50 a day. The discussion was continued until Friday.

Nothing will be held this week between a committee from the New York City publishers and a committee representing the machinists' union to consider further the demand of the union for an increase in wages from $7.30 a day to $10 a day.

Hugh Amick, formerly of Bartlesville, Okla., is now on the Kansas City Journal copy desk.

$300,000 buys leading daily newspaper of a large territory. Making more than $40,000 a year. $100,000 cash necessary. Balance can be deferred to suit purchaser. Proposition S. R.

Charles M. Palmer
Newspaper Properties
225 Fifth Ave. New York

Substantial Evidence

Our office walls are lined with more than twenty autographed photographs of principals we have represented in important newspaper consolidations and transfers in the past tee years. Many of these men are National figures in the publishing field and they are sending on business whenever the opportunity offers.

Harwell & Cannon
Newspaper and Magazine Properties
Times Building, New York, N. Y.

SPLENDID MIDDLE WEST DAILY for Sale.

Owing to unusual personal reasons; business constantly growing; oldest paper in its city; strong city position, but large field in city and surrounding territory, numbering over 200,000 inhabitants; present business about $75,000 yearly; can be increased; rates automatically increase soon. Price $100,000 and satisfactory terms can be arranged to parties showing real record. Address, "Middle West," care Editor & Publisher.

Obituary

Nathan B. Heath, state editor of the Philadelphia Record for more than 25 years, died recently, aged 64 years.

Frederick F. Dale, a publicity man, died in the Knickerbocker Hospital, New York, May 27, aged 69 years.

Kin Hubbard, Jr., one-year-old son of Kin Hubbard, of the Indianapolis News staff, was drowned in a small creek, near that city, last week, when an automobile which the father was driving became unmanageable and left the road.

Michael H. Crane, a veteran telegrapher for the old Publishers Press and the United Press, died May 30 at his home in Brooklyn, aged 65 years.

Michael J. Gavin, father of John H. Gavin, city editor of the New York World, died this week at his home in Jersey City, following a long illness. He was 63 years old and a prominent city official and contractor.

Charles Putnam Tower, editor of Motor Boat and secretary of the American Power Boat Association, died Sunday at East Orange, N. J., after a long illness.

Thomas J. Lingle, who died May 30 at the age of 72, was connected with papers at Sedalia, Windsor and Clinton, Mo.

Miss Claire Masters, a former advertising manager in Bartlesville, Okla., and later connected with Dinaha stores in the same capacity, died at Las Vegas, N. M., May 27.

E. L. Parker, a Lake City (N. C.) newspaper man, was killed in a street car accident in Kansas City, May 27.

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HOW TO TEST THE INKS FOR NEWSPAPERS

(*Continued from Page* 12.)

roughly mixed as before. The ink knife should be wiped clean, and one corner dipped in the first mixture and the other corner in the second mixture, and the two samples rubbed out on a sheet of paper by bearing down firmly. This will bring the two tints side by side for comparison and the slightest variation in the strength of color may be readily detected.

Suppose the second sample shows up much weaker in tint than the first sample. To determine the percentage of the deficiency in tinctorial strength, weigh a small quantity of the second ink and mix with the second lot of tint, and rub out as before. This process must be repeated until the two tints are matched as exactly as possible.

Then the percentage of ink added to bring the tint up to the strength of the first sample is readily calculated, and indicates exactly the percentage of the deficiency in tinctorial strength of the second ink as compared with the original sample.

Calculating Inferiority

For illustrations, suppose the first tint was obtained by using two hundred milligrams of the original ink and in order to match it three hundred milligrams of the second lot of ink were required. This indicates a cut of fifty per cent in the color strength of the second ink and is positive measure of the inferiority in the quality of the second ink.

In testing yellow or other light colored inks, the tint may be made more easily with a dark blue ink for the mixing base instead of white. White should be used for testing blues and reds.

The quantities of mixing white and inks to be tested suggested in the foregoing are for purposes of illustration only and need not be followed. Indeed other quantities may be found to give better results.

The principal thing is to see that the greatest care is used in every step. It should be borne in mind that if larger quantities are used, the smaller will be the variation in the final percentages due to errors in weights.

On the other hand, the larger quantity will require more care in mixing to a uniform tint.

Experience will show the best way to get the desired results, and after a few tests have been made, it will be possible to do the work in a comparatively short time.

147,632 Inches of "Loan" Publicity

TACOMA, June 2.—During the recent Victory Loan campaign in the State of Washington, 70,000 column inches of free news space were given by the press of the State. To this can be added 77,632 column inches of advertisements donated to the Loan drive by merchants all over the State. This does not include that which was paid for by the Government.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The Day

דער טאג

The National Jewish Daily

SIX-POINT RENOMINATES BURKE

Annual Election to Be Held at Advertising Club Tomorrow

The annual meeting and election of officers of the Six-Point League, of New York, will be held tomorrow, at 12:30 noon, at the Advertising Club. The nominating committee has selected the following prospective officers for the ensuing year: President, Hugh Burke; vice-president, Fred Motz; treasurer, E. D. Duryea; secretary, Ralph R. Mulligan; executive committee, Dan. A. Carroll, M. D. Bryant, E. S. Cone, Herman G. Halsted, William J. Morton, Harry D. Reynolds, J. P. McKinney; representative to A. N. P. A. Bureau of Advertising, M. D. Hanna.

Secretary Mulligan has requested all members to make a special effort to be present at the meeting, which will be held in conjunction with luncheon.

The Six-Point League is a body of newspaper representatives with offices in New York City, organized for extending the knowledge of the pre-eminent value of newspaper advertising.

James Muir Buys a Paper

OTTAWA, Ont., May 30.—Ex-Controller James Muir, member of the Parliamentary Press Gallery, has purchased the Almonte Gazette, one of the best known weeklies in the Ottawa Valley. In owner of recent years has been James McLeod, who is retiring. Mr. Muir is a well known Ottawa newspaperman who for some years was identified with the Journal.

Visiting Paper Plants

OTTAWA, Ont., May 30.—General Arthur Boucher, who has a notable French army record, is visiting Canadian pulp and paper plants in the interests of a group of French manufacturers. While here, he intimated that on his return to Paris he would recommend the adoption of several Canadian methods he considers superior to those in vogue in France.

Notable Memorial Edition

The Camp Merritt Dispatch, a military newspaper, published a special Memorial Edition of more than one hundred pages. It is the most ambitious effort of the kind on the part of any of the camp papers, and is an excellent example of specialized newspaper making.

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue, NEW YORK
Lytton Building, CHICAGO

Canadian Press Clippings
The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 85 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at our head office.
74-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

New "Colonel" David S. Barry

WASHINGTON, June 3.—A group of the "old timers" among the corps of Washington correspondents paid tribute to one of their associates of long standing after David S. Barry, for many years the representative of the Providence Journal, had been formally elected sergeant-at-arms of the United States Senate.

Mr. Barry was in the Press Gallery when a resolution offered by Senator Lodge, the Republican floor leader, nominated him for the Senate office. Under the leadership of "Jim" Preston, an official inaugural committee was formed in the Senate gallery to induct the new official into office.

With the always efficient and wholly indispensable "Jim" as grand marshal a solemn delegation of veterans escorted Mr. Barry to his office where Gust J. Karger, of the Cincinnati Times Star and chairman of the Standing Committee of Correspondents was master of ceremonies. In the group were "Jerry" Matthews, for many years with the New York Sun; "Charley" Albert, of the World; "Gus" McSween, of the Philadelphia North American; "Bob" Small of the Public Ledger; Major Alfred Stoeffer, of the Baltimore News; Frank Whitehead of the Washington Post and "Jack" Messenger of the Washington Star.

At the suggestion of Mr. Messenger that for many years the office of sergeant-at-arms of the Senate has carried the title of colonel, Mr. Karger formally conferred that rank upon Mr. Barry.

Ad Club Has Speaking Corps

ST. LOUIS, Mo., June 2.—The Public Speakers' Committee of the Advertising Club of St. Louis is working on a plan to organize a corps of speakers to make talks on advertising topics before other organizations in St. Louis.

Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market conditions of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL
225 Fifth Avenue, New York

R. J. BIDWELL CO.
Pacific Coast Representative of
Daily Newspapers
SAN FRANCISCO OFFICE
of the
Editor & Publisher
742 Market Street
SAN FRANCISCO

Advertising and Publishing Interests Coordinated

Working Together in Chicago Victory Loan Drive They Raised $4,000,000, Greatly Exceeding Their Quota.

Paul E. Faust, of Mallory, Mitchell & Faust, Chicago, who was Vice-Chairman of the Advertising Agencies Division in the Victory Loan campaign, is of the opinion that the record of the advertising and publishing interests in this and previous Liberty Loan drives is unique.

In a letter to EDITOR & PUBLISHER, Mr. Faust expresses his belief that Chicago is the only city where the advertising and publishing interests were grouped as one industry. These interests rolled up a total for the Victory Loan of $4,000,000, or 162 per cent. of the quota. In the Fourth Loan they also raised $4,000,000. Out of 35 trade divisions only one equaled the record of the Advertising and Publishing Division.

On the Fourth Loan the agencies alone subscribed $1,000,000 of a quota of $4,000,000.

Arthur Brisbane was chairman of Division No. 1, and made his headquarters in Chicago throughout the campaign, writing some of the most forceful literature used in the big drive. In addition to his broadsides in the Herald and Examiner, Mr. Brisbane made several highly effective speeches at the Association of Commerce, appearing with William Howard Taft and Albert Wm. H. Rankin was Vice-Chairman of Division No. 1, having in charge the subscriptions of the Chicago daily newspapers.

SIGNS
For Classified Ad and Circulation Departments
NEW PROCESS SIGN
Looks Like Metal, Wears Like Metal, But Costs Less Than Metal
Send today for samples and quantity prices.
S. BLAKE WILLSDEN
Specialties for the Circulation Department
29 E. Madison St. Chicago

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's
PRESS
CLIPPINGS
Tenth Avenue at 45th Street
New York

The Same Thought
The Same Money Exchange
The Same Habits
The Same Business Principles

MAKE CANADA A NATURAL MARKET FOR U. S. PRODUCTS

and advertising in the daily newspapers (the greatest potential business building force) is the logical and practical method of promoting the market.

Canadians flock to see motion picture films starring United States actors and actresses in scenarios prepared by United States playwrights for United States audiences.

Canadians patronize baseball games regardless of the fact that nearly all the professionals have been recruited from the United States.

For post-graduate courses thousands of Canadians attend United States universities. International conventions are the vogue. Canadian public men take their cue in no small measure from the United States.

Canadians promptly adopt the newest United States slang. They look to New York as the commercial center of the continent.

New York or Chicago experts are imported by Canadian municipalities to advise on transportation and other questions.

Canadian exporters to a very large extent ship their products to overseas markets via New York or other United States ports.

Large quantities of Canadian commodities reach foreign destinations as products of the United States, and are so recorded in official trade statistics.

Canadians respond just as readily to advertising as do the citizens of the United States, and they have just as great a respect and confidence in their home newspapers.

The following newspapers cover the most populous portion of the Dominion and would be pleased to supply information about local marketing conditions in the area reached by their circulations.

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	12,403	.03	.03
†Brantford Expositor (E)	10,160	.025	.025
†Brockville Recorder-Times (E)	4,225	.025	.015
Chatam Daily News (E)	2,472	.01	.0071
*Galt Reporter (E)	3,955	.015	.0125
Guelph Mercury (E)	3,315	.015	.01
*Hamilton Spectator (E)	30,357	.055	.05
Hamilton Times (E)	11,200	.035	.03
Kingston British Whig (E)	6,237	.02	.015
London Free Press (MN&E)	41,610	.07	.06
Peterborough Examiner (E)	5,900	.0193	.015
St. Catharines Standard (E)	8,006	.0275	.0175
*Toronto Globe (M)	87,296	.15	.11
Toronto Star (E)	85,077	.14	.11
Toronto Star (S)	65,763	.105	.09
Toronto World (M)	26,608	.09	.06
Toronto World (S)	92,128	.12	.09

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000
Montreal Gazette (3c-88 yr.) (M)	32,183	.085	.07
Montreal La Presse (2c. per copy) (E)	154,905	.13	.11
Montreal Star (E)	110,820	.12	.1050
Quebec Le Soleil (E)	35,375	.06	.06

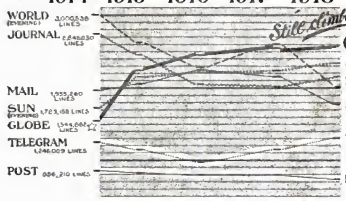
Government Statement, April 1, 1919.
*A. B. C. Report, April 1, 1919.
†Publishers' Statement, April 1, 1919.

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THIS ADVERTISEMENT WON $100 IN THE GLOBE'S [illegible] ADVERTISING AGENTS' COMPETITION

180,000 NEW YORK FAMILIES WITH MONEY

And This Chart Shows You How to Reach Them!



☆ NO MORNING OR SUNDAY PAPER HAS EVER EXCEEDED 1,410,638 LINES

Experts on merchandising will tell you that you will do well to watch how the successful department stores plan their advertising campaigns. The department stores use advertising to an extent reached by few concerns in other lines of business; therefore, having made an exhaustive study of advertising mediums for years, no business concern is better qualified to judge of the relative merits of those mediums. Sentiment "cuts no ice" with the department stores, in their selection. They place their advertising on the strictly business basis of, "How well does this medium **pay**?"

The chart above shows the amount of advertising, in agate lines, used by sixteen of the largest retail stores in New York City, during the past five years, in the evening newspapers of New York City. These sixteen big stores, during the past four years, have awarded almost exactly TWO-THIRDS of their advertising to the evening newspapers and ONE-THIRD to the morning and Sunday newspapers **combined.** (53,000,000 lines as compared with 28,000,000 lines.) The morning newspaper leading its morning competitors in the amount of this advertising was only on a level with the lowest of the seven afternoon newspapers; and the Sunday newspaper which led its Sunday competitors ranked **sixth** on the list when compared **with the evening newspapers.**

Draw your own conclusions as to what New York newspaper will bring you the best returns.

The 180,000 families which read The Globe daily are families **with purchasing** power. An advertisement in The Globe is like a personal message to them, because they have learned to rely so thoroughly upon The Globe's trustworthiness. As an advertiser, you may not care whether The Globe is three years old or fifty years old, so long as it brings **results.** But the **readers** of The Globe realize that it is **125** years old—the oldest evening newspaper in America—and to them The Globe is gospel true. They are justified in that belief. The Globe is peculiarly a newspaper for intelligent families—for men of business and women who are home-makers. It never prints "yellow" news or unverified rumors. **It prints the real news of the world.** It carries regular "features," written by experts, of special interest to each member of the family—father, mother, and children. It is not a paper tossed aside after a glance at the headlines. **It is read in the home, by every member of the family.** That is why it stands first, in the opinion of those shrewd judges of advertising mediums, the department stores, among all New York newspapers.

The Globe has always led in safeguarding both the advertiser and the buying public. Its campaigns against fraudulent advertisements, on the one hand, and against misleading statements of circulation, on the other, are famous. Seven years ago The Globe organized the Audit Bureau of Circulation, which has now a membership of 1,000 newspapers in the United States, practically eliminating the old style circulation liar. More recently 77 newspapers have joined The Globe in pledging themselves to co-operate with advertising agencies by allowing commissions to the agencies on foreign business linked to the name of the local advertiser.

* (The sixteen New York department stores and retail shops on whose advertising this chart is based are: Altman & Co., Arnold, Constable & Co., Best & Co., Bloomingdale Bros., Bonwit, Teller & Co., Gimbels, Hearn, Lord & Taylor, James McCreery & Co., R. H. Macy & Co., Oppenheim, Collins & Co., Franklin Simon & Co., Stern Bros., Stewart & Co., John Wanamaker, and J. M. Gidding & Co.).

The Globe invites the national advertiser to study the purchasing power of the 180,000 families who are its steady friends in New York City. The Globe has probably put more new advertisers on their feet in New York during the last five or six years than all the other New York newspapers combined.

THE NEW YORK GLOBE ∴ ∴ JASON ROGERS, Publisher

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, JUNE 12, 1919 Vol. 52. NO. 2

JUN 13 1919

The Chicago Tribune Scoops the Earth with Peace Treaty

While the United States Senate was vainly striving to induce President Wilson to permit it to see a copy of the Peace Treaty, Frazier Hunt, war correspondent of The Chicago Tribune, secured a copy in Paris and brought it to Chicago for publication in The Tribune. The first copy of the Peace Treaty seen by the Senate of the United States was that presented to it by The Chicago Tribune on June 9, 1919.

This sensational scoop, one of the greatest (if not the greatest) of all history is in line with Chicago Tribune traditions and with recent achievements of The Chicago Tribune Foreign News Service under the direction of Floyd Gibbons. Note the following Tribune "beats":—

First American correspondent into Berlin after the armistice—trip being made by aeroplane from the western front.

First American correspondent into Vienna and Budapest after the armistice.

First American correspondent on the Archangel front—his revelations bringing about the recall of the American forces from Russia.

First American correspondent into Soviet Russia—only authentic first-hand news of conditions in Petrograd and Moscow received by the outside world for more than a year.

So many scoops on the Peace Conference that the British newspaper men have filed a formal protest with their governments against the alleged favoritism shown The Chicago Tribune. London has been learning vital facts about the Peace Conference by reading quotations from The Tribune.

Only newspaper of any allied nation to establish a daily newspaper in France for the benefit of its expeditionary forces.

The Chicago Tribune Foreign News Service is the most remarkable enterprise of its kind in history of journalism. No newspaper ever sent to Europe such a body of high caliber writers as those on the staff of The Chicago Tribune. No wonder every person of any consequence within three hundred miles of Chicago considers The Tribune an *absolute necessity* seven days every week. No wonder every reader reads The Tribune *thoroughly*. No wonder even Henry Ford's advertising department considers The Chicago Tribune the greatest and *most indispensable advertising medium*.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Chicago Tribune's 1919 BOOK OF FACTS on Markets and Merchandising will be sent free to any agency, manufacturer or selling organization, if requested on business stationery.

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DIXIE TODAY

If just you could
But take the time
To take the trip
Through Dixieland
Where I have been
For weeks and weeks
And if you could
Size up the towns
And see the stores
And streets and folks
And stay a night
In those hotels
And read the papers
Your eyes would open
As mine have opened
And you would know
As I know now
That Dixieland
No longer sleeps
But is awake

And if you knew
The Dixieland
Of twenty years
Or more ago
And saw the change
In towns and men
In streets and stores
And everything
You'd realize
As I now do
That Dixieland
Is just the place
To sow the seed
Of business big
For big returns
At little cost.
And you would be
As glad you'd made
The trip as I
Am glad I went

Dixie Agriculturally

Think of Dixie agriculturally in millions—many millions of dollars worth of products.

Think of the 1919 crops of Dixie as being the largest in its history—and all oversold, at record breaking prices.

You naturally think of cotton, tobacco and sugar when you think of agricultural Dixie. Think at the same time of corn, wheat, oats, melons, apples, peaches, peanuts, oranges, grape fruit—think, too, of oysters, sheep, hogs and cattle.

Lots and lots of these things—all wanted everywhere—all growing in great profusion, all oversold.

Dixie is great agriculturally—but don't stop there. Think, too, of

Dixie Industrially

Dixie is producing nearly TWO BILLION DOLLARS WORTH OF MANUFACTURED ARTICLES ANNUALLY.

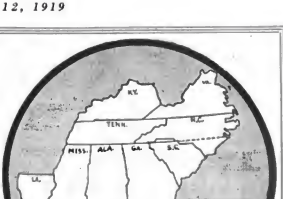
Tobacco, cotton goods, lumber, flour—all manufactured in Dixie, from raw materials grown in Dixie—and sold the world over.

Dixie as a Resort Country

Dixie as a winter resort is a big, big, money enterprise. "Yanks" "Invade" Dixie annually, invade Dixie with money to spend, and Dixie has risen to the occasion and provides ample facilities for the spending of much money.

Dixie's winter resorts are popular, prosperous and produce big business.

Dixie newspapers are producers. Use them right and they will use you right.



The products of the South are rich and varied.

		Net Paid Circulation	2,500 lines	10,000 lines
Birmingham Age-Herald	(M)	23,500	.07	.05
Birmingham Age-Herald	(S)	29,765	.08	.06
*Birmingham Ledger	(E)	28,284	.07	.07
*Birmingham News	(E)	46,521	.08	.08
*Birmingham News	(S)	48,588	.10	.10
*Mobile News Item	(E)	16,700	.05	.05
Mobile Register	(M)	24,453	.05	.05
Mobile Register	(S)	24,738	.06	.06
*Montgomery Advertiser	(M)	21,550	.05	.04
*Montgomery Advertiser	(S)	24,093	.06	.05
FLORIDA				
Jacksonville Metropolis		10,117	.045	.043
Florida Times-Union, Jacksonville	(M&E)	36,423	.06	.06
Pensacola Journal	(M)	5,850	.0172	.0172
Pensacola Journal	(S)	6,087	.0172	.0172
Pensacola News	(E)	5,500	.02	.02
GEORGIA				
Atlanta Georgian	(E)	49,141	.08	.08
Atlanta Sunday American	(S)	92,918	.12	.12
*Augusta Chronicle	(M)	11,672	.03	.03
*Augusta Chronicle	(S)	10,651	.03	.03
Augusta Herald	(E)	17,413	.035	.035
Augusta Herald	(S)	12,812	.035	.035
Columbus Ledger	(E&S)	7,362	.0275	.0275
Macon Telegraph	(M)	22,450	.04	.04
Macon Telegraph	(S)	15,932	.04	.04
Savannah News	(M&E)	26,120	.04	.03
*Savannah Press	(E)	16,558	.04	.04
KENTUCKY				
*Louisville Herald	(M)	52,456		
*Louisville Herald	(S)	48,767		
Paducah News-Democrat	(M&S)	10,672	.0225	.018
LOUISIANA				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.15	.15
*New Orleans Daily States	(E)	54,287	.10	.07
*New Orleans Daily States	(S)	59,594	.09	.07
*New Orleans Item	(E)	77,433	.12	.12
*New Orleans Item	(S)	87,588	.15	.15
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	9,753	.025	.025
Asheville Times	(E)	10,987	.025	.02
Charlotte News	(M&S)	11,306	.03	.025
Charlotte Observer	(M)	19,217	.053	.05
Charlotte Observer	(S)	19,217	.053	.04
†Durham Sun	(E)	5,000	.02	.02
Greensboro Daily News	(M)	18,956	.045	.038
Greensboro Daily News	(S)	22,468	.06	.04
Greensboro Record	(E)	10,852	.045	.035
*Raleigh News and Observer	(M)	20,711	.04	.04
*Raleigh News and Observer	(S)	21,676	.04	.04
Wilmington Dispatch	(M)	8,206	.02	.02
Wilmington Dispatch	(S)	8,206	.02	.02
Winston-Salem Journal	(E)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,040	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,695	.0175	.0175
Charleston American	(M)	7,360	.025	.025
Charleston American	(S)	10,451	.025	.025
*Columbia Record	(E)	13,700	.03	.03
*Columbia Record	(S)	11,796	.03	.03
*Columbia State	(M)	24,614	.05	.05
*Columbia State	(S)	24,060	.05	.05
*Greenville News	(M&S)	10,876	.033	.03
Greenwood Index-Journal		4,864	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	4,548		
Spartanburg Herald	(M)	7,452	.03	.03
Spartanburg Herald	(S)	7,452		
TENNESSEE				
Chattanooga News	(E)	19,849	.035	.04
*Chattanooga Times	(M)	30,406	.06	.06
*Chattanooga Times	(S)	28,968	.06	.06
Knoxville Sentinel	(E)	16,963	.06	.045
*Knoxville Journal-Tribune	(M)	24,838	.06	.045
*Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	82,272	.14	.12
Memphis Commercial Appeal	(S)	83,143	.15	.15
Nashville Banner	(E)	40,590	.07	.07
Nashville Banner	(S)		.08	.06
Nashville Tennessean	(M)	53,780		
Nashville Evening American	(E)	30,240	.06	.06
Sunday Tennessean & American	(S)	53,780		
VIRGINIA				
‡Bristol Herald-Courier	(M&S)	11,694	.04	.04
Danville Register and Bee	(M&E)	10,099	.03	.03
*Newport News Times-Herald	(E)	13,987	.04	.04
*Newport News Daily Press	(M&S)	13,987	.04	.04
Norfolk Ledger-Dispatch	(E)	43,340	.07	.06
Roanoke Times	(M&S)	11,265		
Roanoke World-News	(E)	11,288	.06	.04

Government Statements April 1st, 1919.
*A. B. C. statement, April 1st, 1919.
†Publisher's statement, April 1st, 1919.
‡Includes Bristol, Tenn.

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More than 350 Newspapers are now entitled to this decoration

NEA

Write or wire

The Newspaper Enterprise Association

(A service—not a syndicate)

Cleveland, O.

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Philadelphia

Is the third largest
market in the U.S. for

MOTOR TRUCKS

More than sixteen thousand manufacturing places are busily at work in Philadelphia.

Many big shipyards, foundries, carpet, cloth and hosiery mills, lumber and building material plants, as well as light manufacturing establishments of all kinds are splendid prospects for truck sales.

"Nearly everybody," including "the boss," the traffic man, the shipping clerk and the chauffeur could be reached with the facts about your truck if you advertised in The Bulletin.

Advertising Agents having accounts of this kind invariably choose The Bulletin for reaching the people of Philadelphia.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for May 443,191 *Copies a Day*

No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by "The Bulletin"

EDITOR & PUBLISHER

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James Wright Brown, President; Fenton Dowling, Secretary.

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A NEWSPAPER REPORTER RELEASES TO AMERICA TEXT OF THE ALLIES' TERMS OF PEACE

PREDICT ATTEMPT TO TAX ADVERTISING

Officers of A. A. C. W. Urge Necessity of Ad Men Presenting United Front to Congress, at Portland Convention of Pacific Coast Assn.

[BY TELEGRAPH TO THE EDITOR & PUBLISHER]

PORTLAND, Ore., June 11.—Decision to continue its affiliation with the Associated Advertising Clubs of the World was the outstanding feature of the annual convention of the Pacific Coast Advertising Men's Association, held in Portland, June 8, 9, 10 and 11. The meeting was one of the largest and most spirited in the history of the organization, the attendance from outside Portland, including families of the attending members, being estimated at 2,000.

A large proportion of the delegates had come to the convention prepared to vote to sever relations with the parent organization on the grounds of economy. They remained to decide with practically unanimity that the advantages of membership are more than worth the membership dues. They return to the individual clubs strongly recommending that their status with the larger organization be continued indefinitely.

D'Arcy and Kellogg Win Out

The fight to keep the Pacific Coast Association in the world affiliation was led by William C. D'Arcy, president of the Advertising Clubs of the World, strongly seconded by F. W. Kellogg, publisher of the Los Angeles Express and vice-president of the Pacific Coast organization.

The necessity of advertising men presenting a united front at the present Congress, when it is expected a measure to tax all advertising will be introduced, was urged by Mr. D'Arcy in an address before the convention on Tuesday. Mr. D'Arcy said a delegation from the national organization would appear before Congress armed with statistics to prove that such a tax would be an unjust burden of the consumer and he asked the Pacific Coast men to lend their support.

This argument, and others advanced, convinced a committee appointed by Charles F. Berg, president of the Coast Association, that they should not withdraw from the National Clubs. The committee consisted of W. P. Strandborg, secretary of the association and the president and delegates-at-large of the Member Clubs.

One of the striking addresses of the convention was made on Sunday by Ole Hanson, Seattle's fighting mayor. Mr. Hanson dealt in no gentle terms with

(*Continued on Page 38*)

Frazier Hunt of Chicago Tribune Brings Document from Paris and Presents It to U. S. Senate—President's Wish and Pledge of Secrecy Is Defied and Senate Endorses the Action

THROUGH an action by the Chicago Tribune, what is said to be the exact text of the Peace Treaty, as presented to the German delegates, has been published in the United States in defiance of the expressed wish and policy of President Wilson who, according to Richard V. Oulahan, staff correspondent of the New York Times at Paris, had entered into an agreement with the leading plenipotentaries of the other great powers that the treaty draft should be withheld from publication.

The Principle of "Open Covenants"

Publication of any textual part of the draft is prohibited in the British Isles and France through operations of the censorship. Mr. Oulahan cables that while Lloyd George is blamed in England for this secrecy, President Wilson is "willing to assume full responsibility," taking the ground that the treaty is a confidential document until completed, and that recent and present happenings show that it is still to the formative stage, due to pressure for modifications.

There is no explanation of the President's attitude in view of his original but greatly neglected first principle "open covenants of peace openly arrived at."

The President held that the United States Senate has no right to see the treaty until the official draft was presented to it for ratification. It is admitted that "copies" of the treaty are on sale in Germany and adjacent neutral countries.

Led by United States Senators who are outspokenly opposed to President Wilson's foreign policies, the searching demand for publication of the treaty text, which has continued for weeks at Washington, came to a head when Senator Lodge charged that there had been a "leak," and that he had seen a draft in the possession of a Wall Street financier



Courtesy N. Y. Sun
FRAZIER HUNT

Copyrighted by The Tribune

Mr. Lodge would not name the man, but the "leak" charge grew with the amplifications of other opposition senators until President Wilson cabled Senator Hitchcock, his supporter, to urge that a full senatorial investigation of the "leak" charges be held. This was finally ordered and the leaders of finance in Wall Street, including Messrs. Morgan, Schiff, Lamont, Warburg, Davison and Vanderlip, were ordered subpoenaed to appear before an investigation committee.

In the meantime Frazier Hunt, who had been representing the Chicago Tribune at Paris since the wounding and return home of Floyd Gibbons, turned

(*Continued on Page 24*)

POLACHEK RESIGNS FROM NEW YORK AMERICAN

Victor H. Polachek, publisher of the New York American, has resigned that position and announces that he is retiring from the organization of William Randolph Hearst, of which he has been a member for 21 years.

Mr. Polachek will take a much needed rest as soon as work on which he is now engaged will permit. He says he has made no final plans for the future.

Mr. Polachek has, during his 21 years service with Mr. Hearst, held all editorial positions from copyreader to managing editor, all publication and business office positions from advertising man to publisher and for several years was associated with Mr. Carvalho in the general management of the Hearst publications.

DAILIES SUSPENDED IN TWO CAPITALS

Amazing Strike in Mexico City and Buenos Aires Met by Unionization of Defensive Publishers, Who Defeat the Mexicans

So the newspaper proprietors formed a union. It has happened in Buenos Aires and also in Mexico City. It was a big success in Mexico City in dealing with striking employees and was as the result of a hint conveyed by cable to Buenos Aires. Now Buenos Aires newspaper owners believe they will profit by the suggestion they gave the newspaper proprietors of Mexico City, but their strike is still on.

Buenos Aires is a city of more than 1,500,000 inhabitants and normally reads thirty daily newspapers in many languages. But since late in May, no newspapers have been printed in Buenos Aires and none have been sent in from other cities, so the population has gone back to pioneer days when they waited the arrival of sailing ships to learn what was going on elsewhere.

Remarkable Welfare

Everyone who knows the big newspapers of the world knows La Prensa of Buenos Aires. Its proprietor, or "director general," as he is known there, is Ezequiel P. Paz. He is more than a newspaper owner. In the handsome building La Prensa inhabits, he maintains also as part of the newspaper equipment, a medical surgery bureau, a chemical and agricultural bureau, a legal bureau, a meteorological observatory and such public welfare organizations and also "apartments for distinguished visitors."

Men employed on La Prensa have lived in a golden age. All of them have been wards of the proprietor and his chief object in life, seemingly, has been to make them happy. So, for instance, during each evening, one of his aides

(*Continued on Page 38*)

A. B. C. EXTRA

The edition of Editor & Publisher for June 19, will be a special number specializing the interest in the sixth annual convention of the wide-spread membership of the Audit Bureau of Circulations, scheduled to be held at Chicago June 19 and 20. The matter will be of vital importance to all newspaper publishing and space-buying interests.

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I. C. M. A. CONVENTION CONDEMNS WASTE IN CIRCULATION PRACTICES

99 Per Cent of Members Vote Against "Returns" at Buffalo Meeting—Want to Co-operate with Post Office—"Business from the Shoulder"

(STAFF CORRESPONDENCE.)

BUFFALO, N. Y., June 11.—If any thought lingers in the mind of newspaper publishers anywhere that there is the slightest possibility of a desire for the adoption of old-time methods of waste by any of the circulators of newspapers, the vote following a discussion on returns decided where members of the International Circulation Managers Association, in 21st annual convention in this city, stand on the question. Ninety-nine per nt voted against returns and formally pledged themselves to opposition to y future adoption of the return privilege in any guise whatsoever.

The spirit displayed in the action and the expression of opinions on s score and the members desire to go on record before the newspapers of country have been the outstanding feature of the annual convention, ch comes to a close, with the election of officers and selection of the 1920 eeting place, tomorrow afternoon.

Extend Vote of Thanks to Editor & Publisher

President Joseph R. Taylor in his early remarks, said that publicity for I. C. M. A. interests was very important, and he appreciated the co-operation of EDITOR & PUBLISHER. The members unanimously voted approval of the President's remarks and extended a vote of thanks to this newspaper.

One of the most important factors in the welfare of circulations is service to subscribers, depending upon the mail and express delivery, said J. D. Hardy, Chief Clerk, District No. 9, U. S. Railway Mail Service, brought an encouraging message to the convention about it.

Problems of the Railway Mail Service

In an address, to which the closest attention was paid, Mr. Hardy said:

J. D. Hardy, chief clerk of the U. S. Railway Mail Service at Harrisburg, Pa., presented a paper on the subject of "How to Reduce Complaints to a Minimum."

"The relation of the Railway Mail Service to Circulation Managers of daily newspapers is thoroughly understood by every gentleman present," said Mr. Hardy. "The success or failure of a Circulation Manager can, in a measure, be attributed to local conditions in the Post Office Department, especially the Railway Mail Service in the district in which the daily paper has its circulation. If you could understand the problem of the Railway Mail Service from our standpoint I am sure there would be a more concerted effort on the part of publishers to assist the Post Office Department in remedying the unsatisfactory conditions which exist and over which we have absolutely no control.

Freight Service of First Importance

"During the past two or three years the Post Office Department has been severely criticized for alleged unsatisfactory service conditions, and considerable comment has been made 'upon the breaking down' of the service, and of the inefficient administration of the same. I feel that a frank explanation of some of the causes contributing to conditions complained of should be mentioned at this time.

"You gentlemen, possibly more than any other class of business men, were affected by these conditions as the irregular running of trains resulted in misconnection and complaints of delayed receipt of papers, but with the improved weather conditions, transportation facilities unfortunately did not improve as the increased demands on the railroads on account of the war, necessitated a most radical curtailment of passenger train service in order to provide sufficient equipment and trackage for the more important freight service. Shortly after this nation-wide curtailment of passenger train service the railroad companies, especially those in the East, began to complain bitterly to the Post Office Department of the delay to their passenger trains on account of the handling of large volumes of mail at important junction points, and insisting upon the segregation of certain classes of mail matter from fast passenger trains and the dispatch of the same upon solid mail or mail and express trains. One of the great Eastern railroads went so far as to demand of the Post Office Department, the withdrawal of practically all through mail service from passenger trains, and when such action was opposed by the Post Office Department they revised their train schedules so as to break through connections and therefore, forced the mail onto specially scheduled mail trains, and when this action was not found practicable the railroads refused to hold fast passenger trains for the loading and unloading of mails, ordering trains to depart from stations without mails being loaded or unloaded, and a careful compilation of the number of such cases throughout the United States during a four-week period showed there to be three hundred and sixty-four such cases, in connection with which 230 pourhes and 17,147 sacks of mail were delayed until the arrival of subsequent trains which would accept these mails.



JAMES McKERNAN
President-elect of the I. C. M. A.

"One of the heaviest and most important mail trains of an Eastern system, having a heavy trans-continental connection, was lengthened in schedule three hours between New York and a central western point and a corresponding time to farther western points. All trans-continental mail trains were lengthened, with a result that the schedule time of dispatch from Boston to San Francisco was extended nearly three days. This action by the railroad companies was taken, notwithstanding the fact, that the Government had taken over the operation of the railroads, and that the Post Office Department had vigorously protested such action. The matter of operating mail trains was of great concern to officials of the Railway Mail Service as our service is built upon the theory that heavy trunk line mail trains will make and maintain connections with side line trains at important junction points; and when a heavy through mail train runs so late as to miss these connections the office of every superintendent and chief clerk in the Railway Mail Service is the recipient of complaints of delays to different classes of mail.

Better Co-operation in Future

"At a recent conference in Washington between supervisory officials of different branches of the Post Office Department and representatives of the business organizations, a committee of three was appointed to take up the matter of railroad schedules, with a view of presenting the matter to the Railroad Administration for remedial action, and I have reason to believe that this committee, which will consist of representatives of the Post Office Department and of large business interests, will have sufficient influence with the Railroad Administration to effect desired results. Many Eastern railroads are contemplating the restoration of a great many of the local and through trains on their summer time tables which were withdrawn during the period of the war.

The Department's Policy

"The Post Office Department, for several years past, has realized the necessity for making radical changes in the method of transportation of mails on account of the increased volume of the same and the desire for further expediting the delivery of first-class mail and daily papers. One of the first steps in that direction was the segregating of all second-class mail matter except daily papers from regular mail trains and the dispatch of the same as blue tag mails by freight from office of publication to distant points where they were then reverted into the mails for delivery. This action temporarily caused general complaint from publishers, but the plan was so practicable and has worked out so successfully that I doubt whether the publishers would now desire to return to the former manner of handling their publications.

"This action on the part of the Post Office Department so relieved the conditions in railway post office cars as to permit of the entire effort of postal employes towards the proper distribution of first-class mail and daily papers.

How to Dispatch Papers

"In all of the larger cities the Post Office Department has prepared special schemes for use of publishers, showing the best possible dispatch of their papers to the different post office throughout the United States, indicating train numbers and the time of departure, and at such points where the number of publications and the volume of business was not sufficient to warrant the preparation of such schemes the department has arranged to have the publisher's galley list examined from time to time and keyed up for the best possible dispatch. Ninety-five per cent of all daily papers

(Continued on Page 27)

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DOYEN OF U. S. CORRESPONDENTS HONORED BY BRITISH PRESS

Edward Price Bell of Chicago Daily News in London Given Tribute—"20 Years Ambassador of Understanding Between Great Britain and United States."

By Herbert C. Ridout
London Editor of Editor & Publisher

London, May 12.

EDWARD PRICE BELL was the recipient last week of a tribute banquet by his colleagues of the British press, and the occasion was one of unique character, serving to show how deeply Mr. Bell had succeeded in penetrating the affections of London friends and the high esteem in which the paper he represents so ably, the Chicago Daily News, is held in this country.

Called "Ambassador of Understanding"

Mr. Bell has put up a unique record. For "20 years an ambassador of understanding between Great Britain and the United States" as it was aptly phrased, he is to-day the doyen of the distinguished band of American correspondents in London.

He had no reputation beyond that of being a clever journalist when he came to London twenty years ago, but he has made the British people his particular study, and distinguished himself during the War, by furnishing his paper with a faithful and analytical series of reports upon the British nation and its leaders' attitude in the prosecution of the war, dealing with his subjects sympathetically, without bias, and with a keenness of judgment that won entire approval of all who had the privilege of reading his words.

The Chicago Daily News staff has always been considered a great newspaper force for good both in American journalism and in its support of international cordiality. In London it has always stood for the best in American journalism because it preferred sanity to sensation.

A distinguished company was present to do him honor. J. L. Garvin, of the London Observer, presided, others of the gathering including Lord Burnham, Daily Telegraph; Sir Alfred Mond, M.P.; Gordon Selfridge; R. Newton Crane, chairman, U. S. Navy League; Sir Harry Brittain, Empire Press Union; Robert Donald, H. W. Wile, formerly Daily Mail resident Berlin correspondent; Howard Corbett and Pomeroy Burton, of the Times; James Douglas, London Star; and numerous others of the light and leading in London.

Lord Burnham said that Mr. Bell was a great journalist. All great presidents were great statesmen, and Mr. Bell therefore was a great statesman. All the troubles that had ever arisen between this country and America had been a matter of misunderstanding.

Where there were common characteristics and the solid and indestructible basis of mutual good will on which we had stood from the very beginning only proper interpretation was needed to ensure that all went well between us. Mr. Bell had told the American how to understand us, with all our idiosyncrasies, and taught them how to make the best of us.

We wanted now to exploit the psychological moment that had come to us, and it was men like their guest who could do this with the skill of the trained journalist and the power of the sincere believer. He knew Mr. Bell sufficiently well to be sure that what he had done up to now he would continue to do.

He seconded the suggestion that Mr. Bell might some day come here as Ambassador, but he questioned whether their guest could exercise a wider influence for good than he could at present.



Edward Price Bell

Mr. Bell said that during the twenty years he had cabled and posted some millions of words to American readers. He recalled with pleasure that in all these millions of words there had not been one to stir bitterness in any American heart towards this motherland of the English-speaking race.

On the positive side, he had done everything he could to show what was excellent and powerful in this people, and he felt that while no one man in the world could do more than a little, perhaps something had been done by his mass of words to make the American people understand better than they did the great people of Great Britain.

"I wish to try to project on the screen of your imagination," Mr. Bell continued, "a picture of the world as I see it to-night. On the one hand is the domain of recurrent war. On the other is the domain of perpetual peace. Between these two domains is what I shall call the abyss of domestic civilization.

"In this domain of war are all the peoples of the world; they are crowded very close to the abyss. The domain of peace is uninhabited, sun flooded, full of immense promise and happiness to the human race.

"Across the abyss which is the central feature of my picture, the best brains and the most powerful hands of the world are engaged in constructing a bridge, the most ambitious attempt in political engineering that history has known.

"It is a shadowy thing yet. But when I went to witness the surrender of the German fleet I remember that I looked at the great bridge across the Firth of Forth, and when I first saw it in dim light I thought it might slip away at any moment. The next day, however, after seeing a marvelous maritime spectacle, I again saw the bridge in clear air and sunlight. I watched two trains rushing across it in opposite directions, and I could not observe the slightest tremor in the whole gigantic structure. I hope and believe the great piece of political engineering of which I have spoken may some day not be clouded, but may be a solid thing—so solid that it will support the migration of the world from the domain of recurrent war to the beautiful domain of perpetual peace.

Basis of Peace

"This is a time in the history of the world when the man in the street has come in off the street. He has come into the council chambers of the world, and has laid his powerful hands on the wheel of national and international affairs. As a very humble representative of the people I would like to say something to the statesmen and publicists and journalists and peoples of Britain and America.

"I would like to say to them that there is one primary inscriptable and immutable principle to which they should cling at all times, and it is this, that in no circumstances whatever shall there be any quarrel between these two peoples. The great suspension bridge that the world is doing its utmost to build from the best material that can be provided must rest on two piers. I speak with the utmost possible respect for the people of the world, but one of those piers is the land power, sea power, intellectual and moral power of Great Britain and the British Empire, and the other is the same power of the American Republic."

Another tribute to the high position gained by Edward Price Bell in British journalistic circles is the fact that the Sunday Graphic devoted a whole column to an interview with Mr. Bell, telling the story of his search for truth in news. This is Mr. Bell's story:

"My career here (in London) dates from February, 1900. I came into this city at that time an utter stranger. I did not know a living soul in the place. I started out to try to get into touch with news sources, and my career here has been an unceasing fight to get the news and to penetrate the minds of persons who are doing the really vital things.

"During the war we made very considerable progress in overcoming official reticence. We broke down barriers to a very considerable extent. American correspondents, especially during the later years of the war, were taken quite freely into the confidence of public men, and as a result we were able to give to American readers, if not a complete at any rate a very vivid idea of some of the very great things that were being done by the British people in the war.

"I think that this work did more than anything to counteract the pro-German agitation in the United States.

"I am hopeful that the barriers which have thus been broken down will never be put up again against American journalists.

"In all our experiences during the

(*Continued on Page* 34)

BIG CROWD EXPECTED AT A. B. C. MEETING

Fifth Annual Convention Opens at Chicago, June 19, with Divisional Meetings—General Session and Dinner on Following Day

Chicago, June 11.—All is in readiness for the sixth annual convention and its fifth anniversary of the foundation of the Audit Bureau of Circulations, to be held at La Salle Hotel June 19 and 20.

June 19th will be devoted to Divisional Committee meetings. The convention will open at 10 a. m., June 20th. The annual dinner that evening will be a sumptuous affair.

Every convention of the bureau has been increasingly important to advertisers, advertising agents and publishers, but this meeting will be perhaps the most important in its history. The bureau has made steady progress in the past five years. Through the devotion of leaders in the advertising and publishing world, a great institution has been established.

Among the most important topics to be considered is the revised by-laws. These revisions are the result of six months' work of legal advisers, the officers and the Board of Directors. They have been endorsed by a majority vote of Class A members, in accordance with the requirements of the existing by-laws, and will now be placed before the membership for ratification.

These new by-laws, if adapted by the convention, will establish the principles on which the bureau will operate in the future. The changes are not serious and are believed to be an improvement.

The present members of the Board of Directors whose terms expire at this meeting, and who will be re-appointed or whose successors will be named, are:

Advertisers—
Mr. George W. Cushing,
Hudson Motor Car Company, Detroit, Mich.
Mr. W. Laughlin,
Armour and Company, Chicago, Ill.
Mr. F. R. Davis,
General Electric Company, Schenectady, N. Y.
Mr. H. Squier,
Palmer Brewing Company, Milwaukee, Wis.
Mr. L. B. Jones,
Eastman Kodak Company, Rochester, N. Y.
Mr. B. H. Bramble,
Canadian Chewing Gum Company, Ltd., Toronto, Ont.

Advertising Agents—
Mr. J. W. Erickson,
The Erickson Company, New York, N. Y.
Mr. P. V. Troup,
Lord and Thomas, Chicago (one year).

Publishers—Newspapers—
Mr. W. A. Strong,
The Daily News, Chicago, Ill.

Magazines—
Mr. F. W. Stone,
The American Review of Reviews, New York, N. Y.

Farm Papers—
Mr. Herbert A. Whitney,
The Phelps Publishing Company, Springfield, Mass.

Business Publications—
Mr. E. T. Howson,
Power Plant Engineering, Chicago, Ill.

A large attendance is expected at the convention.

No proxies will be recorded after the opening at 10 a. m. Friday.

Manchester Greets America

The New York Times on Wednesday carried a two-page advertisement of Manchester, England, setting forth the great commercial importance of the Manchester Ship Canal and bearing greetings from the business men of that city to Americans. This advertisement is epochal, indicating the advent of international advertising of the kind foreshadowed in the recent International Number of Editor & Publisher.

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N. Y. WORLD'S NOTABLE FEAT IN PRINTING OCEAN-FLIGHT STORIES

Had to Overcome Many Obstacles to Contract With Navy Officer Flyers and Succeeded—Accounts Otherwise Might Never Have Been Made Public

ONE of the really notable journalistic achievements of recent years was that of the New York World in obtaining from the commanders of the Navy's three transatlantic seaplanes, Commander John H. Towers, Lieut.-Commander Albert Cushing Read, and Lieut.-Commander Patrick N. L. Bellinger, their own stories of the flights.

Quite apart from their supreme news interest, the narratives are of immense historic value and threw highly valuable light on problems of aerial navigation encountered in these record-breaking cruises which, but for the World's enterprise in eliciting the accounts, in all likelihood never would have reached the public.

World Had to Overcome Many Obstacles

There were many reasons for doubting, before the attempt was made, that any measure of success would crown an effort to induce the three commanders to turn reporters for any single newspaper. For weeks before the take-off from Rockaway the Navy Department had laid obstacles in the paths of the newspaper men assigned to follow preparations for the flight.

It seemed as if a decision had been reached to adhere to a policy of secrecy until the flight had either been negotiated or had failed. In addition, the three commanders are Navy officers, and it was impossible at any moment to entertain a hope that they would risk sending a story to a newspaper without full and complete permission from their superiors.

Contracts Finally Closed

Nevertheless, undeterred by these considerations, the World set out to accomplish the great journalistic beat and, as everybody knows now, was successful. Until a few days before the actual start from Rockaway Naval Air Station, Commander Towers was the only officer whose name was officially identified with the flight plans, and it was by no means certain that he would be aboard one of the flying boats.

Nevertheless before the personnel of the crews was formally announced the World had entered into contracts with both Commander Towers and Lieut.-Commander Bellinger to furnish accounts of the flight, thereby exhibiting the prescience which had enabled that newspaper to publish the names of five out of the six pilots several days before Washington permitted release of the names.

When that announcement came it revealed that the World was covered on two of the three planes, and in both by the commanders, the men best fitted to furnish the sort of stories wanted, because their positions demanded familiarity with every detail of the cruises. Lieut.-Commander Read, skipper of the NC-4, was as yet unsigned. The different possibilities of the situation included that all planes might get across, that all might fail, or that any one or two would suceeed.

Every Eventuality Assured

The contract with Commander Read, which was entered into without delay after the official announcement of his selection, gave absolute insurance that every angle and every eventuality of the flight would be adequately covered. The management of the World could then rest in easy confidence that not only would no other newspaper have better stories, but that none could have any equalling its own in authority.

The outcome of these far-sighted arrangements has already been adequately emphasized by the quality of their returns. The stories, sent back while they were still news and printed in installments in the World, formed in their entirety such an adventure romance of air and sea as had never before seen the light of print. They transcended infinitely in both interest and value the reports of trained newspaper men following the flight because they were the actual experiences and observations of participants in the great adventure, set down while those observations and experiences were fresh in memory.

They touched on innumerable phases of the flight newspaper writers would not have thought of asking about.

Read's Story Will Live Long

Lieut.-Commander Read's narrative of the successful flight of the NC-4 was of particular interest by reason of its fulness and comprehension of what the public wanted to know. His straightforward fact story will live many a day without a rival.

Read's complete story was told in five articles, totaling altogether about 12,000 words. Characteristically, his first came from the Azores, after he had successfully concluded the most difficult part of the task assigned him.

It told of the flight from Trepassey to Horta. Not until later did he relate the discouraging experiences of the NC-4 on the first leg of the cruise, when, storm-bound at Chatham, Mass., it looked as if the other planes would leave Newfoundland before Read's ship could reach there. His well rounded narrative concluded with a description of the flight to Plymouth, England, and observations of great value based on the experiences the writer underwent.

The Flight, Step by Step

Towers and Bellinger each contributed three articles to the history of the flight, following it step by step. Although both met with wreck, they lived up to their agreements to tell their stories, which are straightforward, and accounts of misadventure in fog near the Azores will live as permanent contributions to the history of aviation.

The total word count of the printed stories—upward of 20,000—convey an idea of the "never mind the expense" spirit of the World in obtaining these great features. The cable companies did their bit, straining every nerve to expedite the dispatches in the face of great difficulties by reason of pressure of other business.

In this connection it is of interest to note that all of the proceeds of their journalistic work went to the writers themselves, although the articles were syndicated through the World. The provision that the aviators should reap the financial reward of their stories was written into the contracts by the World.

MADE WAR MATERIAL—THEN USED IT AS AVIATOR IN OVERSEAS SERVICE

Everyone recalls the featuring of the Hamilton watch as the "railroad timekeeper of America" in the early years of the advertising of the Hamilton Watch Company of Lancaster, Pa., and it is interesting to know that many of the most forceful pieces of this kind of



R. E. Miller

copy were written by Robert E. Miller, the present advertising manager, when he was a "green hand" at advertising and just out of college.

When the world war started, Mr. Miller was secretary and general manager of the Hamilton Corporation, a subsidiary of the Hamilton Watch Company, organized for the purpose of constructing timers, and distance measuring instruments.

Much of the material turned out by the new corporation was turned over to the War and Navy Departments of the Government and finally Mr. Miller decided that instead of merely manufacturing such instruments for the Government, he would use them, himself in Government service. So he voluntarily enlisted in the aviation service as a private in June, 1918.

Upon graduation at an aviation school, he received a lieutenant's commission, spent six weeks at an aviation camp in Texas, and went overseas where he was in service for six months in France in the A. E. F. Now he has returned to civil life and his duties in connection with the Hamilton Watch Company and the Hamilton Corporation.

He is 27 years old, is married, and has a son.

ONE DAILY LEFT IN MARSHALL

Evening Chronicle Absorbs News-Statesman—Moses & Son, Publishers

MARSHALL, Mich., June 11.—The Evening Chronicle has absorbed the News-Statesman, the latter being discontinued June 14, leaving the Chronicle the only paper in the field. Six years ago there were three dailies and three weeklies. The Evening Chronicle has just ordered new equipment. H. D. Lansing and D. W. Knickerbocker were publishers of the News-Statesman until the death of the latter a month ago. The Chronicle is published by J. M. Moses & Son. The Chronicle will be represented in the east by Payne, Burns & Smith, Inc., and in the west by G. Logan Payne Co.

N. Y. Globe Opens Chicago Office

The New York Globe has decided to open an office in Chicago, in charge of John Hunter, to represent the paper direct in the matter of foreign advertising. Richard S. Wood has been placed in charge of foreign advertising in the territory east of Buffalo and Pittsburgh, at the same time retaining charge of the Globe's food department.

TEXANS TESTIFY FOR CHICAGO TRIBUNE

Testimony for Defence in Ford Libel Suit Shows Reign of Terror Along Rio Grande at Time Editorial Was Printed

The presentation of the direct testimony of the plaintiff in the libel suit of Henry Ford against the Chicago Tribune, at Mt. Clemens, Mich., was completed June 5, and witnesses for the defence called on June 6.

Counsel for Mr. Ford made an effort to substantiate charges of bias on the part of the Tribune because of private interests and "pro-German leanings." Mr. Ford's embarkation in the tractor business was assigned as a reason for hostility to him on the part of the International Harvester Company. After hearing testimony along this line, Judge Tucker ruled that the relationship of the McCormicks of the Harvester Company and the McCormicks of the Tribune was so remote that it gave only dubious indications of having affected the policy of the newspaper.

Attorney Weymouth Kirkland, for the Tribune, stated that the witnesses called from their homes on the Texas border would be the last heard, as they had made great sacrifices to be present at the trial. He announced that a serial story would be unfolded by these witnesses, showing a state of terror all along the border at the time the Tribune was urging the protection of our citizens by armed intervention in Mexico, Under Secretary Lansing.

Judge Tucker having ruled that the defense might introduce testimony to show actual conditions along the border, the first witnesses upon the Tribune to show that the writer of the famous editorial had such knowledge in a general way at the time the editorial was written, the leading witnesses were called to the stand at the Friday session. The first of these witnesses was Mrs. Austin, of Sebastian, Texas, whose husband and son were killed by Mexican raiders on their ranch, thirty miles north of the Rio Grande, on August 6, 1915.

Other Texas witnesses who have been heard have related stories of terrorism, involving killings of our citizens by bands of Mexican bandits, and of plans for the invasion of the United States by the Villistas. It was proposed to retake Texas, New Mexico and Arizona. Papers and maps had been captured and turned over to our military authorities, and steps taken by them to frustrate raids.

German guns and munitions, seized from Mexicans, were shown in the court. The Tribune attorneys contend that these atrocities forming so black a chapter of American history, could have been avoided had troops been sent to the border in time to control the situation. They contend also that Mr. Ford worked to prevent troops being sent.

At the Tuesday session, Norman Walker, for twelve years an El Paso newspaper man and since 1916 Associated Press correspondent in El Paso, narrated his experiences and observations of border conditions. He told of the killing of many El Paso people by stray bullets at the time Villa captured Juarez from the Federals. Many families removed from the city, which was a danger zone, and business houses were put in a state of armed defense against the possibilities of raids.

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ROY W. HOWARD TELLS HOW NEWS OF AMERICA IS RELISHED ABROAD

United Press Executive Saw Desolation in Germany—France and England Are Rapidly Reconstructing—Proper Exchange of Press Intelligence Basic Aid to World Understanding

RETURNING from a three months' European business trip, Roy W. Howard, chief executive of the United Press Associations, tells EDITOR & PUBLISHER that the appetite abroad for American news has tremendously increased and that there is every evidence that American importation of foreign news will continue in the present vast volume after the signing of the peace treaty.

News as an Aid to International Peace

"The intimate relationship of the Allies during the war and the conspicuous part played by America in the struggle has created a popular interest in press intelligence on both sides of the Atlantic which shows no sign of abatement and if cultivated properly by the established news agencies and the newspapers will mean much to give enduring stability to the permanent peace movement," he said. "The cables are overtaxed and there is a strong demand for the partial use of Government wireless to relieve the congestion.

Expanding Service

"The ground work has been laid for an understanding among peoples of all nations which is indispensable to the success of international good will, no matter what form covenants to perpetuate peace may take. Broadly speaking, I believe it is true that the future service of the world press as a fundamental requirement of world understanding, is recognized generally by newspaper men, but it does not yet seem to have taken strong hold with many of the leaders of governments. It is a fact, however, that the war has given the diplomatic world a new vision of the power of the press in all international relations. The most immediate response to this knowledge is the activity of several of the nations to venture into the realm of press agentry, with paid representatives issuing propaganda in various forms of publicity.

"The United Press is making important extensions to its European service. Rather than decreasing personnel we have enlarged the foreign staff, in instances doubling the forces. United Press dispatches are now appearing regularly in newspapers of England and France and this foreign use of our service promises to progress rapidly, blazing the trail for American-produced news in Europe, much as the United Press opened the way for this product in South America three years ago.

Miseries of Germany

"While abroad I visited Germany, England and France. Life seems very desolate in Germany. The principal streets of Berlin, once so gay and reckless, now seem as listless and deserted as Broadway of an early Sunday morning. Women and children show the war strain that existed at home. They look thin, often emaciated, and their soberness speaks volumes. Militarism is most certainly crushed in Germany. Once the animating spirit of all classes of people, it is now a thing despised. You seen a German soldier slouching on his gun, his cap pulled down over his eyes, his uniform shapeless, puffing a cigarette. Discipline, once his god, has gone out of him, and no one minds.

"Insofar as Government exists, its personnel is made up chiefly of remnants of the Kaiser's old bureaucrats, trying to feign a new philosophy, trying to explain away the dealings of fate, trying to conceal their true motives till the present hurricane of national disappointment, shame and regret has swept by. Germans of intelligence and affairs with whom I talked seemed to feel that the next phase of Government would come through action by the moderate Socialists. I found that capitalists were not averse to a real test of Government by these moderates, whose objects are more national than international and whose scheme is constructive rather than one tending in any way to the bitter radicalism sweeping from the north. But the future of Germany is not to be predicted by any man. On every hand there one finds the opinion that the terms of the peace treaty, if accepted, will leave Germany impotent and futile through two generations at least.

"Industry, except agriculture, is prostrate. One sees great manufacturing plants idle and abandoned. To sustain life the people are in the fields raising crops.

French and English Press

"France is reconstructing somewhat slowly, but the determination of the people to re-establish their fortunes and rebuild their country seems fixed. The newspapers appear to be making headway, gradually increasing in size and, in general, overcoming the retrenchment and embarrassments of war times. Life goes on in Paris much as usual. The center of all interest lies in the peace conference. The political elements are feverish, and great developments are looked for after the signing of the treaty.

"In England I was interested in the rapid growth in importance and popularity of the evening newspapers. They have gained ascendancy in circulation and they are in many ways the more enterprising and progressive of the newspapers. England is reaching out for trade. She is greatly in need of raw materials. Her transformation to the terms of peace has been rapid. The people appear anxious to clear their minds of memories of war tragedies and resume normal thought and action."

Preparing for Canadian Loan

OTTAWA, Ont., June 10.—Canadian newspapers are beginning to line things up for the Spring Peace Loan flotation, which will be made in the autumn. Each of the previous Government loans exceeded its predecessor in advertising lineage, and it is expected that the next one will set up a new high record.

Columbia Honors E. P. Mitchell

Edward Page Mitchell, editor-in-chief of the New York Sun, has been honored by Columbia University with the degree of Litt.D.

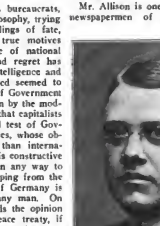
ALLISON JOINS RECORD IN FORT WORTH

Popular Southerner Resigns as Publisher of Nashville Tennessean & American to Become Vice-President and Manager of Texas Newspaper

[SPECIAL CORRESPONDENCE]

FORT WORTH, Tex., June 11.—James H. Allison, publisher of the Nashville Tennessean and American and vice-president of the Southern Newspaper Publishers' Association, has come to Forth Worth as vice-president and general manager of the Fort Worth Record.

Mr. Allison is one of the best-known newspapermen of the South. Two



JAMES H. ALLISON.

years ago the publishers of the Fort Worth Record were seeking a man to put the paper on its feet. A proposal was made to Mr. Allison. He declined, and said that the man for the job was W. H. Bagley. Mr. Bagley's services were secured. Today the Record is a financial success; Mr. Bagley owns all of the stock in it, and Mr. Allison now comes in as his partner, the understanding here being that he is to take up one-third ownership.

Comes as Partner

"Jim Allison is coming here as my partner," said Mr. Bagley. "He is among the noblest of men, and there is no more capable newspaper executive in this country. Fort Worth, growing by leaps and bounds, offers him an excellent opportunity, and he will make his service felt for this community. The Record has made a notable business gain during the past year, something over 100 per cent in advertising. Texas is booming as never before."

In a public announcement, Mr. Bagley bespoke for his associate "the same kindly consideration and generous co-operation that has been shown me by the people of Fort Worth and Texas."

Mr. Allison is a native of Ohio. At the age of 12 he was selling papers on the streets of Columbus. A few years later he held a responsible position in the office of the Columbus Dispatch. He became superintendent of newsboys, and was later given a place in the circulation department. Then followed the transfer to the reportorial department, which did not appeal to him, and he returned to the business office of the Dispatch. He then joined the National Stockman and Farmer at Pittsburg, where he remained until Nov. 1, 1911, when he joined the Nashville Tennessean and American and rose rapidly.

Press Is Untouched By the Strike of Keymen

Leased Wire Operators Not Involved and Special Service Seems Normal During First Day

The nation-wide strikes of telegraph operators, which began yesterday, caused no interruption of news service, so far as could be learned, in any part of the country. The Western Union, the Postal Telegraph Company, and the American Telegraph and Telephone Company, and a number of small telegraph companies all accepted messages and delivered them promptly without marking them "subject to delay," and if newspaper editors had not read their own papers, they would not have known a twenty-four hours after the strike had begun that a strike was on.

Western Union officials said that only a few of their operators were members of the Commercial Telegraphers' Union of America and that business over their lines would not be materially affected. Issues involved in the strike include the right to organize and bargain collectively, wages and working conditions. Leased wire operators are not involved in the strike, but President Konenkamp, of the Union, said they might be called out to enforce the demands made by the commercial men.

CANADIAN EDITORS KNIGHTED

Generals Morrison and Watson Win Honor for War Services

MONTREAL, June 11.—Another Canadian newspaperman, in the person of Gen. D. W. B. Morrison, has been knighted as a result of the services rendered during the war. Sir E. W. B. Morrison, who went overseas with the first Canadian Contingent in 1914, had been editor of the Ottawa Citizen. He went over as a Colonel, won promotion and decorations and ended up by being in charge of all the Canadian artillery. General Morrison also served through the South African War, where he won medals and promotion. He is the second Canadian newspaper man to be knighted because of his war work: a few days ago, General Watson, of the Quebec Chronicle, was made Sir David.

BIG BOOM IN AUSTRALIA

T. H. Grosier Here to Buy Machinery and to Meet Demands

Among the many foreign newspapermen who were in New York this week, many in quest of machinery and equipment supplies, was Thomas H. Grosier, the mechanical superintendent of the Sydney Morning Herald, of Sydney, Australia. He reported a tremendous business revival in Australia, with remarkable prosperity among the newspapers. Advertising, he said, was booming there on about the same scale as in the United States. Mr. Grosier was in the United States to negotiate for the purchase of additional presses for his great newspaper.

Sunday Telegram Five Cents

The New York Sunday Evening Telegram has raised its price from three to five cents a copy.

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JOURNALISM IS TORCH OF PROGRESS IN PAN-AMERICANISM

Herbert Houston Urges Formation of Committee Representing Each Country to Stamp Out Propaganda Inimical to Democratic Institutions—Praises U. S. News Services

WASHINGTON, June 6.—The importance of the unrestricted interchange of news and views and of the correct understanding and use of advertising in the future relations between North and South Americas was a subject in the forefront of the program of discussions at the Pan-American Commercial Congress, which closed here yesterday. In particular the address of Herbert S. Houston of New York stressed the necessity for better press and advertising understanding.

He proposed that a committee of journalists, to be made up of two from each country representing the Pan-American Union, be appointed by the Congress, to be known as the Vigilance Committee on Democratic Information, and to serve under the general direction of the Pan-American Union as an agency to detect and to reveal any propaganda that is a menace to democratic institutions and to the peace and prosperity of the republics of North and South America."

Giving Far Greater Breadth of Knowledge

During his address, entitled "Pan-American Journalism as the Torch of Progress," Mr. Houston said:

"The Pan-American press as the great torch of news has recently had its light vastly increased by the enterprise of the Associated Press and the United Press, in enlarging their news service between the continents.

"The importance of this enlarged service is incalculable. It means better understanding and greater friendship. The light bearers who have brought this to pass, Melville Stone of the Associated Press and Roy Howard of the United Press, deserve not merely unstinted thanks, but substantial and generous financial support, for they are building for Pan-American good will the only foundation on which it can survive and grow— that of a common understanding.

Praises "U. P." and "A. P."

"It is now possible, for the first time, to weave between these republics those bonds of knowledge that are sure to become the bonds of peace and enduring friendship.

"In their country great journals like the New York Sun, the New York Herald, the Philadelphia Public Ledger have opened special sections for the presentation of news and feature articles on the Latin-American Republics.

"These more elaborate articles, supplementing the news that is coming daily by cable, are giving to this country a greater breadth of knowledge of the interests, the hopes, the progress of Latin America than we have ever had before. And the journals of South America and of Cuba are even more enterprising, for they are marching our journals by giving even more attention to North American news than we give to South American, and they also carry on in this country and in Europe educational campaigns in regard to their respective countries.

Opinion Hampered in Past

"It is often invidious to mention names, where so many are deserving of praise, but the work being done by the Journal de Commercio of Rio de Janeiro, by La Nacion and La Prensa of Buenos Aires, by El Mercurio of Santiago, and by El Mundo of Havana is deserving of particular notice.

"This recent and great growth in the amount of news circulating between the continents has given fresh importance to the second distinctive service of the press, that of being a torch to illumine. In times past this torch has not always held a strong, clear light. And the reason has been that opinion has not been based on full and accurate knowledge. Happily this is fast being corrected through the cable and special news services to which reference has been made.

"And it will be still further corrected if insidious propaganda can be checked through a strong committee of journalists operating under the general guidance of the Pan-American Union. That is a means right at hand that can turn on such propaganda a 'pitiless publicity,' both through the torch of news and the torch of opinion.

"In the three-fold power to give light to each other, it is essential that news and opinion be sufficiently comprehensive to present a well-balanced and accurate picture of the spirit, the activities and the whole broad life of the people dwelling in them. Otherwise the picture is incomplete and, therefore inaccurate it may be in some respects, the total impression will lack proportion and focus.

Advertising Important

"In interpreting these two continents, through news, opinion and advertising, that is the thesis of this address, there remains to be considered the luminous quality of the torch of advertising.

"In both North and South America, the power of advertising has come to be one of the most potent forces in business. It is being studied and analyzed as never before, to the end that it may perform with the greatest economy and efficiency the work it has to do in the world.

"And a number of deductions from experience have been crystallized into sound practice. For example, it is generally agreed that advertising, like all business, must rest on truth— and that, therefore, it must be guided and governed by truth. A great international advertising organization has taken form in recent years, called the Associated Advertising Clubs of the World, and the one word, Truth, is its motto and symbol.

"And in this country it has been responsible for placing honest advertising laws on the statute books of 35 states, and it has done much to standardize advertising practice.

"For one thing, the journalists of Latin America will learn how seriously the publishers and business men in this country look upon advertising and how jealously they guard its good name. In this connection it would increase both friendship and trade between the continents if the few export manufacturers in the United States who are careless both of their country's reputation and their own, should be made known to publishers so that they might be denied advertising space in which they could offer their goods for sale.

"The torch of advertising should be lighted with truth, and the publishers of Pan-America owe it to themselves, to their readers and to their countries to see to it that this is done."

Frank B. Noyes, president of the Associated Press, told the Pan-American Conference to-day the exchange of "the unsubsidized and unbiased news" between the North and South American continents, now being brought about by the membership of South American newspapers in the organization, would be "more effectual in cultivating and maintaining the relations of friendship and affection that should exist between the two continents of this hemisphere than all propaganda that could be fed out by all the publicity agents that could be put to work.

Making People Know Each Other

"We are making peoples know each other, know each other's habits, know each other's likes and dislikes, virtues and foibles."

A pledge that no expense would be spared to create a cable service between the United States, Central and South America that would be the equal of any in the world was made by John L. Merrill, president of the All-America Cables. Mr. Merrill said that his company had duplicated by the services of the three Americas 20,000 miles of cables and land lines and that extensions now under way or planned would bring the total to 30,000.

The first extension to be completed will be to Uruguay and Brazil. Later one cable will be run from Rio de Janeiro to Buenos Aires.

A. C. Pearson of the Dry Goods Economist, president of the Associated Business Papers, Inc., New York, was a speaker on "How the Business Press Serves Industry." He said in part:

"The success of the trade between our respective countries will depend on the knowledge we have of the market and the requirements of our customers, wherever they may be. This information can be obtained primarily by the business press and there is every indication that the publications are thoroughly alive to the responsibility which they owe their industry as well as their country."

MAY START DAILY TRADE PAPER

Said to Be Planned in Chicago for Clothing Industry

CHICAGO, June 10.—It is reported that a group of manufacturers in the women's and children's ready-to-wear clothing field are about to start a daily trade newspaper, to run 12 pages or more, edited under the supervision of a special publication board. More than $40,000 is said already to have been pledged toward financing the paper, which probably will be published here, although some of the principal backers are New York men. Hitherto the only daily newspaper in this field has been Women's Wear, of New York city.

Picturing Tacoma of Old

"Turning Back Life's Pages for Tacomans" is the title of a feature on the Tacoma Ledger which is now starting on its third month. Pictures of Tacomans, taken in their youth, are reproduced, accompanied by a few lines telling of their ambitions at that time. This feature has created such interest that each day's mail brings forth some picture of a Tacoman, taken from 30 to 50 years ago.

JOHN C. COOK APPOINTED MANAGER JOURNAL OF COMMERCE.

The position of business manager of the New York Journal of Commerce, left vacant by the recent death of Edward Payson Call, has been filled by the appointment of John C. Cook, who assumed his new duties June 9. Since last November, Mr. Cook had been in charge



JOHN C. COOK

of foreign advertising for the New York Herald, Evening Telegram and Paris Herald.

Mr. Cook has been long engaged in executive work for New York daily newspapers, and until 1916 for thirteen years treasurer and business manager of the New York Evening Mail. He retired from daily newspaper work at that time to engage in trade journalism, returning to his old field of activity again, with the Herald, last November.

After "breaking in" on the Philadelphia Press, Mr. Cook came to New York in the early nineties and was for a time advertising manager for John Wanamaker. From that he became advertising manager of the New York Evening Post, when the late E. P. Call was its business manager. Several years later he became business manager of the Evening Mail, with which he remained until the paper passed to the ownership of Dr. E. A. Rumely.

For a number of years Mr. Cook was chairman of banquet committees at A. N. P. A. conventions, some of the best dinners in the history of the organization having been arranged under his direction.

FIRST AD AGENCY IN WICHITA

A. B. Russell Leaving Colorado Springs to Enter Own Business

WICHITA, Kan., June 10.—Allen B. Russell for several years manager of the copy and service departments of the Fawcett Advertising Agency of Colorado Springs, will leave his present connections July 1 to establish the Russell Advertising Agency at Wichita.

It will be the endeavor of this new agency to develop national and semi-national advertising in this field, from which already, several quite large and prominent accounts originate. Mr. Russell has had in addition to his agency work a wide mercantile and department store experience.

FOUR ARMY ADS OUT TO 200 NEWSPAPERS

Good Copy but Promoters Resort to Press Agentry and Assume Usual Pose of "Publicity Experts," Discrediting Fine Enterprise

Four pieces of copy are out in the U. S. Army advertising campaign for recruits.

This campaign, which is limited to the two last weeks in June, is the direct result of the revelation by Estrow & Putzstuck of an existing enabling statute, as published in this journal on April 10.

As confusion exists in advertising circles as to the origin of this newspaper advertising campaign, in the name of accuracy it may be well to state that the Morale Section of the Army originally figured on a poster campaign, with $50,000 appropriation for such printing in New York, and that this schedule was suspended when the enabling statute was pointed out, and high army officials were appraised of the plan to advertise without consideration of the newspapers.

The four pieces of advertising, which are being placed exclusively by Frank Seaman, Inc., are to appear in all English language daily newspapers in cities where recruiting stations are located. There are more than 200 such newspapers in 56 cities. The schedule shows two full pages and two pieces of 1,100 lines.

What Ads Are Like

The first advertisement, scheduled for the week of June 15, is a full-page displaying the line, "50,000 Men Wanted for Immediate Service in France and on the Rhine." The terms and conditions of enlistment are made plain and the advertisement is linked up with the local recruiting offices.

The second advertisement, scheduled also for the week of the 15th, is 1,100 lines, and shows a drawing of Uncle Sam pointing the prospective recruit to the land of opportunity for service overseas, and says: "Serve on the Rhine—NOW, in the A. E. F." The terms are particularized. The seal of the War Department is shown.

The same stre appears in the advertisement scheduled for the week of June 22. This plays up "good pay," "foreign service" and "free education."

The fourth advertisement, also to be run during the week of June 22, is a full page and gives "ten of the many reasons why the United States Army is your opportunity." This is lively copy.

The advertisements are fairly well prepared and should pull.

Sad Press Agenting

Rather pathetically, to those who stick by ethical standards in season and out, those promoting this Government advertising campaign could not resist the temptation to do a press agenting job along with it, assuming as usual that newspaper editors have to be stirred to action by the "publicity expert," and also that a dollar spent in space advertising means several additional dollars in value through free reading notices. Assuming, also, further, that this attractive advertising could not be depended upon to yield its natural result.

So, along with the advertising, goes one of those dismal "campaign bulletins," intended to show editors just what to print in news columns, cartoons, boxed statements and, oh, to be sure, editorial columns. The reading notices are laid out for numerical release. Elsie Janis among others is interviewed on "the Army as a Steady Job." Some of the recent public writings of Secretary of War Baker, obviously without his consent, are reproduced in near-signed statement style. Just had to do all of these things, even to the old familiar set of instructions as to the best way to treat a newspaper reporter to get space out of him.

Barring this pathetic little device for double or triple measure per line the campaign looks favorable, the only fellow seeming to tremble for its success being the "campaigner" who is telling editors just what to do to make the thing go. No one in the news business has really missed the importance of a nation-wide army recruiting campaign, city editors have it on their schedules for the month everywhere, advertising men know that there is a real responsibility behind this first big venture of the Government in space advertising, and editorial writers might reasonably be expected to be moved to discuss the matter, unless scared off by the canned editorials which are being sent out by the press agents, unmindful of the indignity of the operation.

For Goodness' Sake

This little "flier" in Government advertising in newspapers, to cost Uncle Sam $186,000, appears to be looked upon by some of the advertising men concerned as an experiment of rather fearful portent. That is, they are urging the newspapers to for-goodness-sake get behind and push no Government official may ever say that Uncle Sam didn't get his money's worth and so that future campaigns may flow.

The ordinary cost of recruiting a soldier for the U. S. Army, as regards advertising, has been between $18 and $19 per recruit. If the present campaign brings in only 10,000 or 12,000 men, on the ordinary army routine, Uncle Sam would not be out of pocket. But, as a matter of fact, efficient newspaper advertising, unaugmented by press agentry, may be expected to yield a result many times more economical than the poster and card methods of the past. If anyone has promoted the War Department the moon now is a good time to mention the fact that the moon is not within reach of even newspaper advertising.

It is true that the time set for the campaign is very short, and there is some wonder why this is so, there being no crucial reason apparent.

Newspaper advertising for this Government purpose will deliver as usual, if army officers at recruiting stations are on their toes to take advantage of the "business," and editorial men will see and print whatever news there is in it, also as usual.

It is not reasonable that the War Department or any Government official expects two dollars in value for one dollar spent.

Appleget Speaks to Soldiers

SAN ANTONIO, Tex., June 10.—That the war could not have been won without the assistance of the newspapers of the United States, was the declaration of Fred B. Appleget, newly appointed associate executive secretary of the Southern Department of the Army Y. M. C. A., in a recent address to the soldiers in Camp Travis.

Munro Rejoins Toronto Globe

TORONTO, June 9.—Ross Munro, recently managing editor of the Ottawa Journal, has rejoined the staff of the Toronto Globe as associate news editor.

NEWSPAPER SERVICE EARNS DIVIDENDS

Western Advertising Manager Tells How His Paper Cooperates with Local Merchants in Many Ways and Advises Copy Changes

PORTLAND, Ore., June 10.—In his address to the members of the Pacific Coast Advertising Managers' Association, G. W. Roche, advertising manager of the Spokane Chronicle, and connected with that newspaper continuously for twenty-four years, re-



G. W. ROCHE

counted the basic principles of newspaper service to advertisers and readers.

Mr. Roche contended that newspaper service should be rendered for three reasons, namely: Because it pays; for love of the work and from the standpoint of duty.

He believes that the department stores set the pace for newspaper service, through furnishing to their customers rest rooms, tea rooms, play rooms, checking rooms, nurseries, etc., all calculated to make shopping pleasant and convenient.

Fifteen years ago, he says, the Chronicle began furnishing its advertisers with full-page dummy sheets for lay outs, ruled off in single column spaces with samples of type sizes at the sides and tables showing how many letters it would take to make a single column line in a certain point of type, also how many of these lines would make an inch. Copy paper of suitable size for the linotype operators was furnished to advertisers, with the request that they write only the body of the ad on this paper, preserving the dummy sheet for the display scheme of the ad writer. The plan was a success from the start.

The Chronicle, he says, find that it pays to furnish advertisers with free cuts, as these add to the pulling power of the copy.

The advertising staff of this newspaper holds meetings every morning at half past seven to devise way and means for serving the trade better during the day. Here the advertising troubles of the merchants are threshed out and suggestions developed for helping them to get maximum results.

Mr. Roche regulates the position to be given to ads by the order in which copy is received—and, naturally, there is a keen competition between merchants to get in early copy. Often such copy is in hand early days in advance of the date of its insertion.

The merchants of Spokane co-operate with the newspaper men in support of the Better Business Bureau, working always to eliminate undesirable advertising. "Fly by night" advertisers are under the ban. All local papers refuse advertising mentioning trading stamps and also pot premiums under the ban. Local newspapers fight the mail-order houses, advocating the buying of home products. Free advance notices of amusements are cut down to the vanishing point.

"The same ad should never run twice," says Mr. Roche. "Advertising should be just as fresh and interesting as news matter. The people buy a paper just as much for the ads as for the news matter."

BENNETT REAL ESTATE BRINGS $1,786,900

472 Lots, Sold at Public Auction After Big Advertising Campaign, Average $3,770 Each—To Build Home for Newspapermen

Four hundred and seventy-two lots of the James Gordon Bennett estate, in the Washington Heights district of Manhattan, were sold at auction in New York on Tuesday, and realized a total of $1,786,900. The average price obtained was $3,770 per lot. The sale represented the most important auction of real estate in the history of the city, and continued for seven hours at the Vesey street auction room.

The property has been in possession of the Bennett family for a long period. It had been held as practically unimproved real estate in spite of the great boom in apartment house building in that section, serving as a barrier to the extension of the building movement above 181st street on the West Side of Manhattan.

The sale had been authorized by Rodman Wanamaker and the Guaranty Trust Company, executors of the Bennett will, in order that the provisions of the will might be carried into effect. It will be recalled that Mr. Bennett provided for the establishment and maintenance of a home for New York newspapermen, to be known as the James Gordon Bennett Home. The early realization of this plan is now possible. No announcement has been made as to the proposed location of the institution.

Joseph P. Day, the auctioneer, whose striking advertising campaign in advance of the sale attracted much favorable comment, announced that certain public-spirited citizens had raised sufficient money with which to make the initial payment required for the purchase of the site of Fort Washington, the scene of one of the battles of the American Revolution. It is proposed that a suitable memorial shall be erected on this site.

Services for E. P. Call

Many friends and newspaper associates attended a memorial service for Edward Payson Call Sunday morning in the New Church, New York City. Mr. Call, who died May 9 last at his home in Larchmont, N. Y., was a trustee of the New Church for twenty years. The Rev. Julian K. Smyth, the pastor, preached a sermon on "The Land of the Living," in which he referred to Mr. Call in affectionate terms.

Hopkins Leaves Printer's Ink

J. M. Hopkins has resigned as general manager of Printer's Ink, New York. He has not announced his future plans.

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WANTS PAPER CONTROL LIFTED AT ONCE

Canadian Stock Selling Corporation Wonders That "Government Should Continue Playing Into Hands of American Consumers"

OTTAWA, Ont., June 10.—An interesting commentary on the pulp and paper industry is provided by a recently issued circular of the Royal Securities Corporation, which is handling new issues by several producers of news print and other grades of paper.

The circular complains about the continuance of the Government order requiring paper manufacturers to sell their product at the price fixed by the Paper Commissioner, and expresses wonderment that the Canadian Government "continues to play into the hands of American consumers" by failing to cancel the orders at once. The circular insinuates that a few powerful Canadian newspapers influence the Government in such a way as to prevent the cancellation the corporation desires.

Charges Development Hindered

The circular goes on to set forth that: "Whatever may be the final action of the Government in the matter, certain it is that the policy of restriction is, and always has been, diametrically opposed to the economic interests of this country. There is no export industry in Canada which could be more rapidly and profitably developed, if allowed a natural market price, than that of the pulpwood and news print paper. Many pulpwood propositions which are not now attractive to manufacturers would become so under such conditions."

The exteet to which the industry has "suffered" as a resolt of price fixation is shown by a study of various tables, presenting a glad picture of the great development of the paper-making industry since the war began. To quote the circular itself, they "show more convincingly than mere words could do the expansion now well under way in the pulp and paper industries." One of these tables shows what happened during the first two years of the price regulatioo, which may be summarized as follows:

Expansion During War

Capital invested in the industry increased 39.9 per cent. in the two year period ended 1917; the value of total production increased 138.7 per cent.; the number of employees increased 50 per cent., and the salary and wage roll increased 94.5 per cent. There was an increase of three in the number of mills.

Official figures on the industry are not available for a later period, but export figures indicate that the increases shown above have since been pretty well maintained.

Newspapers of Canada use only about one-tenth of the paper produced by Canadian mills, nine-tenths being sold abroad—chiefly in the United States.

SUBMITS RATE CARD

Quincy Journal Declines to Run Government Advertising as News.

The Quincy (Ill.) Journal, in response to a request from the local Civil Service Commissioner for the publication of a Government advertisement as news matter, reminded the commissioner that the war is over, "and as the newspapers have been supporting the Government all along we feel that we are entitled to have pay for such advertising as is wanted. We should be pleased to insert the copy at our regular rate."

P. A. Speer, advertising manager of the Journal, is of the opinion that the publishers of the country, by declining to run Government advertising without pay, may bring to the officials at Washington a sense of the need of a paid advertising policy.

Pacific Papers Raise Prices on Sundays to 10 Cents

San Francisco and Los Angeles Publishers Find That Five-Cent Price Load Is Too Heavy

[BY TELEGRAPH TO EDITOR & PUBLISHER]

SAN FRANCISCO, Cal., June 11.—Beginning June 15, the retail price of the Sunday Chronicle and Examiner, of this city, the Oakland Tribune, the Los Angeles Times and the Los Angeles Examiner will be raised to 10 cents a copy. In a statement to EDITOR & PUBLISHER today, the management of the Chronicle said:

"The increased cost of every material that enters into the production of a metropolitan newspaper finally has made it impossible to maintain the 5-cent price for big Sunday productions. Newspaper readers have become accustomed to a Sunday issue that surpasses even the 25-cent magazines in entertaining and instructive features.

"Publishers have continued to provide this service at a steadily increased loss. The actual cost of the white paper alone has been in excess of the price to the purchaser. The long rise that occurs in the productioo of newspapers might recede has not been realized. The load has become too heavy, and it is necessary to make this advance now to enable us to maintain quality and volume and reduce the publishing loss to a reasonable minimum.

"The papers want it distinctly understood that in making the price 10 cents for the Sunday paper there is no increase to the monthly subscription price for daily papers, which are now delivered to regular subscribers and which also include the large and expensive Sunday editions. This price of 10 cents a copy is only for single copies of Sunday papers bought from newsboys, or at the newstands, or Sunday editions alone delivered by carriers."

7 to 10 Cent Jump in Los Angeles

LOS ANGELES, June 11.—The Times and Examiner announce, beginning June 15, retail prices of Sunday editions will be raised from seven to 10 cents. The 10-cent retail price, however, has been in effect for some time past outside of Los Angeles and territory in radius of 30 miles of city. Monthly subscription price for delivery to homes on daily and Sunday will continue in Los Angeles at 85 cents a month. Sunday issues only, delivered by carriers, will be 40 cents a month. The Express does oot issue a Sunday paper.

Designs Advertising Trade Work

MILWAUKEE, June 10.—An insignia designed from a suggestion by A. B. Carrill, advertising manager of the Milwaukee Sentinel, has been adopted as the trademark of the Milwaukee Tire Dealers' Association. It will be used in a newspaper advertising campaign, which will be waged for the purpose of combatting misrepresentation, urging people to patronize certified dealers only.

Hapgood Arrives in Denmark

Norman Hapgood, new American minister to Denmark, arrived in Copenhagen, June 7, to take up his official duties. He was cordially received by the Danish press.

CONCEALED HIS IGNORANCE UNTIL HE MADE GOOD—NOW AD MANAGER

W. N. Bayless was oot always advertising manager of the Conklin Pen Manufacturing Company of Toledo, O., although he has been for ten years past —long enough to grow into the labrie of the institotion. It wasn't so very long



W. N. BAYLESS.

ago, as time is estimated, nowadays, that he was clerk for a railway supply house in St. Louis and referred to his salary—or rather, wages—he then received, as a "weekly insult."

"I was kicked into the advertising business by fate," he coofides. "By that, I don't mean that I was dragged into the halter with my front feet stuck out the way cattle had to be. I merely answered a 'want ad' for a man to assist the president of the American Bed Company in St. Louis and found I was expected to take charge of a recently organized advertising department.

"I was so green that when the president asked me to have a zinc etching made of a line drawing, I didn't know what a zinc etching was. But I didn't let him know that. I asked someone who knew and had the etching made."

Later, Mr. Bayless went into the printing business, learned to "stick" type and run a press, and then to sell printing as a city salesman. He next went with the old advertising agency of Brownell & Humphrey, Detroit, then with another Detroit agency, the O. J. Mulford Company, and finally with the Conklin Pen Manufacturing Company, as assistant advertising manager.

A year later he succeeded to the position of advertising manager.

New Dress for Weekly

MONTREAL, June 10.—Beginning this month the Family Herald and Weekly Star of Montreal, Que., is appearing just half of the old size, while the number of pages has been doubled. This change will give this Canadian weekly somewhat of a magazine appearance, and is calculated to permit of a more attractive treatment than was possible in the newspaper form.

Appealing to Chinese Business Men

The New York Evening Mail is sending to owners of Chinese restaurants a circular printed in Chinese, in connection with the development of the special page of advertising which that paper carries of Chinese eating places. It is an unusual advertising stunt.

BONUS PLAN SUCCEEDS IN NEW ORLEANS

The Item Provides Automatic Increase of Earnings Monthly for Members of Display Department Who Show Gains in Business Secured

The New Orleans Item inaugurated, about three months ago, the bonus plan in connection with the development of local display advertising. A. G. Newmyer, associate publisher, reports that it is working out finely. He gives credit to Walter Bryan, of the Atlanta Georgian, for the inception of the plan as now in use on the Item.

Each month bonuses are paid to members of the display advertising staff under the following conditions:

The Item pays into a central fund the sum of $50 for every 1,000 inches gained in local display. As more than 50 per cent of the local display business is created by the management, together with the copy staff, 40 per cent of the central fund is distributed to the executive department, including the local advertising manager, foreign advertising manager, copy department and promotion department. Sixty per ceot is divided among the sales organization of the display department, each solicitor filing a daily statement of the number of inches of business he had in the paper of the day previous to the report. The daily report is displayed on a blackboard. At the end of the month the volume of gain is computed and the amounts of bonus to each are determined.

It is the aim of the management to thus automatically increase the remuneration of those earning it.

William H. Henry Dead

William Hamilton Henry, 73 years old, one-time superintendent and business manager of The New York Herald, having arrived at that position after 25 years' service, died Tuesday night at his home in the Bronx. Mr. Henry entered the newspaper business in the advertising department when a young man, and served under James Gordon Bennett and of James Gordon Bennett until about thirty years ago, when he became connected with the World, later taking up work on the Rider and Driver. He soon left these publications and entered the mining business in New Mexico. The last few years he had been in retirement in New York owing to his advanced years. He was a member of the Sons of the American Revolution.

Milwaukee Staff Changes

MILWAUKEE, June 10.—Robert Knoff, head of the Journal's copy desk, has taken the state desk, and F. R. Green, make-up editor, has succeeded him. Joseph Dorney, who had been on the copy desk of the Wisconsin-News, is now on the Journal copy desk. William G. Schroeder has received his discharge from the Army, and has returned to the reportorial staff of the Journal. J. Lynn Fredenburg, who has been a reporter for the Wisconsin-News, has gone into the advertising and publicity business as an associate of J. E. Moriarity, former newspaperman.

G. W. Ford Starts Agency

ATLANTA, Ga., June 7.—The George W. Ford Company has been organized here, to conduct an advertising agency business, by George W. Ford, A. M. Ford and J. Williams. Mr. Ford was at one time with the Jefferson Thomas Advertising Agency, Jacksonville.

A·N·A NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

U. S. ARMY PAYS FOR ADVERTISING

Part Played by A. N. A. in Bringing Change of Policy

It was the Association of National Advertisers that took the first step to bring the Division of Advertising of the United States Committee on Public Information into being. The immediate reason for the step was to come to the aid of government departments as all good men and true must do in cases of national emergency.

The United States was at war and the purposes of its entry into the war, as well as information about the activities of the various sections of the administration, had to be made known to the American public.

Although it was an objectionable thing for the A. N. A. to do, owing to its uneconomic character, the association asked for and obtained hundreds of thousands of dollars of advertising space from its members for the use of the government gratis.

A subsidiary reason for the step taken was a hope that a demonstration on a large scale of what advertising would do in public affairs would teach the political, administrative and official mind that the government of a democratic government is very difficult to run without information being conveyed to the people, not merely in the form of press notices, but paid advertising.

As has been said on this page before, an uninformed democracy is not a democracy at all.

There was also the hope that the political mind would learn so much about this economic factor in the conduct of the national life and of commerce that it would cease its attacks on this form of business, the immediate form of the attacks being in taxing the means by which business was promoted.

The A. N. A. builded even better than it knew. Government departments almost literally began to shout for advertising service and opportunity, and the signing of the armistice did not bring a cessation to the shouting.

The A. N. A. office has been simply bombarded since November last by requests for more free advertising space and for what is generally and usually called co-operation.

Now, in the determination of the United States Army, through its Recruiting Publicity Bureau, real money is to be spent in the recruiting of men for the army. Large space is being used in all the newspapers in 37 cities in recruiting territories, and the A. N. A. is doing all it can to give the Recruiting Publicity Bureau real co-operation. After fathering the Division of Advertising, the association can scarcely refuse to interest itself in the welfare of the first legitimate child, the paid advertising campaign of the United States Army.

It like to think, even if I run the danger of being accused of self-conceit, that it is probable that if the A. N. A. had not taken the initial step to bring about the appointment of the Division of Advertising, the United States Army would not now be paying a large sum of money for advertising a recruiting campaign, and the newspapers would not have the satisfaction that, of course, they all feel—outside, of course, the 57 cities in which the advertising will be carried on.

"PENNY WISE—POUND FOOLISH"

THIS is an English saying that is universally true, and the A. N. A. from time to time runs across illustrations of the saying.

Stories could be told that would make men wonder why any big company should decline to take membership in the association and lose, as a result, the large sums of money they do.

Here is one of these stories: some time ago a form of the collective idea in the merchandising of goods came to light in a corporation which conceived a plan on the basis of which a considerable number of national advertisers would be able to advertise their goods collectively instead of individually.

The cost to each advertiser was to be $5,000. The proposition was fundamentally unsound.

The Creator made men in units, not in masses, and they will have to work in units until the end of time, only co-operating in matters that admit of collective action and do not destroy individual initiative and enterprise.

The A. N. A. office was quickly informed of the proposition, and a number of inquiries about it from the members were received. The report that was made prevented about 20 concerns from making contracts. In other words, 20 concerns saved $100,000.

There was one concern, however, which, apparently, has never thought that an A. N. A. membership could be profitable. The aforesaid proposition "blew up" as was inevitable. This concern had made a contract with it, and it lost its $5,000. No firm that had an A. N. A. membership suffered loss.

QUESTIONS FOR PUBLISHERS

FOR some time the A. N. A. office has had in preparation a list of questions to be sent to newspaper publishers. There has been consultation with representative newspaper men and the questions are just about in their final form as follows:

Have you a Service Department?

What is your Service Department prepared to do?

What is the approximate number of wage earners or salaried employees in your city or town?

What is their average salary per day, or week?

What was the total of paid lineage advertising your publication carried in 1918 and 1917?

Total local advertising?

Total foreign advertising?

How many lines of classified advertising did your publication carry during the year?

What is the approximate number of motor cars and trucks in your city?

Cars.....Trucks.....

Give number of the following classes of stores:

Drug	Barbers
Grocery	Men's clothing
Hardware	Automobile and sup-
Jewelry	plies
Shoe	Confectionery
Dry Goods	Garages
Stationers	Photographers

Net paid daily average circulation compiled for the months of the year.

Can you furnish analysis covering merchandising possibilities of your locality along specific lines, if requested?

What is the present population of your city?

Give approximate number of families in your city?

What proportion of the population is foreign born, and which nationalities predominate in that proportion?

Give the total number of population owning their own homes in your city?

What are the prospects of future building activity?

What is the value of the total output of your city's manufactured products?

Give names of the principal industries.

Number of employees in each industry.

How many savings banks in your city?

How many state banks?

What is the average savings bank account per capita in your city?

In the course of the next week the questions will be printed and issued to newspapers all over the country, and if any publisher has anything to suggest as to the form of any question, as to amendments or additions, the A. N. A. office would be glad to hear from him promptly.

A. N. A. PHILADELPHIA CHAPTER

A MEETING of this chapter was held on Tuesday, June 3. Thirty-two members and visitors were present. W. E. Blodgett, advertising manager of the Autocar Company, was appointed on the executive committee of the chapter as successor to Mr. Whittemore, who has recently resigned from this company.

There was a discussion of various phases of the recent semi-annual meeting of the A. N. A. at Cleveland, Messrs. Lord, Dawson, Truslow, Blodgett, Rutter, Atkinson and Bowman all of whom were present at the convention, speaking on various features.

Meetings of the chapter will not be held during the summer. The next meeting will be on the first Tuesday in October.

THE officers of the Detroit Chapter of the A. N. A. are W. H. Marsh, of the Burroughs Adding Machine Co., president; F. N. Sim, of Timken-Detroit Axle Company, secretary.

In Pittsburgh, the chapter officers are F. S. Montgomery, of the National Metal Molding Company, president; W. L. Schaeffer, of the National Tube Company, secretary.

WILSON & CO., Chicago, have appointed James A. Robertson to serve as the accredited representative in the A. N. A.

Laundry Men at Last See Peril of Washing Machines

Turning to Advertising in Effort to Get Housewives to Continue Patronizing Their Establishments

ST. LOUIS, June 9.—Advertising to combat the efforts being made by the manufacturers of electrical appliances for washing in the homes was urged by several speakers at the annual convention of the Missouri Laundry Owners Association.

W. E. Fitch, La Salle, Ill., manager of the National Laundry Owners Association, pointed out that the American Laundry Machinery Company will place a national advertisement shortly urging the housewife to send her clothes to the laundry and he recommended that laundry owners follow this up with strong and liberal advertising in their local newspapers.

Hollis E. Suits, St. Louis, secretary of the Missouri Association, also urged the members of his organization, to use liberal space.

I. P. Goldrick, of the Grand Laundry, St. Louis, who has had considerable success in newspaper advertising, declared that constant, consistent newspaper advertising would prove the greatest factor in combatting the washing-machine competition.

HUGH ASHCE HAS RESIGNED FROM THE Kansas City Journal copy desk to become editor of Okmulgee Times.

WARRING ON FAKE STOCKS

N. Y. District Attorney Warns Newspapers Against Fraudulent Advertising

District Attorney Swann of New York has expressed himself as "very much pleased" with the action of city newspapers that have refused to accept advertisements of uncertified oil companies. In a statement just issued he says: "It is the duty of a newspaper to make an investigation of the companies whose stocks it advertises.

"The advertisement of these fake companies may be detected by any intelligent person, and there is no excuse for a reputable newspaper to publish any of them. The papers are very fond of suggesting to their readers that whatever they see in their prints is so, and many unthinking readers cannot differentiate between the various columns of a newspaper."

Bakers Favor Advertising

ST. LOUIS, June 9.—The Trans-Mississippi Master Bakers Association, in session here last week, adopted resolutions expressing the belief that a great good would be accomplished and "splendid results obtained from well-planned and well-executed campaigns of advertising in national advertising mediums to increase the consumption of bakers' bread." G. L. Jordan of Topeka, Kansas, is president.

The Pensacola Journal issued a 72-page edition to celebrate its 20th anniversary.

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BRIEFS

XI CHAPTER OF THETA SIGMA PHI, national journalistic fraternity, has been established at the University of Texas.

TWENTY-SIXTH ANNUAL CONVENTION of Texas Women's Press Association retained officers for another year. Next meeting place will be selected by executive committee in December.

DANIEL L. RYAN, FORMER NEWSPAPER man, has been appointed a deputy transit construction commissioner for New York State.

MAYOR HYLAN OF NEW YORK complains about the inclination of newspapers to print news about crimes. Young criminals, arrested as "stick-up" men, had admitted to the police authorities, the Mayor says, that they had read of such doings in the newspapers and thought they would go and do likewise.

NEW YORK LEAGUE OF AD WOMEN will close season on evening of June 27 with "indoor frolic" at Advertising Club.

J. L. FREDENBURG, FORMERLY CITY editor of Milwaukee Sentinal and Evening Wisconsin, is now telegraph editor of St. Paul Dispatch.

W. W. JUDD HAS BEEN TRANSFERRED from the copy desk of St. Paul Dispatch to the telegraph editorship of the Pioneer Press in place of John Cowan, resigned.

J. J. AHEM, CITY EDITOR OF THE ST. Paul Daily News, went to Camp Dodge to take part in the demobilization of the 350th Infantry in which he was a major.

L. L. PERRIN, FORMERLY TELEGRAPH editor, is now news editor of St. Paul Dispatch, succeeding A. H. Cook, now Sunday editor of the Pioneer Press.

FRANK WING NOW HAS A DAILY illustrated feature in the St. Paul Dispatch as well as the Sunday Pioneer Press.

WILLIAM MOON, STAFF REPORTER, filled nearly a page of the St. Paul Sunday Pioneer Press with his observation and experiences on an "anti-U" boat, wherein he helped man the guns.

A. WARD HAIGHT, 24 YEARS OLD, AT one time he was circulation manager of the old Syracuse (N. Y.) Courier, has disappeared mysteriously.

CREIGHTON HILL, FORMER BOSTON newspaper man, and Miss Vera Walker of Dorchester, Mass., have been married.

JOHN W. WRIGHT, JR., HAS BEEN elected chairman, and Edwin Vail Hale, Jr., business manager of the York Sun News.

WALTER O. MARQUESS HAS RESIGNED from Quincy (Ill.) Journal staff to become city editor of Gary (Ind.) Post.

TOLEDO (OHIO) TIMES HAS APpointed Howland & Howland, New York, to represent it in Eastern advertising field.

COLLINS, KIRK, INC., CHICAGO, HAS been organized by George R. Collins and Wallace F. Kirk, succeeding Read-Robb Collins Advertising Agency. Clifford Bleyer is a new staff addition.

ANNUAL TOURNAMENT OF NEW YORK Newspaper Golf Club will be held at Englewood Country Club June 16-23.

AMERICAN LEGION WEEKLY WILL APpear in New York on July 4 as official paper of European War veterans. Headquarters will be at 19 West 44th street.

L. L. LUCAS HAS SOLD TARPON Springs (Fla.) Evening Leader, and it has been discontinued as a daily.

EXECUTIVE COMMITTEE A. A. C. W. has voted to raise annual dues of member-at-large from $5 to $10.

ORVILLE WELSH, FORMER CLEVELAND newspaper man, has returned from overseas service.

AMHERST (OHIO) NEWS AND TIMES have been consolidated under name of News-Times. E. A. Little being editor and manager, and H. B. Hurst assistant manager.

BURTON L. SMITH, FORMER OWNER OF the Van Wert (Ohio) Times and former city editor of the Toledo Times, has become State editor of the Los Angeles Times.

PULFORD NEWS SERVICE HAS BEEN formed at Toledo, Ohio, with George Pulford as manager, to cover assignments anywhere in northwestern Ohio for outside newspapers.

R. H. SOMMER, FORMERLY STAFF CARtoonist for Seattle Post-Intelligencer, has opened an art studio at 24 East Van Buren street, Chicago.

SERGT. FRANK KUDERA HAS RESIGNED advertising staff of the Fairchild publications, Chicago.

HERR LEUTHOLD, EDITOR OF RED FLAG, Munich, and Bavarian revolutionary leader, has been sentenced to death.

REPORTS SAY THAT VANDUSER (R. C.) newspapers will suspend publication rather than submit to censorship strikers threaten to impose upon them.

FOR THE GRADUATION EXERCISES OF Cedarville University just held, Talcott Williams, dean of the Pulitzer School of Journalism, marshalled forward twenty-seven future reporters, nine of them potential sob sisters.

VERNE ROWELL, FROM THE LONDON (Ont.) Free Press, is now on the local staff of the Ottawa Citizen.

PROVIDENCE (R. I.) TYPOGRAPHICAL Union has elected John J. Murphy president.

IOWA PRESS AND AUTHORS CLUB, DES Moines, has issued a bulletin to its members. Rose effort is headed by Mrs. Lewis Worthington Smith. Capt. James Norman Hall is honorary president.

MAJ.-GEN. WILLIAM G. HANN, WHO commanded most Wisconsin troops who saw service at the front, was the guest of honor at a luncheon of the Milwaukee Press club recently.

REPRESENTATIVE HOWARD SHERWOOD (CONN.) Press club will meet to-day to adopt constitution and by-laws.

DES MOINES EVENING TRIBUNE IS organizing "committees of 100" to cooperate with police in curbing reckless automobile driving. Its office is also a distributing branch for traffic rules, issued by police.

IOWA FARMER, DES MOINES, IS APpearing in new dress and new form—32 pages, with attractive cover in red and white.

MRS. C. H. JOHNSON AND MISS LAURA Thomann have sold the Algona (Ia.) North Kossuth Record to J. Gus Thomann. Thaves Brothers formerly owned the paper.

R. S. SHERWOOD HAS PURCHASED DES Moines Valley News from Hal Rogers. Mr. Sherwood formerly published Burt (Ia.) Monitor and Algona Courier.

MEMBERS OF FLUSHING (N. Y.) United Association may raise a city alderman's "nut tree" bill in case of M. C. Maloney, editor Marshfield (Ore.) Times, charged with criminal libel by Archie Philip, county commissioner.

PORTLAND (ORE.) NEWSPAPERMEN ARE co-operating in an aggressive "Own-Your-Home" campaign under way in this city.

WOMEN STUDENTS OF UNIVERSITY OF Wisconsin observed 25th anniversary of admission of women to institution by publishing an edition of student newspaper, the Daily Cardinal.

GEORGE B. NORTON, WHO FORMERLY WAS on the editorial staff of the Milwaukee Sentinel, has been made a major.

HAMILTON KAUTZMAN, EDITOR COLUMbia Herald, St. Helens, Ore., who pleaded guilty to sending obscene matter through mails and to criminal libel, and was sentenced to 18 months' imprisonment, has been paroled.

WILLARD L. HEMELER, LATE OF THE Eugene (Ore.) Morning Register, has leased Brownsville (Ore.) Times from F. M. Brown.

COLIN V. DYMENT, HEAD OF DEPARTment of journalism at University of Washington, has resigned to become director of extension division at University of Oregon, with offices in Portland.

W. W. ROWLAND ("BROWNIE"), AUTOmobile editor of Milwaukee Journal, is making a 3,000-mile trip through Wisconsin, inspecting systems of state highways.

MILWAUKEE PRESS CLUB RECENTLY brought Capt. Eddie Rickenbacker, aviator "ace," to that city to make an address.

PLANS ARE ANNOUNCED BY WESTERN Union Telegraph Company and Western Telegraph Company of Great Britain for early laying of new 3,200-mile cable from Miami, Fla., to South America.

THOMAS L. SMITH HAS RESIGNED as "A. P." correspondent at Dallas. Melvin M. Oppegard, of Chicago, succeeds him.

WILLIAM M. SCHOFIELD HAS RESIGNED as mayor to devote his time to Lockhart (Tex.) Post-Register, of which he is editor and publisher.

ALVIN T. JONES IS NOW HOUSTON CHRonicle correspondent for Galveston-Dallas News, succeeding W. E. Green.

CHARLES A. SLOAN HAS BEEN OFficially accredited by War Department as press representative to accompany Love Field Recruiting Squadron on flight from Dallas to Houston.

GEORGE H. CLEMENTS, VETERAN NEWSpaper man and publicity director for the Chamber of Commerce of Chihuahua, Mexico, visited Texas last week.

DALLAS (TEX.) ADVERTISING CLUB IS taking lead in search for truth in advertising, according to the annual report of J. Howard Payne, president.

BARNARD GREENSTEIN, WHO HAD charge of publicity for Centenary drive of Methodist Episcopal Church, South, in the Southwestern district, has returned to St. Louis as editor and manager of organ of St. Louis Street Railways.

OKLAHOMA NEWSPAPER PUBLISHERS and job printers and State Board of Affairs have revised schedule of prices for state printing with an advance of about 33 1-3 per cent.

FOR THE FIRST TIME IN MORE THAN 50 years, Denison (Tex.) Daily Herald was forced to miss an issue May 19 on account of strike.

ALLIED PRINTING TRADES COUNCIL OF Texas has started resolutions demanding union label on all public printing.

STAFF OF DAILY TEXAN, FOR SUMMER session of University of Texas, consists of Milton P. Long, editor in chief; Miss Ruby A. Black, managing editor; Lester Wilson, business manager; Miss Maud Milam, assistant business manager.

HAL M. LYTLE, FORMERLY ON THE OLD Chicago Herald, now is manager of the Illinois Committee on Public Utility Information, Chicago.

HORACE H. EPES, FORMERLY WASHington day editor for Associated Press, has been appointed special assistant to Southern regional director of U. S. Railway Administration.

GEORGE F. BEACHEL CAPTURED QUALifying round of June tournament of New York Newspaper Golf Club.

U. S. SUPREME COURT HAS SET ASIDE Federal Court libel award of $10,000 granted to John Armstrong Chaloner against Washington Post.

CHARTER OAK CITY, HARTFORD, CONN., has elected A. C. Fuller, president; H. H. Palmer and W. C. Warner, vice-presidents; Leon A. Soper, secretary and E. D. Fuller, treasurer.

SEHL ADVERTISING AGENCY, CHICAGO, has moved to the City Hall Square Building.

JULIUS MATHEWS SPECIAL AGENCY, New York and Boston, has been appointed Eastern representative of Middletown (Conn.) Press.

CANTON (OHIO) AGRAFFE CLUB HAS elected J. M. Hartley, president; C. W. Wild, vice-president, and W. G. Saxton, treasurer.

RUDOLPH GUENTHER-RUSSELL LAW, Inc., is a new New York advertising agency, formed by a merger of the two named firms.

F. L. E. GAUSS HAS RETURNED TO Leslie-Judge Company, New York, as assistant to the president. He has been advertising director of Woman's World.

QUALIFYING ROUND OF TOURNAMENT of Western Advertising Golfers' Association, played in Chicago, was won by Arthur C. Pillsbury.

GEORGE J. NOLAN HAS LEFT THE COPY desk of the Buffalo Courier to accept a similar position on the staff of the Syracuse (N. Y.) Post-Standard of Syracuse.

LIEUT. JOHN M. SCHWINN, FORMER managing editor of Hutchinson (Kan.) Gazette, has returned from France.

CAPT. JOSEPH MURRAY HAS RETURNED from France to managing editorship of Lawrence (Kan.) Journal-World.

JOHN P. BRITT, FORMER MANAGING editor of Topeka Capital, has become director of publicity of Preferred Pictures Corporation.

A. T. REED, OF TOPEKA, KAN., DIRECTOR of pictorial publicity for Republican National Committee, has been named art director of National Roosevelt Naval Memorial Association.

WHAT IS BELIEVED A RECORD FOR WANT ad results, especially in a small town, has been established by Pawnee Bill's ranch, where 40-cent want ad in Daily Press brought sales of sweet potato plants amounting to $65.

L. J. WATSH HAS BEEN TRANSFERRED from the New York to the Chicago office of the George Batten Company.

J. G. BRAMHAM HAS RESIGNED AS ADvertising manager of Kennedy Tobacco Company, Austin, Minn., to become sales manager of the White Provision Company, Atlanta.

L. J. WATSH HAS BEEN APPOINTED ADvertising manager of the American Optical Company, Southbridge, Mass.

FIFTY OKLAHOMA CITY NEWSBOYS have formed a "Newsboy's Club" in connection with the Y. M. C. A.

CLARK CONKLING, SAID TO BE OLDEST editor in Kansas, has retired from active editorial chair of Lyons Republican, selling to Jack B. Lawrence and Stanton Teter of Hutchinson.

HERMAN H. VOTH, EDITOR OF INTERstate Freemason, Kansas City, Mo., secured a verdict for $5,000 damages against Kansas City Railways Company for injuries, resulting in blindness of one eye.

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Away Over the Million Mark in May!

1,049,259 Lines of Paid Advertising Is the May Record of the St. Louis Globe-Democrat

A Gain Over May, 1918, of

398,013 Lines

A Percentage Gain of

Over 61%

The pronounced trend of advertising toward the GLOBE-DEMOCRAT can be seen at a glance by contrasting the above gain figures with those of the other St. Louis daily-and-Sunday newspapers, which are as follows:

TOTAL PAID ADVERTISING

Post-Dispatch Gained 398,496 Lines—Percentage Gain, 38%
Republic Gained 86,472 Lines—Percentage Gain, 27%

NOTE that the GLOBE-DEMOCRAT'S percentage gain—61%—almost equals the COMBINED percentage gains of the Post-Dispatch and Republic.

Another Very Interesting Comparison Is This of the

Gains Made in Paid Display Advertising by the Two Leading Papers:

GLOBE-DEMOCRAT Gained 358,167 Lines—Percentage Gain, 86%
Post-Dispatch Gained 347,973 Lines—Percentage Gain, 47%
Note that the GLOBE-DEMOCRAT Gained 10,194 Lines MORE in Paid Display than the Post-Dispatch

Total Paid Advertising in the Daily Editions of the Five St. Louis Newspapers—Sunday Excluded

The following figures are presented to show a complete comparative record for the entire St. Louis field, as two papers, Times and Star, have no Sunday edition.

GLOBE-DEMOCRAT Carried 681,261 Lines—A Gain of 268,680 Lines—A Percentage Gain of 65%
Post-Dispatch Carried 886,359 Lines—A Gain of 241,926 Lines—A Percentage Gain of 37%
Republic Carried 281,952 Lines—A Gain of 76,932 Lines—A Percentage Gain of 37%
Star Carried 500,865 Lines—A Gain of 59,235 Lines—A Percentage Gain of 13%
Times Carried 357,978 Lines—A Gain of 39,945 Lines—A Percentage Gain of 12%

NOTE that the GLOBE-DEMOCRAT gained 28,754 lines MORE than the Post-Dispatch. Also note that the percentage gain of the GLOBE-DEMOCRAT exceeds the COMBINED percentage gains of ALL THREE afternoon papers—Post-Dispatch, Star and Times.

The Trend of Advertising, So Plainly Shown by the Above Gain Figures, Is Due to the Fact That Most People in St. Louis and Its Great Trade Territory "Shop First" in the

St. Louis Globe-Democrat

NATIONAL REPRESENTATIVES:

F. ST. J. RICHARDS, 302 Tribune Bldg., New York
GUY S. OSBORN 1302 Tribune Bldg., Chicago
J. R. SCOLARO, 701 Ford Bldg., Detroit
R. J. BIDWELL, 742 Market St., San Francisco
C. A. BRIGGS, 1302 L. C. Smith Bldg., Seattle

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ZONE THEIR PRICES TO MEET P. O. COSTS

List of Newspapers That Have Established New Schedule of Charges, as Compiled by the Publishers' Advisory Board

Charles Johnson Post, director of the Publishers' Advisory Board, 200 Fifth avenue, New York, and leader of the fight against the postal zone system in the interest of the magazine and periodical press, this week addressed the following statement to publishers:

Increased Subscription

"The following is the partial list, to date, of large daily papers that have changed their subscription rates to conform to the penalty postage of the postal zone law.

"It will be noted that some newspapers have raised the rates outside of their own state or adjoining states.

"Others have raised their rates outside of the first and second zones, or by averaging up the penalty zones in two general divisions, with the penalty postage applied to the more remote zones.

"Other newspapers have divided the country into three zones, with two penalty postage charges.

"Still others have divided the country into four zones, with three penalty postage charges.

"Some of the papers have gone further and arranged for an increased penalty postage to their readers in each of the eight zones—although this latter class is comparatively small, owing to the very great complications in accounting.

"As will be noted, the majority of these publications have divided the country into two zones and applied the penalty postage, computed on an average, to the more remote zones, as the simplest way of complying with the postage penalties of the postal zone law.

"If your publication is going or has gone on a zone basis, and if your name is not in this list, please send such information at once to the above address."

Mr. Post then gives the following as a partial list:

By States

Bangor (Me.) Daily Commercial:
- In Maine $5.00
- Elsewhere 6.00

Bennington (Ill.) Hawk-Eye:
- In Iowa, Ill., and Mo. 3.00
- Elsewhere 3.50

Dallas (Tex.) Evening Journal:
- In Texas & Oklahoma 4.00
- Elsewhere 6.00

Danville (Ill.) News:
- In Illinois and Indiana $7.00
- Elsewhere 7.50

Des Moines (Ia.) Capital:
- In Iowa 5.00
- Elsewhere 6.00

Dubuque (Ia.) Telegram-Herald:
- In Iowa, Illinois, Wisconsin and Minnesota 3.00
- Elsewhere 6.00

Duluth (Minn.) Herald:
- In Minnesota, Wisconsin, N. Dakota and northern Michigan 6.50
- Elsewhere 6.50

Ft. Worth (Tex.) Star-Telegram:
- In Texas and Oklahoma 9.00
- Other states ..... $11.00 to 12.00

Nashville (Tenn.) Tennessean:
- In Tennessee, Kentucky and Alabama.. 7.50
- Elsewhere 10.00

Omaha (Neb.) Bee:
- In Nebraska 4.50
- To New York 5.20

St. Paul (Minn.) Daily News:
- In Minnesota, Iowa, No. and So. Dakota and northern Michigan 4.00
- Elsewhere 5.00

Two-Zone Basis

Aurora (Ill.) Beacon News:
- All $4.00
- Elsewhere 5.00

Boston Daily Globe:
(After July 1, 1919)
- Zones 1, 2 and 3 ..... 7.20
- Elsewhere 9.80

Buffalo (N. Y.) Courier:
- Zones 1 to 6 ..... 6.00
- Elsewhere 8.00

Ft. Wayne (Ind.) News and Sentinel:
- Zones 1 and 2 ..... 4.00
- Elsewhere 5.00

Jamestown (N. Y.) Journal:
- East of Mississippi River and north of southern boundary of Virginia and Kentucky 4.00
- Elsewhere 5.04

Joplin (Mo.) Globe:
- Zones 1 and 2 ..... 5.00
- Elsewhere 6.00

Joplin News-Herald:
- Zones 1 and 2 ..... 7.50
- Elsewhere 4.50

Kansas City (Mo.) Journal:
- Zones 1, 2 and 3 ..... 3.00
- Elsewhere 4.00

Manchester (N. H.) Daily Mirror:
- Zones 1 and 2 ..... 5.00
- Elsewhere 6.00

Manchester Union:
- Zones 1 and 2 ..... 5.00
- Elsewhere 6.00

Marion (Ohio) Daily Star:
- Marion and adjoining counties 4.00
- Elsewhere 5.00

Muskegon (Mich.) Chronicle:
- Zones 1 and 2 ..... 4.00
- Elsewhere 6.00

Newburgh (N. Y.) Daily News:
- Zones 1 and 2 ..... 6.00
- Elsewhere 7.80

Omaha (Neb.) Daily News:
- Zones 1 to 4 ..... 4.00
- Higher rates elsewhere, quoted on request.

Rochester (N. Y.) Democrat-Chronicle:
- Zones 1 to 4 ..... 4.20
- Elsewhere 5.20

Savannah (Ga.) Morning News:
- Zone 1 to 3 ..... 9.00
- Elsewhere 10.00

South Bend (Ind.) News-Times:
- Zone 1 and 2 ..... 4.00
- Elsewhere 5.00

Youngstown (Ohio) Telegram:
- Adjoining counties 4.00
- Elsewhere 5.00

Three-Zone Basis

Los Angeles (Cal.) Times:
- Zone 1 to 4 ..... $8.50
- Zone 5 ..... 9.50
- Zone 6 to 8 ..... 10.50

Springfield (Mo.) Leader:
- Zones 1 and 2 ..... 4.00
- Zones 3, 4 and 5 ..... 5.00
- Zones 6, 7 and 8 ..... 6.00

Minneapolis Journal:
- First Zone (within 50 miles of Minneapolis) (excepting Graf zone), No. and So. Dakota, Iowa, Wisconsin and northern Michigan $4.50
- All other points in U. S. 6.00

Four-Zone Basis

Allentown (Pa.) Morning Call:
- Zones 1 and 2 ..... $5.00
- Zone 3 ..... 6.00
- Zones 4, 5 and 6 ..... 6.50
- Zones 7 and 8 ..... 7.00

Altoona (Ohio) Review:
- Zone 1 ..... 3.00
- Zone 2 ..... 4.00
- Zone 3 ..... 5.00
- Zone 4 ..... 6.00

Asheville (N. C.) Evening Post:
- Kentucky and Zones 1 and 2 ..... 5.25
- Zones 3 and 4 ..... 6.25
- Zones 5 and 6 ..... 7.25
- Zones 7 and 8 ..... 8.75

Louisville Courier-Journal:
- Kentucky and Zones 1 and 2 ..... 5.00
- Zones 3 and 4 ..... 6.00
- Zones 5 and 6 ..... 7.50
- Zones 7 and 8 ..... 8.75

Louisville Times:
- Kentucky and Zones 1 and 2 ..... 5.00
- Zones 3 and 4 ..... 6.25
- Zones 5 and 6 ..... 7.50
- Zones 7 and 8 ..... 8.75

San Antonio (Tex.) Express:
- Zone 1 ..... 6.50
- Zones 2 and 3 ..... 7.50
- Zones 4 and 5 ..... 8.50
- Zones 6, 7 and 8 ..... 10.50

Complete Zone Basis

Ansonia (Conn.) Evening Sentinel:
- By mail $6.00
- Additional charge for postage to distant zones on application.

Cleveland (Ohio) Plain Dealer:
- Zones 1 and 2 ..... 6.00
- Zone 3 ..... 6.18
- Zone 4 ..... 6.39
- Zone 5 ..... 6.82
- Zone 6 ..... 6.65
- Zone 7 ..... 6.90
- Zone 8 ..... 7.03

Indianapolis News:
- Zones 1 and 2 ..... 5.00
- Zone 3 ..... 5.50
- Zone 4 ..... 6.00
- Zone 5 ..... 6.50
- Zone 6 ..... $7.00
- Zone 7 ..... 7.50
- Zone 8 ..... 8.00

Indianapolis Star, Ind.:
- Zones 1 and 2 ..... 4.00
- Higher rates in other zones on application.

New Orleans Times-Picayune:
- Zones 1 and 2 ..... 7.50
- Additional postage in compliance with postal zone law quoted on application.

Rochester (N. Y.) Times-Union:
- Zones 1 and 2 ..... 6.00
- Zone 3 ..... 6.60
- Zone 4 ..... 7.80
- Zone 5 ..... 8.40
- Zone 6 ..... 9.00
- Zone 7 ..... 10.20
- Zone 8 ..... 10.80

Spartan (Wis.) Telegram:
- Zones 1 and 2 ..... 4.00
- Higher rates in other zones quoted on application.

Issues 40-Page "Kiwanis Edition"

TRENTON, N. J., June 11.—The Trenton Times this week issued a "Kiwanis Edition" of 40 pages, 24 pages being devoted exclusively to the anniversary of the formation of the Kiwanis Club. This section embraced 36,904 lines of Kiwanis Times advertising, and represented 100 per cent membership of the club in the Kiwanis advertising columns. One hundred and seven display advertisements appeared. The whole edition has been favorably commented upon, indicating recognition of advertising by one of Trenton's most wide-awake clubs and the success of the Times in getting out so large an edition as a part of its regular work.

Edgar R. Marchant, who was Kansas and Oklahoma newspaperman, died recently at his home in Alfalfa county, Okla.

There is really no reason why news of special interest to women should not be accurate, interesting and helpful. Philadelphia women know from its famous woman's page that

THE PHILADELPHIA RECORD

Is

"Always Reliable"

—newspapers united the United States

"Now to get down to the methods by which Liberty Loans have been advertised: I am sure I will offend no advocate of other forms of publicity when I say that the advertising achieved through newspapers and periodicals has been our main reliance. No other single campaign in the history of the world made such an elaborate use of *Newspaper Space* as the Fourth Liberty Loan."

—Quoted from a speech by Frank R. Wilson, Director of Publicity for the War Loan Organization, Treasury Department, Washington.

The Fourth Liberty Loan was the greatest popular subscription of any kind in all history, reaching within three weeks just eleven million dollars short of $7,000,000,000, bought by more than 22,000,000 persons!

Newspapers form one of the most imposing forces in all the world. Newspapers present over all competitive forms of advertising the greatest force.

This tremendous sales influence should be used by you for your merchandise.

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York — Chicago — Kansas City — San Francisco

From Printers' Ink, issue of February 13, 1919.

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The Daily News

GREAT BRITAIN'S

GREATEST LIBERAL NEWSPAPER

The only Liberal Newspaper printed and published simultaneously in London and Manchester and "covering the country" on the day of issue.



Founded by
CHARLES DICKENS First Editor: 1846

THE "DAILY NEWS" SERVICE DEPARTMENT is at the free disposal of American firms which contemplate entering the British market, and a cordial invitation is extended to them to enquire for information and suggestions which they need to formulate their plans successfully. We shall be glad to hear from you.

THE PAPER THAT PAYS ADVERTISERS AND CAN PROVE IT

Address: "The Daily News," 67 Fleet St.
London, E. C. 4, England.

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WHAT OUR READERS SAY

Challenge to Other Towns

Anderson, South Carolina.

Editor & Publisher:

We have noticed a great deal in your publication in reference to the mail service and the experience of the different newspapers over the country, and will say that while this newspaper has not been asked to tell of small collections here, we volunteer this information, and will put it against any other town of its size in the country.

This is a town of nearly 20,000 people, with three railroads, running quite a number of trains each, but there is no train at any of these roads carrying our papers that even has a mail clerk. We have to make up a package in the office where we send papers, even if it is only one or two, and of course have had a great deal of business on this account.

This condition has existed for some two years, and this newspaper, together with some other business men of this and other surrounding towns, has tried time and again to get mail clerks on trains, without result. We have even offered to pay the salary of mail clerks, if the post office department will not do it, but that is refused. If any other town can show as poor a mail service as this we would like to know it.

G. F. BROWNE,
Publisher Anderson Daily Mail.

Church Advertising Copy

We carry two pages of church ads and news every Saturday. We believe in frequency in advertising, rather than size.

A Union Publicity Campaign, run every day of the year, would tremendously augment and intensify the weekly advertising. We carried such a Union Campaign for several months, but it consisted of a half page, once a week. Our difficulty is:

Where can we get 365 church advertisements that will be, one and all, real advertisements?

Do you think a series of 50 or 60, repeated at intervals of two months through the year, would serve as well?

How would you suggest that we obtain the copy? From the local ministers?

Would the smaller ones feel slighted if not called upon?

You know, some most excellent ministers would be very poor copy writers.

OAKLAND TRIBUNE PUBLISHING CO.,
Per Morton J. A. McDonald,
Classified Advertising Mgr.

Specimen of Bad Business

Editor & Publisher:

Here is a reason why advertising does not pull:

On March 18, 1919, a lady in a middle western state received a very beautiful catalog of spring dresses from a prominent New York retail house, with a check for prompt service was enclosed, features:

On March 19th she ordered two dresses, a petticoat and a pair of bloomers. On March 20th she received a letter from the credit department of the order, giving the mail order No. 24154. In her letter she gave the prices, sizes, having account of a breach of this New York store. About April 10th the petticoat and bloomers were received, but nothing was heard from the dresses. A letter, about April 15th, was sent to the store. On May 1st another letter was written, asking why the dresses had not been sent for, and that the date for the two items which were sent on May 5th was received in consequence of the postage, but no bill for the items sent, and the message about the dresses. On May 10th the same day, again giving the number of the order, and on May 12th she received a letter following letter:

New York City, May 30, 1919.

"Replying to your letter of May 10th we would say that the dresses were not forwarded at the time when the rest of the merchandise was shipped for the reason that the garments were not in stock.

"We are now in a position to fill your order for these dresses and we are sending them forward to you without delay. We trust that you will realize you promptly and be found entirely satisfactory.

"Regretting that there should be any delay and assuring you that it is our wish to serve you as promptly and as satisfactorily as possible, we are ——"

The dresses have not been received to date. Is it any wonder that some people claim advertising does not pay?

(Signed) Ima Hungand.

A Waste of Time

Editor & Publisher:

I enclose letter which came to me this morning circular from U. S. Labor Department asking for statistics on Government war advertising.

Don't why we should spend $50 to $75 worth of our accountant's time in going through our files for four years in order to furnish this information to any one.

Newspapers of the country have been most liberal in the use of their space for the government during the last four years. Why should they now wait additional contributing for the purpose of booking a gift horse in the mouth?

Sincerely yours,
J. L. STURTEVANT.

Seattle's Labor Union Daily

Seattle, Wash., May 29, 1919.

I note your tabulations of newspaper circulation and advertising cost in your issue of May 24, and desire to call your attention to an error in the city of Seattle tabulation. Seattle there are morning and two evening papers, but the facts are that there are one morning and three evening newspapers, the latter being the Seattle Union Record, the Times and the Star.

I am writing you this, as I know you desire to have your tabulations absolutely correct.

The Union Record report to the Post Office Department shows a net circulation for the six months preceding April 1 of 43,974, and at the time the statement was made we were selling in excess of 65,000 copies daily.

SEATTLE UNION RECORD,
E. B. Ault,
Editor Manager.

President Ryan Re-Elected

Edward J. Ryan, president of the Railway Mail Association, has been re-elected to that office by a majority of 8,600 votes. His opponent was E. J. Kern.

A NATION FINDS ITS "VOICE"

Publicity by Friends of Irish Freedom Marks New Epoch in Advertising

For what is said to be the first time in history, a nation and its sympathizers have utilized paid advertising space as a means of bringing its case before the public.

An advertising campaign has just been launched in the New York dailies by the Friends of Irish Freedom and Associated Societies to present Ireland's case to the world. Full pages and half-pages are being used. The results for the Irish Victory Fund so far justify the confidence of the campaign managers in advertising. The Tucker Agency, 303 Fifth avenue, New York, is handling the work.

High Water Hinders Paper Mills

Ottawa, Ont., June 10.—News print production at the Booth & Eddy mills has been curtailed because of an abnormal rise in the water of the Ottawa River, which for a time threatened to stop production.

"EVERYTHING"

THE WORCESTER TELEGRAM
has everything that the National Advertiser needs. It is the

KEYSTONE
of his structure of Marketing Success in Worcester and Worcester County

Alertness!

A characteristic of THE TELEGRAM. Myron Townsend, nationally famous as a Sport Writer for Metropolitan Newspapers, is busy in Worcester selling SPORTS to the people through his column. His propaganda has enthused everyone. Baseball, Tennis, Golf—were never more popular. Higher personal efficiency, health, happiness, are the cornerstones of The Worcester Telegram's campaign to popularize athletic sports. Municipal athletics are being urged to provide pleasurable as well as healthful activities for all the people. The one great lesson of the war is that Americanus of the future must lead the strenuous life. This is the basic reason why the Telegram is publishing the facts about the supreme importance of sports, so that every citizen may have a wider vision about the value of the sporting life to America as a nation. To Massachusetts as a state and to Worcester as city and county. To drive this opportunity first indicates the Telegram's alertness

Enterprise!

One of the unique and original features of the Worcester and county athleticization plan is the erection of playgrounds. No other city has held a big athletic council and consistently has invited speakers of the standing and stature of Walter Camp and Major Frank R. Cavanaugh to address the people on sports. Classes of instruction on theory and practice in all sports is another absolutely original idea and will be first put in force in Worcester. This is a tip to manufacturers and distributors of Sport goods and Sport clothes to cover Worcester County thru the Telegram at the psychological moment—NOW.

MOST
Carrier Delivered Circulation
in the City of Worcester!

Carrier Delivered circulation means result producing circulation. Less than 10% of The Telegram's City circulation is sold on the street.

MOST
Circulation in Worcester County

The Telegram has more Circulation in the three cities and fifty-seven towns of Worcester County, which includes the suburban territory (as defined by the ABC), than both the other Worcester Newspapers combined. Most these towns are not more than an hour away by interurban trolley.

LARGEST TOTAL CIRCULATION
Sunday and Daily
36593 (A B C) 31573
LOCAL MERCHANTS ENDORSE
The Worcester Telegram
By placing 54% more of their copy in the Telegram than in the Gazette or the Post.

Every month their approval of The TELEGRAM as an advertising medium is AGAIN made plain as that all who run may read.

In May the TELEGRAM led the field both daily and Sunday in Local Display advertising. The TELEGRAM published 1,087,824 lines of paid advertising in May, 1919, 274,017 lines more than the second paper in total volume, and six days a week only being figured, 67,816 lines more than the second paper.

Telegram prints 3 times as many Want Ads as other Worcester Newspapers Combined.

—the best evidence of the esteem in which a newspaper is held by its readers, 22,774 separate classified ads were printed in the Week Day editions of the TELEGRAM in May; the second paper published 7,850, the third 1,302. In addition the Sunday Telegram published 6,947 want ads, a total of 29,721.

THE RECORD FOR MAY
TOTAL ADVERTISING

Telegram	Gazette
1,087,824 lines.*	713,657 lines

*Every line authorized, every advertiser satisfied.

Strength!

The Telegram's strength is proved daily. In a Coupon Test recently conducted, fifty-one stores participated using 1-inch 1-column ads all uniformly displayed and all made up into a two-page spread. No individual firm had more than two coupons, some had only one. Everything was advertised from Pianos to Potato peelers. In spite of the fact that the thermometer registered 101 in the shade and that the Largest Department Store in the city opened their Semi-Annual Clearance Sale on the same day, the results were satisfying to forty-four out of the fifty-one stores participating. One store had 67 coupons returned. Another sold $103 worth of merchandise on three coupons.

Highly developed
Reader Interest.

The Telegram specializes on LOCAL AND COUNTY NEWS. There are fifty-seven cities and towns in Worcester County which the territory served by the Telegram. The Telegram maintains a correspondent in every town AND PRINTS THE NEWS OF EVERY TOWN AND EVERY CITY IT SERVES. Gardner, Fitchburg, Marlboro, Leominster, these are typical communities served by the Telegram,—with

The Telegram
Covers "The
Heart of the
Commonwealth"

Post
500,871 lines

To cover Central Massachusetts include on your list

THE WORCESTER TELEGRAM
Greatest Circulation—Reader Interest—Initiative! Sound! True! Proven!
A. P. Cristy, Publisher — Paul Block, Inc., Representative

You Can Cover the Rich and Responsive South *Only* Through the Newspapers Its People Read

THE people of the South today have a greater buying power than at any previous time.

They believe in enjoying life while there is opportunity and are especially responsive to the appeal of goods which make them happier and healthier.

Southern people also are disposed to buy advertised articles that are brought to their attention in a convincing way, through mediums in which they have confidence.

The newspapers of the South offer by all means the most efficient means of reaching the great buying public of the South and this field can be covered only through them.

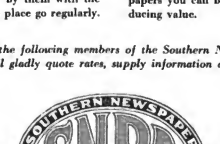
Secure the circulation figures of all the leading weekly and monthly magazines in any typical Southern town and compare the total number of homes reached by them with the number into which the newspapers of the place go regularly.

Then figure the cost of having your advertisement taken into the smaller number of homes in which one or more of the magazines are read with the outlay required to place the message it carries in the larger number entered by the newspapers.

In this way you will get a convincing and illuminating demonstration of two things—first, that to reach all the people of the South you must use its newspapers, and, second, that through them the whole South can be covered at smaller cost than is required to advertise to the portion of its people who read the magazines.

Nearly all the enterprising newspapers of the South have been rapidly increasing their circulations since war restriction were removed. Advertising rates have been advanced to correspond in but few cases. Now is a good time to start your campaign in the Southern States, since through the newspapers you can buy space for less than its real, result producing value.

Any or all of the following members of the Southern Newspaper Publishers' Association will gladly quote rates, supply information and give co-operation.



The Associated Advertising Clubs of the World hold their next Convention in the South, at New Orleans.

ALABAMA.

Anniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning & Evening Advertiser

ARKANSAS.

Little Rock Arkansas Democrat
Little Rock Arkansas Gazette

FLORIDA.

Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent
Tampa Daily Times

GEORGIA.

Albany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian & Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald

GEORGIA—(Cont'd)

Macon News
Macon Telegram
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY.

Lexington Herald
Lexington Leader
Louisville Courier-Journal & Times
Louisville Herald

LOUISIANA

New Orleans Item
New Orleans Times-Picayune

MISSISSIPPI.

Meridian Star

NORTH CAROLINA.

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch

NORTH CAROLINA.—(Cont'd)

Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA.

Anderson Daily Mail
Charleston News & Courier
Columbia Record
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal & Carolina Spartan

TENNESSEE.

Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean-American

TEXAS.

Beaumont Enterprise
Dallas Morning News & Evening Journal
Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News

VIRGINIA.

Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

Prepared by the Thomas Advertising Service, Jacksonville and Tampa, Fla.

All Records Of The Birm
With 1,139,278 Lin
And The News, As Usual, Had

Total Advertising For May

Here, expressed in lines, are the actual figures on the total advertising printed by the three Birmingham newspapers in May, compared with the same month last year:

	The News	Age-Herald	The Ledger
May, 1919	1,139,278	645,050	523,376
May, 1918	720,622	419,566	402,178
Gain	418,656	225,484	121,198

It will be noted that The News printed approximately as much total advertising as the other two newspapers combined and that The News' gain was 71,974 lines in excess of the combined gains of the other two newspapers.

Without a break for the five months of 1919, as for practically the entire twelve of 1918, The News has each month surpassed its advertising record of the month before, and has shown tremendous gains over the corresponding month of 1918. The News' total gains for the five months of this year are more than double its total gains for the entire twelve months of 1918. In this procession of advertising achievement, The News has repeatedly led all newspapers in the South and has taken high rank in the nation.

Local Advertising For May

Here, expressed in lines, are the actual figures on the local advertising printed by the three Birmingham newspapers in May, compared with the same month of last year:

	The News	Age-Herald	The Ledger
May, 1919	728,882	382,508	355,026
May, 1918	480,438	263,956	262,836
Gain	248,444	118,552	92,190

It will be noted that The News printed within 8,652 lines of as much local advertising as the other two newspapers combined, and that The News' gain was 37,702 lines in excess of the combined gains of the other two newspapers.

Advertisers Can Dominate Birmingham—At ONE COST—By Concentrating In The News

Topping the four successive record-bre every previous advertising mark in the histo lines, and became the third successive month News' gain over May of last year was 418,6

All three Birmingham newspapers pile renewed proof of the undiminished prosper published, but The News maintained its us and in every class of advertising.

Comparative Records I

Here, expressed in lines, are the actual f ingham newspapers for the first five months of

	The News 1919	The News 1918
January	795,732	531,692
February ...	817,068	561,330
March	1,055,236	743,680
April	1,138,914	648,018
May	1,139,278	720,622
Total	4,946,228	3,205,342
Gain	1,740,886	

An analysis of these figures for the first five month

1. That The News' total exceeded the total of
2. That the News' gain was approximately dc
3. That these relative totals for five months w

preponderance and growth of the News is normal,

The News' gain in total advertising for May other Birmingham newspapers. The News' total bined totals of this class of advertising printed b

In local advertising The News' total approxi

The News printed 4,219 more separate and newspapers combined, incidentally scoring a gair News' total of all classes of advertising approxim

Member Audit

The Birmi

The South's

ıgham News Smashed Of Advertising For May

Records To Break But Its Own

ıths immediately preceding it, May smashed Birmingham News, with a total of 1,139,278 The News has passed the million goal. The —equal to 51 per cent.
endid totals and substantial gains for May in e great industrial district in which they are shelming preponderance in total advertising

rst Five Months of 1919

he total advertising printed by the three Birm- pared with the same months of 1918:

Age-Herald		The Ledger	
1918	1919	1918	
8 349,020	339,906	324,128	
0 370,496	357,476	308,994	
2 486,836	415,744	394,254	
0 466,004	495,656	377,762	
0 419,566	523,376	402,178	
0 2,091,922	2,132,158	1,807,316	
666,778	Gain 324,482		

ill reveal a number of interesting facts.
two papers combined by 55,370 lines.
mbined gains of the other two newspapers.
ined in each of the months, showing that the great ustained.

lines in excess of the combined gains of the two ıal advertising exceeded by 8,106 lines the com- two newspapers.
illed the totals of the other two combined.
assified advertisements than both of the other two er cent over its own record for May, 1918. The lled the other two combined.

National Advertising For May

Here, expressed in lines, are the actual figures on the national advertising printed by the three Birmingham newspapers in May, compared with the same month of last year:

	The News	Age-Herald	The Ledger
May, 1919	299,418	180,642	110,670
May, 1918	169,834	96,950	96,894
Gain	129,584	83,692	13,776

It will be noted that The News printed 8,106 lines more national advertising than the other two newspapers combined, and that The News' gain was 32,116 lines in excess of the combined gains of the other two newspapers.

For more than a year The News has ranked high up among the leading newspapers of America in total advertising and in gains scored. For instance, in April, according to the statistical department of The New York Evening Post, it stood third among American newspapers in point of advertising gains for that month, only The Chicago Tribune and Detroit News exceeding it, and was eighteenth in point of total volume of business carried. Such records emphasize the prosperity of Birmingham and the confidence of advertisers in The News.

Classified Advertising For May

Here are the actual figures on the total number of separate and distinct classified advertisements printed in the three Birmingham newspapers in May, compared with the same month of last year:

	The News	Age-Herald	The Ledger
May, 1919	15,504	7,111	4,174
May, 1918	7,456	5,675	3,447
Gain	8,048	1,436	727

It will be noted The News printed 4,219 more separate and distinct classified advertisements than both of the other two newspapers combined, and that The News' gain was nearly four times the combined gains of the other two newspapers.

of Circulations

ham News

st Newspaper

Kelly-Smith Co., Foreign Representatives
Marbridge Bldg., New York; Lytton Bldg., Chicago

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FREE EDUCATION FOR STATE'S SOLDIERS

Senator Kaplan, of New York, Author of Bill Providing Special Scholarships for Former Soldiers at State Expense.

State Senator Abram Kaplan, of New York, introduced early in January of this year a bill providing for free scholarships in the colleges and universities of the State for returning soldiers or sailors who were residents of New York State prior to entering the war.

The bill also provided for free preliminary education with special classes created for the benefit of returning soldiers, sailors, marines or nurses, and for a sum to be paid to each successful applicant for such scholarships to assist in maintenance, purchase of text books and other necessary expenses during the period of education.

The bill was referred to the Committee on Public Education, where it was thoroughly discussed with the Commissioner of Education. The committee reported it to the Senate favorably, with amendments. The most important amendment limited the number of scholarships to 10 from each Assembly District each year. The Senate Finance Committee then reported the bill favorably, but reduced the number of scholarships to three for each district per year. The bill as finally reported carried an appropriation to provide for the scholarships in question.

Senator Kaplan had been impressed



SENATOR ABRAM KAPLAN.

with the economic necessity of such a measure, owing to the fact that so great a number of women had been attracted to the usual vocations of men during the war period, presenting an industrial problem of no small moment. The returning soldiers, in many instances, felt that they did not desire to return to old ruts, yet realized their need of special education and training for bigger things.

The Government, through its convalescent station at Lakewood, has provided for just such training for wounded men; but this training does not extend beyond the period of convalescence. Senator Kaplan conceived it to be the State's duty to its returning fighters and nurses to afford to them, without hardship, such education in special lines as would enhance their usefulness to the community.

It is his hope that next year the bill may be amended to increase the number of such scholarships materially, until every returning soldier has had an opportunity to obtain for himself an education, either classic or professional, at the expense of the State of New York.

REORGANIZE "N. A. P. & P." CO.

Stockholders Form Saguenay Company and Authorize Bond Issue

MONTREAL, June 10.—At a special meeting of the North American Pulp & Paper Company, the shareholders approved the organization of a working company to be called the Saguenay Pulp & Power Company. They also authorized the new company to make an issue of $5,500,000 of 6 per cent. bonds to purchase the bonds of the North American Paper Company, Chicoutimi Pulp Company and the Saguenay Power & Light Company's bonds as well as completed other financial matters associated with the Chicoutimi interests.

New directors were elected representing Montreal, New York and Buffalo interests. From New York R. F. Hammond, of Craig-Becker Company, and Lewis Chable, vice-president of the American Paper Exports Company were elected directors, and J. T. Steele of Buffalo. The new company will make a bond issue which will be offered for public subscription within the next few days.

AD-LESS PAPER SENDS "S. O. S."

5,000 Subscribers Not Enough to Support Chicago Labor Weekly

CHICAGO, June 7.—The Chicago Federation of Labor is having its hands full trying to continue publication of its paper, The New Majority, without advertising. During a discussion at the June meeting of the Union, it developed that the publication is losing $1,000 a month.

ANNOUNCING

the

STANDARD RATE & DATA QUARTERLY

"The National Authority"

PURPOSE—

To supply the ever-increasing demand for a standardized service, embodying the most highly perfected and authoritative compilation of rates and circulation facts combined, of over five thousand publications throughout the United States. To eliminate the present loss of time and waste of money now necessary to keep accurately informed of the constant changing of rates and circulation statistics.

CONTENTS—

Over 5,000 publications are listed—daily newspapers—general magazines—women's publications—mail order journals—agricultural papers—business periodicals. Rates shown on each, as complete as the publishers' individual rate card, together with an exhaustive and detailed analysis of circulation according to class of media. Over seventy pages of facts and figures never before thought possible to put in standardized form—size 11 x 13—weighs less than 12 oz.

PRICE—

Your interest in any or all advertising questions emphasizes your real need for the Standard Rate & Data Quarterly. Revised accurately every three months. You would not do without it. We will gladly send you a copy for

FIVE DAY FREE TRIAL

$15 PER YEAR

EXTRA COPIES, $5 PER YEAR

Write Today

STANDARD RATE & DATA QUARTERLY

160 West Fort Street Detroit, Mich.

Only one New York evening newspaper carried more "Foreign" advertising in 1918 than in 1917.

The Brooklyn Standard Union is that one newspaper, with a gain of 28,478 lines.

The truth seems to be spreading.

Digitized by Google

The Master Key to the Greatest Market Unit in America!

According to the Census reports of 1910 there were 2,046,845 FAMILIES in the state of NEW YORK. The total population at that time was less than ten million.

The total circulation of the NEW YORK STATE NEWSPAPERS listed below is 6,112,920. These newspapers, therefore, circulate about three copies for every family in the State!

It will be noted that the great bulk of the circulations listed on this page are metropolitan circulations. The census figures show that, in 1910, 7,185,494 people of New York State LIVE IN CITIES; 1,928,120 live in the country.

Practically every farmer or country dweller in the State reads a city newspaper. The R. F. D. system brings to the farm folks their big or little city daily, upon which they depend for their information as to the news of the world and the prices to be obtained for their products and the prices to be paid for the things they require.

So that the dominant newspapers here listed REACH A VERY GREAT MAJORITY OF THE HOMES OF THE STATE EVERY DAY.

They afford the MASTER KEY to the GREATEST MARKET UNIT in America.

And the line rate for these combined newspapers—$9.55 on a 2,500-line order—spells the very moderate advertising expense involved in appealing to a group of more than six million buyers, in more than two million homes!

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,559	.07	.07
Albany Knickerbocker Press (S)	43,957	.07	.07
Albany Sunday Telegram	37,959	.05	.05
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
Brooklyn Daily Eagle (E)	45,884	.18	.18
Brooklyn Daily Eagle (S)	68,667	.18	.18
*Brooklyn Standard-Union (E)	53,264	.15	.15
*Brooklyn Standard-Union (S)	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier & Enquirer (S)	115,359	.17	.15
Buffalo Evening News (E)	103,634	.16	.16
Buffalo Evening Times (E)	56,861	.10	.10
Buffalo Sunday Times (S)	71,435	.10	.10
Elmira Star-Gazette (E)	25,889	.06	.05
Glens Falls Post-Star (M)	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)	6,245	.03	.03
Ithaca Journal (E)	6,791	.025	.025
*Jamestown Morning Post (M)	9,131	.025	.02071
*Mount Vernon Daily Argus (E)	7,193	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M)	305,241	.50	.41
New York American (S)	947,270	.75	.65
New York Globe (E)	179,906	.39	.36
New York Herald (M)	128,814	.40	.36
New York Herald (S)	202,000	.50	.45
New York Evening Journal (E)	675,118	.75	.75
New York Post (E)	32,369	.25	.20
New York Sun (E)	180,998	.37	.34
†New York Sun (M)	117,414	.39	.36
†New York Sun (S)	117,414	.39	.36
†New York Telegram (E)	202,961	.342	.315
†New York Telegram (S)	202,961	.246	.225
New York Times (M)	350,598	.50	.485
New York Times (S)	500,000	.55	.5335
New York Tribune (M)	108,011	.32	.28
New York Tribune (S)			
New York World (E)	355,376	.40	.40
New York World (M)	334,513	.40	.40
New York World (S)	569,762	.40	.40
Niagara Falls Gazette (E)	13,162	.03	.03
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E)	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union-Star (E)	17,660	.08	.04
Syracuse Journal (E)	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E)	3,640	.0178	.0178

*A. B. C. Statements April 1st, 1919.
Government statements April 1st, 1919.

Total Circulation	6,914,295
10,000 Line Rate	9.4766
2,500 Line Rate	10.2097

†Seven-day average.

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TRIBUNE RELEASES ALLIES' PEACE TERMS

(Continued from Page 5)

up in New York on the transport Von Steuben, with a copy of the treaty, which he carried through to Chicago, arriving there last Saturday.

The Tribune might have published the document in its Sunday edition, but it was decided first to submit it to the Foreign Relations Committee of the Senate.

This was done and its acceptance was taken by the Tribune and the New York Times as a signal for release, and on Monday morning about one-third of the document, or about 25,000 words, appeared in those newspapers.

On Monday a turbulent debate of nearly five hours' duration occurred in the Senate, and finally Senator Borah succeeded, by a vote of 47 to 23, in getting through a resolution to have the 80,000-word document spread upon the pages of the Congressional Record. This released the treaty for general publication in the United States, and there was a mighty scramble to get it to the wires.

In introducing the matter Senator Borah said:

Borah Credits Hunt

"I have in my possession this morning a copy of the treaty which I am going to ask permission of the Senate to print as a Senate document. I am permitted to make this treaty public by the consent of those who gave it to me. This particular copy which I am offering this morning was brought to this country by Frazier Hunt of the Chicago Tribune. It was taken to the Chicago Tribune office last week and retained there for some time, just how long I do not know, but the Tribune said for patriotic reasons that it ought not, upon its own initiative and without having first presented this treaty to the officials in Washington, print it, and so it withheld the printing of the treaty."

However, while Senator Borah was speaking, about one-third of the document had been printed in the morning edition of the Tribune under its own copyright and also in the New York Times, which had printed the section under Tribune copyright.

Senator Borah said that he had no reason to believe that the Tribune copy was not genuine.

Senator Johnson said that in view of the publication of a section of the treaty in Chicago and New York and evidence that it would be completed in subsequent issues, nothing was to be gained by withholding publication in the Record.

Senator Hitchcock vigorously opposed it in the interest of the President who, he said, was under pledge to the plenipotentiaries of the Allies to withhold the document until it was complete, and he alleged that an effort was being made to embarrass the President, and that the effect would be to aid the Germans.

Nine Democrats voted with the Republicans to print the document, while one Republican voted with the Democrats to suppress it.

One of the interesting features of the document as it finally appeared was that it was entered into by Woodrow Wilson, President of the United States, "acting in his own name and by his own proper authority," whereas all other rulers were represented.

Too Much for Wires

Owing to the immensity of the document as it appeared in the Congressional Record proofs, the press associations could not carry it, and like most of the special representatives at Washington sent stories covering the chief points. However, it was franked to all press association clients on Tuesday.

The New York Times succeeded in publishing the full text on Tuesday morning. The Times announced that the report was transmitted to its office from Washington on twenty wires. It consumed 25 columns of space and was played to lead the second section of the Times, on this occasion a 40-page newspaper.

The Tribune did not publish the full text on Monday because, as Perley H. Boone, the city editor said, the sections left unpublished by the Tribune did not contain matters of surprising public interest.

Mr. Hunt, to whom credit is given for the scoop, was formerly of the staff of the New York Sun. He went to Europe for the Red Cross, and while there was engaged by the Tribune to replace Mr. Gibbons.

The treaties which have been printed and distributed in Germany are not complete copies and they contain a number of apparent misinterpretations, according to Mr. Hunt.

The copy which he brought with him was an official text with all maps and statistical data complete, he said.

He was doubtful of the reports that copies of the treaty could be bought on the streets of foreign cities.

Printed in Paris

It was true, he said, that there were copies being vended which purported to be the text, but so far as he knew none of them was complete.

He obtained the copy in a perfectly proper way, he said, but was bound in confidence not to reveal the source.

Newspaper dispatches from Paris say that the Bon Soir, a daily newspaper, printed the official text of the treaty and placed it in the hands of the members of the French Chamb of Deputies.

Mr. Hunt in a short introduction the "copy of the treaty published su that "by and large" the summary of t treaty as previously published su stantially carried the important poin of the full treaty.

Only in a few places, he contende were there omissions which "seem have been made deliberately." Perhaps the most serious of these was the ea of the Sarre Valley in regard to t ownership of the mines.

N. Y. Sun Copy Held Up

He added that a second instance which a serious indictment can brought against the official summa refers to the international labor o ganization which is formed under th general authority of the League of N tions.

The action of the British censor in r fusing to pass a copy of the Pea Treaty mailed by the London corr spondent of the New York Sun will, is announced in the Sun, be brought the attention of the Foreign Relation Committee.

The Concordia (Kan.) Blade, recen ly consolidated with Kansan, will l known hereafter as the Blade-Empire, order to preserve the name of old Co cordia Empire, founded 50 years ago.

Again in May—as in previous months—The St. Louis Star published more local display advertising of given classifications than TWO and sometimes THREE of its daily contemporaries COMBINED.

For thirty-four consecutive months the Star has published *more* local display advertising weeks days than the *Globe-Democrat*, the *Times* or the *Republic*.

The Star's gain in national advertising for the first five months of 1919 averages more than 96%, which is greater than that of any other St. Louis daily newspaper.

THE ST. LOUIS STAR

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY

CHICAGO, Peoples Gas Bldg — NEW YORK, Fifth Ave. Bldg — PHILADELPHIA, Colonial Bldg.

Don't Say "Paper"—
Say "STAR"
Trade Mark Registered

PUT THE CLARKSBURG TELEGRAM ON YOUR LIST FOR FALL COPY

And Get Your Share of Business From "The Industrial Heart of West Virginia"

EXCERPTS FROM
Audit Bureau of Circulations
Auditor's Report

Name of Publication, The Clarksburg Telegram.
City, Clarksburg; State, W. Va.
For the twelve months period ending March 31, 1919.

	Evening	Sunday
Total City	4662	3757
Total Suburban	2116	1895
Total Country	1111	2286
TOTAL NET PAID	7889	7938
Total Unpaid	160	106
TOTAL DISTRIBUTION	8,049	8,044

A complete analysis, including all essential facts pertaining to the above circulation, is embodied in the detailed Audit Report issued by the Audit Bureau of Circulations. Copies may be had on application to the office of the above publication.

Flat rate, 28c an inch to Feb. 1, 1920; 35c an inch thereafter.

THE CLARKSBURG TELEGRAM
West Virginia's Leading Newspaper

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Whence Comes the Power?

FORMER President William Howard Taft in explaining, recently, why an immense army may not be required by the League of Nations to keep order, said: "Have you ever noticed over at the corner of Thirty-fourth Street and Fifth Avenue, that during a rush hour when there is a long line of cars, many of them driven by men headstrong and not averse to speeding, a single policeman is able to do a remarkable thing? He isn't as big as I am, but when he raises his hand that whole, long, impatient line of automobilists instantly comes to a stop. Why? Well it's not because they are afraid of the policeman, but because behind that policeman stands the entire force of the City and State of New York."

Occasionally, we are asked whence comes the power to make effective our National Vigilance Committe and local Better Business Bureaus as they patrol the avenues of advertising. It is not because they have any special power or desire to prosecute and punish offenders. Their function is corrective and constructive. The force behind all of our work comes from the fact that the great reading public is insisting upon having the Truth about the goods and the service they buy. Enlightened public opinion and the nineteen departments of organized advertising listed below, composing our National Advertising Commission, unite to give force to our work.

AGRICULTURAL PUBLISHERS' ASSOCIATION
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
AMERICAN ASSOCIATION OF DIRECTORY PUBLISHERS
ASSOCIATED BUSINESS PAPERS, INC.
ASSOCIATION OF NATIONAL ADVERTISERS, INC.
CHURCH ADVERTISING DEPARTMENT
COMMUNITY ADVERTISING DEPARTMENT
DAILY NEWSPAPER DEPARTMENT
DIRECT MAIL ADVERTISING ASSOCIATION
FINANCIAL ADVERTISERS' ASSOCIATION
GRAPHIC ARTS ASSOCIATION
NATIONAL ASSOCIATION OF ADVERTISING SPECIALTY MANUFACTURERS
NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS
NATIONAL ASSOCIATION OF THEATRE PROGRAM PUBLISHERS
OUTDOOR ADVERTISING ASSOCIATION
PERIODICAL PUBLISHERS' ASSOCIATION
POSTER ADVERTISING ASSOCIATION
RELIGIOUS PRESS DEPARTMENT
SCREEN ADVERTISERS' ASSOCIATION

The following serve as trustees in carrying forth the Bigger Plan for truth work recently adopted

FESTUS J. WADE
President Mercantile Trust Company
St. Louis

F. A. SEIBERLING
President Goodyear Tire and Rubber Company, Akron

SAMUEL C. DOBBS
Vice-President Coca-Cola Company, Atlanta

DAVID KIRSCHBAUM
President A. B. Kirschbaum Company, Philadelphia

HENRY L. DOHERTY
President Henry L. Doherty & Company, New York

Associated Advertising Clubs of the World

LEWELLYN PRATT
First Vice-President

WILLIAM C. D'ARCY
President

P. S. FLOREA
Secretary-Treasurer

110 West 40th Street, New York

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To Extend Scope of Texas Advertising Clubs

Associated Organization Will Strive for Pure Ad Law in State—Elects Lowry Martin

DALLAS, Texas, June 10.—Extension of the scope of the Associated Advertising Clubs of Texas by reorganizing the clubs that had become inactive during the war and by creating new clubs was decided on at the annual convention in Dallas. A determined fight for the enactment of a pure advertising law in Texas was also outlined, and ample finances for this campaign were said to be assured under the plans adopted.

Officers were elected as follows:

Lowry Martin, Corsicana, president; J. Howard Payne, Dallas, first vice president; Dr. Spurgeon Bell of the business administration department of the University of Texas, second vice president; H. H. Levy, Galveston, third vice president; Scott White, El Paso, fourth vice president; C. N. Olsen, Corsicana, secretary.

The new directorate consists of J. P. Westover, Houston; R. P. Schermerhorn, San Antonio; A. L. Shuman, Fort Worth; J. A. Kemp, Wichita Falls; B. W. Turnover, Beaumont; I. Friedlander, Waco; Joe Hirsch, Corpus Christi; A. Woldert, Tyler; J. C. Phelps, Dallas; J. B. Miller, Orange; M. B. Hanks, Abilene; J. F. Etter, Sherman; W. A. Grimes, Greenville; Ben F. Sialenwerck, Terrell, and A. L. Blanchard, Hillsboro.

HOWE ON PULITZER BOARD

Editor of Brooklyn Eagle Elected Adviser on Journalism School

Arthur M. Howe, editor of the Brooklyn Daily Eagle, was chosen a member of the advisory board of the Pulitzer School of Journalism at Columbia University upon the recommendation of the board. The appointment is for a term of four years from July 1, to fill an existing vacancy in the membership of the board.

The personnel of the advisory board is as follows: President, Nicholas Murray Butler; Solomon B. Griffin, of Springfield, Mass; John Langdon Heaton, of the New York World; George S. Johns, of the St. Louis Post-Dispatch; Victor Fremont Lawson, of the Chicago Daily News; Charles Ransom Miller, of the New York Times; Edward Page Mitchell, of the New York Sun; Ralph Pulitzer of the New York World; Melville E. Stone, of the Associated Press; Charles H. Taylor, of the Boston Globe; Samuel Calvin Wells, of the Philadelphia Press, and Mr. Howe.

ANSON LAUNCHES OWN BUSINESS

Forms Commercial Propaganda Publicity Concern, with Office in Cleveland

CLEVELAND, O., June 10.—Sam B. Anson, one of the best known of Cleveland's newspaper men, announced today that he had formed a commercial propaganda publicity concern to be known as Sam B. Anson & Co., with offices in the Park building. Anson was long city editor of the Cleveland Evening News and later was editor and publisher of the ill-fated Columbus (O.) Daily Monitor.

With him in his new venture will be M. H. Laudon, of Bonbright-Herrick & Co.; Richard G. Collier, an editorial and political writer; and Lucy J. Price, a special writer.

J. T. Toal Starts Agency

CHICAGO, June 7.—Toal & Co. is a new advertising agency here, founded by John Herbert Toal, lately of the Personalized Sales Service Company and formerly with Valentine & Cd.

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.



Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

Incomparable

THERE is nothing in the newspaper world to be compared with the Sunday edition of The New York Times—in quality of news—in pictorial features—in circulation—in advertising.

Its sale, in excess of 500,000 copies, gives to it one of the greatest Sunday circulations of any newspaper in the world. In five months of this year the Sunday edition of The New York Times excelled every other New York Sunday newspaper in volume of advertising.

The New York Times

Twelve things to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE VISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING—
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
951-953 WILLIAM ST. - - NEW YORK CITY
PHONES:— BEEKMAN 1647 JOHN 1648

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I. C. M. A. CONDEMNS WASTE IN CIRCULATION

(Continued from Page 6)

are released from the press and delivered to the post office just in time to be dispatched to Railway Post Office and express trains, therefore, it is necessary that these papers be made up by the publishers in such a manner as to avoid the necessity of any delay through distribution of the same in the local post office before being dispatched to outgoing trains.

"The most important rule is, that dailies be made up into direct sacks by the publishers whenever you have thirty pieces or more, or fifteen pounds in weight, for any one office and if you do not have a sufficient amount to warrant a direct sack for any office then Railway Post Office or route sacks should be made up to contain papers for all offices served by the Railway Post Office route so made up, the offices to be included in these route sacks being indicated on the publishers' schemes or by numeral key on the galley list, the subscribers being arranged alphabetically, by offices, for one route or routes.

"If your mailing list contains subscribers outside the state and are not of sufficient number to warrant a direct sack or route sack, then all papers for any one state should be placed in a 'state' sack, properly labeled, the residue to be placed in a sack labeled 'mixed,' which should be delivered to the post office as early as possible in order to permit of the distribution of the same in time for proper dispatch.

Checking Up Galley Lists

"Every publisher is requested to submit his galley list to the Superintendent of Mails or to a representative of the Railway Mail Service, if one is located in his vicinity, in order that the same may be properly checked and keyed up in such a manner that the publisher can make up proper route sacks. This should be done frequently to take advantage of any recent changes in train service. In labelling sacks great care should be taken to see that the same is legible and correct. A direct sack should be labelled, for instance, 'Pittsburgh, Pa., Enquirer, Philadelphia, Pa.' An R. P. O. or route sack should be labeled 'New York & Pittsburgh R. P. O., Pa., from Ledger, Philadelphia, Pa.' A state sack should be labeled 'New York State from Chicago Tribune,' and a mixed sack labeled 'Mixed, from Washington Post.'

"As practically all mails are handled at railroad stations by illiterate railroad porters, and with considerable haste, the department has requested all publishers of daily papers to use a distinctive label on sacks containing their publications, a pink label being suggested and adopted and every railroad and post office employe is instructed to give a sack labeled with a pink label particular attention, and handle the same with pouch mail in order to insure its proper connection or dispatch, and any publishers who are not using this pink label should adopt the same at once.

Proper Wrapping Important

"In making up outside packages great care should be exercised in the legible addressing of the same. Outside should be plainly marked 'U. S. Mail for Outside Delivery at Publishers' Risk,' and particular care should be taken that the addresses are properly pasted and dried before being placed in sacks, as experience has shown that the crowding of several large packages into a sack frequently results in addresses being torn off or obliterated.

"It is also most important that a club package contain at least one copy with the post office address of the subscriber so that proper disposition may be made of the package in case the outside address is missing. The manner of folding and wrapping papers is also important, and the Post Office Department has prescribed regulations for the manner of wrapping the same. White or manilla paper should be used at all times. The best method of folding and wrapping is to fold each paper to the one-eighth fold or about 8½ by twelve inches and wrap in a separate wrapper. The separately wrapped papers for any one post office can be tied in a bundle or enclosed in a club package addressed to that office. Unwrapped papers contained in club packages should be folded into a size not larger than five inches by twelve inches, which admits of their distribution in the pigeon holes in post offices without further folding. The advantages of this method are that publishers afford their patrons the best possible service and insure delivery in good condition, reducing missending to a minimum and assisting of rapid and economical handling in post offices.

"Wrappers should be addressed in a legible or plain type, not smaller than long primer. The name of the addresses should always appear before the name of the post office, but the name of the post office and state should be the most prominent part of the address. To secure the best service addresses should be printed in black ink in large boldfaced type, ten-point Gothic type preferred.

"Wrappers should never be written in pencil, as such addressed, upon any kind of paper soon grow dim, are affected by abrasions and become unreadable, resulting in nondelivery and subsequent complaint from the sub-

(Continued on Page 30)

During the Past Three Months of March, April and May the Corpus Christi Caller

showed an increase in display advertising over the corresponding months of 1918 of

560,000

Agate Lines

This increase was the greatest for any Southern newspaper published in a city of less than 60,000 population.

The reason—The Caller reaches one of the richest sections of Texas with a population of 200,000 prosperous people, from two to ten hours ahead of any other morning newspaper.

Corpus Christi Caller

Corpus Christi, Texas

Frank B. Harrison,
General Manager.
Member A. B. C.

THE WEST VIRGINIA MARKET BY ITSELF

Nature has endowed West Virginia beyond ordinary comparisons.

Minerals, lumber, a rich soil, waterpower, and transportation facilities unequalled, all go to make the population of about 1,500,000 people nearly if not quite the best buyers per capita for whatever they want.

Of course they cannot find out about your goods by themselves, but you can tell your story in the daily newspapers for a very small cost per be taken good care of by the ten cities shown on the map.

Perhaps you have yet to become an advertiser! They why not make a trial campaign in West Virginia where a little money spent in these newspapers makes a BIG name?

	Circulation.	Rate for 5,000 lines.
Bluefield		
*Telegraph ....(M)	6,436	.01428
Charleston		
‡Gazette .....(M)	11,610	.03
‡Gazette .....(S)	16,500	.02
*Leader .....(M)	6,819	.0157
*Leader .....(S)	7,851	.0157
†Mail .....(E)	9,336	.025
Clarksburg		
*Exponent .(M&S)	8,187	.02
†Telegram ....(E)	7,866	.025
†Telegram ....(S)	8,351	.025
Fairmont		
*Times ....(M&S)	6,407	.02
*W. Virginian.(E)	5,192	.02
Grafton		
*Sentinel .....(E)	2,275	.014
Huntington		
†Advertiser ...(E)	8,541	.02
Huntington		
†Herald-Dispatch ....(M)	11,393	.02
†Herald-Dispatch .....(S)	11,393	.02
Martinsburg		
†Journal .....(E)	3,249	.0129
Morgantown		
‡Post .....(E)	3,025	.0143
Parkersburg		
*News .....(M)	6,239	.02
*News .....(S)	6,200	.02
†Sentinel .....(E)	6,854	.017
Wheeling		
‡Intelligencer (M)	11,366	.0325
‡News .....(E)	16,225	.04
‡News .....(S)	16,225	.04

*Government statement, April 1, 1919.
†A. B. C. statement, April 1, 1919.
‡Publishers' statement, April 1, 1919.

What, an "Agent" and West Virginia not on his list?

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EDITORIAL



For a Department of Advertising!

THE gravity of the wage problem with news-1, 1917, suggesting the creation of a Department of Advertising, contained this paragraph:

"The Congress should provide, through emergency legislation carrying proper appropriations, for the immediate creation of a United States Department of Advertising . . . to be made a part of the Department of Commerce. It should have a staff of men in charge of it who are experienced and expert in the art and science of advertising and whose judgment would be an asset of incalculable value to the nation."

Senator A. B. Cummins, of Iowa, in August, 1917, introduced a bill to establish in the Department of Commerce a Bureau of Publicity, to administer the advertising of the Government. In subsequent editorials this journal called the attention of the Senator to the titular defect in his bill, urging that it be amended to read and to mean a Department or Bureau of ADVERTISING, not "Publicity."

That original Cummins bill received scant consideration at the hands of a war-time Congress, in spite of the obvious great need for placing the nation's advertising on the same business basis applying to other Government affairs.

The bill recently introduced by Senator Cummins —now Republican leader in the Senate—retains the title and provisions of the first bill. The Senator may be excused for failing to properly differentiate between the terms "advertising" and "publicity." In the minds of Government officials the terms seem to be interchangeable. In the business world they are not. Of course, all advertising is publicity—but not all publicity is advertising.

Advertisers and publishers use the word "publicity" to designate the class of advertising which masquerades as news matter, and which press agents are paid to guide safely past the business office and into the editorial rooms. Here it sometimes happens that a strong appeal to an editor, based upon the "news value" of the matter, secures its publication in the news columns without reference to the advertising manager—who, in fact, should pass upon it.

EDITOR & PUBLISHER has, on many occasions, shown the menace to newspapers of this publicity game, and the vast extent to which Government Departments and Bureaus have played it. During the war a flood of this matter issued steadily from Washington, franked, backed by official approval, and buttressed usually by an appeal to the patriotism of the publisher.

Thus, while utterly failing to recognize the legitimacy of paid advertising for Government purposes, and making no provision for it, Official Washington fostered and supported the press agency idea on a vast scale. Advertising was needed—urgently—to serve the immediate aims of the Government. But Uncle Sam's public servants failed to provide for it, choosing to rely upon press agents to secure without cost for the space the necessary "publicity."

It is an ugly memory, kept alive by the survival of a still considerable force of "publicity specialists" at Washington, who are even today urging newspapers to continue to play their unworthy game.

Senator Cummins came into public life at Washington with a record of progressiveness in Iowa state politics which often caused him to be classified as a radical. So far and so fast have we traveled that he is now looked upon as a conservative. This bill of his, while having its defects, is a step forward—a long delayed step.

EDITOR & PUBLISHER suggests to Senator Cummins, in the public interest, that his measure shall be so amended as to eliminate entirely from its text any reference whatever to "publicity." It should be made a straightforward bill for the creation of a DEPARTMENT OF ADVERTISING. Instead of carrying a salary provision limiting the Director of the Bureau to $6,000 a year, it should provide a minimum salary of $10,000. Men of the caliber needed for this work cannot afford to accept $6,000 a year. Even in accepting $10,000 such men would be making a financial sacrifice.

There is a further consideration which should have due force: Big men in the advertising world would decline to administer a Department of Advertising which is linked up with free publicity propaganda.

The Cummins bill specifies that the Bureau shall prepare and direct "all advertising" of the War and Navy Departments. No reference here to "publicity." But, as to other departments, advertising and publicity are coupled. This is a serious defect and should be at once remedied.

The Federal Department (or Bureau) of Advertising should have nothing whatever to do with Government "publicity." To associate the two branches of appeal would be to lead to not merely endless confusion, but would offer the strongest possible argument against the advisability of the whole proposition. If a Government Bureau of Advertising should not only have the authority to prepare and place paid advertising, but equal authority to prepare and offer to newspapers free publicity the fact would serve as a club, and might easily lead to ugly results. There would be the constant inducement to publishers to go to the limit in giving away space in order to secure the greatest possible volume of paid advertising.

If the Government feels the need of a corps of press agents, why not a separate bill aimed to supply that need? Why link up this alien matter with a straight business proposition? Why should a publisher feel that, in accepting paid advertising from the Government, his newspaper is morally obligated to accept and print a certain amount of press agent publicity?

Senator Cummins seems to have gotten these two propositions completely intertwined. He should straighten them out.

The I. C. M. A.

THE International Circulation Managers' Association, which has been in convention at Buffalo this week, is a shining example of the value of a representative craft organization.

It would be difficult to estimate fully the benefits accruing to publishers whose circulation managers are identified with this association. Supplemented by state and sectional bodies, the I. C. M. A. has been a powerful factor for economic efficiency in the conduct of newspapers.

Today, thanks to the effective labors of the organized circulators, waste and extravagance in this department of newspaper making have largely disappeared. Reckless and ruthless methods of competition are outlawed in the ranks of the I. C. M. A. members. Sound promotion policies have become the rule. The circulator who runs amuck with oldtime, discredited methods forfeits his prestige among his fellows. He can no longer "get by." His publisher, however, eager he may be to increase his distribution, realizes that his paper must conform to the legitimate methods of promotion now so generally followed. To do otherwise is to invite disaster.

The circulators who have journeyed to Buffalo this year will return to their tasks with new ideas and new inspirations. They will have gained new vision, better perspective, increased ardor.

June 12, 1919. Volume 52, No. 2.

EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.
James Wright Brown, publisher; Marlen E. Pew, editor; W. D. Showalter, managing editor and John F. Redmond, W. C.
London: H. C. Hillard.
Paris: F. H. Greenleaf.
Toronto: H. A. Cruick.
Chicago: D. F. Cox.
San Francisco: Geo. B. De Vore.
Boston: M. J. Sispy.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

Selling Advertising

THE gravity of the wage problem with news papers is happily balanced, in a majority of instances, by the demand for advertising space. With increased costs of production—due largely to higher wages for printers and pressmen—the solution must be found in increased revenues.

On the Pacific coast we now have ten-cent Sunday newspapers. This trend may continue until it includes a majority of metropolitan Sunday issues. But this additional revenue will not meet, of itself, the mounting publishing costs. There must be more advertising. And, obviously, higher advertising rates must come.

Newspaper space has always been sold too cheaply. The exceptions have been so few that they have merely proved the rule. Magazine and periodical rates are, and always have been, much higher. EDITOR & PUBLISHER is not an advocate of high rates for newspaper advertising, but of reasonable rates. Prevailing rates are not, in the main, reasonable—for they do not take into account the doubled publication costs of today as compared with those of the pre-war period.

Publishers of newspapers have been the most reluctant of all business men to advance their selling price in conformity with advancing basic costs. Naturally, advertisers are not likely to rebuke them for this reluctance. Yet few advertisers would seriously protest against paying a rate which is based upon cost of production. They pay for everything else they buy on that basis.

Newspaper advertising was never before so fully recognized as a commercial necessity as it is today. The big business expansion in all lines upon which the country is entering requires a greater use of newspaper space by business men than ever before. Upon adequate advertising the whole program of readjustment and development of markets depends.

Newspapers have for sale, in their advertising space, one of the finest of all commodities. Indeed, what they have to sell is at once a commodity and a service. It is a direct channel of communication for the seller with his customer. It is the primary, the BIG business of mass communication. But this service-commodity must be sold on a business basis—cost, plus a fair profit—and BY BUSINESS METHODS. This means that it must be, like every other good product, ADEQUATELY ADVERTISED!

The day has gone by when ANY business, of a competitive kind, can succeed without adequate advertising—and this applies with peculiar force to the business of SELLING ADVERTISING. And, in advertising ADVERTISING, the publisher must use the method which he urges upon those who buy his product. He must use circulars only to the extent that he would advise other advertisers to use them. To appeal for advertising through the medium of a poster or a circular is to indicate to the prospective advertiser the publisher's own preference as to advertising media. His selling argument thus defeats itself. To advertise his advertising effectively and consistently the publisher must use a medium which the buyers of advertising space buy and read for its service value to them.

MRS. William Randolph Hearst, chairman of the Mayor's Committee of Women on National Defence, has received from associates on that committee a loving cup in recognition of her unselfish and generous services during the war. Thousands of our boys of the Army and Navy, befriended, in her hospitality, extended to them through the canteens here in New York to whose maintenance she contributed so largely, will say, "Good work!"

JOHN Sullivan, Secretary of the A. N. A., writes, in his weekly page of news and views in EDITOR & PUBLISHER: "The A. B. C. has made good, and is, without question, the outstanding operating factor in the circulation audit movement." If the Audit Bureau needed any more valuable testimony that this is to the usefulness of advertisers—and it does not—it might be hard to find it.

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PERSONALS

IN THE EDITORIAL ROOM

Col. R. R. McCormick, co-editor and publisher of the Chicago Tribune, presented Chicago Typographical Union No. 16 with an American flag at their annual memorial services.

Edward P. Mitchell, chief editor of the New York Sun, has purchased a 90-acre estate in Charlestown, Mass., for use as a summer home.

Blaire Converse, who last year was assistant instructor in journalism at the University of Wisconsin, has been released from military service to become a copy reader on the Milwaukee Journal.

Miss Caryl Frink, the "Little Girl Reporter" of the Chicago Herald and Examiner, lately has been working a new and particularly effective stunt gathering material for human interest feature stories. Last week she worked as a salesgirl in one of the big department stores, and this week as check-room girl in one of the downtown night restaurants.

H. J. R. Tewksburg, who recently left the Lewiston (Me.) Sun to become telegraph editor of the Portland Express-Advertiser, has purchased a residence at Westbrook, a suburb, and moved his family there.

"Ernie" W. Harrold, war veteran and popular member of the editorial staff of the Ottawa (Ont.) Citizen, recently deserted the ranks of the bachelors, marrying Miss Harriet Margaret Brooks. Mr. and Mrs. Harrold are attended by Herbert R. Worden, of the Citizen's local staff, and by Miss Bessie Watt, society editor of the paper.

Mrs. John T. Galbraith, owner and publisher of the Carbondale (Ill.) Free Press, is spending a vacation trip in the East and at the same time is looking over some of the big newspaper plants in New York and Boston for ideas for improving her own equipment, which she is planning to enlarge, having already ordered a new Duplex press.

Ray M. Humphreys and Hicks Carlisle Coney have rejoined the editorial staff of the Denver Times, after Government service.

John H. Harrison, editor of the Danville (Ill.) Commercial-News, has arrived home from a two months' trip through France, Germany, England and Scotland. He was a member of a party of Illinois congressmen.

Ed M. Thierry, who has just returned from a Newspaper Enterprise Association assignment to France, is in the South to get a story on moonshining. With the nation going dry on July 1, the N. E. A. believes a lot of readers of its client newspapers will be interested in the operations of Southeastern moonshiners.

Lieut. Lorenzo Ferguson Woodruff, better known as "Fuzzy" to several million sport fans and newspaper readers generally, walked into the Atlanta Georgian office last week wearing his blushing honors thick upon him—at least an overseas service stripe, a red discharge stripe, the lieutenant's bar and the insignia of the Division.

John Lindley Gammell, formerly employed in the news room of the Providence Journal, has been promoted to a captaincy. At present he is taking a special course at Oxford in England.

William M. Togman, Jr., left the staff of the Providence Journal this week to take a position on the Cleveland Plain-Dealer.

Hannah Mitchell, formerly of the Washington Boreau, is now in the home office of the New York Tribune, editing and making-up the Woman's Feature Section of the Sonday edition.

Capt. Ned Lewis, of the New York Tribune staff, and Miss Mary Helena Hall, of New Britaio, Conn., have been married.

Lieut. A. Howard Carroll, Sunday editor of the Pittsburgh Dispatch, a nephew of Col. C. A. Rook, president and editor of the Dispatch, is home from France and will resume his work on the Dispatch Sunday desk immediately on receiving his discharge from the Army.

Miss Helen F. Driver, editor of the women's department of the Portland Oregonian, has resigned to join the staff of the women's press bureau at Washington, D. C. Another member of the bureau, Mrs. Alice Gram Hidden, is also from Portland. Miss Driver is succeeded by Edith Knight Holmes, formerly with the Oregonian, but for the past year secretary of the Oregon Daily League.

Herbert J. Campbell, assistant news editor of the Portland Oregonian, has resigned to accept a positioo on the Portland Telegram.

Gunnet Timmie" Smith, formerly assistant sporting editor of the Ottawa (Ont.) Citizen, has returned to the Canadian capital after putting in two years' service overseas with the 16th Battery, C. E. F.

David A. Dexter, former Kansas City Post correspondent at Camp Fonston, has been made assistant city editor of the Post, succeeding J. Porter Wright, who is ow state editor. Fraocis Pendergast and Albert Robertson have joined the Post staff.

P. A. (Pete) Grady, late of the Kansas City Journal, is now assistant editor of the Kansas City Kansan.

Lieut. William K. Mabuel, one of the original members of the staff of the Stars and Stripes, the A. E. F. paper, and a former Kansas City Star staff man, is now back in the states.

Sergt. Baker, Harold Born and Wilt Phillips are among other Star men back trom army service.

Capt. Walter A. Davenport of the New York American has returned from overseas service with the 28th Division and will resume work on the American's editorial staff immediately on discharge.

Released his war-time position as private Arthor Robinson, also of the American, is recuperating from wounds at the Camp Upton Base Hospital. Davenport and Robinson went into the service together.

Glen Condon, former managing editor of the Tulsa (Okla.) Daily World, special investigator of conditions for war workers io Tulsa, has been made manager of the Majestic Theatre in Tulsa.

Thomas H. McRae, former editor of the Santa Fe Railroad Magazioe, has beeo appointed supervisor of publicity in the office of the assistant director-general of the Railroad Administration.

Capt. Percival Bachelder and Corporal "Bart" Motherwell, both Portland (Me.) Express-Advertiser men, have been honorably discharged from Army service.

IN THE BUSINESS OFFICE

James L. Burnham has retired from the reporting staff of the Biddeford (Me.) Journal to enter the employ of the Saco-Lowell Company.

Harvey R. Yoong, advertising manager of the Columbus (Ohio) Dispatch, has been initiated as an active member of the Mu Chapter of Alpha Kappa Psi, honorary business fraternity. Incidentally Mr. Young is also a director of the Central National Bank.

"BETTY" HAS WON HER LAURELS IN ADVERTISING FIELD

Mrs. Robert C. Glover, founder and President of the Dallas (Texas) Woman's Advertising League, is a newspaper woman, widely known in the Lone Star State by her pen name of "Betty."



Mrs. R. C. Glover

The club which she has created now boasts a membership of forty-five, and the limit is set at fifty. It is affiliated with the A. A. C. W., and Mrs Glover will be one of the speakers at the great convention at New Orleans in September.

In October, 1917, Mrs. Glover joined the advertising staff of the Dallas Dispatch. She established the first automobile page in that paper, which she edited, and she developed a good volume of automobile advertising. She also wrote a column on shopping, and became so popular that shoes, hats, gloves and wrist watches were named for her by the local merchants.

In January, 1919, Mrs. Glover joined the advertising staff of the Times-Herald. She has charge of the Home Building Campaign, also of the real estate and automobile departments. She is described as a splendid "mixer," and is considered a top-notch advertising "man."

Alvah Lamberton has resigned as head of the New York World advertising department's statistical division to go into business for himself.

August J. Miller, formerly in the business office of the Bridgeport (Conn.) Telegram, has returned from war service in impaired health. He has entered the city engineer's office for outdoor work with line and rod.

Miss Charlotte Robertson, secretary to M. P. Linn, general manager of the Republic, has resigned to become assistant to the registrar of Washington University, St. Louis.

WITH THE AD FOLKS

Capt. J. G. Sample has become associated with the W. B. Finney Advertising Company, Kansas City, Mo.

Robert A. Burton, at one time advertising manager of the Dearborn Truck Compaoy, is now with the copy and sales department of the Burnet-Kuho Advertising Company, Chicago.

Walter H. Burnham has joined Doremus & Co.'s advertising organization in New York.

F. W. Pratt, formerly advertising manager of the Goodell-Pratt Company, Greenfield, Mass., has been advanced to assistant to the president.

Maj. J. F. Matteson of the Red Cross has resumed his business duties as president of the Gundlach Advertising Agency, Chicago.

Capt. F. A. Biederman has returned from army service in France and resumed his duties with the William H. Rankin Agency, Chicago.

Elliott B. Field has been appointed advertising manager of the Rand Company, North Towanda, N. Y. He has been with the Burroughs Adding Machine Company, Detroit.

J. E. Foster has been added to the staff of Frank Seaman, Inc., New York.

Arthur W. Fonda, formerly with Critchfield & Co., in Boston, has become manager for Sawin, Gale & Co., distributors of "Oldfield Tires" in the Chicago territory.

Elmer Robertson has been appointed advertising manager of E. Kirstein Sons & Co., Rochester, N. Y., succeeding Clinton Down, who will enter the advertising business for himself. Mr. Robertson has been in charge of publicity for the McCurdy-Robison Store.

Francis John Best, advertising manager of R. H. Macy & Co., New York, and Miss Cecile Inez Nesbitt, were married in Detroit, June 7. They will be "at home" after July 1 at 129 Columbia Heights, Brooklyn, N. Y.

Hal G. Trump, formerly with the Chicago office of the Green-Fulton-Cunningham Agency, has joined the staff of the Campbell-Ewald Agecoy, in Detroit.

Miss Edith Sampson, advertising manager for the Daniels & Fisher Stores Company and author of a book entitled, "Advertise," has been appointed on the staff of the University of Denver. She will retain her present advertising position.

The Muncie Star has signed a contract for the Haskin Service for one year



Frederic J. Haskin sits at the feet of Uncle Sam and learns his lessons that he may pass them on through his Daily Letter and free Information Bureau to newspaper readers.

Ask his bureau that question which has been puzzling you. Address Frederic J. Haskin, Washington, D. C.

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(*Continued from Page 27*)

scribers. If the Dick or any similar method of addressing is followed the strips should be printed in black ink on white or yellow paper and never on paper of any other color. Publishers using the stencil method of addressing should use a sufficient quantity of ink to produce legible impressions, as poorly stenciled addresses result in delays and non-delivery and cause unjust complaints against the postal service. The addresses should be printed on the flat side of the wrapper and never on the edge of the fold.

Correct Train Labels

"Publishers making up Railway Post Office sacks showing train numbers to which dispatched should see that labels bearing train numbers are corrected whenever changes are made in Railway Post Office service whereby former train numbers become obsolete, as the failure to show the proper train number will invariably result in mishandling and delay to papers. The Post Office Department has prepared numerous printed forms for use of Circulation Managers in making reports of irregular or delayed receipt of papers, which forms call for definite information as to the name and address of adressee, manner of dispatch, etc., and our experience indicates that frequently these form tracers are sent out to post office employes on receipt of complaints from subscribers before any action, whatever, is taken by publishers to ascertain whether the paper in question is actually being properly dispatched from office of publication.

"Such procedure results in unnecessary routine work and I would respectfully suggest that in order to reduce correspondence in this connection to a minimum that, upon the receipt of a complaint of irregular or delayed receipt of papers, that you first check up your records and ascertain whether the subscriber's name and address appears upon your mailing list and whether paper for that party is being properly made up and dispatched in accordance with publishers' scheme or prepared Galley List. There has also been provided for use of publishers, a pink tracer slip for use in tracing papers through to destination where it has been found that receipt has been irregular, and such tracer forms will be furnished Circulation Managers for attachment to copies they desire traced to destination, these forms bearing the endorsement of all parties handling the paper en route, thereby establishing definitely the cause of delay, if any.

How Easily Identified

"Our experience has shown that papers received in ROUTE, STATE or MIXED sacks direct from the publishers are easily identified and given preference in distribution, but when these papers are worked in the sacks for connecting R. P. O. lines or distant distributing offices with other classes of mail their identity as daily papers become lost, making it difficult for postal employes to recognize and handle the same as such and in order to devise some plan whereby complaints from publishers might be reduced to a minimum a recent conference of Division Superintendents of the Railway Mail Service was held at Washington, D. C., for the discussion of this matter and under date of June 4, the Second Assistant Postmaster General sent out a

(*Continued on Page 35*)

Advertising Agencies of New York

Here's Real Co-Operation!!

Boston Publishers Set The Pace (100%)

in accepting "S & M" Insured Agency

Delivery Service on their Checking Copies

Every Boston Newspaper Publisher will use "S & M" Service in their endeavor to co-operate with Advertising Agencies of New York.

HERALD
TRAVELER
TRANSCRIPT
RECORD
POST
AMERICAN
ADVERTISER
GLOBE

Our pamphlet "Reasons Why" will be sent to Publishers upon request.

Co-operative Services of SERVICE Schworm-Mandel Inc

450 Fourth Ave. N.Y. 7205-7206 Mad. Sq.

ADVERTISEMENT NO. 16

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other National Advertisers and

Advertising Agents

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

Frank Presbrey Co., New York City.

The Thomas Advertising Service Jacksonville, Florida.

The Benjamin Adv. Corp., Syracuse, New York.

Keeshen Adv. Co., Oklahoma City, Oklahoma.

Percival K. Frowert, New York City.

Wylie B. Jones, Binghampton, New York.

Gardiner Atkinson & Wells, New York City.

The Frailey Adv. Co., Youngstown, Ohio.

Economy Service Co. New York City.

J. Elbright, Wright Advertising Co., Pittsburgh, Pennsylvania.

H. A. Gardiner, New York City.

J. F. Austin, Reading, Pennsylvania.

Arthur E. Morse, Morse Adv. Co., Scranton, Pennsylvania.

Crawford Harm Adv. Service, Vancouver, British Columbia, Can.

A. W. Erickson Adv. Agy., New York City.

E. N. Erickson Co., New York City.

Stalker Adv. Co., Inc., Toledo, Ohio.

Churchill-Hall Inc., New York City.

Harold M. Reid, Montreal, Canada.

Andrew Cone, New York City.

James Fisher, McConnell Ferguson Adv. Co., Toronto, Ont., Canada.

M. P. Gould Co., New York City.

A. J. Denne, Smith, Denne & Moore, Toronto, Canada.

Friend Adv. Agency, New York City.

Richard S. Rauh Co., Pittsburgh, Pennsylvania.

O. J. Gude, New York City.

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

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EDITOR & PUBLISHER Q & A

Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—In your next issue, under "Q & A," will you please tell the writer what "thirty" means and what its origin is? E. K. Baum.

A.—We can tell you what it means, but blest if we can be positive about its origin, and we are going to pass this interesting query to our readers. Within our memory "thirty" has represented in newspaper parlance the end of a day's or night's work—the job finished. It is also sometimes used to signify the end of a story. A former Chicago newspaperman tells us that throughout his long career he has associated "thirty" with 2:30 A. M. when morning newspapers went to press, and the press association key went silent. But a man in press association service for more than 20 years says that "thirty" was used as a wire flash to end the evening service, as long as he can remember. Another friend of Editor & Publisher insists that the origin of "thirty" in newspaper parlance relates to the Thirty Years War, "the struggle over." Mr. George Naeder, of the Associated Press, one of the best authorities on press association lore, tells us that "thirty" originated in the early press association days when press reports were written in pencil or stylus on long sheets of flimsy. Thirty sheets of such writing constituted a day or night "trick" and when the thirtieth sheet had been written the receiving operator flashed "30" or "good night." Mr. Naeder says that "30" is a code word just as "73" is a code word meaning "regards," or as "13" is a code word meaning "Do you understand?" We believe this explains the origin, but some of our associates insist that "thirty" antedated the press wire in newspaper offices.

Q.—What sort of staff organization must be maintained in the Display Advertising Department of a daily newspaper having, say, sixty to seventy thousand circulation? —Want-to-Know.

A.—One live daily of this class, in a Southern city, finds the following plan of organization adequate: (1) An Executive in Charge (the Business Manager); (2) Local Display Ad Manager, directing a staff of five solicitors, one of these a woman; (3) Special Feature Advertising, directed by a manager; (4) Copy Department—one man and one woman; (5) Foreign Department, whose manager attends to localized national accounts; (6) Promotion Department, one man; (7) Stenographic Department—head stenographer and three assistants. Promotion manager works with Special Feature Advertising Manager, also having charge of all details of plans for advertising the paper. Head of copy department calls upon other members of staff for special work when needed. Head stenographer handles all foreign orders, receives and distributes mats and has supervision over office boys.

PLAIN DEALER STAFF CHANGES

CLEVELAND, O., June 10.—There was a shifting in the editorial and copy desks of the Plain Dealer effective today.

Fred Charles, State editor, went to the head of the local copy desk, being succeeded by Russell T. Herrick; Stanley C. Knisely, of the copy desk, succeeded Richard C. Cull, day city editor for about a year, Mr. Cull going to the Sunday and feature department, succeeding Ward Marsh, who becomes a copy desk reader.

C. W. Larsh, of the local copy desk, was transferred to the telegraph desk, while D. H. Kirby, copy reader, goes to the local repertorial staff.

Edwin Herwig, formerly telegraph editor of the Youngstown (O.) Telegram, has joined the copy desk of the Cleveland Plain Dealer.

Kenneth C. Craig, city hall man for the Plain Dealer, has returned from Arizona, where he spent a month with his mother.

W. S. Parr, for twenty-six years an the editorial staff of the Plain Dealer, most of the time as market editor, returned to his work this week, after an absence of ten weeks, due to rheumatism.

Runs Stories from Scotland.

ALBANY, N. Y., June 6.—The Knickerbocker Press has begun a series of articles from a former Press reporter, William T. Whittemore, a Y. M. C. A. worker now touring Scotland with a party of Albany men, who recently finished their work in France in the fighting area.

Busy on Berger's New Paper

OKLAHOMA CITY, Okla., June 10.—Workmen are busy laying the foundation of the building that is being erected by Victor Berger and associates to house the Oklahoma Daily Leader, a socialist paper. The first edition is to be issued about October 1.

Block Heads Brooklyn Club

The Brooklyn Press Club has elected Gabriel Block, of the Standard Union, to the Presidency to succeed Frank C. Reynolds, of the Eagle, who has been elected to the board of governors for a three-year term.

Announcing
A New Flat Rate of
25c per inch on the
Denison Herald
(Texas)
Circulation Now Over
4,000 Paid Daily
Representative
G. LOGAN PAYNE CO.,
Marquette Bldg.,
Chicago, Ill.
PAYNE, BURNS AND SMITH,
5th Avenue Bldg.,
New York, N. Y.
Denison, Texas
May 1, 1919

"Horse and HORSE!"



They do not put the wagon before the horse in Wisconsin but they are proud of both products of the state.

Curiously enough, the Wisconsin idea is to be two-handed in all things.

Thus in a world reduced in live-stock to the number of a couple of hundred million horses, cattle, sheep and swine; and manufacturing enterprises seeking a sun-spot for readjustments, Wisconsin finds its two-handed idea very practical and profitable.

Wisconsin raises the horse and feeds him, and it makes the machinery that cultivates the soil for the crops, and harvests them, and then it makes the wagons for the horse to pull his load.

It turns much of its lumber cut into home-made utilities, and sends them to other markets. It exports galore.

And if you have anything good to offer and will make its advantages KNOWN to Wisconsin people by newspaper advertising, here is a market that cannot only BUY it but can PAY for it.

Make a quick start in these papers:

Papers	Circulation	Rate for 5,000 lines
Beloit News (E)	6,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E)	5,872	.02
Green Bay Press Gazette (E)	10,096	.025
Kenosha News (E)	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,891	.03
Milwaukee, Wisconsin-News (E)	*62,000	.10
Milwaukee Journal (E)	117,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.025
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1st, 1919.
*Publishers Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919.

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TIPS FOR THE AD MANAGER

SEHL AGENCY, City Hall building, Chicago. The Milwaukee Hosiery Co., Milwaukee, Wis. (Joseph Zans, president and advertising manager), will shortly undertake a fairly extensive advertising campaign for the first time in its history. While the media to be utilized have not yet been definitely decided upon, it is understood that the list will be made up within the next two weeks.

CAMPBELL & Co., Brooks building, Chicago. It is reported that the O. C. Hansen Glove Manufacturing Company, Milwaukee, Wis., has in hand a new national advertising schedule.

THOMAS M. BOWERS COMPANY, 25 East Jackson boulevard, Chicago. Has obtained accounts of McNeil-Higgins Company ("Non-Such Food Products") and Messenger & Parks, cornice manufacturers, Aurora, Ill.

GREEN FULTON, CUNNINGHAM COMPANY, Free Press building, Detroit. Will handle future advertising of Wisconsin Parts Company, Oshkosh, maker of "Wisconsin Axles."

FLEMMER COMPANY, 1214 Arch street, Philadelphia. Preparing a list of newspapers for a national campaign on "Hardman Tires," manufactured by the Hardman Rubber Corporation, New Brunswick, N. J.

W. J. BUSH CITRUS PRODUCTS COMPANY, INC., National City, Cal. Using newspaper space to introduce into Canada a butter substitute called "Aprol."

BARTON & DURSTINE COMPANY, 25 West 45th street, New York. Has been appointed advertising agent for the Greenfield Tap & Die Company, Springfield, Mass.

DORLAND AGENCY, 366 Fifth avenue, New York. Preparing an enlarged advertising campaign for "Empetal Olive Oil" and "Piedmont Peanut Oil," sold by Musher & Co., Baltimore.

REX W. WARMAN, INC., 16 Beaver street New York. Beginning an extensive advertising campaign on "Old Sol" road lights, made by the Hawthorne Manufacturing Compaoy, Bridgeport, Conn., in advance of national advertising to be started in the fall.

VON POETTGEN AGENCY, Kresge building, Detroit. Has been appointed in charge of Berry Brothers' varnish advertising, also of Detroit

O. J. KOCH AGENCY, University building, Milwaukee. Will soon place a general newspaper campaign in Middle West for the Wausau Sulphate Fiber Company, Mosinee, Wis.

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Preparing national advertising for Hebe Condensed Milk, Chicago, a new account.

BRANEN-PARKELL AGENCY, Railway Exchange building, St. Louis. Has been appointed to handle advertising of Rotary Tire & Rubber Company, Zanesville, Ohio.

ERWIN & WASEY, 58 E. Washington street, Chicago. Starting a national advertising campaign on "Isko" refrigeratoo apparatus.

PAUL NEMEYER & Co., Sloan building, Cleveland, Ohio. Asking rates on 35,000-line contracts for Pocahontas Coal Operators' Association, from newspapers in Connecticut, Illinois, Indiana, Iowa, Maioe, Massachusetts, Michigan, Minnesota, New Hampshire, North Carolina, Ohio, Rhode Island, South Carolina, Virginia, West Virginia and Wisconsin.

BROOKS, SMITH & FRENCH, Kresge building, Detroit. Has obtained account of Anderson Forge & Machine Company.

W. B. AKIN, P. O. Box 1214, Pittsburgh. Placing special copy with newspapers for Gulf Refining Company.

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Placing advertising for Fruit Pudding Company; reported will make up newspaper list during July for Lyon Manufactoring Company.

DORLAND ADVERTISING AGENCY, Atlantic City. Placing orders with newspapers for North Jersey Show Resorts.

ERICKSON COMPANY, 381 Fourth avenue, New York. Again placing orders in large city newspapers for Valentine & Co.

M. P. GOULD COMPANY, 60 W. 35th street, New York. Placiog orders with some Southern newspapers for Morton Manufacturing Company.

HICKS ADVERTISING AGENCY, 217 Broadway, New York. Again placing orders with newspapers for Ayvad Manufacoring Company.

HOYT'S SERVICE, 120 W. 32nd street, New York. Placing orders with newspapers for "Belle Mead Sweets."

MARTIN V. KELLEY COMPANY, Second National Bank building, Toledo. Reported will make up newspaper list during next 30 to 60 days for Lexington Motor Company.

KIRKLAND-ENGEL COMPANY, 14 E. Jackson boulevard, Chicago. Placing orders in magazine sections of newspapers for Maybell Laboratories Lash-Brow-Inc.

LOCKWOOD & HANFORD COMPANY, 200 Fifth avenue, New York. Reported will place the advertising for American Druggists Syndicate.

LORD & MCMULLEN COMPANY, Cambridge building, New York. Placing special copy with newspapers for A. R. Mosler & Co.

MACLAY & MULLALY, 108 Broadway, New York. Will place the advertising for Mutual Fire Insurance Company.

MOSER & CETINE, Paul building, Utica. Again placing orders with newspapers for Henderson & Erwin.

SEELYE-BROTHERTON-BROWN, 110 W. Fort street, Detroit. Placing orders with newspapers for Mohawk Rubber Company.

WILLIAMS & CUNNYNGHAM, 58 E. Washington street, Chicago. Reported will make up a newspaper list during July for fall and winter advertising and will start a special campaign on boys' clothing in August for Hart, Shaffner & Marx.

GRANE & WARD, Monroe building, Chicago. Now placing orders in Chicago newspapers for the Chicago Coal Merchants' Association.

VANDERHOOF & Co., Marquette building, Chicago. Has secured advertising account of Iceless Ice Box Company, 323 River street, Chicago, and placing orders with newspapers in Chicago and throughout state of Illinois.

JOHN POWERS COMPANY, 461 Fourth avenue, New York. Just starting a campaign for A. Schilling & Co., San Francisco, to run in states north, west and south of Colorado, inclusive, and eight of leading farm papers covering that territory.

LLOYD W. YOUNG, 1900 Euclid avenue, Cleveland, O. Has just secured account of Marathon Tire & Rubber Company, Cuyahoga Falls, O., which will advertise in newspapers and trade papers.

HARRY D. PHILLIPS, 1328 Broadway, New York. Placing orders with newspapers for Prof. Charles Munter.

HARRY PORTER COMPANY, 18 E. 41st street, New York. Adding newspapers in new sections to list for Neutle's Food Company; placing 4-inch orders with newspapers for Herbert Roystone.

FRANK PRESBREY COMPANY, 456 Fourth avenue, New York. Placing new schedules for newspapers for Shredded Whole Wheat Company, Niagara Falls, N. Y.

FRED M. RANDALL COMPANY, Ford building, Detroit. Still placing the, advertising for Aladdin Company and not the Heegstra Agency.

Ad Women Elect Miss McDonald

LOS ANGELES, Cal., June 8.—The following officers have been elected by the Women's Advertising Club: President, Miss Rena McDonald; vice-president, Miss Helen Royce; secretary-treasurer, Miss Beulah Leech; recording secretary, Miss Zella Hooser.

Newspapers Get "A. B. C." Reports

CHICAGO, June 10.—Audit Bureau of Circulations reports have been issued on the following newspapers: Appleton (Wis.) Daily Post, Appleton Evening Crescent, Ashtabula (Ohio) Star & Beacon, Eau Claire (Wis.) Leader & Daily Telegram, Fremont (Neb.) Evening Tribune, Grand Island (Neb.) Daily Independent, Grand Rapids (Mich.) News, Grand Rapids Press, Hartford (Conn.) Courant, Hartford Times, Iowa City Citizen, Iowa City Press, La Crosse (Wis.) Tribune & Leader-Press, Louisville Courier-Journal, Louisville Evening Post, Louisville Herald, Louisville Times, Muscatine (Ia.) Journal & News-Tribune, Norfolk (Neb.) Daily News, New Castle (Ind.) Courier-Olean (N. Y.) Herald, Pomona (Cal.) Progress, Santa Barbara (Cal.) Daily News & Independent, Sioux City (Ia.) Journal, Sioux City (Ia.) Tribuoe.

Roth Launches Own Agency.

MILWAUKEE, June 10.—H. A. Roth who until recently was connected with Stumpf & Langhoff, Ltd., which firm operates a string of men's clothing stores in Milwaukee, has established an advertising business under the name of the Roth Advertising Service. For years he was advertising manager of department stores in Chicago, St. Louis and other cities.

Will Increase Smith Bonds

OTTAWA, Ont., June 10.—Shareholders of the Howard Smith Paper Mills Company have ratified a proposal to increase the outstaoding bonds of the company to the amount of $1,500,000.

Service

National advertisers find the Indianapolis Radius an easy market to cultivate because they can obtain exact information of conditions from the Merchandising Service Department of

THE INDIANAPOLIS NEWS
Charter Member A. B. C.

Foreign Representatives
Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

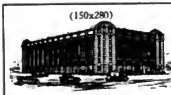
U. S. P. O. Report
For the period ending April 1, 1919.
Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

(150x280)



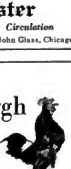
The Detroit News

The only Detroit paper separating daily and Sunday circulation in its semi-annual statements to the government.

Member Audit Bureau of Circulations

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



The circulation of

The Evening Star

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET NEW YORK CITY

GOULD, PAPERMAKER, DEAD

Had Supplied Many Publishers with News Print During Busy Career

Gordias H. P. Gould, president of the Gould Paper Company of Lyons Falls, N. Y., and president of the Donnaconna Paper Company of Donnaconna, Quebec, died at Clifton Springs, N. Y., of inflammatory rheumatism. He was 71 years old.

For many years Mr. Gould had been a prominent figure in the news-print manufacturing business, and he was widely known among manufacturers and publishers. Born in New York State, he was early engaged in the lumber business, and about twenty years ago he established a paper mill in Lyons Falls, the plant being enlarged until it reached its present capacity of 85 tons a day. Later he acquired a mill in Canada, which has a capacity of 100 tons a day.

Mr. Gould was a member of the Executive Committee of the News-Print Manufacturers' Association, which was dissolved in November, 1917.

CUBAN SOLDIER-EDITOR DEAD

Don Munix for 24 Years Published Havana Newspaper

HAVANA, June 3.—Nicholas Rivero Muniz, for twenty-four years director of El Diario de la Marina, one of Havana's oldest daily newspapers, died June 3. He was seventy years old. He had just received a cablegram from Madrid notifying him of the bestowal upon him by King Alfonso of the title of Marquis.

Born in Villavicinas, Spain, Don Nicholas took up arms in 1872 on the side of the Carlists, was captured and sent to Cuba as a political prisoner, along with several hundred others, to fill vacancies in the Spanish colonial forces. Three months later he escaped to Spain and again joined the Bourbon cause, taking part in the first battle of Montejura. For conspicuous service he was promoted to major and later was decorated with the grand cross of Alfonso III. In 1880 he returned to Cuba and entered the newspaper field.

Obituary

JOSEPH ALEXANDER ALTSHELER, editor of the Thrice-a-Week Edition of the New York World, died May 5. Born in Three Springs, Ky., April 29, 1862, he was educated at Vanderbilt University, and from 1885 to 1892 he was on the staff of the Louisville Courier-Journal. He then joined the staff of the New York World, and after a period of political reporting became editor of the Thrice-a-Week World. He wrote several books of adventure and an American history.

JAMES JOSEPH JARNAGIN, seven-month-old son of Roy A. Jarnagin, advertising manager of the Spencer (Ia.) News-Herald, is dead.

DAVID BRANT, publisher of the Iowa City (Ia.) Republican died June 4. He was born in Indiana in 1850 and took up newspaper work on the Cedar Rapids (Ia.) Republican in 1880. Later he established the Walker News and was connected with the Cedar Rapids Gazette, becoming publisher of the Iowa City Republican in 1902. He was the father of Irving Brant of the St. Louis Star and Archer Brant of the Iowa City paper.

RALPH K. STRETCH, a former newspaper man of Macon, Ga., was drowned recently while swimming in the Harvard University pool.

MRS. EDITH SMITH, wife of Edward R. Smith, a special writer for the New York Sunday World, died June 5, aged 34 years.

THOMAS R. MCQUADE, founder of the Utica (N. Y.) Evening Telegram, but for many years retired from newspaper work, died May 23, aged 88 years.

FRANK F. SCRIBE, for years a proof reader on the Brooklyn Eagle and New York city newspapers, died June 5 in his 74th year.

FRANCIS B. MURPHY, one of the oldest newspaper men in Albany, N. Y., in point of service, died last week. For more than thirty years Mr. Murphy had been connected with the Times-Union, chiefly in the advertising department. He started newspaper work on the Leadville (Colo.) Sun, and came East to be connected with the Knickerbocker Press of Albany.

GEORGE C. HELD, aged 47, staff photographer of the Portland Oregonian and more recently cameraman for a moving picture company in Portland, was recently killed in an automobile accident.

JETLEF B. NORDHEM, for 20 years past vice-president of the company publishing Skandinaven, a Scandinavian daily newspaper of Chicago, died June 3. He was a cousin of Victor F. Lawson, publisher of the Chicago Daily News.

ERNEST P. ORR, Denver manager of the International News Service, died June 7. At one time he was in charge of the I. N. S. bureau in Paris.

WILLIAM H. HARDING, advertising manager of the New York Times Book Review, died June 9, at Breakwaters, N. Y., aged 65 years. He was born in England. While still a young man he settled in America and became cable editor of the New York World, and then of the Herald. Thirty-five years ago he was a reporter for the Times. Later with the Associated Press Mr. Harding was for seventeen years foreign editor. From 1902 to 1902, he became associate editor of the Fourth Estate. Mr. Harding in October, 1909, rejoined the staff of the New York Times, and was associated with the business department until the time of his death.

J. LEO SAUER, one time city editor of the Elizabeth (N. J.) Daily Times, was killed by lightning at Augusta, Ga., June 8, while playing golf.

DANIEL H. MAHONY, once a publisher of the Catholic Standard and American Catholic Review, died May 27 in Philadelphia.

LIEUT. JAMES HICKMAN, formerly a classified advertising solicitor for the Chicago Daily News, was this week reported killed in an airplane accident in Coblenz, Germany.

COL. HARVE P. NELSON, owner and publisher of the Greenville (Tex.) Evening Banner, died at Greenville May 29. Col. Nelson was born in Alabama in 1872. He also founded the Wolfe City (Tex.) Sun, and published the Farmersville Times.

ANTHONY DONOHUE, for many years employed in the New York Evening Telegram's composing room, died June 4.

GUY MAGEE, at one time a prominent newspaper man, died in Chicago June 5, aged 77 years. Mr. Magee, who was born in Philadelphia, went to Chicago more than thirty years ago. He was at one time city editor of the Inter-Ocean and prior to that was with the Tribune. During the civil war he was correspondent with both the Northern and Southern armies. He is said to have been one of three newspaper men who accompanied General Sherman on the march from Atlanta to the sea.

Thayer Goes to Seattle

SEATTLE, June 6.—Frank Thayer, instructor in charge of the course of journalism in the University of Iowa for the last two years, has been appointed associate professor of journalism at the State College of Washington. Mr. Thayer will begin his work to Washington in September.

To Promote Paper Exports

MONTREAL, June 6.—A. L. Dawe, secretary of the Canadian Pulp & Paper Association, will shortly go to London to represent the industry overseas. He will co-operate with the Canadian Trade Commission in an effort to find increased markets for Canadian pulp and paper products.

WINS NAME OF "SCOUTS"

Supreme Court of N. Y. State Upheld in Its Contentions.

After having fought in courts since the summer of 1917 to protect the names "Scouts," "Scouting," etc., the Boy Scouts of America finally has been granted by the Supreme Court of New York all for which it fought.

Thus ends the famous case of the Boy Scouts of America vs. The United States Boy Scout. The latter organization has changed its name, eliminating any suggestion of the scout idea, which has come to be particularly identified with the great nation-wide Boy Scouts of America and the organizations with which it is affiliated throughout the world.

London Express Man in U. S.

Edwin Cleary, special representative of the London Daily Express, has arrived in America to visit his old home in Kentucky. Although born in the Blue Grass State, he has spent upwards of thirty years in journalistic work in Great Britain, serving as special correspondent for the Daily Express in the Balkans, Russia and South Africa.

C. R. Mooney, news editor of the McAlester (Okla.) News-Capital, and Miss Vida Savage of Kansas City, Kan., have been married.

The McCLURE Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montaeue Glass and Sewell Ford.

N373 Fourth Ave., New York

WE SPEND MORE THAN

$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service

246 West 59th Street

Time and Money

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up *for themselves* a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers
170 Broadway New York

THE ELLIS SERVICE
Swarthmore, Pa.
Offering Two Weekly Features
1 - *A "Different" Sunday School Lesson*
2 - *The Religious Rambler*

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and white.

Newspaper Feature Service
W. KOENIGSBERG, Manager
241 WEST 37TH ST. NEW YORK

Digitized by Google

EDWARD P. BELL HONORED BY LONDON PRESS

(Continued from Page 7)

war of getting news and views which would enable American readers to understand the situation here there was never a single instance, either in the Army or in the Navy, or in the flying service or in the great public departments, where any official or any Englishman at all in any position tried to bring the slightest pressure upon us to color our reports in any way whatever.

"Again and again we were taken over the Fleet; a good many of us were given flights in battle-planes and seaplanes; we have been in the British front line time after time, and we were shown everything. We went also to a very great many munition factories. Absolutely nothing was kept dark from us.

"We had some highly confidential conferences, too, with practically every member of the Government from the Prime Minister downwards. And so far as I know the whole of the work gave complete satisfaction both to the officials and the public men who gave us the information, and to our papers and our readers. The result, in fact, was thoroughly good in every way.

Truth the Quest

"In order to interest readers on the other side it has been necessary to work here to get the truth and to do one's utmost to tell it, because I find that readers everywhere are instinctively more interested in the truth than they are in anything else in the world.

"I think the truth is more dramatic than anything else, and people respond to it instinctively as they never do to anything that is artificially colored, or insincere, or faked.

"In the United States there is the keenest possible desire on the part of the people to see the British nation as it is, and to understand what the masses feel and think. Intuitively throughout the United States there is a realization that what the masses of the British nation are feeling and thinking agrees absolutely with what the masses in America are feeling and thinking.

"They feel a perfectly natural occurrence of sympathy. The broad general interests of the American people are the same as yours, and their purpose is the same. Obviously, therefore, it is the business of correspondents on both sides of the water to seek for the truth and to tell it.

"A great deal of harm has sometimes been done by correspondents who reflect certain currents of thought that are not typical and cause irritation, and omit to indicate that these sentiments do not spring from the hearts of the people.

"My whole purpose has always been to emphasize all the friendly sentiments, all the good will, and all the sanity I find in this country.

"Everything that is excellent I try to show fully and clearly all the time; and, when I must touch upon other things—things that reflect malice, envy, jealousy, or ill-feeling, if I feel really compelled to touch on them at all—and I am not a believer in suppressing anything—I take occasion to remind my readers that it has nothing to do with the fundamental feeling of the country.

"We are interested in every bit of criticism that is published about us. We do not want a word of it suppressed.

"Whatever it is we want to hear it, but a correspondent who sends over criticism of a malicious character without reminding his readers of the real character of its source is guilty of an omission that is most unfortunate.

Boy Interest in America

"Among my other duties here, part of my work recently has been that of speaking in various parts of the country to English public school boys on American history and political and moral ideals. I have never been more impressed with anything in my life than the amazing intelligence and enthusiasm of these boys.

"If I have run into prejudices and preconceptions among other people, and have found any difficulty in getting really into touch with them, I never found any difficulty at all with these boys. And they before any great time are going to be running the Empire.

"Absolutely nothing gives me more hope and confidence that we shall get rid of all nonsense between the two nations and that we shall have common sense and that they possible apex prevailing between them than the robust humanity and enthusiasm of these boys. Up to the time I spoke to them many seem to have had a picture of America that was not the America I know at all.

"I am perfectly certain that they are going to sweep aside all preconceived ideas, and that they are going to look upon our relations, not from the point of view of the eighteenth century or the nineteenth century, but from the point of view of the present moment in which we are living, without any prejudices whatever.

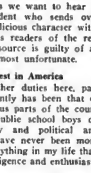
"All the intellectual forces of the United States are also calling to our boys and girls to study Anglo-American relations from the point of view of the present moment.

"And so, I think, forces like these working on both sides of the water are going to bring us within measurable time to a perfect understanding. For these ill-conditioned persons who want to sow discord between Britain and America there will no longer be any room. The time is fast approaching when the peoples of the two countries will refuse to listen to them."

W. H. FRENCH HEADS CLUB

"A. P." Man Elected President of Pittsburgh Press Organization

PITTSBURGH, June 7.—William H. French, local manager of the Associated Press, has been elected president



WM. H. FRENCH

of the Pittsburgh Press Club. A. P. Moore is honorary president, H. B. Laufman, first vice-president, and H. J. McNellis second vice-president.

Four members were elected for the full term on the board of governors. Another member was elected to fill a vacancy on that board. Those elected for the positions are W. H. Barr, D. J. Berry, H. J. Boyle, C. W. Armor and W. A. Wyman.

Slipped Through German Lines

CLEVELAND, Ohio, June 10.—Cal C. Lyon, war correspondent for the Scripps-McRae League in Europe, addressed the Chamber of Commerce at noon on "Face to Face with Hindenburg; the Inside Story of the Debronement of Kaiser Bill." Lyons told how he slipped through the German lines near Metz the Saturday following the signing of the armistice and spent several hours touring the Prussian Empire before he and four other correspondents were arrested in Berlin by Hindenburg on orders from General Pershing.

J. R. Booth Breaks Arm

OTTAWA, Ont., June 11.—John R. Booth, Canada's "lumber king," and owner of the Booth paper mills, recently suffered a fractured arm. Despite his advanced age—he is in his 93rd year—he is expected to recover.

No Relief Yet for R. F. D. Mail Route Victims

More Strenuous Protest Meetings Planned in N. Y. State—Farmers Walk Miles for Mail

TROY, N. Y., June 10.—Believing that the results of the last hearing on the postal route changes were not satisfactory, another meeting of protest, in which newspapermen, postal workers and patrons throughout northeastern New York will participate, is planned for this city in the near future.

Continued protests from rural delivery patrons, who are opposed to the changes effected in Rensselaer, Washington, Fulton and Montgomery Counties, are expected to result in a rehearing by postal officials. Newspapers in Troy and Albany, notably the Knickerbocker Press and the Times Record, which have taken up the fight waged by the mail patrons, report that they have received hundreds of letters of protest against the changes.

Grangers are protesting at the manner in which the post office inspectors are rearranging the routes. They contend the inspectors have not personally inspected the routes, leaving the work to incompetent assistants. At Medway, N. Y., according to protests reaching this city, the post-office was closed, and the boxes placed at the Medway fourcorners, with the result that many of the residents of this vicinity are forced to travel two additional miles for their mail.

Beloit, Wisconsin

Metropolitan in character, in a city highly industrialized, the largest oil engine factory and largest wood working machinery plant in the world.

THE BELOIT DAILY NEWS covers the City's needs as thoroughly that Milwaukee papers do not circulate here. Net paid circulation 6,500. Rate 2½c. per inch flat.

D. B. WORTHINGTON, Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO. Chicago, Marquette Bg. Detroit, Kresge Bg.

PAYNE, BURNS & SMITH New York, 5th Ave. Bg. Boston, Advertisers Bg.

After the War—and on a 2c Basis

The circulation report of the Louisville Herald to the U. S. Postoffice Dept., as of April 1, 1919, shows the following.

DAILY . . . 52,456
SUNDAY. . . 48,767
Average Daily & Sun. 51,930

Use of premiums and reduced rate offers to mail subscribers were all discontinued in August, 1918.

The Herald has the largest daily (morning) and the largest daily-Sunday average circulation in Louisville.

Herald circulation is concentrated in the Louisville trading territory.

The Louisville Herald
Kentucky's Greatest Newspaper

Over 1,000,000 Lines Gain

The PLAIN DEALER starts 1919 by gaining over 1,000,000 lines during the first *four months*.

THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation
139374

The Pittsburg Dispatch

solicits your business on the basis of genuine and established merit.

WALLACE G. BROOKE
Brunswick Building, New York
THE CHAMBERLAIN-HUNT CO.,
Peoples Gas Building, Chicago
H. C. BOOS,
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily

We guarantee the larger white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the best and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

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I. C. M. A. CONDEMNS WASTE IN CIRCULATION

(Continued from Page 30)

circular letter to all Division Superintendents, copies of which were transmitted to Chief Clerks, reading as follows:

Suggests Pink Wrappers

"In order that daily papers may be given further preference in handling at origin and in delivery, Division Superintendents will please request publishers of daily and all other publishers to use pink wrappers for dailies so that they may be readily identified and delivered as addressed. In addition to the use of pink wrappers for single wraps and club packages publishers should continue to use pink labels on the outside containing dailies.

"Railway Postal Clerks and other postal employes distributing daily papers will give the same dispatch to dailies as is given first class matter wherever practicable. Where separate dailies in separate 'State' sacks and line sacks and not combined therein with other classes of mail, except that dailies may be included in direct sacks with other classes of mail, but in every case where sacks contain dailies the label on the sack must be so marked.

"Where the quantity is insufficient to justify a separate sack of dailies, they should be tied in a bundle and dispatched with letter mail in the pocket or manner in daily practice for the connecting line. Where the conditions in a Railway Post Office, or Post Office, are such that it is impracticable to make separate distribution of dailies, special instructions from Division Superintendents should cover such cases. All failures to properly mark labels of sacks containing dailies should be reported and charged in sole-lettered cards, and all dailies dispatched with other classes of mail in State or line sacks without special instructions from the Division Superintendents should be checked as 'error.'

"It is one of the duties of employes of the Post Office Department to give publishers every possible assistance and information which will tend to improve the handling of their mail, and I cannot urge too strongly, the advisibility of Circulation Managers soliciting such information from the local post office employes. If your papers do not now being properly delivered there is a possibility that they are improperly routed in your office, and by talking these matters up with the local post office representatives a great many of your complaints can be eliminated. Generally these employes can advise you as to how you can improve your present delivery or how you can reach a locality through the mails which you are now doing by baggage or express service, at a considerable expense for auto hire, etc. It has been my personal experience that a great deal more can be accomplished along constructive lines by co-operation than by destructive critiesm, and by the fostering ot 2 co-operative spirit in our dealings, one with another, we cannot but only effect an improved service but reduce irregularities and complaints to a minimum."

Realise Need for Co-operation

The Post Office Department undoubtedly feels the necessity of improving the delivery of newspapers, which service has been so seriously impaired throughout the war period. Relief appears everywhere in a measure, but there is much to be done yet to bring back the old schedules and the old efficiency.

Members of the I. C. M. A. realize that close co-operation with the express and post office services is necessary, and plans are afoot to overcome many obstacles. The Association, more than ever individual, will be able to cope best with this situation.

Many problems are solved for the individual here and there through this organization and its strength is being felt more and more every day.

One member, who was asked how he succeeded in procuring 23 new members during the past year, said: "I visited newspaper offices throughout several states, and when I found a circulation manager not a member, I simply laid reports of the association and its accomplishments before him and before his publisher, and the rest was easy."

Biggest Attendance on Record

When members of the I. C. M. A. arrived at headquarters, the I. C. M. A. flag dominated the masthead of Hazel Statler, and waved a greeting. Members began pouring in to such a number that almost one-half of the capacity of the big hotel was taxed to accommodate them.

The 21st annual convention topped the attendance record of all meetings of this association, there being nearly 200 on hand, and speaks volumes for the interest aroused in the publishing world by an organization which, by constancy to purpose, has steadily grown in importance over a period of nearly a quarter of a century.

The circulation managers are attracting to their meetings the attention of the owners, publishers and business managers of newspapers, and no longer is it necessary to plead for co-operation—the business-like character of the programs, the studied search for light on problem and the open and frank discussions prevailing, make it plain to the higher executive that his circulation manager must become a participant in these sessions.

Serious-Minded Men

No man comes back from an I. C. M. A. meeting without a solution of his problems and his office throughout it bound to feel an impetus from contact with studious and serious-minded men he meets and exchanges ideas with at the convention.

Every man in the meeting is reporter for himself, asking questions and taking notes and throwing himself into the spirit of the meeting. The programs are crowded with pertinent topics for discussion and are the result of the study of many minds directed to the solution from every standpoint of a newspaper's circulation needs.

Banquet "from the Shoulder"

The convention opened at once upon a plan calculated to get the most profit from the necessarily short session. Luncheon Tuesday was served at the meeting, so that a continuous discussion might result. The number of topics discussed more than met the expectation of the directors, who devised at a meeting the night before hand plans for disposal of the greatest amount of work the first day.

After the formal opening, the acting Mayor of Buffalo greeted the members, and made it plain that every help would be afforded them in all their plans.

The visiting ladies of the party had every facility for enjoyment during the time the gentlemen were at the meetings. Theatre parties, visits to prominent places, special luncheons, and attention to their most cherished desires marked the arrangements.

Luncheon for the ladies and delegates as guests of the Chamber of Commerece left nothing more to be desired in that direction.

A moonlight trip to Crystal Beach for the ladies and members was provided by the Publishers of Buffalo newspaper publishers. Every possible contribution to the entertainment was embraced in the complete arrangements for this trip.

Reading of papers and discussions brought out many points of advice and suggestion.

Factors in Circulation Growth

In a talk on "What is the greatest and best factor in growth of circulation?" Fred C. Schmid of the Indianapolis News said:

"To my mind, there is no one factor responsible for the growth of circulation. "First of all, a newspaper in order to grow legitimately, must be in demand, therefore it must be a GOOD newspaper. It must be possessed of an editorial policy that will make it appeal to all well-thinking people.

"With a good newspaper, one that will sell upon its merit, there must also be a well-organized Circulation Department. This is absolutely necessary in order to establish service between the publisher and the subscriber.

"A good newspaper without a well-organized circulation department would be like a tree filled with ripe fruit which would be allowed to rot because there is no way of harvesting it for the market. No fruit-grower will go to the trouble and expense of spraying his orchard and spending his valuable time during the summer season, bringing the fruit to the harvesting stage, without making preparations to take care of the fruit after it ripens.

"So it is with the newspaper. Of what value would the newspaper be if there were no efficient distributing system, or how successful would the circulation department be if the newspaper were not up to the standard required of the community, or if in bad odor on account of its business or editorial policy.

"It is a known fact that no one single factor will make a newspaper, although very often the lack of one essential feature will break it. I have known circulation managers who thought that they could successfully market any newspaper and I have seen some of them fail because they did not have merit in the paper they represented.

Keep the Boys "Pepped Up"

"A poor editor and a good circulation manager makes a poor combination, so does a good editor and a poor circulation manager. They must both be of high caliber or one will fail with the other."

F. J. Kavanaugh, circulation manager of the Dayton, Ohio, News, dis-

(Continued on Page 36)

As long as men must eat and rest Monmouth County must please and prosper.

The Asbury Park Press

IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION OF NEW JERSEY

Evening and Sunday Editions.
Associated Press, A. B. C. A. and A. B. C. Membership.

As this section produces in food that supports, and not the powder that destroys, the end of the war finds us not only prosperous but with an unaffrighted prospect.

J. LYLE KINMONTH, Publisher
Asbury Park New Jersey

The Newark (N.J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guarantee, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

The Sunday Telegram
Albany, New York
June 12, 1919.

Dear George:

It is beyond me to answer your question "why more foreign advertising isn't run on Sunday." Take the smaller Sunday papers, ours for instance, lots of good reading, plenty of time to read, ads all in good position, and you have the best proposition an advertiser could desire. While neglected in the past, it is encouraging to note the drift of some large national advertisers to the Sunday issues and I predict a big following. We expect to reach 30,000 copies this coming fall.

Yours as ever,
H E H

The Shortest Route From Dealers' Shelves to Consumers' Homes.

In Via BOSTON SUNDAY AMERICAN

301,270

Govt. Statement For Six Months Ending March 31st.

This is the LARGEST home-going circulation in New England—a vast market with limitless possibilities.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News
Member A. N. P. A. A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue
New York City

New London, Conn.
—Has increased in Wealth fully 75% during the last two years.
—Has increased in purchasing power at least 100%.

The New London Telegraph
is the only morning newspaper covering this field.

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Dominating Force
in a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post
Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them so poor list.

FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency,
BOSTON NEW YORK CHICAGO

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York. Chicago.

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SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

I. C. M. A. CONDEMNS WASTE IN CIRCULATION

(Continued from Page 35)

cussed the problems of a paper that does not use premiums or contests as a means of increasing circulation.

"When you are on such a paper, you must keep yourself in the closest touch with your sales organization by establishing stations in charge of capable men who get the right boys interested and keep them 'pepped up' by the many good things they hear about the paper they represent," he said.

"We realize that all work and no play makes Jack a dull boy and therefore the live circulation manager must constantly scheme to stimulate the carrier by offering small prizes, excursions, picnics, theatre parties, and the like. Our paper is always keeping the boys guessing what is next in prospect."

Contest Men Have Advantages

Newspaper premiums and contests also were discussed by James L. Farley, circulation manager of the Philadelphia North American.

"The quality or personnel of the men engaged in the work should have a decided bearing on whether results are permanent or not, and in this particular phase of the case the contest men have a decided advantage," he said.

"They come from all walks of life, and include bankers, merchants, clergymen and successful salesmen in all lines of trade, who use the same diplomatic arguments on a prospect that they use in their own line and thus create a better and more lasting impression than is possible in the case of the house-to-house canvassers, many of whom are old men who have almost outlived their usefulness and are physically incapacitated for any other kind of work."

Darby Likes Features

Syndicated newspapers features are efficacious factors in holding and building circulation," W. J. Darby, circulation manager of the Mail and Empire of Toronto, declared in the course of an address before the convention.

"A feature need not have instructive value to be capable of great popularity, as with comic cartoons in which the lighter vein of human nature seeks outlet and expression," he said.

"It may be contended that this grotesque form of extertainment is little appreciated by sober-minded readers, but this objection can scarcely be supported as all indications point to the fact that a comic feature by a gifted cartoonist grows upon those who regularly see his work until it becomes an acquired taste like olives or caviare."

Circulators Should "Mix"

The best way of attaining cooperation between circulation managers and the heads of other departments was discussed by J. J. Lynch, assistant business manager of the Cleveland Press.

"It is absolutely necessary to maintain a good feeling among all employes in order to bring about the best results in getting regular and extra editions handled in the shortest time possible," he said. Meetings ought to be held as often as possible with the foremen of the different departments when plans can be gone over and suggestions made that will be beneficial. In other words, the circulation manager must be a diplomat, a good mixer, an associate of employees of the different departments, helping them iron out their difficulties, which will earn their good will and bring excellent results."

Carriers as Agents

Agitation favoring the repeal of the law prohibiting rural route mail carriers from acting as subscription agents for newspapers was urged by John T. Toler, circulation manager of the Atlanta Constitution.

"There can be no doubt that rural route carriers acting as subscription agents are an accommodation to rural route patrons," he said. "The farmer is not provided with writing conveniences and often fails to subscribe to a newspaper solely because of the inconvenience of locating writing paper, writing the letter, and posting it.

"I do not believe there is a circulation manager who will not admit that if rural route carriers were free to act in this matter, it would mean a considerable increase in circulation."

Bad Times for "Schemes"

Premiums, contests and other means of increasing circulation were discussed by Joseph H. Lackey, circulation manager of the Nashville (Tenn.) Banner.

"Money hazarded on a contest at this time would be like throwing it into a rat hole, because the minds of the people are so fixed on things of a serious nature that a contest would shock rather than get their sympathetic co-operation. The public is reading newspapers because it wants the news, and no artificial stimulus is needed.

"Special rates cannot be considered in the same class with contests and premiums. They are a legitimate means of getting new business. The high cost of living has developed a keenness on the part of the public for any sort of bargain. In normal times, it certainly is worth while to make special rates on mail subscriptions in order to get new business."

Favors Unlimited Circulation

Whether circulation outside of a zone of 150 miles is of any benefit to an advertiser was discussed by W. L. Argue, circulation manager of the Toronto Daily Star, and answered by him in the affirmative, so far as Toronto is concerned.

"Toronto local stores, particularly those centrally located, have thousands of people in and out of them daily, who are in the city for shopping, business, or pleasure," he said. "These people seem to know where to go for what they want to buy, as well as the residents of the city, because they keep themselves familiar with the store news appearing in the advertisements in Toronto newspapers. If they do not buy by mail, they go to the store whose advertisements appeal to them whenever they visit Toronto."

"The successful circulation manager, must be not only a capable salesman but a good organizer, as well," said Albert R. Michener, circulation manager of the Harrisburg (Pa.) Telegraph. Mr. Michener considered particularly the problems of the circulation manager on the small-town newspaper.

Drop "Detail" Worries

"Don't burden yourself with the petty things in your work," he advised. "You must have the vision that permits you to look into the future and carefully plan new fields that constantly are opening for development. You must keep abreast of the times, and when necessary be a pioneer. To do this, you cannot handle details, and you will be surprised how easy it is to train assistants who can handle them as successfully as yourself.

McKernan Probable President

The directors' meeting, held Monday night, could not decide on the new officer list, but James McKernan of the New York World will doubtless be called upon to accept the presidency, with W. L. Argue of the Toronto Star for first vice-president, and A. G. Lincoln of the St. Louis Post-Dispatch for second vice-president.

There seems to be very little opposition to J. M. Annenberg of the Albany Knickerbocker-Press and it is expected that he will be selected for secretary-treasurer. There are four directors to be elected, but there is no definite indication at this time as to who they will be.

EQUIPMENT WANTED

Wanted

Wanted to buy a second hand Linotype head and rule caster. Must be in good operating condition. Address "Lead & Rule," Editor and Publisher.

KELLYS HOME FROM WAR

Famous Sioux City Tribune Family Resuma Peace-Time Pursuits

SIOUX CITY, Ia., June 10.—The "fighting" Kellys of the Tribune are altogether again, for the first time since America entered the war. Eugene, business manager, is now to be found in his office after service as a deck officer in the Naval Training School; Major John H., managing editor, likewise is back after working his way up in the Army from a lieutenant. Gardner H., third son of John C., editor, has returned to the mechanical department from eighteen months' service in the Navy; while John F., mechanical superintendent, is on his old job again after being discharged from the Army.

Knight Made City Editor

TACOMA, Wash., June 11.—J. Ernest Knight, returned from nine months' overseas service with ordnance corps, has taken the city desk of the Tacoma Ledger, replacing U. N. Hoffman.

Newspaper Buys Airplane

DENVER, June 8.—The Denver Post has purchased an aeroplane for delivery of papers to suburban towns.

Printing Plants and Business
BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders
Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St., New York City

FOR SALE
Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine
Prints and folds a seven-column 4-6-8-10 or 12-page paper to ⅛ or ¼ page size at 4,500 per hour.
A good press at a reasonable price.
Walter Scott & Company
PLAINFIELD, NEW JERSEY

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN
TYPE FOUNDERS CO.
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Recap Will Referee Big Bout

PHILADELPHIA, June 11.—William F. Recap, sports editor of the Public Ledger, has been selected to referee the world championship heavy-weight fighting contest between Jess Willard and Jack Dempsey, to be held in Toledo, Ohio, July 4.

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CLASSIFIED ADVERTISING COLUMNS

ough the classified columns of EDITOR & PUBLISHER you may find a buyer for any ist mechanical equipment for which you have no present need. A "For Sale" ad of re cents per line may take turn into cash something which now merely requires storage and which would be of real service to somebody else.

SITUATIONS WANTED

ertisements under this classification, ten s per line, each insertion. Count six words to the line. For those unsolicited, to exceed 50 words, two insertions FREE.

lvertising Manager

cient and resourceful business builder, roughly capable of taking complete rge of Local and Foreign business, ing to get in touch with daily in 25,000 to 300,000. Now in metropolitan rict, age 33, married, high school and experience. Only real proposition sidered. Address A-152, care of Edi- and Publisher.

lvertising Man.

vertising man, broad experience as ertising manager with leading gen- and trade publications; wide ac- intance New York City and eastern ritory; constructive worker, producer, effer exceptional record. Address A-749, care of Editor & Publisher.

lvertising

me newspaper publisher who wishes the ndable or national advertising part of or applied to his present advertising ition can use my experience. Now sit- I regard the newspaper as the in- ment best adapted to meet mod- rchandising obstacles. My selling, news- , and magazine advertising experi- ce have fitted me to grow into a strong ertising man which has an individual story tell to new advertisers and wishes to ke a proposition and secure a connec- on. Will be pleased to interview an ern publisher or write rather fully his. Address A-755, care of Editor and lisher.

eneral Manager and Business Manager.

ishes connection with newspaper where ponsibility is big, and opportunity of ning financially interested in results. ht inducement would affect salary de- . Thoroughly familiar with all up- -date methods of business and capable rticular all departments. Now em- yed on one of the leading daily papers the United States. Address A-758, re of Editor & Publisher.

**

PREDICT ATTEMPT TO TAX ADVERTISING

(Continued from Page 5)

the Bolsheviki in his home city and elsewhere and paid a tribute to the press of the country in its fight for good government. He also denounced those capitalists who by their attitude toward labor imperil the peace and prosperity of America.

"So far as I am concerned I don't believe in any skim milk policy towards the man who wants to overthrow the government of the United States," shouted Hanson. "But I want to say to you that we are not afraid of revolution. I've seen the citizens stand up and be counted."

Press Version Upheld

Seattle's labor troubles were also the basis of a sharp verbal clash at the Monday session, when Rabbi Johan B. Wise, of Portland, in an address on "The Moral Side of Reconstruction," maintained that the press had misrepresented the Seattle strike in referring to it as a revolution. He declared it was a legitimate labor demonstration.

An immediate reply came from Gordon C. Corbaley, executive secretary of the Seattle Chamber of Commerce, who upheld the press interpretation and declared that the strike was a deliberate attempt by radicals to take over industry and government.

The present prosperity of the advertising business, which was reflected in every session, was attributed by Rollin C. Ayres, of San Francisco, director of the association, to the way in which advertising "sold the war." Never has there been such a convincing demonstration of the effectiveness of display space, he declared, as the manner in which it sold war bonds and aided every other patriotic cause.

Truth in advertising and kindred topics were touched on by many speakers who discussed the progress of this campaign and the benefits derived.

Careless Exporters Hurt United States

A variation of this topic was the advocacy of conservatism in advertising in a talk on "Advertising Overseas" by Wilford Beaton, editor of Pacific Ports. Mr. Beaton told of the excellent results obtained in England in advertising without sensationalism. The most impressive feature of his address, however, was an attack on the haphazard methods which many exporters have followed in packing goods for overseas.

Such carelessness, he declared, offsets the benefits of much advertising and advertising men should unite in seeing that better methods are adopted.

Confidence in advertising in the chief goal to be sought by advertising clubs, asserted Elliott M. Epsteen, attorney for the Better Business Bureau of the San Francisco Club. "It took time," said Mr. Epsteen, "to secure truthful advertising. We must now secure confidence in advertising, for without confidence truthful advertising is worth nothing."

That newspaper advertising is read by the great majority of women has been ascertained through the compilation of a market report in Oakland, explained to the convention by George A. Hughes, advertising expert of that city. Mr. Hughes recommended that all cities be canvassed for information that would be of value to advertisers, and that the Oakland market report plan was one of the most feasible. He suggested that advertising men throughout the country communicate with the Oakland Club in regard to it.

Women Favor Newspaper Ads

The convention brought together many speakers of prominence who participated in the departmentals as well as the general sessions. It was the general impression that no previous convention has done as much in taking up the serious problems of the advertising man.

All the speakers who entered into the subject predicted still further increases in the advertising business. The doom of the business firm, large or small, that does not keep pace with the progress of newspaper advertising was freely predicted.

Cups offered for excellence in attendance, exhibits and other phases of the convention added much interest. One of the real contests was for possession of a handsome trophy offered for the best speech on "Why Industries Should Come to the Pacific Coast." It was won by Frank Butterworth of Los Angeles, with R. E. Bigelow of Spokane second.

Rev. Harvey Miller of Sacramento won a trophy offered for the best presentation of merits of the delegates' home cities.

Butterworth Wins Speech Cup

The social features of the convention, particularly the annual banquet, were greatly enjoyed. The visiting women were entertained by the Advertising Women's Club of Portland, recently organized.

Today, the closing day of the convention, merged into the opening day of the Portland Rose Festival. A great advertising and industrial parade was the feature.

Stockton and Los Angeles are both candidates to become the convention city next year. This contest will be decided tonight.

If Los Angeles wins, Fred J. Wadley of that city will be elected president.

If Stockton is selected, David S. Matthews, a Stockton man, will head the organization.

The sentiment for the cities is about evenly divided.

DAILIES SUSPENDED IN TWO CAPITALS

(Continued from Page 5)

went about the shop, regularly, and inquired whether the employees were hungry or thirsty, or wanted to smoke, and if so, what they wanted—and it was all "on the house!"

Enter Bolshevism

Then Bolshevism came to Buenos Aires. The men in the editorial department of La Prensa formed a union. A printer was discharged and the men in the mechanical department organized. There was a strike that lasted a week and then all the men who had been out came back to work, and then there was another strike which has made Buenos Aires a metropolis without news of the outside world for more than two weeks.

There is a big department store in Buenos Aires, known as "Gathchaves." The employes of the store went on strike for higher wages and enlisted the sympathy of of the newspaper workers. The employes of La Prensa and the other daily newspapers served notice on their employers that they would not set up or print advertisements of the store where the employes were on strike and Ezequiel P. Paz, the director general of La Prensa, decided it was time to fight.

Suspended Publication

He held a conference with the other publishers of newspapers in Buenos Aires and all of them printed an announcement the following day that they had suspended publication, indefinitely. They let it be understood that the presses could rust before they would give in.

Then they learned that a similar situation existed in Mexico City. The cabled news of the troubles they were encountering in Buenos Aires to the capital of the Mexican republic and suggested that the newspaper proprietors there take a similar stand. And they did. They issued a bulletin which said:

"We, the editors who defend ourselves against unjustified attacks, the managers of 'Companias Editoriales Mexicanas, El Heraldo de Mexico, El Excelsior, El Democrata, El Nacional, A. B. C., and El Universal, declare that we will not recognize groups of the so called Newspaper Union of Workingmen and Lynotipographic Union," because their organizations have failed to recognize there just obligations, quitting their work without any just grievance but only because of a general strike.

"We consider this an act of hostility for which we are not responsible and we have decided that from now on, we will not negotiate with any delegation from the so-called union, but will suspend publication of all our newspapers until all our departments are filled by individual contract.

"We agree that in these contracts we will establish the same scale of wages and the same rules shall apply for the operation of workshops of all newspaper workshops.

"We agree that none of us will print a newspaper until all are in a position to do so."

That pronunciamento ended the newspaper strike in Mexico City. The latest cablegrams from Buenos Aires indicate that the strike there will soon be ended as the result of similar tactics.

Get the man you need by asking for him in Editor & Publisher liners.

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 East Jackson Blvd. Lytton Building

NEW YORK CHICAGO

PUBLISHERS' Service Bureau

invites editors, publishers, motion picture producers, and syndicates to write stating kind and length of MSS. desired. We have a variety of literary material suited to newspapers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Address Publishers' Service Bureau, Dept. K, Washington, D. C.

R. J. BIDWELL CO.

Pacific Coast Representative of

Daily Newspapers

SAN FRANCISCO OFFICE of the

Editor & Publisher

742 Market Street

SAN FRANCISCO

SIGNS

For Classified Ad and Circulation Departments

NEW PROCESS SIGN

Looks Like Metal, Wears Like Metal, But Costs Less Than Metal

Send today for samples and quantity prices.

S. BLAKE WILLSDEN

Specialties for the Circulation Department

29 E. Madison St. Chicago

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

The amalgamation of the two leading progressive Jewish newspapers in New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium to the Jewish field.

דער טאג

The National Jewish Daily

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 80 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street

New York

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PUT THE KEYSTONE STATE IN YOUR PYRAMID OF MARKETS!

Pennsylvania newspapers measure up to Pennsylvania standards of achievement in every line of endeavor—and that is high praise!

For the Keystone State is a vast industrial community, in which are produced on a large scale commodities needed by the people of all the States and of all progressive countries. It is a wage-paying and a wage-earning State, inhospitable to drones and offering a cordial hand-clasp to every capable worker.

Pennsylvanians are sophisticated. They know good products—and buy them. They demand good newspapers—and get them.

This great commonwealth offers an excellent trial territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind.

The newspapers named below present an admirable try-out list. They are leaders in their fields—newspapers of prestige and influence, thriving on reader-confidence. Through a campaign in their columns, linked up with dealer distribution, you may win a lasting foothold in the great Keystone Market. And the initial expense in thus entering one of the richest markets in the world is, as shown by the line rates quoted, moderate indeed!

Pennsylvanians are ABLE TO BUY—and if your product is one that prosperous and progressive people SHOULD BE INTERESTED IN you will find them quickly responsive!

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03
*Altoona Mirror (E)	23,676	.04	.04
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican (M&E)	14,177	.04	.04
Connellsville Courier (E)	6,888	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M&E)	22,018	.05	.05
Lebanon Daily News	8,349	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.10	.14
Pottsville Republican (E)	10,797	.0329	.0329
Scranton Republican (M)	37,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
York Gazette (M)	15,026	.03	.03

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

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THE NEW YORK GLOBE

Sells its advertising space as a commodity at the same rate, local or foreign, for the same service.

The Globe believes that the advertiser is best served by employing the service of a competent advertising agent, and accepts no order direct from new advertisers at net rate for less than 50,000 lines of space.

By thus protecting the advertising agent in his business. The Globe is confident that it is fostering the best interests of the industry of advertising for best service to the advertiser.

While other metropolitan newspapers adhere to pre-war conditions of 10 per cent. commission to agents when it costs them 11 and 12 per cent. to do business, The Globe on Nov. 1, 1918, increased its commission allowance to 15 per cent. and 2 per cent. cash discount.

SATURDAY BARGAIN RATE

To convince advertisers of the productive value of general advertising in its Saturday issues, The Globe recently established a special flat rate of 25 cents a line for Saturday only. This rate applies only to general business run of paper and not to any advertising listed under Classification Section No. 2 of the current rate card of The Globe.

Member A. B. C. THE NEW YORK GLOBE 180,000 A DAY

JASON ROGERS, Publisher

A. B. C. Chicago Convention Edition

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, JUNE 19, 1919 Vol. 52, No.

University Library

BLAZING THE TRAIL FOR THE A. B. C.

Less than ten years ago the buyer of newspaper circulation often paid for some mythical thing. What or where it was he had no way of definitely determining. Despite the efforts of a few forward-looking publishers who told the truth about their circulations, advertisers were helpless in the hands of the many publishers who met the questions of circulation with generalities.

Today the newspaper advertiser may *know* the circulation he is paying for—know to the fraction of a cent the cost of reaching every reader.

Thanks to the A. B. C.

In those Dark Ages of newspaper advertising, years before the Audit Bureau of Circulations was thought of, The Chicago Daily News blazed the trail for such an organization.

The Daily News was the first newspaper in America to publish its circulation figures day by day and never omit them. For over forty-two years the circulation for each month has appeared at the head of its editorial columns.

There is no secret, no "camouflage" here. These figures have never been "averages"—they have always been exact. They show losses as well as gains; the number of papers actually sold as well as the number printed.

This open policy—the germ from which the present efficient and trusted A. B. C. sprang—has firmly intrenched The Chicago Daily News in the confidence of advertisers generally.

The Daily News not only permits but invites examination of its circulation books.

THE DAILY NEWS

First in Chicago

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The Same Thought
The Same Money Exchange
The Same Habits
The Same Business Principles

MAKE CANADA A NATURAL MARKET FOR U. S. PRODUCTS

and advertising in the daily newspapers (the greatest potential business building force) is the logical and practical method of promoting the market.

Canadians flock to see motion picture films starring United States actors and actresses in scenarios prepared by United States playwrights for United States audiences.

Canadians patronize baseball games regardless of the fact that nearly all the professionals have been recruited from the United States.

For post-graduate courses thousands of Canadians attend United States universities. International conventions are the vogue. Canadian public men take their cue in no small measure from the United States.

Canadians promptly adopt the newest United States slang. They look to New York as the commercial center of the continent.

New York or Chicago experts are imported by Canadian municipalities to advise on transportation and other questions.

Canadian exporters to a very large extent ship their products to overseas markets via New York or other United States ports.

Large quantities of Canadian commodities reach foreign destinations as products of the United States, and are so recorded in official trade statistics.

Canadians respond just as readily to advertising as do the citizens of the United States, and they have just as great a respect and confidence in their home newspapers.

The following newspapers cover the most populous portion of the Dominion and would be pleased to supply information about local marketing conditions in the area reached by their circulations.

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	12,403	.03	.03
†Brantford Expositor (E)	10,160	.025	.025
†Brockville Recorder-Times (E)	4,225	.025	.015
Chatham Daily News (E)	2,472	.015	.0075
*Galt Reporter (E)	3,955	.015	.0125
*Guelph Mercury (E)	3,757	.015	.01
*Hamilton Spectator (E)	31,932	.055	.05
Hamilton Times (E)	11,200	.035	.03
Kingston British Whig (E)	6,237	.02	.015
London Free Press (MN&E)	41,610	.07	.06
Peterborough Examiner (E)	5,900	.0192	.015
St. Catharines Standard (E)	8,006	.0275	.0175
*Toronto Globe (M)	87,296	.15	.11
*Toronto Star (E)	87,270	.15	.11
*Toronto Star (S)	76,017	.15	.11
Toronto World (M)	26,608	.09	.06
Toronto World (S)	92,128	.12	.09

Circulation Statements for 6 months' period,
April 1, 1919.
*A. B. C. Report, April 1, 1919.
†Publishers' Statement, April 1, 1919.

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000
Montreal Gazette (3c-$8 yr.) (M)	32,183	.085	.07
Montreal La Presse (2c. per copy) (E)	140,259	.13	.11
Montreal Star (E)	110,220	.12	.1050
Quebec Le Soleil (E)	35,275	.06	.06

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How to Get More Revenue from Your Local Advertising

Twenty leading newspapers paid GREIG & WARD, Inc., more money for promotion service for the year ending April 1st, 1919, than *all* the member-newspapers in the United States paid the Bureau of Advertising of the A. N. P. A. during the same time for the same purpose.

THE men in the Greig & Ward, Inc., organization who prepare its newspaper-promotion copy know their business, and fairly may be called "specialists" in the difficult field in which they are working.

CARLISLE N. GREIG is recognized as one of the country's leading copy-writers and advertising counselors. In newspaper publishing and promotion, Mr. Greig occupies a unique position, having been employed in an executive capacity by five of the most celebrated newspaper publishers in the world.

JAMES GORDON BENNETT employed Mr. Greig in Paris in an advisory capacity and later (1916) as Advertising Counsel of the "New York Herald."

JOSEPH PULITZER employed Mr. Greig as Advertising Manager of the "New York World."

C. ARTHUR PEARSON—now Sir Arthur Pearson—employed Mr. Greig as business advisor of the "Daily Express" and C. Arthur Pearson, Ltd.

WILLIAM RANDOLPH HEARST employed Mr. Greig as Advertising Counsel to his New York and Chicago newspapers (1917-18).

FRANK LLOYD, Managing Director of "Lloyd's Weekly" and "Daily Chronicle," London, sold the Encyclopædic Dictionary in Great Britain in partnership with Mr. Greig and with copy prepared by the latter.

ALBEE SMITH, Jr., Vice-President of Greig & Ward, Inc., is now devoting his unquestioned talent to the furtherance of our newspaper promotion service. Mr. Smith was Chairman Publicity Committee, Chicago and Cook County, on Fourth Liberty Loan—also directed special 1917 Canning Campaign at Washington, D. C., for Secretary of Agriculture; Manager of the Railway News Bureau, Chicago, organized in connection with the "Railway Age" by 25 leading railroads; Railroad Editor, N. Y. Evening Post, and Newspaper Editorial Department work in Chicago, Springfield Legislative Correspondence, with N. Y. Sun at Washington, D. C.

Mr. Smith has been associated with leading advertising agencies in New York and Chicago and has prepared copy for American Tobacco Co., United Cigar Stores, United Drug, Regal Shoe, Stewart-Warner Speedometer, and other leading national accounts. A convincing writer and an experienced counselor, Mr. Smith's contribution to any newspaper's promotion is bound to be of constructive value and free from theory.

IRWIN SPEAR writes the kind of copy that "starts something"—in this case the reader is induced to read *and believe* the advertisements in a newspaper and the advertisement itself is given a double power.

Whenever the need arises for special copy, the best advertisement writers available (other than those named) are specially engaged. GREIG & WARD, Inc., already has enjoyed the valued co-operation of these nationally famous business-writers:

Prof. George B. Hotchkiss, School of Commerce, New York University; Paul E. Faust, of Mallory, Mitchell & Faust, Chicago; F. R. Feland, of George Batten Company, New York; Richard A. Foley, Foley Advertising Agency, Philadelphia; James Howard Kehler, Chicago; J. H. Collins, Washington, D. C.; J. J. Greisinger, Federal Advertising Agency, New York; J. D. Adams, Corman Advertising Agency, New York, and Wilbur D. Nesbit, Vice-President of Wm. H. Rankin Co., Chicago.

The newspapers mentioned in the center of this page—and others—have invested *several hundred thousand dollars of high-priced space* to display advertising promotion-copy prepared for them by Greig & Ward, Inc. We are in our third year with some of them—and now we want to work for *you*.

Great Papers Made Greater

CLEVELAND PLAIN DEALER
CHICAGO DAILY NEWS
CHICAGO DAILY TRIBUNE
CHICAGO EVENING AMERICAN
CINCINNATI ENQUIRER
BOSTON HERALD
BOSTON TRAVELER
SAN FRANCISCO CHRONICLE
MINNEAPOLIS TRIBUNE
MINNEAPOLIS JOURNAL
MILWAUKEE JOURNAL
ATLANTA CONSTITUTION
ATLANTA JOURNAL
LOUISVILLE COURIER-JOURNAL
LOUISVILLE TIMES
ST. LOUIS GLOBE DEMOCRAT
ST. LOUIS REPUBLIC
OMAHA DAILY NEWS
BIRMINGHAM AGE-HERALD
SYRACUSE POST-STANDARD
RICHMOND TIMES-DISPATCH
JOPLIN GLOBE
TROY RECORD
NEW YORK HERALD
NEW YORK AMERICAN

—as Readers Are Made Buyers

Put Us On Your Payroll—We'll Stay There

There is nothing machine-made about this service. Each paper and each locality is separately considered and served by us—individually and distinctively.

We serve more newspaper-clients than any other advertising agency in the United States and are a Clearing House of all that's new *and practical* in the promotion of newspaper advertising. Write us at any time about *your* advertising problems. Ask us how you can secure more Local Display, more Automobile, more Financial, more Classified advertising—ask us *now*.

Our charges are moderate and we pay our keep from the jump.

GREIG & WARD, Inc., *Advertising* 104 So. Michigan Boulevard Monroe Building **Chicago**

NEWSPAPERS—MAGAZINES—OUTDOOR

Telephones: Randolph 5147, Randolph 5411

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RANKIN ADVOCATES FOR ADVERTISERS THE FOCH METHOD OF "TIMELINESS"

The "dominant plan" of

National Newspaper Advertising

"These are days in which competition to secure national markets has become so keen that individual business firms are eagerly searching for new methods by which to DOMINATE the attention of the public and to dominate it FIRST; searching for methods that will give more intensive sales results than can be obtained by any other form of advertising.

"This method has been found. Necessity mothered its discovery."

You will find in "The National Newspaper Unit" the plan by which you can get quick intensive sales results.

The Bulletin will be glad to send you a copy of the William H. Rankin plan which has been successfully "tried out."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for May 443,191 *Copies a Day*

No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by The Bulletin

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EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52. NEW YORK, THURSDAY, JUNE 19, 1919 No. 3

SIXTH ANNUAL CONVENTION OF AUDIT BUREAU NOW IN SESSION MARKS NOTABLE PROGRESS

ANNOUNCE NEW YORK ILLUSTRATED NEWS

Chicago Tribune Publishers Will Print Morning Daily Pictorial Similar to London Graphic Dailies, Starting July—To Use Mail Plant

Formal announcement is made that a new venture in American newspaperdom is scheduled for July 1, or thereabouts, when the Chicago Tribune Company, operating as a New York corporation under the name of the News Syndicate Co., Inc., with headquarters at the Evening Mail Building at 25 City Hall Place, will begin publication of a 6-day daily illustrated paper, to be known as the Illustrated Daily News, similar in style and make-up to the London Daily Graphic and the London Daily Mirror.

It will be printed on the New York Evening Mail presses at night and will appear on the news stands early in the morning with the other New York City morning newspapers. It will be sold for 2 cents. Arthur Clarke, one of the best known newspaper men in England, will be managing editor, and George Utassy, formerly general manager of the Hearst magazines, will be publisher and general manager.

Officer Personnel

The president of the corporation is J. M. Patterson and the vice-president, R. R. McCormick. They are the publishers and co-editors of the Chicago Tribune. The second vice-president is William B. Field, who is eastern business representative of the Chicago Tribune.

The new publication, which may be duplicated in other cities of the United States when its success in New York City is assured, will consist principally of illustrations of events of world-wide interest, but will also contain many of the special news, literary and comic features which have made the Chicago Tribune famous and distinctive.

Contributions of Bert Leston Taylor, who writes the "Line O' Type or Two" column for the Tribune; of Arthur Henning, in charge of the Tribune's Washington staff, and of Jack Lait, the Tribune's sports writer, will be received by telegraph for every issue. There will also be articles by Dr. W. A. Evans, who for many years has had a column in the Tribune on "How to Keep Well."

George McCutcheon's cartoons, which have been a big feature of the Chicago Tribune and have helped to gain for it international fame, will appear in the new paper regularly and another regular contributor will be the novelist, Frederick Upperthorn. His latest detective story, which will be continued from day

(Continued on page 39)

A. B. C. Has, Within Period of Five Years, Achieved "the Impossible" in Work of Affording to Advertisers Definite and Indisputable Information on Circulations—Considering New By-Laws

THE Sixth Annual Convention of the Audit Bureau of Circulations takes place at the Hotel LaSalle, Chicago, today and tomorrow. The event commemorates the fifth anniversary of the organization.

Divisional committee meetings will fill in the first day, and the convention sessions proper will open on Friday morning. The chief business before the convention will be the consideration and ratification of the new constitution and by-laws, formulated as a result of the experience of five years in meeting the service needs of the membership. These revisions, clarifying the existing rules and regulations of the Bureau, have met with the approval of the Board of Directors and of a majority of Class A members.

Up for Ratification by Membership

Ratification by the convention and by the new Board of Directors—which will include the directors to be elected at this annual convention—will serve to give full force and effect to the revisions.

Advance indications are for a large attendance of members. It is felt that the experimental period in the history of the Bureau is now definitely ended, and that the great service-enterprise will date its maximum usefulness from this formal closing of the first five-year period of its life.

Banquet Big Feature

The dinner to be given on Friday evening, it is already assured, will mark impressively the importance of the organization and the high status it has attained as a factor in the great business of buying and selling advertising. Nellie Bly, famous newspaper woman of twenty-five years ago, remembered for her sensational globe-circling stunt under the auspices of the New York World, will be a speaker at the banquet and will describe her most thrilling experiences as a newspaper correspondent. Other speakers will be Dr. Gunsaulus, author and lecturer, and Harry F. Atwood, an attorney, who will discuss Bolshevism.

A Year of Real Progress

The story of the Bureau's work during the past year, which will be told fully in the report of the Board of Directors, is one affording no small measure of satisfaction to the Managing Director, Stanley Clague and to all those whose unselfish cooperation with him has made the record of the year so gratifying.

Of the men who have shared with Mr. Clague the burden of Bureau service the directors are entitled to chief honors. Their work has been wholly

(Continued on page 8)



L. L. JONES,
PRESIDENT OF THE A. B. C.

NAME L. L. JONES TO FILL NEW N. Y. POSITION

Lester L. Jones has been appointed business manager of the Publishers' Association of New York City. His duties, in particular, will be to represent the association in its dealings with labor unions.

For the past two years Mr. Jones has been in the West as an owner of the Billings (Mont.) Gazette and the Missoula Missoulian. Previously he had been publisher of the Chicago Chronicle, and for eleven years was vice-president and business manager of the Chicago Journal under John C. Eastman.

Mr. Jones will take up his new duties July 1

P. O. WANTS REVIEWS CHARGED AS ADS

N. Y. Publishers Contest Opinion and Threaten Court Proceedings If Order Is Invoked—Might Block Stock Quotations

All newspapers in the United States that print reading matter not considered by them to be advertising, but which contains mention of prices asked for commodities such as book reviews, stock reports, and food quotations, seemingly are affected by a new ruling of the Post Office Department, which classifies such reading matter as advertising.

This latest piece of news from Postmaster General Burleson's headquarters, which, if carried into effect, means increased postage on newspapers, under the Burleson postal zone law, has just been received by the Publishers Association of New York.

Seems to Have General Application

It applies specifically, according to a letter from the head of the Division of Classification of the Post Office Department, to book reviews in which prices are mentioned, but it is construed by legal counsel for the New York City publishers to have a general application to all newspapers of the country operating under the second class mail provisions and to all news items they may print, mentioning prices.

The New York City publishers have protested to the Post Office Department against the enforcement of the new ruling and there is a strong probability that if its enforcement is attempted, this will be fought to a finish in the United States courts, on application for an injunction against Postmaster General Burleson and the Post Office Department.

If such an injunction is sought, it likely will be on the plea that the new ruling of the Burleson regime is in constraint of the constitutional guarantee of freedom of the press.

The attitude of the New York City publishers is that, while the additional postage expense to which they and other publishers would be put because of the new ruling would be comparatively trivial if it were applied only to book reviews, the ruling logically would have a wide application and would be an intolerable restraint on newspaper policy and precedent.

What Is Advertising?

In fact, it would seem from a letter transmitted by the bureau of classification to the New York City publishers from the Post Office Department that the Department is prepared to extend the scope of its new ruling indefinitely.

(Continued on page 42)

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FIGHTING FOR FREE PRESS IN CANADA

Bolshevik Strike Committee Attempts to Censor News at Vancouver—Young Publisher of Sun Given Fight—Newspapers Suspend

One of the most extraordinary social and economic upheavals that has ever occurred on this continent, involving newspapers in a strange way, is today the plague of the great Canadian cities of Vancouver and Winnipeg.

News of the amazing strike, savoring of the desperation of Bolshevism and which has palsied industry in those cities while threatening the social order so radically as to amount almost to complete defiance of the constitutional scheme of government, was brought to New York during the past week by



R. J. Cromie.

R. J. Cromie, the brilliant young owner and publisher of the Vancouver Daily Sun, a morning and Sunday newspaper.

Mr. Cromie, who is one of the youngest of the publishers of great newspapers either in Canada or the United States, through diligent and intelligent effort has succeeded in a comparatively short time in revivifying and making both popular and profitable a newspaper which, though 35 years old, had for years been ineffective.

Enter Bolshevism

Radicalism, so like the doctrine of the dictators of Russia as fairly to be called Bolshevism, now steps in and says to this young man that he may not conduct his newspaper according to the dictates of his principles either in the matter of the economic conditions of his employes or, indeed, in the editorial policy.

A censor of news, selected from the mechanical forces of the Sun, was placed by a strike committee at a desk in the editorial offices of not only the Sun, but of the Province and the World, the remaining two important daily newspapers of Vancouver, with instructions to edit the news of the strike to conform to the preconceived ideas of the strike committee and all copy going to the composing room required to bear the "O.K." of this alien-selected "editor" before the mechanical staff would put the matter into type and carry it through the printing processes to newspaper form.

This radical action fell suddenly upon the newspapers of Vancouver. To prevent a strike and to function with discretion as the better part of valor, the editors of the Sun permitted the censor to "sit in" on two editions. This was also allowed by the editors of the Province and the World. In the meantime Mr. Cromie prepared a statement carrying the case to the readers of the Sun.

He insisted upon first-page publication of this document. The issues were therein made definite. The matter was put straight to public opinion as to whether the time had come when a newspaper publisher must submit to class censorship and thereby surrender his individual rights as well as the whole scheme of press liberty, or be put out of business by a small minority of the citizens of Vancouver, who were revolting against the economic system which working conditions in that city. It must be remembered that only about 5,000 people constituted the ranks of the strikers out of a population of more than 125,000.

Cromie's Stand

Publication of this appeal to the public was obtained by Mr. Cromie's insistence. Of course, he knew he would rather that his newspaper plant should lie torn down by the strikers around the heads of the staff than that the news of the strike or any other topic should be dictated by a self-constituted and irresponsible censorship.

He told the strikers flatly that he would suspend publication, if necessary, rather than submit.

Of course, public opinion swayed in favor of the newspapers when the facts were made known in the first statement which Mr. Cromie forced the "censor" to pass.

The Province and the World proprietors also stood their ground the next day. This solidarity seemed to frighten the strike committee off, but relief was only temporary.

On Saturday, June 14, about a week later, the printers went on strike, tying up the plants. The newspapers stood stoutly on the principle that they would prefer suspension of publication to censorship and that was and is the only issue involved.

A Mimeograph Newspaper

The Sun, unable to operate with its plant, is now coming out with one page printed on a mimeographing machine. Many of the Sun's advertisers are insisting upon paying for their regular daily space notwithstanding inability to print it. This information reached Editor & Publisher yesterday by mail.

The strike committee also extends to the telegraph wires and the fate of the other newspapers in Vancouver as well as the fate of the other newspapers at Winnipeg is not definitely known at the hour of writing. At last accounts the Winnipeg papers were not being published. Mr. Cromie left New York last Saturday.

On June 6, the day following the attempt to censor the Sun, that newspaper published the following statement on page one:

> Matters regarding the strike and all other matters of public importance will continue to be published in The Vancouver Daily Sun, and the editorial being removed by the representatives of the typographical union, will be left entirely to the public.
>
> "The Typographical Union has disclaimed any intention of censorship, intended to establish a censorship, and has preferred the explanation that the difficulty between itself and the newspapers during the past few days was entirely due to a misunderstanding.
>
> "Be that as it may, The Vancouver Daily Sun regards such a misunderstanding of yesterday that its own editorial staff will continue to have the right to declare as to what news and editorial comment shall or shall not appear in its columns.
>
> "In this connection the following, sent by President V. T. U. 226, has handed to The Sun, and is conveyed that it be published, the following document:

Statement by Union President

> "Realizing that a serious misunderstanding has taken place due to the attitude of Vancouver Typographical Union 226 with regard to the censorship placed on the daily issue of Vancouver in connection with the present labor troubles, I have requested the permission of the publication of the following statement:
>
> "Owing to the action of the Executive of Vancouver Typographical Union No. 226 in placing a censor over the editorial columns of the daily press in the matter of the publication of news articles published in The Daily Sun and the Daily Province of yesterday's papers, a misunderstanding of difficulty has occurred, as no information during a period such as that through which we are passing at this time, should be taken to mean that the reports appearing in the press would in any degree be prejudicial to the general resolution was passed at a recent meeting of Local Union 226, to the effect that no censorship whatsoever and can hardly be construed as establishing a censorship, but rather as a precaution to be taken to ensure the publication of reliable and unbiased reports, something which I am sure the press as well as the union men of the city are equally anxious to secure.
>
> "The resolution reads:
>
> "'That, for the duration of the present strike, the president, who shall give his whole time to the work, and a representative each of the Province, The Vancouver Sun and the Sunrise Publishing Co., Ltd., shall constitute a committee to censor the publication of the Province, The Sun and the Sunrise, and that all other publications be prevented; and that the newspapers be urged to publish reports submitted by same.'

NAVY TO FOLLOW LEAD OF ARMY IN POLICY OF USING PAID ADVERTISING TO STIMULATE ENLISTMENT

Secretary Daniels Assures EDITOR & PUBLISHER That Newspaper Space Will Be Used in Recruiting Campaign Early in Fiscal Year

WASHINGTON, June 17.—The Navy is not first in everything. It has permitted the War Department to beat it to recognition of the principle of paid newspaper advertising as an essential part of any recruiting campaign, but it ran a close second.

Secretary of the Navy Daniels assured EDITOR & PUBLISHER that paid newspaper advertising will be part of the recruiting campaign of the Navy, to be undertaken early in the new fiscal year. He declared the Bureau of Navigation has been instructed by him to include an estimate for newspaper avertising in the appropriation asked of Congress for recruiting.

The Navy bill, as it passed the House yesterday, carried a total of $9,000,000 for recruiting and transportation of enlisted men to original stations. This was one of the items in the bill which the Naval Affairs Committee did not reduce, but even at the figure it does not appear likely that any considerable amount of newspaper advertising can be undertaken by the Navy Department, without diversion of funds from other purposes.

Naval authorities who testified before the House Committee admitted that they are to be forced to meet the strongest kind of competition from the Army in the matter of securing recruits. The Army will have a large field organization while the Navy will have to depend upon retired officers, the provisions of the pending bill making it necessary to reduce personnel in every possible manner.

Efforts are being made, therefore, to have Secretary Daniels depend very largely on newspaper advertising to obtain recruits, the Navy having a slogan which would lend itself to an attractive newspaper campaign. It is "A cruise in the Navy is a liberal education."

Secretary Daniels having given his approval to the principle of newspaper advertising, it remains for the officers of the Bureau of Navigation to prepare their plans to that end, and the circumstances now are such that what might have been intended originally as a side-line of the general campaign will develop into the feature.

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He insisted upon first-page publication of this document. The issues were therein made definite. The matter was put straight to public opinion as to whether the time had come when a newspaper publisher must submit to class censorship and thereby surrender his individual rights as well as the whole scheme of press liberty, or be put out of business by a small minority of the citizens of Vancouver, who were revolting against the economic system which working conditions in that city. It must be remembered that only about 5,000 people constituted the ranks of the strikers out of a population of more than 125,000.

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> "'That, for the duration of the present strike, the president, who shall give his whole time to the work, and a representative each of the Province, The Vancouver Sun and the Sunrise Publishing Co., Ltd., shall constitute a committee to censor the publication of the Province, The Sun and the Sunrise, and that all other publications be prevented; and that the newspapers be urged to publish reports submitted by same.'

"While accepting the explanation of the president of the Typographical Union that the dispute was caused by a misapprehension, The Sun points out that for two nights strike news appearing in this paper was subjected to censor ship by members of the Typographical Union.

"The Sun will always do its best to get the news accurately and to be fair to all persons or interests it may have occasion to mention. But it will submit to no dictation from anybody as to what it is to print or to omit.

"The statement published above in order that our subscribers may know that the danger of our paper being compelled to cease publication because of a dispute with the Typographical Union is past."

Despite the lame explanation of the union that its positive control of news was not a "censorship," the fact remains undisputed that men from the mechanical forces of the three Vancouver newspapers did present themselves to the editors of the newspapers and demand and for two days did obtain the right to "O.K." editorial matter before it was sent to the composing room, the threat being that unless such vise by this censor was secured the printers would not handle the copy.

What Situation Portends

In discussing the situation in general Mr. Cromie, to whose courageous stand the publishing world owes acknowledgment as a valiant defender, gave the following interview to Editor & Publisher:

"This is our taste of Bolshevism. It is undisguised in Winnipeg and Vancouver. The situation is not understood in the East of your country. But unless the underlying causes of these ugly symptoms of a social disorder are met with something more than discussion I am perfectly confident that you will taste of it as we are.

"Perhaps the time has come when a minority of the working men of a city can bind them-selves together in a strike and confiscate the responsibilities and the property of a newspaper publisher. That is the issue in Vancouver. I do not concede that that time has arrived or that the method is in any way just or fair. Therefore, I am fighting this battle to the best of my ability. I may crash and lose that which I have worked pretty hard to uphold. That is the test.

"I do not for an instant lose faith in the integrity of the average man and I do not believe that public opinion will long sustain the violent and unjustified conduct of the strikers at Vancouver, nor do I expect that the people of this continent will accept Bolshevism, which is oppression through class dictatorship just as much as tyranny as any oppression by any other class.

Meet it Fairly

"I fully recognize the fact that it was not a weak or vacillating spirit which built up the West. Our people are inclined to be positive in nature. There is a deep-seated radicalism among a minority. In their own interest the unions must be shown that they are working along mistaken lines. No satisfactory adjustment can be had through meeting violence with violence, or by attempting merely to suppress the desires of these striking people. I believe the Bolsheviki and their supposed objects are unworthy and that a process of real investigation will so demonstrate the fact to them. In the respect upon them in respect to such actions as an attempt to censor the news, which, of course, if effective, would mean that I would enter with them into a new social order of the public, for we know that newspaper publishing on the basis of such a censorship would mean that only a biased and partisan report could be made to the readers of the newspaper permitting such a system.

"Speaking generally, it is my thought that these manifestations of Bolshevism, if they are to be defeated and if our

(Continued on page 43)

I. C. M. A. PUTS NEWSBOY WELFARE WORK FIRST ON 1920 PROGRAM

St. Louis Wins Next Convention—McKernan, Argue, Lincoln and Eyster Elected Officers—Publishers Praise Association's Work and Urge Affiliation with A. N. P. A.

BUFFALO, N. Y., June 13.—Newsboy welfare was the outstanding theme of discussion at the final sessions of the 21st annual convention of the International Circulation Managers' Association, which closed here yesterday. The growing desire of well meaning women of the country to prevent boys under sixteen years of age from selling newspapers on the street and legislation in various States—all tending toward a curtailment of circulations—testified to the C. M. A. members to action.

Circulation managers from many cities reported menacing activities in their communities and brought evidence of court and legislative activities that menace their work. It all served to accentuate that welfare societies mean to pursue their work and that it remains for the newspaper circulation managers to do their part and throw protection around their boys—moral and physical.

Canvass of Welfare Ideas Taken Among Members

It was unanimously agreed that every circulation manager, if for nothing else than fairness to his newspaper, must enter seriously into welfare work.



W. L. Argue, 1st Vice-President I. C. M. A.

The Association made a complete canvass of the members for ideas on the best means of meeting the situation, and officers will give their immediate attention to developing them to the best possible advantages of all members.

The following officers were elected: President, James McKernan, New York World; first vice-president, William L. Argue, Toronto Star; second vice-president, A. G. Lincoln, Chicago Post-Dispatch; secretary- treasurer, Clarence Eyster, Peoria (Ill.) Evening Star.

Newly elected directors are: M. D. Treble, Buffalo Times; Jack Crawford, Chicago American; William Elder, Toronto Telegram.

Two Amendments to By-Laws

St. Louis was selected as the 1920 meeting place on the unanimous invitation of the Publishers' Association of St. Louis, which was presented by A. G. Lincoln. Columbus, Ga., was a serious contender, but the interest in the I. C. M. A. expressed by the newspaper publishers bore most weight.

The following amendments were made to the by-laws:

New Section to Article 3, being Section C. All Past Presidents of this Association in good standing shall constitute a special Committee to be known as an Advisory Committee. They are to attend the meetings of the Executive Committee, and in have voice, without vote, in the deliberations of the Executive Committee, and to act in an advisory capacity for the general good of the I. C. M. A.

Amendment to Article 5—Section 6.

In the event of the incumbency Treasurer retiring as Circulation-Manager of a newspaper, he shall notify the Executive Committee and the President will notify the Board of Directors.

The Buffalo convention was the largest in the history of the I. C. M. A.

Publishers Praise I. C. M. A.

The recognition the I. C. M. A. has won for itself from the newspaper publishers was impressed by a luncheon given by the members of the publishers of the Buffalo newspapers. James McKernan was toastmaster, and at his request each of the hosts made a short address.

Mr. McKernan announced that the Courier and Enquirer would not be represented because of illness in the family of William J. Conners, Jr., who was to have been present.

E. J. McCone, general manager of the Buffalo Commercial was the first speaker called upon. He welcomed the circulators to any assistance that he could give them to further their pleasure and comfort during the remainder of their stay in Buffalo, and said that he was confident that in coming here they had picked out the best summer convention city in the country and hoped that they would return another year.

E. H. Butler, publisher of the News, who was next called on, seconded the welcome which Mr. McCone had extended to the circulators and expressed his gratification at the splendid part a large number of them had played in the deliberations of the present.



A. G. Lincoln, 3d Vice-president I. C. M. A.

"There has been too little co-operation between the publishers and circulation department of the newspapers in general in the past," said Mr. Butler, "not in Buffalo, for I am sure that the publishers here take too deep an interest in their organizations to neglect any department of them. But nationally that end of the game has been neglected by publishers.

Favors A. N. P. A. Affiliation

"The American Newspaper Publishers' Association has standing committees relative to any and every branch of the business with this exception, and I will do my best to further the establishment of such a committee for the alleviation of your problems. I also wish that you would allow an associate membership to your organization for publishers to be created so that we can become more intimate, and that the younger publishers especially may benefit by attending your conventions."

In introducing Norman E. Mack, editor and proprietor of the Times, Mr. McKernan said that when the first meeting of the state association of circulators was held in Buffalo, attended by about 25 members, Mr. Mack had extended every encouragement to the younger organization, and had done much to assist it.

Mack Started as Circulator!

"I was once a circulation manager myself," said Mr. Mack, "and I was such a poor one that ever since I have a profound respect for that end of the newspaper business. I believe that it requires more ability to be a good circulation manager than to be an editor or a publisher either. Without a good one almost every newspaper would fail. Without circulation advertising cannot be obtained, and the paper cannot continue.

"We are all dependent on each other, however. There is too much talk concerning the differences of capital and labor at the present, which I hope will not continue. Without the assistance of the working man, the capitalists, or the man with intelligent to get money, even if he has none, could not push his projects.

"It is with such organizations as yours that employees prove their loyalty to themselves and their employers, and I wish your organization, as I always did, every possible success, and I join with Mr. Butler and Mr. McCone in extending to you a most cordial welcome."

Accepting the presidency, Mr. McKernan said:

President McKernan's Inaugural

"I thank you for the great honor you have bestowed upon me and I will do my best to promote the interests of our organization during my term of office. It is a wonderful feeling of satisfaction that comes to me to have been selected to preside over this organization.

"I have never seen a more interested or earnest body of men and it is indeed a great privilege to serve you as presiding officer.

"In accepting this office I am not unmindful of the responsibility that goes with it and the enviable records made by my predecessors. I intend to do my utmost to continue this good work and in this, as indeed in all other matters, I seek your hearty co-operation. If each member would do just a little work for our organization the accomplishments would be assured beyond any doubt; suppose each and every one of us pledge ourselves to bring at least one new member into the I. C. M. A. during the coming year.

"Surely this is not a great or hopeless task and if we could succeed in a membership of five hundred, we would have over a thousand members. We ought to have at least that number and we will have if each member acts on this suggestion.

"In closing me to this office you have given me a distinction which I seldom fail to the lot of any circulation manager and I must admit that I am greatly honored by it.

"Through a set of circumstances, my present position in circulation managers' associations is unique. I have been presiding officer of three—the New York City Circulation Managers' Association, the New York State Circulation Managers' Association and last, but not least, the International Circulation Managers' Association.

"Surely no circulation manager could ask for greater honors and I think under the circumstances, I can be pardoned for feeling elated over the distinction bestowed in me by those whom it is my great pleasure and privilege to count as friends. I am proud to be one of my duties as Circulation Manager of that great newspaper, the New York World.

"Gentlemen, I thank you and in closing I urge each of you to give to your newly elected officers and to the chairmen of the various committees the hearty co-operation that they are entitled to and which you yourselves would expect under the same conditions."

Those Present

The following were registered at the convention:

J. M. Annenberg, Albany (N. Y.) Knickerbocker Press.
J. T. Toler, Atlanta Constitution.
Charles W. Bodine, Aurora (Ill.) Beacon News.
S. S. Arrington, Bay City (Mich.) Times.
J. D. Taft, Binghamton (N. Y.) Republican-Herald.
J. F. Jenkins, Birmingham (Ala.) Ledger.
E. M. Hamilton, Boston Transcript.
W. L. Betts, Brooklyn.
M. D. Treble, Buffalo Times.
W. F. Baetge, Cleveland Wachter & Anzeiger.
H. Scott, Cleveland.
J. Lynch, Cleveland Press.
Roger Cleveland.
W. F. Page, Columbus (Ga.) Daily Ledger.
F. D. Fitzgerald, Dayton (O.) Herald.
C. B. Kavanaugh, Dayton Daily News.
Craig T. Hunsaker, Duluth Herald.
H. H. Friis, El Paso Herald.
E. E. Mason, Flint (Mich.) Daily Journal.
Harold Hough, Ft. Worth (Tex.) Star-Telegram.
Herbert Peters, Galveston Tribune.
H. C. Wilson, Hartford (Conn.) Post-Star.
J. Taylor, Grand Rapids (Mich.) Evening Press.
P. F. Viers, Hartford (Conn.) Courant.
J. Whitmore, Hartford (Conn.)
Albert C. Michener, Harrisburg Telegraph.
F. P. Bedlow, Jacksonville Metropolis.
H. E. Norton, Jacksonville Times-Union.
Harry C. Carpenter, Lancaster (Pa.) Intelligencer News-Journal.
Robert S. Weir, Louisville Courier Journal-Times.
B. B. G. Rose, Louisville, Ky.
Wm. M. Mahoney, Milwaukee Sentinel.
Elmer Anderson, Montgomery (Ala.) Journal.
F. de Schulz, New Haven Trowell Publishing Company.
Jas. McKernan, New York World.
Geo. Hazelton, New Bedford (Mass.) Standard.
Wm. Peters, New Orleans Item.
Frederick S. Ober, Niagara Falls (N. Y.) Gazette.
M. W. Hallmacher, Oklahoma City Times.
Fred Lee Shaw, Oil City (Pa.) Derrick.
Clarence Eyster, Peoria (Ill.) Evening Star.
Oliver Kirby, Phoenix (Ariz.) Republican.
Fred C. Schultz, Pittsburgh Chronicle-Telegraph.
C. E. Stout, Plainfield (N. J.) Courier-News.
F. F. Farrell, Providence Journal Bulletin.
Wm. Ellis, Rochester Times-Union.
W. Fonda, Rochester Democrat.
L. V. Vanderbilt, Rutland (Vt.) Herald.
A. Morris, Raleigh (N. C.) News & Observer.
W. Felker, Regina (Can.) Leader.
Edward Jones, Savannah (Ga.) Morning News.
M. L. Goodnow, Scranton (Pa.) Scrantonian.
Fred Lasher, Scranton (Pa.) Republican.
J. W. Nolen, Springfield (Mass.) Union.
G. Lasher, St. Louis Post-Dispatch.
W. H. Harrington, St. Louis Globe-Democrat.
Ben Odell, Jr., Syracuse Post-Standard.
A. J. Isherher, Syracuse Herald.
Orgill Simpson, Syracuse.
W. L. Argue, Toronto Star.
W. Elder, Toronto Telegram.
A. V. Ambeser, Trenton Times.
Alfred W. Perry, Tuscaloosa News.
Martin A. Miner, Utica Observer-Dispatch.
C. D. Lucas, Utica Herald-Despatch.
A. T. Buller, Wichita Beacon.
R. Mc. Evans, Washington Observer Reporter.
Chas. M. Schofield, Worcester Evening Gazette.
Harry L. Young, Youngstown Vindicator.
W. J. McMurray, Chicago Rock Island & Railroad Lines.
J. N. Eastwood, Chicago American.
Wm. Mahoney, Akron.
N. P. Robbins, Binghamton Republican-Herald.
Robert G. Pyle, Bridgeport Telegram.
Rollo W. Rider, Richmond (Ind.) Item.
E. E. Voss, Toledo Blade & Daily.
William F. Voe, Terre Haute (Ind.).
R. McCormick, New York Tribune.
Ben Franklin Print Shop, Peoria.
John D. Spreckels, Atlanta Journal.
Edwin R. Purnell, Phoenix (Ariz.), Arizona Gazette.
Walter R. Geiger, Canton, O.
H. M. Kline, Canton (Pa.) Telegraph.
Edward J. McIlrath, Ithaca (N. Y.) Times.
Robert Ewing, Cleveland, Atlantic City (N. J.) Gazette-Review.
E. B. Haskell, Reading Times & Daily.
Standard Player Board, New Bedford Mass.
Arthur Dupont, Pottsville (Pa.) Republican.
Fred Foster, Scranton Times.
J. A. Mathews, Oklahoma City.
H. M. Kline, Williamsport Daily Pantagraph.
Robt. J. Bolger, Buffalo Courier-Enquirer.
J. L. Drummond, Duluth News-Tribune.
C. S. Glover, Philadelphia Record.
John S. Wise, Louisville Courier-Journal.
James L. Farley, Philadelphia North American.
Wm. Hall, Baltimore Sun.
William J. Burke, Toronto Mail and Empire.
Wm. F. Farrell, Providence Journal Bulletin.
Victor La Tourec, Louisville, Ky.
H. Blair, Hall & Amsler Louisville, Ky.
W. P. Wilson, Washington (Pa.) Observer.
W. Crum, Pittsburgh Dispatch.
F. E. Starkweather, Erie (Pa.) Herald.
J. R. Nous, Houston (Tex.) Chronicle.

SIDELIGHTS OF I. C. M. A.

The spirit of the members of the I. C. M. A., was fully manifested when Clarence Eyster, of the Peoria Star was elected secretary-treasurer. No one had Mr. Eyster been declared elected, than Jack Annenburg of the Albany Knickerbocker Press, who had been his closest rival, congratulated him and assured him of his help and co-operation at all times. That is one of the reasons why the I. C. M. A. has grown from a little gathering of thirteen members to an international organization of nearly five hundred, and with an influence second to none in the newspaper field.

For the first time in four years H. H. Friis of the El Paso (Tex.) Herald didn't get the honor of traveling the greatest distance to attend the convention. This year that honor was divided by his two "neighbors," Oliver King of the Republican, and Edwin Powell of the Gazette, both of Phoenix, Ariz.

"Bill" Page of the Columbus (Ga.) Ledger made a spirited fight for the 1920 convention. In order to show the kind of "peaches" they have in his town,

(Continued on Page 12.)

SIXTH ANNUAL CONVENTION OF THE AUDIT BUREAU

(Continued from Page 5.)

unselfish and has called for personal sacrifice on their parts. These men, whose terms expire at this time and whose successors will be elected, are: L. B. Jones, W. Laughlin, Arthur W. Cushing, F. R. Davis, L. L. King, F. H. Squier, B. H. Bramble, A. W. Erickson, P. V. Troup, W. A. Strong, L. a Fayette Young, Jr. (resigned), F. W. Stone, William A. Whitney and E. R. Shaw. It is expected that most of these men will be persuaded to accept re-election.



W. H. Fisher, Office Manager.

The fiscal year, ended April 30, 1919, served to bring to the Bureau an increased membership—despite mergers and natural losses; to see the work placed on a sound financial basis; and, for the first time, to find the service of the auditors firmly established on a field schedule. All audits are now on a twelve-month basis.

During the fiscal year 1113 audits were released, an average of over 92 audits a month, as compared with an average of 78 audits per month last year and 54 of the previous year. As an average of 89 audits per month will give an annual audit to all publisher-members, it will be seen that during the year just closed the Bureau has overtaken its audit indebtedness of previous years and is in a position to maintain an annual audit standard in the future. All audits have been made at an average of 45 days within the dues applicable to such audits.

A new form of publisher's statement has been adopted. A printed form has been arranged for, doing away with the duplicating process heretofore used. Prompt releases under this new plan will be assured from November 1.

Release of audits, after their receipt in the offices of the Bureau, have been established on an average basis of fifteen days.

Publisher-Membership More Valuable

Promotional and advertising campaigns have been carried on within the past six months which have materially increased the value of publisher-membership in the Bureau.

Substantial service to the Government has been rendered by the Bureau, through investigations made at the request of the War Industries Board. The former chairman of the Pulp and Paper Division of that Board, Thomas L. Donnelly, has written to the Bureau an appreciation of its cooperation in eliminating waste of paper during the last months of the war.

The financial report shows that on April 30, the Bureau had an available balance of $44,966.89, placing it in a position to enter on its work more effectively than ever before.

The auditing force now numbers thirty-six field men and eight office auditors, in addition to the chief auditor, E. W. Chandler. This force has been maintained at full strength throughout the year. At the present time there are no overdue audits, with a few exceptions in which the delays are due to reasons beyond the control of the Bureau.

Twenty-three members have been dropped; there have been ten consolidations, two publications discontinued, three ancies discontinued, thirty-four resignations, eighteen applications rejected. In spite of these reductions the total membership is now 1,294 as against 1,270 one year ago. It is expected that the convention date will find the membership a round thirteen hundred.

By-Law Revisions Not Drastic

The by-law revisions proposed for ratification contain no radical departures from the existing ones. The aim has been to clarify the rules and regulations and comply with necessary legal requirements. No changes in rates are involved with the exception of those specifically determining the standing of newspapers publishing morning and evening editions under one ownership. This matter is urged as one for full discussion in the divisional meetings and in the convention.

L. J. Delaney, Manager N. Y. Office.

The revisions proposed will make it possible for advertisers to analyze more fully than heretofore circulation data. The Bureau does not claim to afford such information as to circulations as will enable an advertiser to weigh completely the element of quality, but it does afford definite information as to quantity and as to how that quantity has been obtained. This enables the advertiser to judge for himself as to quality. It is expected that great advances may yet be made in the matter of throwing additional light upon quality of circulation, and the convention will have before it for consideration suggestions bearing upon this angle of the Bureau service.

Close Co-operation with A. N. A.

For years the Association of National Advertisers has considered the solution of the circulation verification problem as of prime importance. The circulation committee of that association has been in close touch with the work of the Bureau during the past year; and, at the semi-annual meeting last month the decision was made that hereafter the A. N. A. will rely fully upon the audit reports of the A. B. C. The two associations are in close touch and cooperate with mutual profit. The problems encountered are those common to both.

Closer cooperation has also been established between the Bureau and the American Association of Advertising Agencies. It is stated that the agencies now rely upon the audit reports of the Bureau as the final authority on circulations.

The balance sheet of the A. B. C. shows an investment of $15,000 in Liberty Bonds. There is shown in the balance sheet an excess of earnings over expenses for the year amounting to $9,022.12.

Members in attendance at the convention have been urged to make the new home of the Bureau—on the fourth and fifth floors of the Century Building—their headquarters. The invitation has been extended to them to become better acquainted with the actual operations of the Bureau and with those who have charge of the work in the home office.

The by-laws proposed are as follows:

VIEW OF "A. B. C.'s GENERAL OFFICES IN CHICAGO.

I.—OBJECTS.

The objects of the Audit Bureau of Circulations shall be to issue standardized statements of the circulation of publisher members; to verify the figures shown in these statements by auditor's examinations of any and all records considered by the Bureau to be necessary; and to disseminate data for the benefit of advertisers, advertising agents and publishers.

II.—MEMBERSHIP.

1. Any advertiser, advertising agent or publisher may be admitted to membership by signing an agreement to abide by the By-Laws, Rules and Regulations of the Bureau and all amendments that may in due form be made thereto, and whose application for membership is approved by at least seven affirmative votes in the Board of Directors.

2. There shall be six classes of membership as follows:

Class A—Advertisers.
Class B—Associate Advertisers.
Class C—Local Advertisers.
Class D—Advertising Agents.
Class E—Associate Advertising Agents.
Class F—Publishers.

III.—DUES AND SERVICE.

1. Dues for each class of members and the service they receive shall be as follows:

2. Class A—Advertisers: Annual dues $240, payable quarterly in advance. Members of this class are to receive all reports, data, bulletins, and other service rendered by the Bureau.

3. Class B—Associate Advertisers: Annual dues $60 payable quarterly in advance. Associate Advertisers are entitled to receive all reports and other service rendered by the Bureau in any one of the following divisions: Service 1—Magazines and Periodicals.
Service 2—Business Publications.
Service 3—Farm Papers.
Service 4—Newspapers in New England and North Atlantic States.
Service 5—Newspapers in Middle States.
Service 6—Newspapers in the South Atlantic and Western States.

G. F. Hobart, Manager Membership Department.

Service 7—All Canadian Publications.
Service 8—Any list of publications not exceed 50. designated by the advertiser.

An Associate Advertiser Member shall pay $120 for any two, and $180 for any three of the above services.

4.—Class C—Local Advertisers: Annual dues payable quarterly in advance based on circulation of city where such advertiser is located:

	Rate per year
Service 3—In cities of over 1,000,000 population	$60.00
" 2—In cities from 200,000 to 1,000,000	43.20
" 3—In cities from 100,000 to 200,000	28.80
" 4—In cities from 50,000 to 100,000	21.60
" 5—In cities under 50,000 population	14.40

A Local Advertiser—Member to be entitled only to reports and data of newspapers and local periodicals generally circulated in the city or trading territory where such member is located. Such reports are for the individual use only of the member.

5. Class D—Advertising Agents: Annual dues $360 payable quarterly in advance. Members to receive the same service as Class A members. An additional charge of 25 per cent. of the regular dues will be made for each duplicate service taken, which duplicate service shall be used only for the Agency's own organization.

6. Class E—Associate Advertising Agents: Annual dues $180, payable quarterly in advance. An Associate Advertising Agent Member to have the same rights to and receive any one of the divisions of service provided for Associate Advertising Members. An Associate Advertising Agent Member shall pay $180 for any two, or $270 for any three of the above services. An additional charge of 25 per cent. of the regular dues will be made for each duplicate service taken, which duplicate service shall be used only for the agency's own organization.

7. Class F—Publishers: Annual dues, payable quarterly in advance, based on gross line tabulation:

MAGAZINES AND PERIODICALS.

Service	Rate per week
1. 500,000 circulation or more	$ 1.50
2. 250,000, and less than 500,000	80.35
3. 200,000, and less than 250,000	.70
4. 150,000, and less than 200,000	.605
5. 100,000, and less than 150,000	.50
6. 75,000, and less than 100,000	.375
7. 50,000, and less than 75,000	.260
8. 25,000, and less than 50,000	.205
9. 10,000, and less than 25,000	.170
10. 5,000, and less than 10,000	.115
11. Less than 5,000 circulation	1.100

NEWSPAPERS.

Service	Rate per week
12. 200,000, circulation or more	$12.00
13. 150,000, and less than 200,000	10.00
14. 100,000, and less than 150,000	7.00
15. 75,000, and less than 100,000	6.00
16. 25,000, and less than 50,000	4.00
17. 15,000, and less than 25,000	3.00
18. 10,000, and less than 15,000	2.00
19. 5,000, and less than 10,000	1.50
20. Less than 5,000 circulation	1.00

*The above newspaper schedule shall be construed as applying to all week day issues only. Twenty per cent. (20%) of the above week day rates for each circulation class hereinbefore shall be paid for each Sunday, weekly, semi-weekly issue.

A weekly or semi-weekly newspaper and published in connection with a Daily shall be charged at sixty per cent. (60%) of the above week day rates for a 52 weekly issues (or per cent. (75%) of the week-day rate. No rate less than $1.00 per week will be made.

A morning and evening edition of the same publication may be published under one ownership and pay dues on combined distribution, but where the morning issue and Sunday issue both editions is sold only as a unit. If not, each publication will be regarded as a separate member and pay dues separately, based on gross distribution.

BUSINESS PUBLICATIONS.

Service	Rate per week
24. 500,000 circulation or more	$10.00
25. 250,000, and less than 500,000	8.00
23. 200,000, and less than 250,000	7.00
24. 150,000, and less than 200,000	6.00
25. 100,000, and less than 150,000	5.00
26. 75,000, and less than 100,000	4.00
27. 50,000, and less than 75,000	3.00
28. 25,000, and less than 50,000	2.50
29. 10,000, and less than 25,000	1.50
30. 5,000, and less than 10,000	1.00
31. Less than 5,000 circulation	.75

FARM PAPERS.

Service	Rate per week
32. 500,000 circulation or more	$10.00
33. 250,000, less than 500,000	8.00
34. 200,000, less than 250,000	7.00
35. 150,000, less than 200,000	6.00
36. 100,000, less than 150,000	5.00
37. 75,000, less than 100,000	4.00
38. 50,000, less than 75,000	3.00
39. 25,000, less than 25,000	2.50
40. 10,000, less than 25,000	1.50
41. 5,000, less than 10,000	1.00
42. Less than 5,000 circulation	.75

8. Two or more publications, published under one ownership, cannot be admitted to the Audit Bureau of Circulations under one membership, based on their combined circulation, but membership must be taken out for each publication, except when all advertising in all such publications is sold only as a unit.

9. Publisher-members will be furnished the same service as other members upon payment of the same dues as manufacturer-members pay.

(Continued on Page 41.)

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Imposing Personnel of the A. B. C.

In Honor of the Sturdy Forces of the Audit Bureau of Circulations This Week Assembled with the Membership in Convention at Chicago, Editor & Publisher Takes Pride in Presenting This Graphic Representation of a Mighty Tower of Strength Which Has Been Built in Five Years as a Main Support to Honest and Efficient Advertising and Scientific Publishing



STANLEY CLAGUE
Managing Director



A. W. ERICKSON
Vice-President



MASON [illegible]TTON
Director



B. H. BRAMBLE
Director



E. R. SHAW
Treasurer



GEORGE E. COOK
Director



GEORGE N. CUSHING
Director



F. R. DAVIS
Director



GEORGE S. POWLES
Director



W. LAUGHLIN
Second Vice-President



HENRY W. SCHOTT
Third Vice-President



F. C. GRANDIN
Director



LAFAYETTE YOUNG, JR.
Secretary



WILLIAM A. WHITNEY
Director



O. C. HARN
Director



L. I. KING
Director



FRANK E. LONG
Director



F. H. SQUIER
Director



W. A. STRONG
Director



P. V. TROUP
Director


N. J. BAULER
Supervising Auditor
VERNON HANSON
Supervising Auditor
W. F. HOFFMAN
Auditor
FRANCIS W. PETERSON
Auditor
W. A. BARTLETT
Auditor
BENJAMIN H. MEERDINK
Auditor
THOMAS E. CONKLIN
Auditor
JOHN G. GRIGGS
Auditor
W. J. MALONE
Auditor
E. W. CHANDLER
Chief Auditor
H. E. GIBSON
Auditor
C. F. FELTES
Auditor
F. R. WHITE
Auditor
A. R. CHAREST
Auditor
J. F. FARISH
Auditor
E. R. LAMBKIN
Auditor
EDGAR G. HORN
Auditor
H. A. GARDINER
Auditor
F. A. McNORTON
Auditor


CHARLES F. CALLAWAY
Auditor
CHARLES J. BEVAN
Auditor
FLOYD F. DeMARCUS
Auditor
J. J. PITTINGER
Auditor
CURTIS WRAY
Auditor
FRANK W. BIRDSEYE
Auditor
B. C. NEEVE
Auditor
W. M. DUNCAN
Auditor
C. E. WELBORN
Auditor
A. R. PETTERSON
Supervising Auditor
G. E. GILLIARD
Auditor
J. F. McCULLOCH
Auditor
C. C. FRYE
Auditor
JOSEPH E. CLARKE
Auditor
M. A. VARGO
Auditor
A. O. SWENSON
Auditor
W. G. MERCIER
Auditor
GEORGE E. SIMMONS
Auditor
CHARLES L. ADAMS
Auditor



MEMBERS OF THE INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION AND GUESTS AT 21ST ANNUAL MEETING IN BUFFALO

NEWSBOY WELFARE WORK PROGRAM OF I. C. M. A.

(Continued from Page 7.)

"Bill" shipped up several boxes of them, as well as brought a number along. "Bill" took no chances and only shipped the edible kind; the seedable kind he brought with him. The latter were as fair to the eye as the former were palatable to the taste. Keep plugging "Bill" and after we go to St. Louis, and maybe, Salt Lake City, we'll surely come to Columbus.

The biggest member at the convention was F. R. Folkes of the Regina (Sask.) Leader. Mr. Folkes was typical of the big outdoor country he represents. One of the new members, he was one of the most interested and interesting circulators there. He took an active part in all discussions and, his speech, inviting the 1920 convention to Regina, was the hit of the convention. Mr. Folkes went back to Regina firmly convinced that the I. C. M. A. is one of the greatest organizations in the United States and Canada and said before leaving that he felt fully repaid by the new ideas he had gained for the long trip he had made and for the time consumed.

One of the interesting speakers at the meeting on Thursday was A. F. Kunze, president of the Columbus (Ga.) Chamber of Commerce, who came up with "Bill" Page to help him take the next convention down to Georgia. When Mr. Kunze described the kind of watermelons that grow in his state, and the peaches, both animate and inanimate, it looked very doubtful for St. Louis. We all hope Mr. Kunze will favor us with another visit.

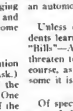
The ladies of the convention were unanimous in declaring that they had the best time ever given them at an I. C. M. A. gathering. The local entertainment committee did itself proud in looking after the comfort and enjoyment of their fair guests. The ladies have a warm spot in their hearts for Buffalo circulators.

After Mr. Folkes of Regina had invited the 1920 convention to his city, Al Lincoln of the St. Louis Post-Dispatch who had addressed the meeting in behalf of his city, said: "If I only had his words with my proposition, Oh, Boy!!!"

A number of regulars were absent through unavoidable reasons, among them being ex-President Sidney Long, who is seriously sick; ex-President John M. Schmid and J. U. Sears, who were detained on account of important business; Leslie Nearie of the Toledo Blade; Roy Hatton, Detroit Free Press; Ed. Dobson, Newark (N. J.) Ledger, and smiling "Willie" Hoffman of the New York Staats-Zeitung. The latter was detained at home on account of an accident to his son, who was struck by an automobile.

Unless our presidents and vice-presidents learn to distinguish them, the two "Hills"—Argue and Darby of Toronto—threaten to put signs on their backs. Of course, as both are so young and handsome it is hard to tell them apart.

Of special interest to members was a map of the United States prepared by President McKernan, showing the number of members in each state. Every one who nominated a city for the 1920 convention took occasion to refer to it as a reason why his particular city should secure the next meeting. It was of considerable help in furnishing statistics.



J. S. Evenson, New Director I. M. C. A.

The Wednesday night meeting started at 9 o'clock, after the trip to Niagara Falls, and continued until early Thursday morning. President McKernan, who evidently does not keep such late hours when he is at home, could not reconcile himself to the fact that it was Thursday morning and kept talking about what was to be finished "tomorrow."

The Niagara Falls trip was especially enjoyed by the ladies. Several of them said they had heard that Niagara Falls was a great place to spend a honeymoon, but had not realized it fully until now. Some of them declared that if they were ever married again they would try it out. Brother circulators, BEWARE!

In voting for St. Louis the members were greatly influenced by the fact that the publishers of that city were unanimous in tendering the invitation.

Fifty-three new members were added to the list in the past year.

Hardwood Dealers Get Big Results from Ads in Home Town Papers

MILWAUKEE, June 16.—A report on market promotion by M. P. McCullugh, Schofield, Wis., at a recent convention in Milwaukee of the Northern Hemlock and Hardwood Manufacturers' Association was a striking tribute to newspaper advertising. The report showed that the best results were attained by the local dealer using his home town paper. Next year the association will increase its advertising expenditures to about $50,000. This represents an addition of $5,000, which will be devoted chiefly to service to the retailers.

The White Cedar Shingle Manufacturers' Association, which met in conjunction with the hemlock manufacturers, decided to add a newspaper advertising campaign to its promotion. Advertisements will be placed in the home town newspapers of the retailers to whom the cedar manufacturers sell.

Saranac Dailies Consolidate

SARANAC LAKE, N. Y., June 18.—One of the biggest newspaper changes in the Adirondack section in several years is the merger of the News and the Item, which will be published henceforth under the name of the Daily Item. The Item is the only daily newspaper in the Adirondacks. The Item will publish afternoons. E. C. Krauss, who will continue as publisher, effected the purchase of the News.

A. A. A. A. Rate Card in Philadelphia

PHILADELPHIA, June 13.—The Evening Bulletin has adopted the American Association of Advertising Agencies' standard form of rate card. The Bulletin's May average daily circulation, 443,191 copies, was one of the six largest in the United States.

New Officers in Houston

HOUSTON, Tex., June 15.—The Advertising Association has elected the following officers: President, J. B. Westover; vice-president, Toval Marston; secretary-treasurer, A. S. Pimental; directors, G. B. Furtrial, W. T. Dennistion, N. O. Schexnayder, F. C. Wilhelm.

John H. Vaughn, of the Troy (N. Y.) Times, has been named confidential secretary in a Troy (N. Y.) banking concern.

SAYS CUBA BECKONS U. S. ADVERTISERS

First of Sanger Report on Latin-American Situation Issued by Government Department of Commerce—Peculiarities of People Must Be Met

WASHINGTON, D. C., June 18.—"No other country in Latin-America presents such favorable conditions as does Cuba as an experimental field for the American advertiser," says a report on "Advertising Methods in Cuba," issued today by the Bureau of Foreign and Domestic Commerce, Department of Commerce. "Just as in the United States many advertisers cautiously test their plans by states and sections, so may the American advertiser use Cuba as 'trying-out' ground for all Latin-America."

"If discouraging results attend the advertiser's first attempts," continues Trade Commissioner J. W. Sanger, author of the report, "if his instructions are not carried out to the letter, and if irritating and apparently needless misunderstandings arise and delays occur, he will have to remind himself frequently that neither Cuba nor any other Latin-American country is adjusted to what may be called the 'American way' of doing things.

Can't Transplant Our Ways

"Neither is there any likelihood that American ways and business methods can ever be transplanted bodily so as to take root in any Spanish-speaking country, and the American advertiser who does not seek some practical compromise between what he would like and what he can get is building up trouble for himself from the very start.

"Cuba is buying American goods in increasing quantities every year. Advertising has been no small factor already in helping to broaden these markets, and it will continue to be of assistance in just so far as we take intelligent advantage of the means ready at hand and establish for ourselves more and better points of contact in Cuba for American advertising.

"The problems connected with foreign advertising, and for the time being inseparable from it, are many and various and are no more susceptible of short cuts and easy solutions than is the larger problem of foreign trade of which advertising is but one phase."

The Government's report is the first of a series on Latin-America and is entitled "Advertising Methods in Cuba."

United Press At Toledo



Challenger Jack Dempsey and H. C. Hamilton photographed at Dempsey's training camp, Maumee Bay, Toledo.

H. C. Hamilton, United Press sports editor, is now on the ground at Toledo in personal charge of the work of covering the Willard and Dempsey training camps for United Press clients.

Each day, in ample time for the early sport page "make up" United Press clients are receiving a signed Hamilton dispatch covering the latest news from the center of the fight world. As later news developes it is covered in detail.

United Press clients are leading—and will continue to lead on the news from Toledo until the referee connts "Ten and Out" July 4th.

UNITED PRESS ASSOCIATIONS

General Offices New York City

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A·N·A NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

AUDIT BUREAU OF CIRCULATIONS

The A. N. A. Has Placed Whole Weight Behind Audit Organization

THIS is A. B. C. week, and further remarks as to the attitude of the A. N. A. towards the A. B. C. are in order. The A. B. C. is now about five years old, and the progress that has been made in bringing about greater order in the publication field has been surprising. It would be easily possible to say many good words for the A. B. C., but the fact that the A. N. A. recently abandoned its own plan of audit, which, good as it was fundamentally, has been held in abeyance for years past in view of the desire of the A. N. A. to give the A. B. C. a fair field, is eloquent enough; and still more so is the fact that the A. N. A. at its Cleveland meeting in May, went on record as placing the whole of its weight behind the Bureau.

The A. N. A. will co-operate with the A. B. C. When the A. N. A. says that it will co-operate, it will co-operate. That doesn't mean that it will stand on the other side of the way, sit on the fence, as the saying usually goes, and wish the A. B. C. "Good Luck" or "God bless you." Nor has the A. N. A. got to the stage where, having passed a resolution, it is going to say to the A. B. C., "May you live happy ever after." There will be no equivocal blessings such as the Irish one, "May the crows never peck your haystack!"

WHAT CO-OPERATION WILL MEAN

NOT at this stage is it possible to say all that it will mean. We are, wisely, shy of the initial perfect plan. There ain't no such animal. We also know that it is just as impossible to evolve a perfect auditing plan, even in five years, as, according to John Davidson, it was not possible for the Creator to "punch perfect worlds from eakes of chaos."

The officials of the A. B. C. will, no doubt, agree with me that the perfect A. B. C. plan has not yet arrived, but is beeoming. The A. B. C. does not want to stand still, nor does it intend to stand still. The A. N. A. will help the A. B. C. to keep on the move. We will bring to the attention of its officers from time to time recommendations for improvement in the audit form or the method of auditing. There is information that many national advertisers would like to see in the A. B. C. form, information that would be to the benefit of publishers to furnish.

INFORMING THE A. N. A.

A. N. A. members will be kept fully informed concerning the Audit Bureau of Circulations, and its members, and every detail will be given to them that will enable them to make adequate use of publishers' statements and reports and to the many details that should come up for their consideration.

THE A. B. C. AND QUALITY OF CIRCULATION

IT is pertinent to mention here a matter that will receive the particular attention of the A. N. A. office—publishers of the Farmers' Advocate nize that quality of circulation is essentially more important than quantity. Some of them, in fact, we may seem almost inclined to argue that information concerning quantity does not matter at all, regardless of the fact that when their wives buy a dozen eggs, they not only want them good, but they want the dozen. Only just recently a Canadian publisher argued in favor to the A. B. C. the Bureau of Circulations in which he said: "To be of continued use to us, as the oldest farm paper in Canada, employing only honest circulation-getting methods, refusing fakes, liquor, tobacco, mining-shares, or any other objectionable advertising, A. B. C. appears most differentiate between sound circulation and temporary, inflated circulation.

"We leave it with you to devise some way of differentiating between first-class circulation and the other kind, convinced that it will be in the best interests of advertisers generally, and the A. B. C. in particular, to adopt without delay some means of rating circulations as men and businesses are now rated, financially."

Opinions concerning this were asked for by another Canadian publisher, and the following is copy of one letter that was written:

"It seems to me, after reading the Open Letter to the Audit Bureau of Circulations, written by the William Weld Company, edited, and published in 'Marketing' for March, that the publishers of the Farmers' Advocate have a misconception of the function of the A. B. C. That function is to produce audit reports along certain definite lines decided upon by a majority of the determining body within the A. B. C. The form or plan of audit is, of course, not necessarily fixed. It is subject to change, and there will no doubt be changes in the form from time to time in the future. But it is not the business of the A. B. C. to express its approval or disapproval of this or that method of promoting circulation, any more than it is the business of a C. P. A. to tell a manufacturer, after examining his books, that he is not promoting his business properly.

"The A. B. C., obviously, cannot differentiate between what the William Weld Company called sound circulation and temporary, inflated circulation. In the last analysis, the A. B. C. exists to furnish information to the national advertiser, and it is the business of the national advertiser to determine whether the methods used by any particular publication are likely to produce the kind of market that he requires in which to sell his goods.

"The William Weld Company advocates that the A. B. C. adopt some means of rating circulation as men and businesses are now rated, financially. The parallel is obviously fallacious. In the latter case exact figures are dealt with, while, in the matter of circulation, we are dealing with *methods*. Again, it is the business of the advertiser, or of a representative body of advertisers, to devise a means for rating publications according to their method of conducting their business."

THE STANDARD QUESTIONNAIRE TO NEWSPAPERS

FURTHER progress was made this week in another conference with representatives of the Six Point League towards perfecting the list of questions that will shortly be sent out to all newspapers. In the questions we shall hope to get information that is not generally covered elsewhere, and we will not ask publishers to furnish us data that is ordinarily covered by A. B. C. reports. It is not expected that the list of questions will be standard in the sense of finality, because we fully expect to have to amend them or to add to them at the expiration of the year. But an attempt to bring about some form of standards in questionnaires to publishers should gradually eliminate a great many of the demands for information that at the present time cause publishers a great deal of expense.

The list of questions will certainly be ready to send out in the first half of July.

MEETING OF NORTHERN JERSEY CHAPTER

A MEETING of this chapter was held Tuesday, June 10, at the Downtown Club, Newark, N. J. Among those present were President McDermid, Vice-President George Frank Lord, and twenty members of the chapter.

The proceedings of the meeting were along the lines of discussing the Cleveland convention and making suggestions for the next meeting—the annual meeting—New York.

The chapter will not meet again until September.

MEETING OF CLEVELAND CHAPTER

THIS chapter met on Tuesday, June 3, and the following men were present: A. H. Cummings, Timken Roller Bearing Co.; Tim Thrift, American Multigraph Sales Co.; H. J. Winsten, Winsten Co.; Chas. F. Berry, The Joseph & Feiss Co.; W. E. Wheeler, Pompeian Mfg. Co.; H. E. Birkner, Davey Tree Expert Co.; H. H. Squire, Hinde & Dauch Paper Co.; W. N. Bayless, Conklin Pen Mfg. Co.; L. F. Hussey, General Fireproofing Co.; Gus Handerson, Cleveland Twist Drill Co.; H. B. Kohorn, The Kaynee Co.; B. R. Walker, Joseph & Feiss Co.; O. Draper, American Multigraph Sales Co.

New Ad Agency Now Under Full "Speed Ahead"

Johnson, Read & Co., Successors to Turner Company, Have Good List of Clients—Carl P. Johnson Is President

CHICAGO, June 18.—The name of the Turner Advertising Company has been changed to Johnson, Read & Co., following the recent purchase by Carl P. Johnson of James H. Turner's complete interest in the agency.

Mr. Johnson has been elected president and George H. Read, who served as vice-president of the Turner Advertising Company for a number of years, continues in the same capacity.

Carl P. Johnson has been identified for many years with some of the most successful advertising campaigns produced for the clients of the William H. Rankin Company and Lord & Thomas.

George H. Read is a former Lord & Thomas man. He is the author of the "100 Per Cent Advertising Campaigns Chart," which has been officially adopted by the American Association of Advertising Agencies.

Johnson, Read & Co. control the accounts which were developed by the Turner Advertising Company.

The following new accounts have been added since Mr. Johnson became connected with the company:

Philipsborn's, the Outer Garment House.

Moore Electric Corporation.

Williams Piano & Organ Co.

The agency is occupying new and enlarged offices in the Century Building, 202 South State street.

"P. D." FAMILY AT PICNIC

Mr. and Mrs. Elbert H. Baker Entertain Employees at Country Home

CLEVELAND, O., June 18—The third annual outing of the employees of the Cleveland Plain Dealer, their wives, mothers, brothers and sweethearts, was held today at the country home of Mr. and Mrs. E. H. Baker, Gates Mills, 16 miles from the city.

W. G. Vorg Vorpe, Sunday and feature editor; U. W. Hird, credit manager, and H. D. Ashby, were in charge of the picnic.

Mr. and Mrs. Baker will leave in a few days for Tacoma, Wash., to spend the summer on the Pacific Coast. Their son, Frank S. Baker, is one of the leading newspaper publishers of Tacoma.

Hostile Propaganda in Brazil

A morning newspaper of Rio Janeiro has been for the past month publishing advertisements and articles containing bitter attacks upon President Wilson and the United States world policies. Dispatches unfavorable to the United States are featured in the news columns.

Minor Held by Army

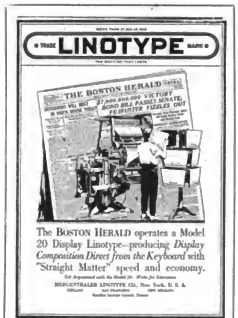
PARIS, June 14—Robert Minor, an American newspaper correspondent and cartoonist, who was located in Coblenz in charge of the American military authorities after his recent mysterious disappearance from Paris, has been removed from Coblenz to Chaumont, American General Headquarters. The army authorities have not yet disclosed the reason for his detention.

MORE THAN 38,000 IN USE

© TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS

The BOSTON HERALD Orders a Second Model 20 Display LINOTYPE



This advertisement appeared shortly after the BOSTON HERALD installed its first Model 20 Display Linotype

After only three months' experience with its first Model 20, the Boston Herald ordered a second Display Linotype because it realized the time, labor and money saving advantages of setting display "direct from the Linotype keyboard."

Next to Your Own Actual Experience, the Experience of Others is the Best Guide in Buying a Composing Machine

MERGENTHALER LINOTYPE CO., New York, U. S. A.

CHICAGO SAN FRANCISCO NEW ORLEANS Canadian Linotype Ltd., TORONTO

WAGES UP $15 A WEEK IN CINCINNATI

Savannah News Enters Into Arbitration Agreements with I. T. U.—News paper Publishers Must Shoulder Millions Extra Expense

INDIANAPOLIS, June 15.—The International Typographical Union reports that the members of the Cincinnati local scale committee have decided to accept the offer made by the publishers, increasing the day scale from $27 to $42 a week and the night scale from $30 to $45, an increase of $15 per week for the men employed on each shift of eight hours.

International arbitration agreements have been entered into between the I. T. U. and the Savannah (Ga.) Morning News.

The following other new contracts are reported:

OKLAHOMA CITY, OKLA.—Daily Oklahoman (morning) and Times (evening) have granted an increase of $2 per week to all employes of the composing rooms.

BRAINERD, MINN.—Handmen, $21; operators, $23. Eight hours. Increase, $2.

TEMPLE, TEX.—Handmen, operators, $24. Eight hours. Increase, Handmen, $5; operators, $3.

CINCINNATI, OHIO.—(day)—Handmen, operators, $42. (Night)—Handmen, operators, $45. Eight hours, day or night. Increase, $15.

OIL CITY, PA.—(day)—Handmen, operators, $30. (Night)—Handmeo, operators, $33. Eight hours, day or night. Increase, $9.

JOHNSTOWN, PA.—(day)—Handmen, operators, $28. (Night)—Handmen, operators, $30. Eight hours, day or night. Increase, $2.

LA CROSSE, WIS.—(day)—Handmen, operators, $23. (Night)—Handmen, operators, $25. Eight hours, day or night. Increase, May 23, 1919, $2, and $1 additional on each of the following dates: May 23, 1920; May 23, 1921.

PORTLAND, ORE.—(day)—Minimum, $45; maximum, $46. (Night)—Minimum, $49.50; maximum, $50.60. Working week forty-five hours, but two eight-hour days permitted to be worked each week at single price, making maximum week forty-six hours.

NEW YORK—(Bohemian)—Scale advanced $3 per week, effective April 1, 1919, making the weekly wage $28. One month after the signing of the peace treaty another $2 will be granted.

SASKATOON, SASK., CAN.—(day)—Handmen, operators, proofreaders, $33. Eight hours. (Night)—Handmen, operators, proofreaders, $37. Seven and one-half hours. Increase—$2.

PICATELLO, IDAHO—(day)—Handmen, $28; operators, $30. (Night)—Handmen, $31; operators, $33. Eight hours, day or night. Increase—Handmen, $1; operators, $3.

IRONTON, OHIO—(day)—Handmen, $23; operators, $25. (Night)—Handmen, $26; operators, $28. Eight hours, day or night. Increase—$3.

SIOUX FALLS, S. D.—(day)—Handmen, operators, $29. Eight hours, day or night. Increase—(day), $5; night, $4.

NORWALK, CONN.—Handmen, operators, $22. Eight hours. Increase—$4.

CLEVELAND, OHIO—Waechter and Anzieger Company has voluntarily increased the wages of printers $2 per week.

FORT DODGE, IOWA—Handmen, operators, $26. Eight hours. Increase—$4.

BUFFALO, N. Y.—Bonus of 50 cents per day has been given voluntarily by the proprietors of the newspapers.

GIRARD, KAN.—(day)—Handmen, operators $25, forty-seven hours. (Night)—Handmen, operators, $26, forty-seven hours. Increase—$4.

SILVER CITY-DEMING, N. M.—(day)—Handmen, $25.50; operators, $27.50. (Night)—Handmen, $29; operators, $30. Eight hours, day or night. Increase—$1.50.

HATTIESBURG, MISS.—(day)—Handmen, operators, $24. (Night)—Handmen, $25.50; operators, $27. Eight hours, day or night. Increase—$1.50.

ST. JOSEPH, MICH.—Price for day work $34.68, night work $38.48, or in other words 75 cents per hour for day work and 85 cents per hour for night work. The piece scale is raised 1 cent per thousand ems. This makes piecework 13 to 15 cents per thousand for day work and 15 to 17 cents per thousand for night work. Apprentices allowed an increase of 10 per cent. In consideration of this increase, the union agreed to extend its contract two years.

LIMA, OHIO—(day)—Handmen, operators, $26. (Night)—Handmen, operators, $29. Eight hours, day or night. Increase—(day)—April 1, 1919, handmen, $27; operators, $29. April 1, 1919, handmen, operators, $1. (Night)—April 1, 1919, handmen, $9; operators, $7. July 1, 1919, handmen, operators, $1.

ALBANY, N. Y.—Publishers have granted $1 per day increase to newspaper printers, making $39 per week day and $42 nights, seven-hour day.

ALBANY, N. Y.—(day)—Handmen, operators, $30. (Night)—Handmen, operators, $33. Eight hours, day or night. Increase—(day and night)—Handmen, $5; operators, $4.

TROY, N. Y.—(day)—Handmen, operators, 58 1/3 cents per hour. (Night)—64 cents per hour. Eight hours, day or night. Increase—(day and night), $3.

HENDERSVILLE, MO.—Handmen, operators, $18. Eight hours. Increase—$1.50.

PITTSBURGH, PA.—Increase of $1.60 per week in German newspaper scale and readjustment in working hours from eight to seven and one-half a day.

ELMIRA, N. Y.—Star-Gazette has given advance of $3 per week, Increasing the scale to $26.

OKMULGEE, OKLA.—(day)—Handmen, operators, $30. (Night)—Handmen, operators, $34. Eight hours, day or night. Increase—$5; night, $7.

HALIFAX, N. S.—(day)—Handmen, operators, $25. (Night)—Handmen, operators, $27. Eight hours, day or night. Increase—$5.

MUSKEGON, MICH.—(day)—Handmen, operators, $27. (Night)—Handmen, operators, $29. Eight hours, day or night. Increase—$4.50.

AIRPLANE CIRCULATES "EXTRA"

Story of Trans-Atlantic Flight Celebrated by Chicago Paper

CHICAGO, June 15.—An "aeroplane edition" of the Chicago Herald Examiner, telling of the sixteen-hour flight across the Atlantic, was delivered to surrounding cities by aeroplanes this evening. The papers left the presses at the Herald and Examiner at 7:31 p. m. Fast automobiles carried them to waiting aviators at Speedway and Ashburn Fields. Deliveries were made at Aurora-forty miles away—at 8:20, and at Elgin, about the same distance, at 8:25 o'clock. Papers were on sale at Kankakee, sixty miles away, at 8:40 p. m.

Jones Succeeds Clifford

MINNEAPOLIS, June 15.—Carl W. Jones has been appointed advertising manager of the Journal. He is a former advertising and plan man of the Lord & Thomas organization and the Erwin & Wasey Company of Chicago.

WORCESTER TELEGRAM HOUSING SCHEME

Means Big City Problem with "Build Now" Plan Explained in Space Advertising Paid for by Builders —Citizens Lend Support

In common with industrial centers all over the country, Worcester, Mass., is suffering from an acute shortage of housing accommodations. Conditions are rapidly becoming worse instead of better. Speculators are waxing rich, buying, selling and trading houses and apartments, and with every change of ownership comes the demand for increased rentals.

Worcester has attracted attention as the home of the "three decker," unbeautiful in appearance but convenient in appointments, these square, box-like wooden, three-apartment buildings which cover the seven hills of the "Heart of the Commonwealth," and house the greater part of the industrial workers.

The average rent of one of these "tenements" consisting of five or six rooms, previous to 1915 was from $15 to $25. Being essentially a "machine-shop" town, thousands of workers with their families descended upon the city in search of high wages and steady employment while during the past five years building of all kinds has practically been at a standstill. The modest six room flat, on the top floor of a "three decker" now brings a rental of $40 and few are available.

Telegram's Plan

Far-sighted business men had begun to fear the inevitable result of so abnormal a condition. The Worcester Telegram hit on a plan that met with instant endorsement by all concerned. A "Build Now" campaign was inaugurated and carried through exclusively in the columns of that paper.

After careful consideration it was estimated that those business men who were vitally concerned in the building trades should and could subscribe to a series of page advertisements which carried conviction in every line. The campaign was laid out in detail by John A. Plumb, advertising manager of the Telegram, and Harrisoo E. Williams, promotion man of the staff. It was planned to run at least twenty full page advertisements during a period of ten weeks. There were no names appended save nothing indicated the backers or subscribers to the propagaoda. During this period building news of all kinds was featured.

The Telegram promotion man, armed with the details of the campaign, experienced little difficulty in raising the entire amount necessary in a surprisingly short time. The fund was finally oversubscribed.

Noonday and luncheon meetings were addressed by Mr. Williams and in one instance a group of contractors were so strongly impressed that they started subscription blanks, leaving the amount to be filled in by the Telegram representative.

It is yet too early to predict the effect of this campaign upon the situation as a whole, but since the inception of this building boom Worcester has shown signs of awakening—the local Chamber of Commerce has formed a Housing Corporation and is following out the ideas expressed in the Telegram.

The Telegram runs a very attractively laid out news page opposite the full page ad and the merchants and construction men are virtually fighting for the opportunity to advertise on this page.

Texan Veterans Join Legion

FORT WORTH, TEX., June 14.—Silliman Evans, formerly of the United Press, International News Service and Dallas News, but now with the Star-Telegram, has been appointed publicity agent for the American Legion in Texas. Other members of the Texas chapter include Kent Watson, E. H. Dobie and Charles McLendon.

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial to many ways—it has made new advertisers and helped circulation—It has aided the paper in being recognized as the business man's newspaper in its community.

Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.



The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

THE TRIBUNE IS NEW YORK'S FASTEST GROWING MORNING PAPER

Three new evidences that the New York Tribune is the fastest growing newspaper in New York.

1 For the first 13 days of June the New York Tribune gained **161%** over the same period a year ago. For the first five months the gains are:

January 22½%	April 69 %
February 56½%	May 93¼%
March 65 %	

2 The Tribune average gain for the first 5 months was **62½%**. The combined average of the other papers in the morning field was **18½%**.

3 Late in May the Tribune passed the mark of a million lines of advertising gained. Before the middle of June *it added another quarter of a million.*

These are big days for everybody, but the New York Tribune is out-distancing the field.

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements

THE TRIBUNE PRINTS MORE NEWS THAN ANY OTHER NEW YORK MORNING PAPER

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Binghamton May Have New Morning Paper

Backed by Millionaire Shoe Manufacturer, Congressman W. H. Hill Announces Plans for New Enterprise

BINGHAMTON, June 18.—Representative William H. Hill, backed by George F. Johnson, millionaire shoe manufacturer, will launch a daily newspaper in Binghamton as the Republican organ of the "Southern Tier." At present there are two newspapers in the field, the Morning Republican-Herald, Republican, and the Evening Press, independent. For many years Representative Hill has published the Johnson City Record. Before America entered the war steps were taken to turn the publication into a daily. At the time an effort was made to purchase the Republican, but an agreement on price could not be reached and the matter was dropped. It is understood $125,000 was offered and $175,000 asked.

This week it was announced that George F. Johnson had procured a 30-day option on the new Sharp building. When questioned as to whether he intended starting an afternoon or morning newspaper, Mr. Johnson replied, "It might be either or neither." Friends of Mr. Johnson say he favors the morning field and that he will make it a metropolitan daily, possibly at one cent price.

Willis Sharpe Kilmer, owner of the Binghamton Press, was asked for a price on his paper, but he replied that the paper was not for sale at any price.

BUENOS AIRES PAPERS RESUME

Contain Two Weeks Back News and Bring Double Prices

BUENOS AIRES, June 13.—The newspapers La Nacion and La Prensa appeared yesterday for the first time in thirteen days, publication having been suspended because of the lockout of printers.

The papers contained a complete resumé of the news of the world for two weeks. They sold at double the regular price, the newsboys profiting by the desire of the public to learn what had happened during the period the papers did not appear.

The smaller papers are being printed in the plants of the larger dailies until new forces are ready to begin work in the plants of the lesser publications. The publishers declare that their victory over the union men is complete, and that the dissolution of the men's organization is an accomplished fact.

News Print Tribunal Puts Off Decision Again

Canadian Body Meets Two Days Ahead of Schedule and Orders Evidence Submitted in Writing

[BY TELEGRAPH]

MONTREAL, June 16.—The Paper Control Tribunal, which was to meet here Wednesday, held its session today instead, because one of the lawyers had to leave for England on the 17th. A brief discussion was held regarding the advisability of hearing further oral arguments, but it was finally decided to have both sides submit their cases in writing.

The Paper Tribunal has now the prepared briefs of the two sides and will examine these and decide the case from the evidence in hand.

Evidence was produced to show that the Fort Francis paper mill does not intend to obey the order of Commissioner Pringle and pay back $3.12 per ton to Western publishers because it received a rebate of duty on alush sulphite imported from the United States.

The hearing was a very brief one and somewhat unsatisfactory, as considerable evidence was not available owing to the meeting being called two days earlier than anticipated.

The general impression at the close of the meeting was that the paper tribunal would render a judgment in the course of a week or 10 days.

TOOK JAUNT THROUGH SKY

Two Des Moines Newspaper Staff Members Write of Trip

DES MOINES, Ia., June 17.—Two members of the staff of the Des Moines Register and Tribune took rides in aeroplanes, driven by Army lieutenants, high over that city the other day, and obtained photographs of the place from the clouds for publication. One of the passengers was Miss Rae Macras, a feature writer, and the other was C. W. Jamieson, staff photographer. Each wrote an account of their journey for the newspaper.

Honor W. E. Smallfield

RENFREW, Ont., June 16.—W. E. Smallfield, who recently sold the Mercury, was tendered a banquet a few evenings ago by the Board of Trade and the citizens. Mr. Smallfield, who is an ex-president of the Canadian Press Association, had been associated with the Mercury for a great many years and made one of the best weekly papers in Canada.

Getting Your Proposition Across in Baltimore



Plant of Cochran, Hill & Co., Baltimore packers, one of the finest and most sanitary plants in the world. Just closed one of the largest Baltimore contracts executed in Baltimore—The NEWS. Armour, Swift, Kingan and Wilson are also NEWS advertisers.

YOUR salesmen will find that Baltimore dealers give ear to the selling proposition backed by a campaign in The Baltimore NEWS. Many an uphill fight to enter this fertile territory has been smoothed into easy grade by the promise of rapid turnover contained in the mere suggestion "——and here is some of the advertising that will appear very soon in The Baltimore NEWS."

Not only does the average storekeeper in Baltimore insist that advertising, to sell goods for HIM, must be placed in local newspapers where ALL of his trade may see it, but it's dollars to doughnuts he'll specify ONE paper—The Baltimore NEWS.

The NEWS has the largest net paid circulation of any Baltimore daily paper. It was the only Baltimore daily paper to show a gain in circulation for the six months ending March 31, 1919, as compared with the same period a year ago. The NEWS made the largest gain in advertising of any Baltimore paper in April, 1919, as compared with the same month last year. The NEWS carries more display advertising than any other Baltimore paper.

Ask for outline of our practical plan for quick distribution in Baltimore, with a memorandum of the purposes and advantages of your product.

The Baltimore News

Over 100,000 net paid Daily and Sunday

The NEWS carries more display advertising than any other Baltimore newspaper

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Announcing

The Baltimore News

CO-OPERATOR and Retailer

A Periodical for Baltimore retailers in all lines—devoted to the upbuilding and focusing of dealer interest and co-operation on campaigns appearing in The Baltimore NEWS.

Made valuable to the retailer through special articles, features, illustrations, etc., which leaders in their lines will be invited to prepare. There will be no charge to the dealer for this service. No extra charge is made to the advertiser for this additional co-operation.



Ask for Further Details and Copy of the June Issue

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AT LAST

A "Torchy" and "Shorty McCabe" Story
By SEWELL FORD
EVERY SUNDAY

For over a year we have been trying to persuade Mr. Ford to write a weekly "Torchy" and "Shorty" instead of every second week, knowing that the value to a newspaper of a continuous feature is 50% more than the value of one that does not appear regularly.

But Mr. Ford had produced a "Torchy" and "Shorty" for over ten years for the Associated Sunday Magazines every second week and was hard to convince.

Now he is free of certain other writing obligations and has agreed to give the newspapers a story about his inimitable characters every week.

"Torchy" and "Shorty McCabe" are known and loved throughout the country. Sewell Ford's stories about these delightful boy characters have appeared in eleven volumes and have had an enormous sale, comparable only with the sales of O. Henry and Richard Harding Davis.

The new stories will contain about 4,500 words each and will be specially and very attractively illustrated. They will be timely, relating to present day conditions and interests, and with the heart-interest that is characteristic of Mr. Ford's work.



By SEWELL FORD

To Be Released Beginning August 3

A NUMBER OF NEWSPAPERS CLOSED ON A YEAR'S CONTRACT IMMEDIATELY ON HEARING THAT THE STORIES WOULD BE SUPPLIED WEEKLY. THESE INCLUDE

THE BOSTON POST
PITTSBURGH GAZETTE TIMES
PHILADELPHIA PRESS
BUFFALO TIMES
MINNEAPOLIS JOURNAL
ST. LOUIS REPUBLIC
UTICA GLOBE
LOUISVILLE HERALD

SECURE OPTION FOR YOUR TERRITORY BY WIRING AT ONCE

THE McCLURE NEWSPAPER SYNDICATE, 373 Fourth Avenue, New York

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TRIBUNE WINS POINT AS TO EVIDENCE

Judge's Ruling in Ford Libel Suit Opens Doors to Testimony as to Ford's Attitude Toward Government's Policy

Rulings by Judge Tucker on the scope of evidence to be admitted in the Henry Ford-Chicago Tribune libel suit, now in its sixth week at Mt. Clemens, Mich., featured the Tuesday sessions of the court. Judge Tucker ruled:

"The quantity of preparedness necessary, or what Ford thought necessary, is not relevant. Whether Ford sought to interfere with what preparedness the Government thought necessary is relevant. Whether what he did or said justified the criticism aimed at him in the editorial in question will be the main question in this case."

Weymouth Kirkland, of counsel for the Tribune, expressed the opinion that this ruling will permit the Tribune to give to the jury everything which the defense considers essential "in presenting a picture of the many considerations which led to the writing of the editorial." Judge Tucker, elucidating his ruling in answer to a question by one of Mr. Ford's attorneys, said:

"I think that anything that indicates Mr. Ford's anarchistic tendencies is material. I don't care where it comes from. I feel that everything that was said, or anything that was done, or any overt act or opinion expressed for the purpose of hindering or delaying or preventing the Government from making such preparations as it saw fit to make, whether much or little, adequate or inadequate, is material."

The defense placed in evidence on Tuesday a number of editorials to contradict the plaintiff's charges that the paper advocated intervention in Mexico for ulterior motives—such motives as pro-Germanism or financial interests. These editorials condemned the sinking of the Lusitania as an offense which could not be fully resented by a mere diplomatic exchange.

While the Tribune was presenting evidence the state of affairs on the Mexican border at the time of the publication of the editorial, such as the story told by the famous correspondent, Floyd Gibbons, of his observations and experiences and of Norman Walker, in charge of the Mexican bureau of the Associated Press, events on the border were again accentuating the necessity for a definite military policy on the part of the Government. American troops were again sent across the border to protect Texas cities from the menace of Mexican shells and bullets.

It is expected that the plaintiff will present a great deal of testimony in rebuttal. The end of the celebrated case is not yet in sight.

St. Louis Star Insures Readers

ST LOUIS, June 18.—Accident insurance will be provided by the St. Louis Star for its regular readers. Each reader who regularly subscribes for the paper, or buys it regularly from any news-stand, is insured as long as he continues a reader. Each applicant is issued a policy which provides, after seven days from date of application, $5 weekly accident indemnity for total disability for 52 weeks, and $10 a week partial disability for ten weeks. The death benefit is $1,000, which is also paid for loss of both hands and feet, etc., with half the face of the policy for one hand or foot, etc.

BELGIANS ENTERTAIN FOREIGN WRITERS

Seventeen Americans in Party Visiting Albert's War Devastated Country, the Guests of Belgian Press and National Government

By Cable to Editor & Publisher

PARIS, June 12.—An interesting five-day trip through Belgium has just been completed by about one hundred foreign journalists attending the World Peace Conference at Paris.

This trip was planned by the Belgium press in cooperation with the Belgian National Government and several municipalities were visited.

Seventeen American journalists were included in the party, as follows: Laula E. Birkhead, St. Louis Republican; Hilton U. Brown, Indianapolis News; Miss Faith Hunter Dodge, Newark Press and La Prenza of New York; Mrs. Helen L. Ferguson, United Press; Ramonde Frances, La Prensa, Buenos Aires; Edward O. Gibbons, Paris Edition Chicago Tribune; Mrs. Helen Davenport Gibbons, Century Magazine; Guy C. Hickok, Brooklyn Eagle; Jacob B. Hirsch, New York Sun; Florence O'Neill, Pittsburgh Dispatch; Harold P. Stokes, New York Evening Post; Camille B. Lewis, Chicago Tribune; Leo Wolfson, International Jewish Press, and Mrs. Eva K. Wilson, Baltimore News.

Maj. Opie Home With War Honors

STAUNTON, Va., June 14.—Major H. L. Opie, who served with the 116th Infantry, 29th Division, has been honorably discharged from the service and will shortly resume his position as managing editor of the Daily Leader, of which paper he is also owner. Major Opie served in France eleven months, was wounded last October in the Argonne Forest fighting, losing the index finger on his left hand. He was given the Distinguished Service Cross, and also was awarded the Croix de Guerre and a citation from the French government.

More Paper Making Prosperity

MONTREAL, June 15.—A new pulp and paper offering is just being made the Canadian public, indicating that the industry is in a flourishing condition. A Montreal financial house is offering $2,000,000 of 7 per cent mortgage debenture stock of the Mattagami Pulp & Paper Company at 94 and interest. Holders have the opportunity of exchanging the debentures for an equal par value of common shares at any time up to May 1, 1929. The Mattagami Pulp & Paper Company's plant is located at Smooth Rocks, northern Ontario.

Vincent O. Law, who as sergeant of the Third Field Artillery was in service overseas, has returned to the St. Paul Dispatch-Pioneer Press, and is reporting on the day side.

A SIGNIFICANT COMMENT

from one of Our Contemporaries

THE Evening Transcript . . . unique and unapproachable in its class, is steadily increasing its fine field . . .

The above quotation is taken from an editorial that appeared in the Boston Post, Monday, April 21, 1919

Boston Evening Transcript

National Representatives CHAS. H. EDDY CO. NEW YORK CHICAGO BOSTON

—Ole Hanson:

A few days ago a name unknown to the world. Over night the Mayor of Seattle makes himself known and respected throughout the United States—becomes an international figure.

"*Any man who tries to take over government functions here will be shot on sight*" . . . "*The seat of the City Government is still at the City Hall.*"

A local incident through the daily newspapers becomes national. The potency of a courageous, local action in the twinkling of an eye is duplicated wherever a daily newspaper is read.

The story of Ole Hanson graphically visualizes the greatness and possibilities of the daily newspaper—an influence absolutely incomparable.

And this force can be capitalized as a salesman and can sell your goods.

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York Chicago Kansas City San Francisco

From Printers' Ink, issue of February 20, 1919.

A Tale of Two Cities And of Two Newspapers—

THE NEW YORK TIMES, first newspaper in America's first city, in a page advertisement in Editor and Publisher for June 5, announced a gain of 1,535,457 lines of advertising for the first five months of this year and declared this *"represents by far the greatest growth of any New York Newspaper."*

THE BIRMINGHAM NEWS, The South's Greatest Newspaper, in a double page advertisement in Editor and Publisher for June 12, announced a gain of 1,740,886 lines of advertising for the first five months of this year—*205,429 lines MORE than THE NEW YORK TIMES gained in the same period.*

The Birmingham News

Member A. B. C. The South's Greatest Newspaper Member A. B. C.

Marbridge Bldg., NEW YORK Kelly-Smith Company Foreign Representatives Lytton Bldg., CHICAGO

NATIONWIDE PRAISE FOR FLYERS' STORIES

Naval Officers of Trans-Atlantic Planes Style, Frankness and Promptness Make Hit—Ralph Pulitzer Procured Narratives

Lieut. Commander Albert C. Read, who commanded the NC-4 during its historic transatlantic flight, proved that he possesses the "makings" of a first class newspaper man, for his dispatches to the New York World and St. Louis Post-Dispatch were not only capitally written, but were filed with all the promptness of a "star" correspondent.

Altogether the three aviators, Commander Towers and Lieut.-Commanders Read and Bellinger, filed 15,000 words for the World and Post-Dispatch. This service was procured by Joseph Pulitzer, Jr., of the Post-Dispatch who was in the naval aviation service during the war, associated with Lieut.-Commander Bellinger. Many papers took the service; what some of them thought of it is told by these telegrams:

From the Chicago Tribune—"The Chicago Tribune feels immensely obliged for the chance given it by the New York World and the St. Louis Post-Dispatch to print the exclusive stories written by the flight commanders in the transatlantic airplane flight. It is a great piece of newspaper enterprise."

From the Cleveland News—"Worthy of a high place in historic literature are the epic stories of Commander Read and his associates. They told a tremendous story in a simple way. We feel that our readers owe these courageous flyers double thanks for first accomplishing their flight and, second, for making the details of their trip available to the world at large."

From the Baltimore Sun—"We regard the Read-Towers-Bellinger exclusive stories of their transatlantic flight as among the most intensely interesting ever printed in a newspaper and the securing of these stories as a rare piece of newspaper genius."

From the Washington Post—"If the bare announcement of the successful achievement of transatlantic flight was big news, what can be said of cabled accounts giving every detail of this historic flight from beginning to end, written by the daring voyagers themselves and obtainable for the price of a morning newspaper, before the cheering had died away? Surely this was a long and high flight in journalism."

To Aid Employees to Secure Homes of Their Own

President Noyes, of Washington Star, Offers Cooperation to Those Tired of Paying Rent

WASHINGTON, June 17.—Publishers of the Washington Star have undertaken to devise means by which the company may aid its employes in acquiring their own homes. The following notice, signed by Frank E. Noyes, the president, has been distributed among the employes in all departments:

"From time to time employes of The Star have approached the officers of the company, asking initial assistance in financing the purchase of homes, and it has recently been impossible for such aid to be extended.

"This caused the question as to whether there are many others of The Star family who are desirous, but who would like, if possible, to become home owners. If so it might advantageous to merge multiple plans of land and build houses, instead of buying houses already built. I will be glad, therefore, to have the names of any Star employes who are interested in the matter for the purpose of later having a meeting, when it could be determined whether a plan could be worked within the company could properly aid in carrying out.

"If you are interested will you please write me?"

Leaves State Capital After 20 Years

ALBANY, N. Y., June 16.—Frank A. Tierney, former city editor of the Times-Union, has been appointed executive secretary of the government securities organization of Albany. The appointment of Mr. Tierney takes him out of the state capital for the first time in 20 years.

SEES VICTORY OVER TIME AND SPACE

Lord Northcliffe Predicts London Morning Newspapers Will Sell in New York Same Day as Result of Conquest of Air

Lord Northcliffe, in complimenting the victorious British airmen upon the completion of their non-stop flight across the Atlantic, takes occasion to point out the alluring possibilities created by the history-making flight.

He foresees a time when London morning newspapers will be selling in New York in the evening, and when New York evening papers will reach London the following day. He also takes occasion to call to the attention of the cable companies the significance of the event to them. He says:

"Just as in 1913 when I offered the prize, I felt that it would soon be won, so do I surely believe your wonderful journey is the warning to the cable monopolists and others to realize that within the next few years we shall be less dependent upon them unless they increase their wires and speed up. Your voyage was made more quickly than the average press message of 1919.

"Moreover, I look forward with certainty to the time when London morning newspapers will be selling in New York in the evening, allowing for the difference between British and American time, and vice versa in regard to New York evening journals reaching London the next day.

"We shall no longer suffer from the danger of garbled quotations due to telegraphic compression. Then, too, the American and British peoples will understand each other better as they are brought into closer daily touch.

"Illness prevents me shaking you by the hand and personally presenting the prize, but I can assure you that your welcome will be equal to that of Hawker and his gallant American conqueer, Read, whose great accomplishment has given us such valuable data for future Atlantic work.

"I rejoice at the good augury that you departed from and arrived at those two portions of the British Commonwealth, the happy and prosperous Dominion of Newfoundland and the future equally happy and prosperous Dominion of Ireland."

The City Creed Idea

Has any bright citizen written a creed for your city?

It is a civilizing force to strive to live up to the idealism of a high creed.

There's impetus in the "booster creed." Do you not believe that the business men of Baltimore, for instance, are stimulated by the following lines, written by Harry A. Allers, of the Advertising Club of that city:

"I believe in Baltimore. I love her as my home. I love her institutions. I rejoice in the advantages of her resources. I have unbounded confidence in the ability and enterprise of her people, and I cherish exalted ideas of her destiny among the cities of the nation.

"Anything that is produced in Baltimore from Baltimore materials, by the application of Baltimore brain and labor, will always have first call with me. And it's only good business on my part that it should."

Altogether—

"ME TOO."

PUT THE CLARKSBURG TELEGRAM ON YOUR LIST FOR FALL COPY

And Get Your Share of Business From "The Industrial Heart of West Virginia"

EXCERPTS FROM
Audit Bureau of Circulations
Auditor's Report

Name of Publication, The Clarksburg Telegram. City, Clarksburg; State, W. Va.
For the twelve months period ending March 31, 1919.

	Evening	Sunday
Total City	4662	3757
Total Suburban	2116	1895
Total Country	1111	2286
TOTAL NET PAID	7889	7938
Total Unpaid	160	106
TOTAL DISTRIBUTION	8,049	8,044

A complete analysis, including all essential facts pertaining to the above circulation, is embodied in the detailed Audit Report issued by the Audit Bureau of Circulations. Copies may be had on application to the office of the above publication.

Flat rate, 28c an inch to Feb. 1, 1920; 35c an inch thereafter.

THE CLARKSBURG TELEGRAM
West Virginia's Leading Newspaper

MERIDEN CONNECTICUT

Has *over 49,000 population*, including large adjoining town of Wallingford.

93% of the entire circulation of

THE MERIDEN MORNING RECORD

is delivered in these two towns

Very, very few daily papers of other Connecticut cities are sold in Meriden.

About *70% of the high class* national advertisers who use Meriden newspapers advertise in The Record EXCLUSIVELY in this city.

The Record is THE ONLY MERIDEN newspaper that has ever submitted to A. B. C. AUDITS.

The Record has much more A. B. C. audited circulation than the other local paper claims UNaudited.

All EASTERN advertising handled through the HOME OFFICE. Gilman & Nicoll, Western Representatives, 1030 Tribune Building, Chicago.

116% GAIN IN NATIONAL ADVERTISING

THE FLORIDA TIMES-UNION'S RECORD FOR MAY, 1919

Never before in a single month has any newspaper in the South made such a tremendous gain as was made possible by the liberal patronage of national advertisers last month when 274 accounts were carried in the Times-Union, 81 more than in May, 1918. The cooperative service of the Times-Union has opened the way for many advertisers to enter this field with the certainty of getting maximum results almost immediately. This service is extended liberally and without charge to advertisers now doing business in this field and to those about to enter.

THE FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

During May, 1919, Carried a Total Volume of 881,027 Agate Lines (2,996 Columns)

A Gain of 50%

Over the May, 1918 Record

OF FOREIGN DISPLAY, the Times-Union Carried 271,638 Agate Lines, a Gain of 146,212 Agate Lines

116% Gain

OF LOCAL DISPLAY, the Total Was 453,247 Agate Lines, a Gain of 96,849 Agate Lines

27% Gain

OF CLASSIFIED ADVERTISING, 156,142 Lines

48% Gain

THE RECORD FOR THE FIRST FIVE MONTHS OF THIS YEAR:

Space Shown in Agate Lines

	1918	1919	
January	550,270	632,033	15% Gain
February	651,574	667,751	2% Gain
March	646,142	830,515	13% Gain
April	546,826	872,665	59% Gain
May	587,128	881,027	50% Gain
Five Months	2,981,940	3,883,991	32% Gain

The Times-Union's Circulation is

50% Greater DAILY

100% Greater SUNDAY

Than the Circulation of the Second Largest Florida Newspaper
(A. B. C. Figures)

The FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

Represented in the Foreign Field by
BENJAMIN & KENTNOR COMPANY

NEW YORK: 225 Fifth Avenue

CHICAGO: Mallers Building

The New Haven

Mem

Only Morning Newspaper published in New Haven, covers alone—a fi

Best edited newspaper in New Haven—admittedly the cleanest and be

Appeals to New Haven's greatest purchasing power, enjoys fullest confi

As evidence of the dominant position The Journal-Courier occupies population of that city the following GAINS in CIRCULATION and A Newspaper for the National Advertiser:

DAILY AVERAGE

April 1, 1916 to April 1, 1917
11,771

April 1, 1917 to April 1, 1918
13,440

April 1, 1918 to April 1, 1919
15,101

These figures are net paid and are from A. B. C. Auditors' statements.

Over 86% of The Journal-Courier's Circulation is within the City of New Haven.

Over 96% of The Journal-Courier's Circulation is within the acknowledged trade zone of New Haven's merchants—practically no waste circulation.

The Journal-Courier has the largest direct home delivered circulation of any newspaper in New Haven. —It Covers New Haven ALONE!

The Journal-Courier through the vast buying power of its readers o

The New Have

"New Haven

THE CARRING

GILMA

Tribune Building
CHICAGO

Re

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Journal-Courier

B. C.

vided between 3 local evening newspapers.

spaper from news as well as typographical standpoint.

of readers.

ew Haven and the strong appeal which it makes to the great buying
RTISING speak volumes for The Journal-Courier as New Haven's BEST

During May, 1919, The Journal-Courier showed the largest gain in TOTAL LINES of advertising of any newspaper in New Haven,—showing an increase of over 175,000 lines for the month, the largest gain ever made in any one month by a New Haven Newspaper. During May, 1919, The Journal-Courier had the largest percentage of increase in LOCAL, FOREIGN and CLASSIFIED advertising of any newspaper in New Haven.

The Journal-Courier publishes more Automobile advertising than all other New Haven daily newspapers combined—more Financial, Railroad, Steamship and other high classes of advertising than any other local daily newspaper.

The Journal-Courier cooperates efficiently and effectively with foreign advertisers through local merchant "HELPS" to the extent that foreign advertising in its columns enjoys *maximum pulling power*.

to National Advertisers the greatest single selling force in New Haven

Journal-Courier

t Newspaper"

UBLISHING CO.,

NICOLL,
ives

World Building
NEW YORK

Digitized by Google

MODERN METHODS SCORE ON "NC" STORY

United Press Correspondent, Assigned to Azores, Utilizes Wig-Wag Flag, Lights, Wireless Telegraph and Telephone to Relay News

By W. R. Hargraves.

[United Press Staff Correspondent]

Swift "taxi" rides on destroyers, breakfast on a cruiser, lunch on a destroyer, dinner on a battleship; dashes on motor speed boats; wild rides over lava-covered mountain roads; a midnight bicycle race through narrow, crooked and inky black streets, arguments in sign language with people who spoke no English.

These were a few of the conditions which made my assignment to Ponta Delgada, Azores, to cover the trans-Atlantic flight for the United Press from that end, one replete with thrilling and curious situations.

Another feature of the assignment was the ultra-twentieth-century method of flashing the news of the progress and fate of the three flyers. Wig-wag flags, blinker and flash lights, wireless telegraph, wireless telephones and a long dormant cable line all were utilized to get every phase of the flight to all parts of the world through the New York office of the United Press.

Aided by Naval Officials

In the successful effort to present this news first through the United Press I was materially aided by the highest naval officials at Ponta Delgada, who, in spite of the gravity of their own tasks during the search for the missing flyers, afforded me every opportunity to get the news back to America, where it was swiftly relayed throughout the United States, Canada, Mexico, South America and Australia and even flashed to England and France before direct messages from the Azores reached those countries.

This assistance was rendered, also, in spite of the fact that it was the expressed intention of the government to beat the world with the news. The officers upon whom fell the burden of the work in connection with the direction of the flight and search at the Azores were Admiral Jackson, chief of the United States naval base there; Captain Ward K. Wortman, commander of destroyer flotilla No. 2; Captain John S. Arwine, commander of the U.S.S. Melville, destroyer tender, and Communication Officer Lieut. Joseph Buchalter, all of whom worked day and night during the three days between the time the flyers left Trepassy Bay and the time the NC 3 crept into Ponta Delgada power.

Prejudiced Against Speed

One of the greatest difficulties to be overcome was the breaking down of the innate prejudice against speed apparently prevailing on the beautiful little Island of St. Michael. The resident cable operators could not at first understand why the news dispatches could not be sent to the United States via Lisbon and London, as are the commercial messages, requiring from a week to ten days for transmission.

Much explanation for the greater part of nearly two weeks was required before permission was obtained to send the United Press dispatches direct to New York, via Horta, Fayal Island, over a cable, according to one of the officials, which was taken over from the Germans after the war was declared, and which has lain idle since.

It was through the use of this cable and the payment of three times the regular commercial rate that the United Press was enabled to keep the readers of the papers of its hundreds of clients informed of every move of the flyers in the history-making trip to Europe, in some instances more than an hour before the government officials in Washington had received their official wireless or cable reports from the Azores.

Wig-Wagged Across Bay

The news of the arrival of the NC-4 at Lisbon, completing the trans-Atlantic flight, was flashed from that place to Ponta Delgada, where it was picked up by the Melville wireless and wig-wagged across the bay to the admiral's headquarters, where I was in conference with the admiral.

As the words were being spelled out I was on my way to the end of a short line wire leading to the cable office, and by the time the message was ended it was being ticked off to that office, several miles away, where it was immediately relayed to Horta and placed on the trunk cable into the United Press office in the United States.

One of the most interesting features of the story occurred on the day the NC 4 flew from Horta to Ponta Delgada. I had gone to Horta in the height of a driving storm to interview Captain Bellinger of the NC 1 after he was rescued and taken to that city.

Rushing back to Ponta Delgada on the destroyer Robinson, which Captain Simpson, commander, sent bowling along at 25 miles an hour, we received a wireless that the NC 4 had left Horta an hour behind us.

Some Speedy Work

This movement was covered by a United Press correspondent at Horta, and I immediately took steps to have its arrival at Ponta Delgada flashed to New York. A few minutes after we had received word of the NC 4 start we looked back from the bridge and saw the seaplane, high in the air, sweeping toward us. Shortly after it had passed over us, more than 1,000 feet up, and a mile to the southeast, I listened in on the radio and could hear the seaplane wireless operator chatting with some of the destroyers on station, and asking for his position.

The combination of the seaplane flight, the use of the radio, the dispatch of destroyers to the United States with moving picture films immediately after they were snapped, and the swiftness of thought and action of all concerned was certainly an exemplification of the speed of the age.

New Albany Press Club Will Have Three Membership Classes.

ALBANY, N. Y., June 17.—Declaring that the failure of a former Press Club in this city was caused by the fact that too many business men not connected with the newspaper game were allowed membership, the newly launched Albany Press Club was warned to steer clear of this trouble at the first meeting here last week. Roy S. Sinclair, secretary of the Chamber of Commerce, and a former newspaper man, was the speaker.

As a result the club plans to have three sections—active, retired and honorary membership. A limited number of business men are eligible to membership in the honorary section, former newspaper men only in the retired section, and active newspaper men only in the active section.

I AM YOUR WORST ENEMY

I am the ruler of retail reverses.
I am the Lord High Potentate of Failure.
I am the reason for that downward slant on your profit enrve.
I am the cause of the silent sickness that stills your cash-register bell.
I am the origin of dissatisfied customers and loss of trade.
I am the leaven of uncertainty in the midst of certain profits.
I am the element of chance that turns a winning business into a losing gamble.
I am the fountain head whence springs the majority of your trouble and worry.
I am the key to the problem why more than 15,000 retailers fail every year.
I am the why and the wherefore, the direct and proximate cause, the germ and the genesis of successful merchandising.
I am the Sticker, the Shelf-Lounger, the Left-Over, the nameless child of an unknown father.
I am the unadvertised product!

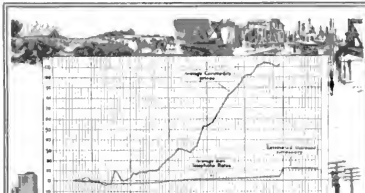
—Exchange.

Three N. Y. Associations to Meet

SARATOGA SPRINGS, N. Y., June 15.—The summer meeting of the New York Associated Dailies will be held at Saratoga Springs June 24. The State Press Association and the Republican State Press Association will meet here also on the following days of the week.

Joint Meeting in Kentucky

LOUISVILLE, Ky., June 18.—Editors and teachers of Kentucky will hold a joint meeting for the first time in the history of the State when the Kentucky Press Association and the Kentucky Educational Association gather in Louisville June 26 and jointly discuss reconstruction problems.



A Comparison of Costs

A graphic picture of the high cost of doing business is shown by the rise in a long list of commodity prices during the past five strenuous years.

By the exercise of unparalleled economies, telephone rates have been kept almost unchanged.

The fact is, the increase in the cost of commodities has resulted in what is equal to a decrease in telephone rates. In other words: The dollar which was spent for the telephone has bought more than twice as much as the dollar spent for the commodity.

The activities of reconstruction which are now upon the nation have put a great burden upon the telephone. This condition has made necessary an advance in telephone rates.

This advance does not exceed an average of eight percent; almost negligible as compared with the advances in other lines of industry, yet enough to cover the increase in the cost of operation.

Only through adequate revenue can there be assured the maintenance of a high standard of telephone service.

American Telephone and Telegraph Company
And Associated Companies

One Policy *One System* *Universal Service*

OVER THE MILLION MARK!

For the First Five Months of 1919

THE WASHINGTON POST, WASHINGTON, D. C

1,253,331 Agate Lines Gained Over the Same Five Months of Last Year

The Washington Post has established one of the greatest gains in advertising lineage ever made in the National Capital in so short a time as five months.

Nothing so exemplifies the truth of this statement as figures—

HERE'S THE RECORD—JUDGE FOR YOURSELF

The Post Carried	The Post Carried	The Post Carried	The Post Carried	The Post Carried
713,908	720,811	927,257	924,544	991,429
Lines of Paid Advertising	Lines of Paid Advertising	Lines of Paid Advertising	Lines of Paid Advertising	Lines of Paid Advertising
JANUARY	FEBRUARY	MARCH	APRIL	MAY
217,778	242,297	191,423	285,096	316,737
Gain over January, 1918	Gain over February, 1918	Gain over March, 1918	Gain over April, 1918	Gain over May, 1918

The Post Research Department

Our Research and Merchandising Department is ever at your service in compiling any data that national and local advertisers request concerning the city of Washington.

If you wish proper distribution of your products to Washingtonions, get in touch with this efficient department of The Washington Post.

ADDING TO THIS

GREAT RECORD

The news comes that The Washington Post published the largest newspaper that it has ever printed—

Sunday, June 1, 1919

119,718 AGATE LINES

—or nearly 400 columns of paid advertising. This and similar daily gains for the first few days of this month—point to this month for a still BIGGER MONTHLY GAIN.

The Post Rotogravure Section

Washington's acknowledged digest of the world's recent happenings—presented in amazing photographs.

Its rapidly growing popularity with all readers makes it the ideal medium for advertisers who wish "different" advertising for their merchandise. Let us tell you more about rotogravure advertising.

WASHINGTON

Always the National Capital—Now the World's Capital

Washington, the fastest growing and most prosperous major city of this generation, boasts of a record in all activities that overshadows even the world's greatest metropolises.

The population of the National Capital in 1910 was 331,069—now it is estimated at 401,681—an increase of nearly 75,000 people in nine years.

Its total subscription to its quota on the entire five Liberty Loans was an oversubscription of nearly 80%—a top-record oversubscription among the major cities of the United States.

This prosperous city and its prosperous peoples read the Washington Post daily and Sunday—as our recent Post Office Statement showed an average net paid circulation for six months of: daily 61,848. Sunday 80,105.

The Washington Post

WASHINGTON, D. C.

MEMBER A. B. C.

Foreign Advertising Representatives

PAUL BLOCK, Inc.

New York Chicago Boston Detroit

PEACE PRESS CLUB A GREAT SUCCESS

Attention Given to Conference by French Government Made Possible Free Intercourse Between 2,200 Newspaper Men of All Nations

SPECIAL CORRESPONDENCE

PARIS, June 3.—At this writing the matter of getting the Peace Treaty signed and the demand for passage homeward are the two thoughts foremost in the minds of hundreds of journalists in Paris representing the press of the world. But whether the Treaty is signed promptly, or whether it is delayed, whether the Peace will satisfy or create further world dissension, one thing is certain: The French Club for the Foreign Press is an unqualified success.

When the French Government so generously and thoughtfully secured the gorgeous Dufayel Mansion and turned it into a club for the foreign press representatives gathered in Paris to report the proceedings of the Peace Conference, they provided a central meeting ground for journalists and statesmen that has done much to forward the most momentous gathering the world has known.

More Than a Working Place

The establishing of this club did more than provide a working place. It made possible the free intercourse of hundreds of journalists with literally thousands of men officially connected with the Peace Conference, thus promoting in an unusual degree the contact necessary to keep abreast of the real news of the conference day by day.

Readers of EDITOR & PUBLISHER will recall that there was a battel royal at the beginning of the conference by the journalists, especially the American and English contingent, to have ready access to the proceedings.

That was a drawn battle, and as the conference went along the opportunity to get the big news of the conference became more difficult as the Big Ten held sway, later as the Big Five, still later as the Big Four, and then with the withdrawal of Italy from the conference, the Big Three became still more mysterious.

Under these circumstances it would have been Darkest Africa indeed for the journalists if it had not been for the French Club for the Foreign Press where at luncheon, tea and dinner it was easy for the statesmen and the men of the press to meet informally.

The American Section

In addition to the opportunities for constant meeting in an informal way the club arranged many formal entertainments that heightened the value of its influence and stamped it more thoroughly as the real meeting ground of the men attending the Peace Conference.

The Dufayel Mansion is readily transformed into a cozy theatre where notable musical programs by artists from the Paris Grand Opera were offered. There were many banquets by the peace delegations from foreign countries by which the press were invited, and thus the claims and ambitions of numerous nations were unfolded to the press. Marshal Foch, master strategist, not given to public speaking, on one of these occasions made a notable address.

Of particular interest to readers of EDITOR & PUBLISHER is the American section of this club. With the exception of the National Press Club at Washington, there is no spot in America where so many well known American journalists could be met at one time. On any day at luncheon one could readily feel that the Washington crowd, augmented by a number of well known American newspaper men from other parts of the country had arrived in a body. They merely seemed to have left off considering the affairs of Congress and the Departments, and turned to the doings of the Peace Conference.

Membership of 2,200

The French Club for the Foreign Press (officially called Cercle Francais de la Presse Etrangere) has a total membership of 2,200. Of this membership 150 are American journalists representing the leading newspapers, magazines, news and feature syndicates and the press associations. English newspapers, press associations, magazines and syndicates are represented by 100 members.

There are 45 representatives from the Italian press.

Japan has a total delegation of 34 members representing the leading newspapers and press association of the Orient.

The Poles are represented by 35 members, and have taken the keenest interest in the conference.

The new republic of Czecho-Slovakia has 25 members, and Yougo-Slavia 3

Brazil's newspapers show their interest with 25 members. Argentina journalists to the number of 14 are here. Roumania has 25, Switzerland 10, Scandinavia 12, Greece 20, Spain 20, Russia 20, Serbia 6, Central and South America (excluding Brazil and Argentina) 25, Belgium 20, Portugal 12, China 3 and Armenia 1.

In EDITOR & PUBLISHER for March 1 the Dufayel Mansion was described and a view of its exterior shown.

A. A. A. A. TO ASK NO MORE FREE PUBLICITY

Secretary James O'Shaughnessy Explains Position of His Association and Himself in Army Recruiting Advertising Campaign

The following statement, assuring publishers that hereafter no attempt will be made to press-agent Government paid advertising, was issued this week by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies:

"It is very complimentary to everybody concerned with advertising that such quick and generous co-operation has been given to the army recruiting campaign.

"This was an exceptional instance which entirely justified the free readers and free service.

"It was distinctly a case of advertising being on trial. A good excuse for poor results would not serve anybody.

Never Countenances Free "Boosts"

"Good results alone would force the verdict in Washington. It was unfortunate that the campaign was put out with such a short time at its disposal, and with such a comparatively small sum of money; but there were the facts, and it was up to everybody in advertising to see that the results were not only good, but that they looked good to those who would pass on them where the money came from.

"The American Association of Advertising Agencies would never countenance an appeal for free readers or a free boost by the publisher in any ordinary circumstances.

"It would not do so even then unless it had decided beforehand to call upon all of its members to give free service. This is exactly what it did in the cases of the recruiting advertising campaign.

"The effect of the association's attitude was to put our members not only back of advertising, but back of the newspapers which were carrying the advertising.

"Our members were called upon to promote public meetings, to enlist the personal service of civic, patriotic and social organizations. To obtain window displays and public demonstrations.

"Every effort which could increase the result of the newspaper campaign was called for from all of our members in every city.

"The results of all the efforts of all our members in this supplementary work will redound to the credit of producing power in newspaper advertising.

Publishers' Report Splendid

"There should be substantial advertising appropriations to follow in carrying out the recruiting plan. Having these possible appropriations in mind and having the big future of advertising in mind, it was regarded as a time for setting aside even the soundest rule, so long as the morals of its inhibition were not impaired and the results of the expediency so highly desirable from every point of view.

"It is complimentary to the publishers of the country that they appreciate all of the elements involved and responded so splendidly. The campaign will be a big success, and there will be wholesome advertising coming out of Washington as a result, and it will come hereafter clear of free requests."

RANGER GETS A DAILY PAPER

Texas Town Grows from 900 to 20,000 in Two Years

RANGER, Tex., June 18.—The Weekly Record has been discontinued and the Ranger Daily Times has been launched by the same publishers. The initial number is a creditable edition of 32 pages. The paper has Associated Press service. To show its enterprise it has started a whirlwind campaign among business men to raise a sum sufficient to inaugurate a mail carrier service in the business section and a part of the residence section of Ranger, heading the list with a good sized contribution.

G. C. Mannel is general manager; R. B. Waggoman, business manager; W. H. Wright, editor; Larry Smith, city editor. From a little sleepy village of perhaps 900 persons in 1917 Ranger has grown into a town of a population of 20,000.

R. L. Tennis, manager of the Associated Press, has returned to St. Paul from Winnipeg, where he covered the strike. For twenty days the Associated Press had the only wire out of Winnipeg.

PIN THIS IN YOUR NEW STRAW HAT:

Retailers do business *locally!*

They *know* their own field better than any outsider knows it!

They *know* their own tested and proved advertising media!

Merchandise, wherever manufactured, becomes *local* merchandise when in the retailers' store, subject to local conditions, local distribution, local advertising!

Daily newspapers are local, meeting local conditions, and they not only link the manufacturer and the retailer, but the *retailer* and the *consumer*.

This is the *secret* of successful national advertising.

Every day it works efficiently and profitably —and the difference between it and the other forms of national advertising is the difference between *speculation* and *investment* or the practical difference between the *airship* and the trunk-line *passenger coach*.

As matters of common sense and good business

EDITOR & PUBLISHER

is the newspaper advocate

The Home of More than Sixty National Advertisers

The diversity of its manufactured products and the strength of its Peace-Time Prosperity are shown by the fact that

BRIDGEPORT
CONNECTICUT

manufactures more than fifteen hundred different articles. The building of houses, the equipping of factories, the installation of automobiles, the clothing of the fairer sex, can hardly be properly accomplished without the use of some of Bridgeport's Products which are "known and sold the World Over!"

You cover this great field with
One Medium!

POST and STANDARD-TELEGRAM

Connecticut's Largest Circulation!

The Julius Mathews Special Agency
Chicago New York Boston

"MR. TOWNE" FINDS LOUISVILLE

He Is Central Figure in an Effective Twenty-five Week Advertising Campaign, Originated by Sidney Bernheim, of the Herald

"Mr. Hunting A. Towne" is a fictitious character who has been used to advantage by the Louisville Herald and its advertising manager, Sidney Bernheim, in exploiting the advantages of the "Gateway of the South" in a twenty-five-week advertising campaign. Full pages were used in the Herald to tell the outside world all that "Mr. Hunting A. Towne" (a newcomer in Louisville) found attractive in that city, the campaign customer for information being named by local banking and mercantile concerns.



S. H. Bernheim.

The Herald issued an attractive booklet entitled "How a Newspaper Can Help a City." Five thousand copies of it were mailed to national advertisers and other thousands of copies were given to the Louisville Industrial Foundation for distribution among factory-site seekers.

Started with "Arrival"

The first advertisement told of the arrival of "Mr. Hunting A. Towne" in Louisville and his determination to investigate its supposed advantages. Succeeding pages indicated that his investigation was thorough. He was interested not only in the housing problem, but also in railroad facilities, factory sites, the live stock market, the tobacco trade, retail stores, the park system, public educational facilities, the churches, and the cost of living.

In fact, when the campaign was ended there wasn't much about Louisville that "Mr. Hunting A. Towne" didn't know and which he hadn't told to readers of the Louisville Herald. And the campaign bore fruit, too. A considerable amount of capital has been interested in the establishment of new industries, early construction calling for an outlay of approximately $3,500,000.

Mr. Bernheim, advertising manager, who put the campaign "across," was for ten years connected with the advertising department of the Chicago Record Herald and for five years of that time was assistant advertising manager. He went to Louisville three and a half years ago.

"The campaign was the quickest, cleanest, and most appreciated drive with which I was ever connected," he said. "It was handled by the regular advertising staff of the Herald and the interest of the staff was sustained, in part, by cash prizes, and by posting results daily on a bulletin board."

MUST EQUALIZE PAPER CHARGES

Order Issued to Railroads by Interstate Commerce Commission

WASHINGTON, June 13.—Rates on paper throughout trunk-line territory must be revised to make them conform to a definite and uniform basis, the Interstate Commerce Commission declared today in deciding the case brought by the Michigan Paper Mills Traffic Association against the New York Central and other railroads seeking removal of alleged discrimination.

Defendants were allowed forty-five days to propose a revised schedule that will eliminate the inequalities disclosed by the evidence. "It is definitely established," the commission said, "that many of the rates on paper in the East have been made by the carriers largely for the purpose of permitting mills on their lines to compete in certain markets with other mills more favorably located."

U. S. CANADA'S BEST CUSTOMER

Bought Most of Its Pulp and Paper in Past Year

MONTREAL, June 14.—Official trade returns for the fiscal year ending March 31, 1919, just made available, show the value of Canadian exports of pulp, paper and pulpwood for the twelve months as $99,259,166, as compared with $71,825,900 for 1918 and $52,975,437 for 1917, or a gain of $27,433,666 over 1918 and of $46,283,709 over 1917.

The United States led as Canada's best customer for pulp and paper, the United Kingdom, Japan, Australia and New Zealand, following in the order named. France, which imported from Canada 66,285 cwt. of mechanical pulp valued at $471,040 in 1917, took none at all in 1918 or 1919, while exports to the United Kingdom of both chemical and mechanical pulp fell off from a total of 1,163,224 cwt., valued at $3,057,422 in 1916-17 to 142,892 cwt., valued at $614,432 in 1918-19. This was due entirely to lack of shipping facilities

Publishers Counter Sue

DENVER, June 14.—Counter libel claims for $550,000 have been filed in the District court against Ernest Morris, former chairman of the County Council of Defense, by Frederick G. Bonfils and Harry H. Tammen, proprietors of the Denver Post, and by the Post Printing & Publishing Co. The action followed a ruling of Judge Butler, ordering the first joint counter claim of $150,000 stricken from the files. The counter claims are interposed in a suit for libel in which Mr. Morris asks $375,000 damages from the Denver Post.

Plan Week's Excursion

LINCOLN, Neb., June 14.—The annual excursion of the Nebraska Press Association to western and northwestern Nebraska, Colorado and Wyoming will be held August 4 to 9 inclusive. The special train will leave Lincoln, August 4, and stops will be made at Hastings, Holdrege, Holyoke, Sterling and Northport, Neb. The route will be thence to Gering for a side trip by rail through the irrigation country in the North Platte valley to North Platte, Kearney and Grand Island.

Promotion for J. A. Gallagher

PHILADELPHIA, June 16.—John A. Gallagher, former managing editor of the Catholic Standard and Times, has been appointed general manager, succeeding Francis P. Green. Three years ago Mr. Gallagher was assistant city editor of the Philadelphia Inquirer.

One Daily Left in Neenah

NEENAH, Wis., June 16.—The Daily News and the Daily Times have consolidated, as the News, with Frank M. Sherman as manager. John A. Studley, editor of the Times, has taken an interest in the News.

National Dry Goods Ass'n Scores Misrepresentation

Will Turn All Cases Over to A. A. C. W. —Endorses "Buy Now, But Wisely" Movement

ST. LOUIS, Mo., June 16.—More vigilance work was cut out for the Associated Advertising Clubs of the World by the National Retail Dry Goods Association at their annual spring meeting in St. Louis. Because of the many complaints of the misrepresentation in sizes in ready-to-wear garments, the association adopted resolutions suggesting that every member furnish to the secretary specific cases of such misrepresentation, such evidence to be turned over to the attention of the Associated Clubs.

The retailers also adopted resolutions indorsing the "Buy now, but buy wisely" movement.

Lieut. Durand F. Ladd, publicity director of the Information and Education Service of the Department of Labor, described the department's "Buy now" campaign, which shortly will be urged through a newspaper campaign of advertising. He explained the object of the campaign was to speed up business during the post-war period to in turn speed up manufacturing, thus giving employment to discharged soldiers, sailors and other idle workers.

George W. Hipple is a new member of the McJunkin Agency's staff, Chicago.

Big Purpose of International Number

The Columbus Dispatch prints an extended review of the Victory-International Number of EDITOR & PUBLISHER, declaring that its publication is "the most significant thing that has happened in the newspaper world recently." After quoting the leading editorial, Lord Burnham's message and Mr. Blumenfeld's proposal for an interchange of staff men, the Dispatch says: "The International Number of EDITOR & PUBLISHER is a powerful blow at the sensational and other croakers who are just now antagonizing the League of Nations."

German Plan World News Service

WEIMAR, June 13.—The German majority Socialist party will establish an international press service immediately after peace is concluded. It will maintain special correspondents in the various political world centers, including Washington, Tokio and Peking.

The Socialists feel that they cannot again rely on chance reports of interest to them in various parts of the world appearing haphazard in the German press without their having a knowledge of the source and reliability of the information.

End of War Press Work

C. D. Lee, who has acted as business manager of the Committee on Public Information, while in New York this week, announced that the activities of the committee, both here and abroad, would be concluded finally on July 1.



CROPS ALL YEAR IN DIXIELAND

Southern farmers get products from their land all year. They always have crops from which to draw revenue—early fruits and vegetables in winter and spring; melons, fruits and berries in summer; cotton, cereals and other staples in the fall.

You can advertise in the South now, as well as at other times in the year, and confidently expect good results from your publicity.



The Associated Advertising Clubs of the World hold their next Convention in the South at New Orleans.

ALABAMA

Anniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning & Evening Advertiser

ARKANSAS

Little Rock-Arkansas Democrat
Little Rock Arkansas Gazette

FLORIDA

Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent
Tampa Daily Times

GEORGIA

Albany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian & Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald

GEORGIA—(Cont'd)

Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal & Times
Louisville Herald

LOUISIANA

New Orleans Item
New Orleans Times-Picayune

MISSISSIPPI

Meridian Star

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Daily Mail
Charleston News & Courier
Columbia Record
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal & Carolina Spartan

TENNESSEE

Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean-American

TEXAS

Beaumont Enterprise
Dallas Morning News & Evening Journal
Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News

VIRGINIA.

Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

(Prepared by Massenger Advertising Agency, Atlanta, Ga.)

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EDITOR & PUBLISHER Q & A

Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—Our attention has been called to a suggestion in your publication with regard to changing the size of copy paper to 8x6½ inches. We can readily see where this size would be more efficient for reporters, but doubt whether our telegraph operators can be induced to use it. No doubt, your suggestion was based on an experiment and we are interested to know what was done with regard to copy paper for telegraph operators.

A.—There is no question that it does increase the work of a receiving telegraph operator. However, the value of the press association report in any office where fast editing is appreciated, is not enhanced by long and clumsy sheets. Operators making one report might copy from a paper roll which would tear off in short "takes," even if a little broader on the line than we have suggested. Perhaps it is at least worth a couple of days' tryout without hardship to anyone, and then you will have the fact as against the theory.

Q.—Contract for advertising made 1917, just expiring, contains renewal clause, for additional period of two years at rate then prevailing. Rates since increased. Is such a renewal consistent with best practice in protecting interests of advertisers who pay present rates? G.

A.—Matter is discussed in a special article in this issue. Technically, it would seem that a publisher should stand by his contracts. The clause referred to, however, would seem to be in conflict with the public interest.

Q.—Can you recommend to us a source from which we could procure figures showing circulation of the more prominent magazines by cities?
Foster Advertising Company, Inc.,
A. C. Perry.

A.—Suggest you apply to A. B. C. in Chicago or to Publishers' Advisory Board, New York.

Q.—Can you inform me whether there are any publishers issuing syndicated weekly papers in groups of small towns, printing all of the papers in one plant and "making over" for each town for which a paper is printed. I desire to know particularly whether such a plan is feasible and conducive to a greater volume of advertising at a combined rate than each paper would be able to procure if published separately.

Also, if possible, can you inform me whether the publishing of a county weekly in a city of say 50,000 population in which the local county news is played strong is likely to prove a successful plan under present conditions? F. C. B.

A.—Yes, that has been done in the United States for years and it must be profitable, for it continues and seems to increase. The scheme is in operation in many New England communities. For instance, at Hudson, Mass., the News-Enterprise prints editions for six towns, with what appears to be very handsome results. We have the name of Robert S. Osterhout as the publisher. Your county weekly style application to a good sized city is a novel hunch. The value of personal and chatty stuff is not to be denied. But the only way to answer that question is to pay for the experiment.

Q.—Does any one know of some contrivance that can be used to rewind nubs of paper rolls that can be used in the smaller offices? Too much time is lost in changing rolls in using these nubs, and all pressmen will put them away in some corner or else strip the paper off for waste. If there is not such a contrivance in existence, some one should be able to invent one. Paper costs too much to throw away paper enough on the cores to print from 300 to 600 papers.
Daily Mail, Anderson, (S. C.)

A.—Suggest you write to W. T. Anderson, president of the Macon, Ga., Telegraph for information as to a device he has experimented with.

Q.—Where can we get chalk plates? M. M. O.
A.—Suggest Hoke Engraving Co., 301 N. 3rd Street, St. Louis, Mo.

Q.—Could you furnish us with list of promotional publications by daily newspapers in the United States? We are publishing the Retail Merchant's Globe monthly and would like to see what other papers are doing?
"C. S."—Toronto Globe.

A.—We could not give a list—there are many such. Why not write to the promotion managers of such papers as the Chicago Tribune, Philadelphia Public Ledger, Boston American, New York Globe, etc.

Q.—We note in recent issue information regarding woolen blankets for mat press and find same interesting. Where can we get the shoddy blankets?
L'Imprimerie Populaire, Ltd.,
Montreal.

A.—There is no special brand—the idea is simply that a cheap shoddy blanket gives more service than an expensive fine wool blanket. Advise that you buy cheap ones.

New Jersey's Home Newspapers Are Essential

You can cover a small part of New Jersey with New York newspapers. And Philadelphia papers will touch another edge.

But you can't begin to COVER New Jersey with outside newspapers.

The state has grown beyond the purely suburban character it once had.

Its towns and cities have a power and individuality of their own.

Its newspapers have grown strong in influence and in circulation—they are potential business builders in a state that is second to none in prosperity and per capita buying capacity.

Surely no advertiser will try to get along in New Jersey without these home newspapers:

	Circulation.	Rate 5,000 lines
Asbury Park Press (E)	7,122	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A.B.C.)	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken)	43,000	.07
Passaic Herald (E)	8,535	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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HOW A PROPRIETARY MEDICINE CONCERN GOT A STRANGLE-HOLD ON A SOUTHERN PUBLISHER

THE publisher of a daily newspaper in a Southern city has submitted to EDITOR & PUBLISHER'S examination a contract for advertising with a proprietary medicine concern, thoughtlessly accepted by the advertising department of the paper in question, the conditions of which are somewhat astounding.

The space to be used by the medicine company is 300 inches per year. The duration of the contract is from September 1, 1917, to May 1, 1919, excluding May, June, July and August, 1918. The rate is .12c per inch, plate matter, plus .04c for composition first insertion. Bills payable monthly, with discounts of 15 and 2 per cent. for cash, 15 days.

The position specified is "first following and alongside local page of most interest to women, which is page headed Requested." Contract is based upon net paid circulation of specified number, as per A. B. C. audit, with pro rata rebate allowed for decrease. "Cancellation without short rate if position is unsatisfactory." *Privilege granted to renew for two years at same rate at expiration of this contract.*

Among the clauses of the contract inserted by rubber stamp is one guaranteeing the rate charged to be as low as any foreign advertiser is receiving. Company's representative is to be allowed to examine all of the newspaper's contracts on demand and if any of these show a lower rate a rebate is to be paid to the medical concern.

Nothing is specified as to dates of insertion, except to bar certain months, as stated above.

The advertiser now seeks to obtain a two-year renewal at same rate, as called for in a rubber-stamped clause in the contract. As the circulation and rates of the paper have advanced since this contract was made, the publisher feels that such a renewal would be obviously unfair to his other advertisers. He is inclined to fight the issue.

EDITOR & PUBLISHER is not in a position to give advice on a purely legal question, as this matter of a renewal of an oppressive contract seems to be. Common sense applied to publishing problems, however, would seem to favor a fight to set aside the renewal clause. Publishing conditions have changed since the contract was signed. Its renewal would at least appear to be prejudicial to the interests of other clients of the paper.

The concern involved manufactures a "pneumonia salve." If such a preparation is the one advertised under this contract it would seem that any newspaper might properly question the acceptability of such copy. Again, however, it may be that such a contention would lose its force if the publisher was aware of the nature of the proposed advertising—as he should have been—before accepting the contract.

Many newspapers refuse to accept advertising of proprietary medicines. The field for their exploitation is steadily growing less. Every other consideration aside, however, no publisher should accept a contract for advertising which is so one-sided as the one under consideration.

One single phase of this contract illustrates its one-sided character. The position specified is vague, and subject to whimsical interpretation. If it shall prove "unsatisfactory" to the company, the contract may be cancelled without short-rating.

The conclusion to be drawn from the whole matter is that publishers, however anxious they may be to secure business, should insist upon contracts which fully safeguard their interests. In this instance that fundamental point seems to have been overlooked.

Presentations to J. Ross Munro

OTTAWA, Ont., June 18.—Prior to leaving Ottawa for Toronto, where he is assuming the news desk of the Globe, J. Ross Munro, until recently news editor of the Journal, was honored by two presentations—one from his associates on the editorial staff of the paper and the second from the management. The former took the form of a beautiful gold watch, appropriately engraved, and the latter of a check for a handsome amount. The presentations were made by P. D. Ross, president, and E. Norman Smith, vice-president of the Journal.

Northcliffe Undergoes Operation

Lord Northcliffe, who has been ill for some time, underwent an operation on Wednesday which, it is hoped, will serve to restore his health. He has addressed a letter to his editorial staffs concerning the conduct of his papers, containing admonition especially for young journalists.

Watts and Beutell Found Agency

ATLANTA, June 14.—The advertising agency of Watts & Beutell, Inc., has been organized here by J. R. Watts, Jr., late of N. W. Ayer & Son, Philadelphia, and C. R. Beutell. Both have just been discharged from war service.

Kelsey Service Reorganizes

CHICAGO, June 13.—Fenton Kelsey, at once time advertising manager of the Philadelphia Public Ledger; I. B. Davies, Lieut. C. E. Widney, C. L. Bates and R. C. Fenner have organized the Fenton Kelsey Company, in this city, to take over the advertising counsel service heretofore conducted by Mr. Kelsey individually.

Advertising in "A" Flat

As advertising assists all ambitions aspirations and accompanies adequate activity, as all active advertisers admit; as advertising aids accomplishment and attracts attention, alluring as ably as attracting, all ambitious aspirants are active advertisers.

Advertising alleviates anxiety and averts all agitation, assuring added assets and assuaging all alarm. As Aristotle announced, advertising aids annual averages and averts any adverse agitation, and annual announcements all are agreeable. All are adjured to assist advertising.

Allelujah and amen!

—Maysville (Cal.) Democrat.

The San Francisco Chronicle

continues to lead all other San Francisco newspapers in advertising gains.

For the months of
March, April and May
compared with the same months of last year

The San Francisco Chronicle

gained approximately
—40% more than the first evening paper
—49% more than the second evening paper
—73% more than the other morning paper

The San Francisco Chronicle

also leads all other San Francisco newspapers in circulation gains.

A. B. C. Statements rendered by San Francisco newspapers for the six months ending March 31st, 1919, as compared with statements rendered September 30th, 1918 show

The San Francisco Chronicle's

daily edition gained 7,205
while the daily editions of all other San Francisco newspapers showed a loss of circulation.

For the same period

The San Francisco Chronicle

Sunday edition gained in circulation over 140% more than the only other San Francisco Sunday newspaper

Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

New York
225 Fifth Avenue

Chicago
111 West Monroe St.

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ELECTROTYPE INVENTOR DEAD

Silas Partridge Knight's Process Now Used Throughout the World

Silas Partridge Knight, inventor of the electrotype process, died June 13, in Brooklyn, N. Y., in his ninety-ninth year. Mr. Knight was probably the oldest member of the Independent Order of Odd Fellows in this country.

Mr. Knight was born in St. John's, N. F., on January 21, 1821. Before he was twenty-one years old he went to Boston, where he invented the electrotyping process, which has since come into use throughout the world. He was so poor at that time that he could not afford $10 for a press to make a wax mold of the type. He did it by standing upon a mattress on the type, with his wife perched upon his shoulder for extra weight. The experiment was a success, and electrotyping was in general use within a few years thereafter.

Mr. Knight moved to Brooklyn in 1852, and bringing with him his electrotype process for fine printing, he installed an electrotype department for Harper & Brothers in Manhattan and remained in superintendent of their plant for more than forty years. Mr. Knight was a remarkable man in many ways, and retained, until near the end, the appearance of a man not more than sixty years old.

Obituary

GEORGE B. KIMES, editor and publisher of the National Glass Budget, Pittsburgh, is dead, aged 56 years.

LIEUT. L. W. SELLERS, former assistant music critic of the New York Tribune, is reported by the Army authorities to have died recently in France, following a breakdown in health caused by incessant work during the past 18 months. He was a resident of Montclair, N. J. He had been serving with the intelligence section of the Army.

JAMES P. HALL, a member of the New York Tribune staff, died in Greenwich, Conn., June 10, in his 70th year.

JOSEPH L. WERBLOWSKY, president of the Hebrew Publishing Company, New York, died June 11.

HENRY ELLIOTT BOWEN, 74 years old, for twenty years in the advertising department of the New York Herald, died June 15 in Plainfield, N. J. He was born in Brooklyn, the eldest son of Henry C. Bowen, founder and owner of the Independent, and was a lineal descendant of Mary Franklin, sister of Benjamin Franklin. Mr. Bowen was retired by the Herald on a pension in 1915. He was formerly with the Mail and Express, and was publisher and managing editor of the Brooklyn Daily Union.

JOSEPH B. WISWELL, former treasurer of the Philadelphia Inquirer, is dead, aged 60 years.

GEORGE E. SANDS, formerly with Troy (N. Y.) newspaper, died at the Hudson River State Hospital, at Poughkeepsie, last week.

J. M. CAVANESS, 77, veteran newspaper man, died in Chanute, June 13, from old age and a complication of diseases. Mr. Cavaness was born in Indiana. In 1869 he became associated with the Chetopa (Kan.) Advance and several years later became part owner. In 1879 he then became associated with Capt. George Dewey in the publication of the Chanute Tribune and four years later turned it over to his sons, Herbert and Wilfred, who now conduct it.

JOSEPH S. JORDAN, connected with the advertising department of the Kansas City Star, died June 12.

WINTHROP FRAZIER, former Jefferson City (Mo.) newspaper man, died in Kansas City, Mo., June 4.

MISS HANNAH POWER, for thirty-two years cashier for the Kansas City (Mo.) Star, died June 12.

HORACE PARKER CHANDLER, a Boston editor and publisher, died recently. He became engaged in the publishing business at Boston in 1869. He was a frequent contributor to the Boston Advertiser, of which his father was one of the owners, and edited Mariners Advocate. He was editor of Every Other Saturday.

ALBERT OLDFIELD, a former newspaper man, is dead at Orlando, Fla., after a lingering illness. Mr. Oldfield was advertising manager of the Pittsburgh Gazette in the 90's and until that newspaper passed into the hands of the present owners, and had been active in the same capacity on the Volksblatt. He also was connected with the Bulletin several years. He was born in Manchester, England, and was in newspaper work in Toronto, Canada, and Rochester, N. Y., before locating in Pittsburgh.

JOHN H. REID, who recently was president and treasurer of the Lebanon (Pa.) Report, died June 4 following an operation. He was 58 years old.

CAPT. IAN REID, a well known Canadian journalist, died a few days ago. He was born in Scotland and served on London papers for many years before going to Canada. He had represented his papers at Vienna and in the Balkans and was regarded as an authority on Balkans.

EDMUND LAWALL IREDELL, an Allentown (Pa.) newspaper man and son of the late Robert Iredell, founder of the Allentown Chronicle and News, was found drowned in the Hudson River this week. Lately he had been residing in New York.

Baer and Levick in Trade Work

Victor B. Baer, recently released from the service, has been appointed Eastern manager for the publications of the Periodical Publishing Company. Mr. Baer was at one time advertising manager of the Chicago Record Herald and prior to that time was for a number of years connected with the organization of Paul Block, Inc. Sam Levick, for the last five years advertising manager of the Cincinnati Commercial-Tribune, has been appointed Southern manager of the publications.

Saratoga Paper Sold

SARATOGA, N. Y., June 16.—M. Edward Silberstein and Edwin C. Hoomer have disposed of their interests in the Daily Sun and Ballston Spa Daily News, purchased by them the early part of this year, to R. W. Durant. Mr. Silberstein will devote all his time to his Catskill Daily Mail. Mr. Hoomer will remain as business manager of the Sun. Edwin C. Hoomer, Jr., will continue as manager of the Ballston office.

Ad Club for Tacoma

TACOMA, Wash., June 17.—The organization of the Tacoma Advertising Club has been completed with the election of the following officers: President, Frank Wilson, advertising manager of the Scandinavian American Bank; vice-president, John Condon, Condon Advertising Agency; vice-president, Morris J. Emery, advertising manager of the Peoples Store; secretary and treasurer, W. C. Saunders of the advertising department Rhodes Bros.

Your Indiana Market

Is 276 Miles Long and 140 Miles Wide

2,779,467 people live there—plus the increase in population since 1914. There are 654,891 homes—plus those that have been created since 1910. For the most part these homes are of the AMERICAN KIND, each one a market for American goods—each one reached by newspaper advertising.

The combined circulation of the Indiana newspapers listed here matches—slightly over-matches—the total number of families of record at the last census.

You can advertise to these 658.022 people—home people, splendidly prosperous, liberal buyers of all the goods things of life—at a cost of about $1.06 per line.

This presents one of those fascinating market-winning opportunities so much to be desired in planning state or sectional selling campaigns. Get these Indiana people interested in your product and your Indiana problem will be solved!

	Circulation	5,000-line rate
Anderson Herald .....(E)	5,797	.0125
Elkhart Truth .....(E)	8,205	.0215
Evansville Courier .....(M)	*23,800	.04
Evansville Courier .....(S)	*20,967	.04
Fort Wayne Journal-Gazette.....(M)	29,236	.05
Fort Wayne Journal-Gazette.....(S)	24,350	.05
Indianapolis News .....(E)	123,473	.16
Indianapolis Star .....(M)	92,851	.11
Indianapolis Star .....(S)	106,381	.14
Kokomo Dispatch .....(M)	5,400	.0171
Lafayette Courier .....(E)	*8,994	.02
Lafayette Journal .....(M)	10,415	.02143
La Porte Herald .....(E)	3,376	.01286
Logansport Pharos-Reporter .....(E)	6,621	.015
Muncie Press .....(E)	9,646	.01786
Muncie Star .....(M)	26,858	.05
Muncie Star .....(S)	16,818	.05
Richmond Item .....(M)	8,225	.02
Richmond Palladium .....(E)	11,096	.03
South Bend Tribune .....(E)	*17,436	.035
Terra Haute Star .....(M)	26,945	.04
Terra Haute Star.....(S)	19,422	.04
Terra Haute Tribune .....(E)	24,845	.04
Terra Haute Tribune .....(S)	19,192	.04
Vincennes Capital .....(E)	1,049	.01071
Total Daily Circulation and Rate.....	446,522	.71396
Total Sunday Circulation and Rate.....	207,150	.36

*A. B. C. Report, April 1st, 1919.
Government Statement April 1, 1919.

BRIEFS

DON SWINEHEART, CHICAGO TRIBUNE Linotype operator, on two successive nights within past ten days turned in an average of 12,900 ems per hour for six and eight hours, respectively, setting both agate and minion on each run.

KANSAS CITY NEWSPAPER MEN WERE guests of Hotel Baltimore management to celebrate 20th anniversary of opening June 10.

STEREOTYPERS OF AUSTIN (TEX.) American struck June 6 and paper was compelled to miss regular morning edition June 7. Strike was speedily adjusted.

CAPT. BEN CHASTAINE, FORMER OKLAhoma City, Okla., man, has been awarded Croix de Guerre for repeated bravery under fire.

PRINTERS ON BERLIN DAILY NEWSPAPERS have gone on strike.

FOR FRAUDULENTLY IMPERSONATING A reporter and committing petit larceny, E. J. Sorel, of Buffalo, N. Y., has been fined $50.

STRIKE OF WASTE PAPER GATHERERS IN New York was called this week because workers' demand for an increase of $5 a week had not been granted.

"WATERS HALL" IS NEW NAME OF building at Kansas State Agricultural College in honor of Dr. Henry Jackson Waters, editor of the Weekly Kansas-City Star and former president of the K. S. A. C.

POLICE JUDGE BOYD ASKS $10,000 DAMages from Parsons (Kan.) Sun because of editorial attack on him during controversy with city administration.

STUDENTS OF SCHOOL OF JOURNALISM, University of Texas, recently got out one edition of the Austin Statesman.

W. F. SMITH, REAL ESTATE EDITOR OF Pittsburgh Dispatch, who was seriously ill, is back at his desk again.

MEMORY OF CLIFFORD W. ROBARTS, only Bridgeport (Conn.) newspaper man killed in the war, may be honored by a suitable memorial.

WILLIAM COVEL, A BRIDGEPORT SUNDAY Herald reporter, was found in a semi-conscious condition on sidewalk early Sunday with a fractured skull. He was unable to tell any details of his injury.

DALLAS (TEX.) NEWS-JOURNAL STEAM pressure canning school was held June 4, 5 and 6, in connection with the Texas A. & M. College, and was largely attended.

JACOB FROHWERK, FORMER EDITOR OF Missouri Staats Zeitung and recently sent to the Federal prison at Leavenworth for violation of the Espionage Law, is assigned to prison printing office.

DALLAS (TEXAS) CHAMBER OF COMmerce and Manufacturers' Association will carry a full page advertisement in special oil edition of New York Herald and Evening Telegram.

MISS MARGUERITE SHEETER, CHICKASha, Okla., was elected president of Theta Sigma Phi, woman's journalistic sorority at University of Oklahoma.

AS SOON AS SEPIA DIVISION IS DEMOBILized "The Camp Dodger," one of the famous army camp papers, will suspend, being combined with "Taps," present camp paper.

RODNEY E. MARSHALL, PRIVATE SECRETary to Senator Frederick Hale, formerly city editor of Portland (Me.) Daily Press, has been named secretary to Senate committee on foreign relations.

PORTLAND (ME.) CITY GOVERNMENT has passed order authorizing the city treasurer to pay to Chamber of Commerce $8,000 for the purpose of advertising the City of Portland.

IF PLANNED TO ENLARGE AT PORTLAND, Me., from steamers from the Provinces, over 60,000 cords of pulp wood for the International Paper Company.

BUSINESS NOTES

SEMI-MONTHLY MAGAZINE, THE NEW Justice, devoted to Socialistic propaganda, has begun publication in Los Angeles, with Roswell R. Brownson and Clarence Meily, joint editors, and Earle G. Clarke, business manager.

AMERICAN POETRY MAGAZINE, DEVOTED to poetry, drama, art and motion pictures, started this week in Milwaukee under auspices of the American Literary Association.

WILLIAM VAN CLEVE HAS PURCHASED Moberly (Mon.) Index and the Monitor and, it is reported, will consolidate them. E. L. Preston retires as owner of Index.

TEXAS DEMOCRAT HAS MOVED ITS headquarters from Godley to Cleburne.

HAL W. TROUILLON, PUBLISHER OF Herrin (Ill.) News, has launched Ziegler (Ill.) News. M. A. Gurley will be business manager.

FIRST NUMBER OF "IN THE CATSKILLS," a summer weekly published by Catskill (N. Y.) Daily Mail, has appeared with 500 advertisements.

FRANK L. PERINS, OF SALEM, N. Y., and Daniel Velsber, of Perth Amboy, N. J., have purchased the Walden (N. Y.) Citizen-Herald.

J. H. TURNER, FRANK P. WAGENER and A. A. Gluck have former Turner-Wagener Advertising Agency in Chicago.

CARL P. JOHNSON HAS BEEN ELECTED president of Turner Agency, Chicago.

LOS ANGELES EXPRESS HAS APPOINTED O'Mara & Ormsbee, New York and Chicago, to represent it in national advertising field.

"JUDY" IS A NEW MONTHLY EDITED IN New York by eight young newspaper and magazine women—Anne Herendeen, Brenda Ueland, Mary Caroline Davies, Margaretta Schuyler, Katharine Hilliker, Phyllis Duganne, Miriam Garstle and Betty Shannon.

WILLIAM D. BOYCE, CHICAGO AND Indianapolis publisher, announces plans for erection of $1,000,000 hotel in Chicago.

LORD NORTHCLIFFE HAS CABLED HIS greetings to American Legion Weekly, which will be issued in New York July 4.

BURLINGTON (IA.) HAWKEYE CELEbrated its 80th birthday on June 6.

TWENTY NEW YORK STATE NEWSpaper publishers on June 11 inspected the plant of the General Electric Company, in Schenectady, N. Y.

NEW YORK IS PREMISE OF ANOTHER newspaper called Better Times which is only four pages, four by six inches in size. It issues "occasionally" from United Neighborhood Houses, 27 Barrow street.

DENTON (TEX.) CHAMBER OF COMmerce has raised fund of $2,000 to advertise advantages of Denton to people of Texas. Advertisements are being carried in 100 newspapers.

STAFF CHANGES

LIEUT. DAVID FAULKNER HAS JOINED sales staff of Hoops Advertising Agency, Chicago.

LOUIS BLESER HAS BEEN ELECTED VICEpresident of William Robinson & Co., advertising agency, New York.

S. E. PEACOCK, ADVERTISING MANAGER of Saute Products Company, New York, has resigned to become Canadian manager for Sir Thomas Lipton's interests.

G. VINCENT ROCKEY IS NOW ON STAFF of Redfield & Fisher Agency, New York.

J. G. FOX HAS JOINED STAFF OF GREER,

(Continued on page 46)

AN AUDIENCE OF 1,834,658

Reached by These Illinois Newspapers

There were 1,264,717 FAMILIES in ILLINOIS according to the last census figures. There are many more to-day, of course, for these figures were compiled in 1910.

1,834,658 people are reached every day by the Illinois daily newspapers listed here—and these figures are up to date!

To appeal to these people, through their newspapers, will cost about $2.17 per agate line.

What kind of people are they? YOUR kind—OUR KIND—live, intelligent, progressive, energetic people; prosperous, automobile-owning, newspaper reading people, able to buy the best in the land. As a class they are richer to-day than yesterday—have more wants to supply, more plans to pursue, more interests to occupy their minds.

Illinois GROWS ALL THE TIME. A hundred years ago her population was one-tenth of one person to each square mile of her rich lands; now it is well over one hundred. For a full century the land of opportunity, Illinois is to-day the land of realization.

Gain your rightful foothold in her markets and you will have won a business asset of enduring value. These newspapers point the way.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.04	.04
Bloomington Pantagraph (M)	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M).....	289,094	.38	.31
*Chicago Herald-Examiner (S).....	596,851	.53	.46
Chicago Daily News (E).....	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E).....	15,086	.03	.03
*Elgin Courier (E)	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,591	.025	.025
Rockford Register-Gazette (E)	13,477	.03	.03
Sterling Daily Gazette (E).....	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, $2.3304.

Government Statement, April 1st, 1919.

*A. B. C. Report, April 1st, 1919.

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EDITORIAL



THE A. B. C. MOVES FORWARD

WITHIN the brief span of five years the Audit Bureau of Circulations has definitely "arrived." Out of the need of advertisers and publishers alike for a definite standard of measurement applying to circulations has grown an organization which today responds to that need in an efficient and generally satisfactory way.

The high standard of service rendered by the Bureau now has not been attained without struggle and conflict. An ideal was at stake from the very inception of the organization—and ideals do not find ready acceptance always, even by those to whom they would naturally bring the greatest benefits.

The basic idea of the A. B. C. has been to place the buying and selling of advertising space upon the same foundation which supports other lines of business. Definite information as to circulations was to be afforded to those who buy advertising. Guesses, surmises, "claims," brag and boast were to be eliminated, and cold fasts disclosed.

It was conceded from the first that an organization undertaking to audit and certify to circulations should be under the control of buyers, not sellers, of advertising space. It was also conceded that the bureau should furnish standardized information—that the same set of facts should be shown as to the circulations of all papers audited. And it was the purpose of the directors of the bureau, from the first, that its audit reports should be on a par, in every essential of accuracy and clarity, with bank audits, and should be as accepted by the business world.

Many difficulties were encountered as the work progressed. An over-cautious element of the membership held the fear that, if the republication of less than the full audit reports should be allowed publishers would garble the facts and misuse the prestige of the bureau. This contention led to a hampering publicity by-law, which has been practically suppress the circulation facts established through the investigations of the bureau and to materially limit the promotional value of the audits to publishers. At one time this short-sighted policy seriously threatened the very existence of the organization. But the remedy was found in a more liberal regulation.

The bureau executives and directors have, indeed, succeeded in clearing away many obstacles which confronted the enterprise—including that of insufficient revenues to cover adequate and prompt service. The A. B. C. moves in annual convention this year under happy conditions. The audit work is now proceeding on schedule, with ample reserves and revenues. The audits are accepted as fully authoritative by a vast majority of national advertisers. Old abuses in the advertising business are well nigh extinct. What was, five years ago, a dream is now an achievement. Newspapers and advertisers have equal cause for gratification because of the record made and making.

THE AMERICAN WAY

AT the Buffalo convention of the I. C. S. A. last week J. D. Hardy, chief clerk of district number nine, Railway Mail Service, told the circulators how better cooperation between the newspapers and the department might be developed. Mr. Hardy did not assume the traditional, arrogant attitude of claiming perfection for the mail service and rebuking its critics. He talked in the frank, candid manner of a fair-minded business man, conscious of the limitations of the task with which he is associated, but anxious to remove them and to have in that task the aid of the men directly concerned.

Mr. Hardy's address was printed in EDITOR & PUBLISHER as the outstanding feature of the convention. We have been informed that what he said had the full sanction of the department.

We should have better mail service as a result of this message to the newspapers—better service through the better understanding it affords of what sort of cooperation the department expects from the circulators in the way of dispatching mail. It is the American way to object to governmental inefficiency, linked with official complacency and standpatism. And it is the American way to applaud a disposition, such as Mr. Hardy assures us the department has, to render better service.

TO PRESERVE SANITY IN THE WORLD

A GOOD deal of history has been made within the last five years. "The Moving Finger" has written large the ineffaceable record of days that are dead, of outlived regimes, of unlamensed policies.

The lavishly Scribe of old Omar's fancy, wielding his grim stylus, has turned to new pages in the book of the world's life. He has closed his account with Autocracy, writing his final entries in the dread red ink of sacrifice.

He has recorded the triumph of Democracy over its ancient foes, only to see it menaced by new antagonisms, emerging from the long night of inequalities and sore wrongs through which mankind has passed. He sees fanatical individualism, seeking to enthrone itself on a platform of class rule, storming at the bastions of civilization, preaching rebellion against majority government. But the old Scribe knows the end—knows the thorny paths which men must traverse in journeying toward the sun—knows the inevitable course of evolutionary sociology—and he smiles at the puppet show.

Just now the Scribe is busy with the record of the world's reaction after the years of struggle. He views the unhappy spectacle of class clashes—labor resenting the usurpation of its share of the goods and chattels of the earth by capital and greed, yet reaching out to grasp for itself autocratic power.

He sees the professed protectors of the democratic idea—men in high places—holding to old and illusory visions, stirring up opposition to the plan for a League of Nations as though it involved a surrender not only of nationalism, but of democratic rule. He witnesses a new Babel, a resurgence of petty racial and political prejudices and animosities.

It is a time for sane counsel, for leadership. It is time for a leadership that shall be impersonal, functioning through the free press of the free nations—our own in the pace-making place. Our newspapers must make it their first concern that reactionary fanaticism shall cease to sway the minds of men; that neither capital nor labor shall establish a class autocracy in a land which has paid the terrible price always exacted for liberty and law.

We live under a democracy. Let our press keep this fact alive in the consciousness of all men. Under a real democracy revolution is a crime—its advocacy is outlawry. There is not a present ill of our body politic for which a remedy is not to be found through orderly procedure. Our press must make it plain that the Soviet idea cannot thrive in a free nation. It cannot claim the protection, in its propagation, of that democratic right of free speech which it seeks to overthrow. In its advocates want war, let them have it. It will not be a war waged with the usual weapons of offense and defense—but a warfare of light against darkness, of reason against fanaticism, of enlightment against ignorance and hatred.

June 19, 1919. Volume 52, No. 3.

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THE EDITOR & PUBLISHER CO.
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James Wright Brown, publisher; Martin E. Low, editor; W. D. Showalter, managing editor and John F. Redmond, News.
London: H. C. Rickard.
Paris: F. B. Grandy.
Toronto: W. A. Craick.
Chicago: D. F. Cox.
San Francisco: Geo. R. De Vore.
Boston: M. D. Bentley.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

A NATIONAL HUMILIATION

HON. MARTIN A. MORRISON, president of the United States Civil Service Commission, has sent a letter to editors stating that the offices of the Government at Washington "are in the most urgent need of large numbers of stenographers, typists and bookkeepers, both men and women." The Commission, he says, finds it impossible to meet the calls for workers of these classes "through the means of publicity ordinarily at its command."

The letter continues: "The Commission requests that you insert in this important matter appearing in your journal, free of cost, an announcement substantially the same as that contained in the printed circular enclosed herewith. The Commission will be glad to receive a copy of any issue in which the announcement appears."

There is no desire on the part of EDITOR & PUBLISHER to criticise President Morrison, or the Civil-Service Commission, by whose direction this request has been made. The commissioners realize the urgent need of the Government for advertising. They confess that the public business is right now suffering because of the inadequacy of the means for advertising at their command.

EVERY MEMBER OF CONGRESS SHOULD RECEIVE A COPY OF THIS LETTER, in which the richest nation in the world is shown in the attitude, HUMILIATINGLY, OF BEGGAR-BEFORE-THE AMERICANS, of asking for donations from publishers of advertising space—the principal commodity which publishers have for sale. Our law-makers at Washington should be forced to realize the shame of a national policy which makes it necessary for Uncle Sam to ask for contributions of this or any other kind in order that the wheels of his Government may move on.

No; President Morrison is not to blame for this wretched situation. The Congress is responsible. And it is a situation for which each individual member should be made to feel his personal responsibility. It is high time that the game of partisan politics now engaging the absorbed interest of our legislators at Washington should be interrupted for a while, in order that proper provision should be made to enable the Government; to carry on the public business.

A SINISTER PORTENT

THE daily newspapers of Vancouver have been suspended, temporarily, due to an unprecedented situation. Unbalanced by an impulse toward economic rebellion, arising in part from the steadily falling value of the dollar and in part from that ugly wave of class domination which is lashing in fury at the walls of established order, printers of Vancouver have demanded the right of censorship of the newspapers.

The Vancouver newspapers, on pain of suspension of publication, have refused to concede that right to their mechanical staffs. If they had wavered, or had abdicated in the face of this sinister compulsion, their action would have opened the door to the tyranny of class rule on this continent—and the result could not have been other than disastrous to democratic ideals.

Just now the newspapers of Vancouver are battling for civilization—and for much more than is comprised in that term. The principle at stake is as vital to the life of the world as any other for which men have fought and died. Just now the front line trenches are in Vancouver. If they do not hold against the assault, the warfare will be carried to other fields. No good purpose will be served by indifference on the part of American publishers to the sinister portent. It must be met and vanquished through the marshaling of that public opinion which, in democracies, holds the reins of power, and before which organized fanaticism cannot stand.

"WE believe that you will agree with us that the buying habits of the public may be formed, demand may be created and goodwill established on any day of the week," writes William Simpson, business manager of the Philadelphia Evening Bulletin. We do, emphatically.

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PERSONALS

IN THE EDITORIAL ROOM

Edward S. Beck, managing editor of the Chicago Tribune, is rapidly recovering from the effects of a recent operation.

Ex-Senator Joseph L. Bristow, editor and publisher of the Salina (Kan.) Journal, plans to take up Chautauqua work in Kansas, Nebraska, Iowa, Colorado and North and South Dakota.

Ben ("Ezra") Kendall, formerly with the Chicago Tribune and the Chicago Herald & Examiner, is now connected with the Federal Department of Justice in Chicago.

Clement C. Shorter, editor of the London Sphere and best known under the pseudonym of "C. K. S.," was a visitor in Chicago this week.

Lieut. A. Howard Carroll, Sunday editor of the Pittsburgh Dispatch, returned home June 14 after a year's service overseas. He went overseas as a private and won his commission at the battle of Chateau-Thierry. Lieut. Carroll will shortly resume his duties in the editorial department of the Dispatch. He is



Lieut. A. H. Carroll, a nephew of Col. Charles Alexander Rook, president-editor of the Dispatch.

Capt. Edwin F. Weigle, formerly Chicago Tribune staff photographer, returned this week from France with thirty other U. S. signal corps photographers, bringing back the entire motion picture history of the great war.

Richard Farrington, of the Indianapolis Daily Times, was married on June 13 to Miss Phyllis Wetzell.

Walter S. Greenough has resigned from the Indianapolis News staff to engage in the insurance business.

C. C. Bates, of the Pittsburgh Dispatch, has been elected secretary of the Pittsburgh Piano Merchants' Association.

T. H. Barrett, assistant night editor of the Dallas (Tex.) Morning News, and Miss Sadie Helm, of Terrell, were married yesterday.

Oswald F. Schuette will be married soon to Miss Mary P. Grogan in Washington, Miss Grogan's home. Mr. Schuette was formerly a reporter on the Milwaukee Sentinel and city editor of the old Evening Wisconsin. Before going to Europe as a war correspondent he was on the staffs of the Chicago Inter-Ocean and Chicago Daily News.

Daniel F. O'Connell, a Massachusetts newspaper man and now a Federal inspector of explosives, and Miss Rosalie Virginia Herman of Washington, D. C., have been married at Fort Meyer, Va.

W. T. Styles, until recently on the Renfrew Mercury, has joined the local staff of the Ottawa (Ont.) Journal.

William H. Rocap, sports editor of the Philadelphia Public Ledger, has declined to accept the appointment of referee for the Willard-Dempsey championship match because of duties to his newspaper.

Albert Stauss, editor of the Monroe (Wis.) Herold, has learned that his brother, Emil von Stauss, is a member of the German peace delegation at Paris.

IN THE BUSINESS OFFICE

A. H. French has taken charge of promotion work for the Boston Advertiser. He is from the Record.

T. R. Smith has been appointed business manager of the Current History Magazine and the Mid-Week Pictorial of the New York Times.

Miss Ethel I. Mallette, for several years in the business manager's office of the Bridgeport (Conn.) Post Publishing Company, has been made secretary to the Service Recognition Week Committee.

Thomas Dolan, E. Clarke King and Miss Marion Smith have joined the classified advertising department of the Albany (N. Y.) Times-Union.

William T. O'Heaney, former advertising manager of the Albany (N. Y.) Knickerbocker Press and later with the Dodd & Smith Agency, New York, is now in the advertising department of the Schenectady Union-Star.

W. Lester Watson, for forty-two years publisher of the Kennebunk (Me.) Eastern Star, reached his 80th birthday as a printer on May 28. He entered the office of the Maine Democrat at Biddeford in 1869, and has worked at the trade ever since.

L. A. Bishop, display advertising man for Des Moines Register and Tribune, has resigned to become manager of the Brinsmaid Store, Des Moines.

Frank Stewart, for many years foreman of the composing room of the Troy (N. Y.) Record, has made the unusual change of going over to the advertising department.

WITH THE AD FOLKS

Miss Jane J. Martin, president of the New York League of Advertising Women, had the pleasure of entertaining the Women's City Club this week Miss Margaret Cummins, advertising manager of McDougall & Southwick, Seattle, Wash., and the Misses Cueny of St. Louis. Miss Elizabeth Cueny was the former president of the Women's Advertising Club of St. Louis. Miss Connors was formerly "Betty the Shopper" of the San Francisco Examiner.

T. J. L. Crane of the Wales Advertising Company, New York, will sail for England on July 1 in the interest of clients of his agency. Mr. Crane is an Englishman, but has spent many years in the United States, and is in charge of a number of national campaigns handled by the Wales Company. During the war he served in the Royal Flying Corps of Canada.

H. V. L. Parkhurst, for several years in charge of the art department of Frank Seaman, Inc., New York, is now in full charge of production at that agency. Mr. Parkhurst has been twenty-five years in the advertising business.

Miss Hazel M. Bemish, formerly of the advertising department of the Yawman & Erbe Manufacturing Co., Rochester, N. Y., and Sergt. Elson I. Wright have been married.

E. D. Hallock has been appointed advertising manager of the Elder Manufacturing Company, St. Louis.

C. P. Davis has been appointed to the sales staff of Williams & Cunningham, Chicago.

Clarence V. McGuire has resigned as vice-president of the Van Patten, Inc., New York, to become sales and advertising manager of the Carlisle Cord Tire Company, Andover, Mass.

Arthur Cole was given a good luck dinner the other evening by his associates of the Poor Richard Club, Philadelphia, on leaving that city to become publication manager of the Nation, New York.

HONOR MAN WHO "PEPPED" LOUISVILLE AD CIRCLES



Bert N. Garstin

Recognition of his talents for leadership has just been accorded Bert N. Garstin, advertising manager of the Louisville Courier Journal and Louisville Times, in his election as president of the Advertising Club of Louisville. He was elected to serve one year. Mr. Garstin came to Louisville from Baltimore less than a year ago and but no time "pepping up" the advertising fraternity in the Kentucky metropolis.

Members of the club liked his style and quickly decided to reward it. D. Hauger was elected first vice-president of the club, while F. C. Adams, Robert Montgomery and Frank Brownstein were elected directors. Mr. Montgomery returned to Louisville only a few weeks ago from France, where he served as a first lieutenant.

John J. Floherty, late of the Tracy-Parry Company, Philadelphia, is now director of sales promotion for J. A. Migel, Inc., New York.

Chester A. Porter, until recently with Wood, Putnam & Wood, Boston, has been elected vice-president and a director of the Sacks Company, Inc., New York.

Mortimer Lovell, late secretary of the Dodd-Duibosque Company, has become associated with the plan and service department of the Harry Porter Company, New York.

R. G. Angus, formerly with Marx & Angus, New York, is now connected with the J. J. Gibbons Advertising Agency, Toronto.

J. F. Stevens has become copy director of the Fred M. Randall Company, Detroit.

Matt Kline has been appointed advertising manager for the Chicago Runner Clothing Company, Racine, Wis. He has been assistant advertising manager of the Racine Rubber Company, Mitchell Motors Company (for two years), and the I. J. Case Plow Company, all of Racine, Wis.

Kenneth Cloud has resumed charge of advertising sales promotion for the Advance Automobile Accessories Corporation and allied companies, Chicago, Lately he has been with the Tonzalin Agency.

L. J. Cunniff has been elected vice-president and general manager of the Canadian H. K. McCann Company, Toronto.

G. C. Dorsey has joined the advertising staff of Marshall, Field & Co., Chicago.

Harry Canton is back with the Baker Agency, Toronto.

C. F. Cromer, until recently with the Baker-Vawter Company, Benton Harbor, Mich., has been placed in charge of advertising for the Victor Chemical Company, Chicago.

Frank E. Duggan, of the Gundlach Advertising Agency, Chicago, and Miss Jessie Marguerite Kaiser, of Oak Park, Ill., were married yesterday.

Irving Cohan has become manager of the production and service departments of the George Blumenstock Agency, Chicago.

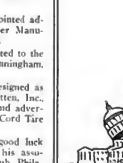
Eldredge Lord has been appointed a space buyer for the Arnold Joerns Company, Chicago.

R. D. Brigham has been appointed in charge of advertising for the Anglo-California Trust Company, San Francisco. He has been advertising manager of the Sperry Flour Company.

Harry B. Cohen is a new member of the Dooley-Brennan Agency's copy staff, Chicago.

The Charlotte Observer has renewed its contract for the Haskin Service for one year

This Service lifts the lid of government and shows how the wheels go round. It does this through copy to the editor, booklets to readers, and answers to questions from both.



Frederick J. Haskin, of Washington, D. C., operates this Service.

AD BUREAU DUES TO BE EQUALIZED

Committee in Charge Adopts Plan for Determining Membership Fees on Basis of Line Rates of Newspapers for Advertising

After several months' study of various plans for the enlargement of the Bureau of Advertising of the American Newspaper Publishers' Association, and the raising of the necessary funds for opening the needed branch offices in Chicago and on the Pacific Coast, the Committee in Charge of the Bureau, at a meeting on Tuesday, June 10, adopted a new scale of dues which, it is believed, will greatly increase the present membership.

Hitherto the fees of newspapers supporting the Bureau were based on the size of their cities, according to an arbitrary table of populations and rates. There had always been complaints that this plan was not entirely equitable, and many publishers have urged a revision of rates that would take into consideration the advertising revenues of the various publications.

Delegations from the Newspaper Representatives Association of Chicago, and the Pacific Coast Publishers appeared before the Committee at the recent A. N. P. A. Convention and were insistent in their demands that the facilities of the Bureau be enlarged to meet the unusual present conditions.

When the new Committee organized with William F. Rogers as Chairman, the matter was taken up for consideration and after much discussion the Finance Committee was instructed to prepare a report.

Statisticians were put to work, and after several months of study a plan was prepared which was adopted by the Committee in the form of the following resolution:

The New Basis

"RESOLVED, That on and after November 30, 1919, the basis of apportioning dues for the members of the Bureau of Advertising shall be on the combined minimum daily line rate for foreign advertising.

"This new rate applies to present members of the Bureau, beginning November 30, 1919, but all new members accepted after the adoption of this resolution are to pay on the new basis.

"The method of calculation shall be $2 per month for each cent per line of the publication's minimum foreign or national daily advertising rate, provided that no dues shall be less than $25 per month.

"The dues of Canadian members shall be calculated on the basis of one dollar per month for each cent per line of the published minimum foreign or national daily advertising rate, provided that no dues shall be less than $12 per month.

"Members who wish to abrogate their present contracts at once shall be accepted at the new rates."

Announcement of the change was made on the Bureau's bulletin of this week, and simultaneously was sent to all members in a letter over the signatures of all members of the Committee in Charge.

Another letter has been sent to all publishers not members of the Bureau, notifying them of the change and inviting them to become members of the Bureau under the new plan.

The Six Point League of New York and the Newspaper Representatives Association of Chicago are backing up the drive for new members.

The equity of the new basis is apparent. The fees of some members will be reduced and in other cases there will be slight increases of rate, but in no case will the increase be burdensome, and in all cases where there is an increase it will fall on the papers that are enjoying their share of the present unusual prosperity.

The committee believes that the new scale will be enthusiastically received, and that it will result in a large increase in membership and a coincident increase in revenue that will permit extensions to be made this fall.

CIRCULATION NOTES

C. A. Shaughnessy, formerly circulation manager of the Winnipeg Daily Tribune, has joined the Vancouver (B. C.) Daily World in a similar position. He was with the Tribune for eighteen years.

Thomas C. Ridge, for the past fourteen months on the advertising staff of the Quincy (Ill.) Journal, has joined the circulation force of the Curtis Publishing Company, Philadelphia.

The first "airplane edition" in Chicago newspaper history was printed by the Chicago American, June 3, and delivered by sky pilots at Kankakee and Champaign. Big crowds greeted the arrival of the airplane. Similar deliveries are planned for other nearby cities. Several years ago, an attempt was made by the American's circulation manager, J. N. Eisenlord, to deliver newspapers by airplane to Elgin, Ill., but the machine selected for the purpose was not heavy enough to make headway in a strong wind that prevailed that day.

John A. J. Fenton (Jack), circulation globe trotter, representing the New York American in France and Europe, was recently given a welcome home dinner.

The Des Moines Tribune is publishing a series of group pictures of all high school graduates in the various institutions of the city. A print of each group is made in a rotogravure tint on a heavy enamel paper and sent to the home address of each student.

The Bridgeport (Conn.) Sunday Post appeared June 8 with a four-page rotogravure section. It is the first Connecticut paper to add this feature. The regular comic supplement is continued. The policy of the Post Publishing Company now is to stress features in the weekly.

The first aerial delivery of newspapers in Maine was inaugurated June 13, when the regular Old Orchard consignment of Portland Express-Advertisers was delivered by air route.

The Philadelphia Record reports gratifying success in adding Sunday circulation through a 16-page motion picture magazine supplement done in rotogravure. Harry Goldberg is editor of the supplement.

Thirty-six Tulsa (Okla.) newsies have signed up for the Newsboys' Camp, under the auspices of the Y. M. C. A. Tulsa newspaper men and women have been busy securing the funds for the camp.

Miss Edythe M. Wildman, secretary to J. A. McNeil, circulation manager of the Bridgeport (Conn.) Evening Herald, and Edward F. Langner, formerly in the business office of the Telegram, were wed June 11.

Members of Schenectady, N. Y., were in their glory June 14 when their own band, numbering 50 pieces, played for the first time in the parade of the Volunteer Fire Departments. Firemen gave the newsboys an old-fashioned feed afterwards.

The Syracuse (N. Y.) Journal and the Herald are holding rival circulation promotion contests. The Journal is offering 14 automobiles and Liberty Bonds, valued at $24,000; while the Herald's prizes are 14 automobiles and a house and lot, valued at $25,000.

The St. Paul Daily News had a week's laughter story contest with a daily prize as incentive and reward.

ADVERTISEMENT No. 17

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other National Advertisers and

Advertising Agents

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

William H. Rankin, Chicago, Illinois.

Canadian Adv. Agency, Montreal, Canada.

D'Arey Adv. Co., St. Louis, Missouri.

Profilit Adv. Corp., Providence, Rhode Island.

Billings Adv. Co., Billings, Montana.

W. P. Elwell, Great Falls, Montana.

Rudolph Guenther, Inc., New York City, N. Y.

Davis & Armstrong, Inc., Minneapolis, Minn.

The Brown Adv. Co., Newburg, New York.

McKinney Co., Chicago, Illinois.

Sidener-Van Riper, Indianapolis, Indiana.

Paul R. Kuhn, Chicago, Illinois.

Turner Adv. Co., Chicago, Illinois.

O. Guenther Service, Chicago, Illinois.

Stack Adv. Co., Chicago, Illinois.

MacMartin Adv. Agency, Minneapolis, Minnesota.

E. P. Remington Agency, Buffalo, New York.

Francis Adv. & Marketing Counsel, Detroit, Michigan.

Frank Seaman, Inc., New York City, N. Y.

Desbarats Adv. Agency, Montreal, Canada.

Maclay & Mullally, New York City, N. Y.

Wylie B. Jones Adv. Agency, Buffalo, New York.

E. T. Gundlach, Chicago, Illinois.

Lamport-MacDonald, South Bend, Ind.

W. H. Courtney Adv. Co., Baltimore, Md.

Thos. H. Stark, Louisville, Kentucky.

Ferry-Hanley Adv. Co., New Orleans, Louisiana.

Chambers Agency, New Orleans, Louisiana.

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

ANNOUNCE THE NEW YORK ILLUSTRATED NEWS

(Continued from page 5)

to day, "The Whimsical Three," starts in the first issue of the new publication.

Entering New Field

The idea behind the new venture of the Chicago Tribune seems to be identical with that which has made the London Daily Graphic and the London Daily Mirror successful in the newspaper field without actually competing with other newspapers. Like the London publications it resembles, it will not print news events in detail. It will not attempt to give its readers complete news reports, but only that which is of remarkable interest and which lends itself readily to illustration.

The new newspaper is designed along sprightly lines that appeal to the tired business man and the tired housewife. It will contain "snappy stuff" that can be seen and read quickly. If anyone wants a complete compendium of world events, he or she can read other newspapers. To be immediately entertained or interested, one can read the Illustrated Daily News.

A "dummy" of the first issue contains illustrations of "What Bomb Wreckers Did in Three Cities," pictures of Jess Willard, of a coachload of members of the Piekwick Club starting on their annual drive through London streets, of Parisian belles, indicating that stripes and fringes will predominate in the summer frocks of the fashionably attired, of British troops suppressing riots in Delhi, India, and many other pictures that are easy to look at and are not calculated to result in mental prostration.

Readers of the "dummy" of the Illustrated Daily News also learn that the Prince of Wales is a regular chap now, who has a ready smile, can dance and chat, and loves escapades; that New York has fewer mosquitoes than any other city in the world; that American rich men have lost the art of keeping their wives' love and that French men are the most constant; that the Abyssinian wife is always counted as the head of the house, and that there are nearly two thousand Jewish widows in Jerusalem.

Affairs of the Heart

Illustrated Daily News also will print real love stories and pay for them. If you have had a real affair of the heart and can tell it convincingly—"no attention will be paid to literary style"—it will put you ahead $5 at the expense of the publishers. For instance, in the "dummy" you read that Keith and a certain young woman were enamored of each other but Keith called on another girl and was planning to take her out buggy riding. He left the horse loosely tied and the animal wandered over to the other girl's house, taking the buggy with him, and Keith had to go after it and then there was a big laugh and a reconciliation and Keith and his "steady girl" lives happily ever afterward.

Then there is a department of the new paper which is devoted to the "Bright Sayings of Children." If your offspring says anything worth while—not what you think is worth while but that really is—the Illustrated Daily News will pay a dollar for it.

You can also read in the "dummy" of the Illustrated Daily News that C. E. is in an awful condition. After he has smoked about a fourth of a cigarette, his vision becomes impaired and he gets weak in the knees. He blushes when food on a fork fails to hit his mouth and he asks Dr. Evans, the medical authority of the News, whether there is anything the matter with him physically, or whether his troubles are due to a lack of self-confidence. The doctor's reply is that C. E.'s trouble is mental rather than physical, and the doctor is right.

Higher Interest

Did you know that thirty-five billion pennies have been coined by the United States mints and that no one knows what has become of them, that a Philadelphian has invented a wireless telephone that can be attached to an umbrella, or that New York City has two million dogs? The Illustrated Daily News will keep you informed on a wide variety of human interest and curious topics.

Arthur La Telle Clarke, the editor of the new paper, is a regular fellow. He is 50 years old but looks a good deal younger. He worked as a reporter in Springfield, Ohio, Omaha, and for the Chicago City Press Association. Then he was Washington correspondent for the San Francisco Chronicle, Chicago correspondent for the New York Journal and the San Francisco Examiner, London correspondent for the Chicago Tribune, city editor of the Chicago Examiner, city editor of the Chicago American, managing editor of the Los Angeles Examiner, editor-in-chief of the Boston American, city editor of the Chicago Herald until it was merged with the Chicago Examiner, and then and until lately city editor of the New York World.

The officers of the company are: J. M. Patterson, president; R. R. McCormick, 1st vice-president; William H. Field, 2d vice-president; R. R. McCormick, treasurer; George Unasy, secretary; S. E. Thomason, assistant secretary, and Arthur S. Clarke, editor.

The size of paper is to be 16½ x 11½ inches, outside measurement, the type form to be 14½ by 10½ inches. The make-up is four columns and the size will be 16 pages, unless enlarged by advertising. The advertising rate is $200 a column.

The London Daily Mirror, a famous prototype of the Illustrated Daily News, achieved success that was based upon the idea that the public liked to look at pictures of news events. Within less than a year after this idea was born, the circulation of the Mirror jumped from 71,-660 to 290,658. That was in 1904. Today the circulation of the Mirror is well over a million. Its most famous editor, the late Alexander Kenealy, like the present editor, Edward Flyun, began newspaper work in America.

The London Sunday Pictorial, published in the offices of the London Daily Mirror, has the largest circulation of any illustrated Sunday newspaper in the world. It never printed less than a million copies and now prints, on an average, 2,300,000 copies. It was started early in 1915.

Dr. Ellis' Detention in Egypt

The Senate adopted June 17 Senator Borah's resolution calling upon the State Department for information as to the reasons for the alleged detention at Cairo, Egypt, of the New York Herald's special correspondent, Dr. William T. Ellis.

Managing Editor Gets State Job

James E. Doyle, managing editor of the Syracuse Herald, has been appointed deputy superintendent of public works for the state of New York, a position carrying a salary of $5,500 a year.

Telephone Strike on Coast

Telephone operators throughout California went on strike June 17. Representatives of the operators stated that some of their number were staying at their posts to answer hospital, newspaper and other emergency calls.

Americanism is Enthroned in Iowa

Alien sentiment disappears in Iowa like mist before the sun. The state is vibrant with Americanism, sturdy, unyielding allegiance to the ideals that have made it great.

It is a rich state—rich in other things than fruitful fields, prosperous cities and productive industries. It is rich in homes.

Home folks, happily anchored to worthy ideals and aspirations, constitute a sort of super-wealth for any state.

They are the mainstays of industry. They buy those products which are "sterling" in character and worth.

To sell your goods in Iowa you must link dealer-distribution with localized advertising. You must tell about your product in Iowa newspapers. You must have it on sale in Iowa stores.

Then, if you are selling something which always makes good, Iowa is "for you!"

Here is a list of newspapers whose circulations cover this great and rich commonwealth which stretches 300 miles from East to West—from the Mississipi to the Missouri.

	Circulation	Rate for 5,000 Lines
Boone News-Republican .....(E)	3,636	.0121
Burlington Hawkeye .....(M)	10,908	.03
Burlington Hawkeye .....(S)	12,116	.03
Clinton Herald .....(E)	7,553	.02
Council Bluffs Nonpareil .....(E & S)	16,228	.03
Davenport Times .....(E)	25,643	.05
Des Moines Capital .....(E)	60,655	.08
Des Moines Sunday Capital .....(S)		
Des Moines Register and Tribune ....(M & E)	111,517	.14
Des Moines Sunday Register .....(S)	70,745	.12
Dubuque Telegraph-Herald.....(M & E)	16,078	.04
Dubuque Telegraph-Herald .....(S)	16,037	.04
Fort Dodge Messenger and Chronicle....(E)	8,762	.03
Marshalltown Times-Republican .....(E)	13,781	.028571
Mason City Globe-Gazette-Times.....(E)	9,602	.03
Muscatine Journal and News-Tribune....(E)	8,331	.02
Ottumwa Courier .....(E)	13,606	.035
Sioux City Tribune .....(E)	51,342	.08
Waterloo Evening Courier .....(E)	14,484	.03

Government Statements, April 1st, 1919.

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TIPS TO AD MANAGER

D'ARCY ADVERTISING COMPANY, International Life Bldg., St. Louis. Reported will make up list of newspapers within next sixty days for General Tire & Rubber Company.

FEDERAL ADVERTISING AGENCY, 6 East 39th St., New York. Again placing orders in newspapers, mostly rotogravure sections, for Robert Ingersoll & Bros.

GARDNER & WELLS, 150 Madison ave., New York. Reported to be placing orders generally for White Rock Mineral Spring Company.

HALL & EMORY AGENCY, Gasco Bldg., Portland, O. Placing 1050-1, 6-t. orders with some large city newspapers for United States Spruce Producing Corporation.

HANSER AGENCY, 601 Broad st., Newark. Reported will make up lists monthly, using newspapers for I. Press & Sons.

MILLER AGENCY, 527 The Nasby, Toledo. Reported will make up list of newspapers within next sixty days for A. J. Hull Medicine Company.

NEWELL-EMMETT, 120 W. 32d st., New York. Placing orders with farm papers for Liggett & Myers Tobacco Company.

POTTS-TURNBULL ADVERTISING COMPANY, Graphic Arts Bldg., Kansas City. Reported will make up list during May, using farm papers for Rahe Auto & Tractor School.

REARDON ADVERTISING COMPANY, Quincy Bldg., Denver. Reported will make up lists monthly, using newspapers for Modern Vacuum Cup Company.

FRANK SEAMAN, 470 Fourth ave., New York. Placing orders with newspapers where S. Lieberman's Sons Brewing Company have distribution.

VANDERHOOF & Co., 140 S. Dearborn st., Chicago. Preparing a list of Illinois newspapers to advertise products of Ieeless Icebox Company, Chicago.

FAWCETT AGENCY, Bennett Bldg., Colorado Springs, Colo. Using space in newspapers of 30 cities to advertise Colorado Springs Chamber of Commerce.

CHAMBERS AGENCY, Madison Blanche Bldg., New Orleans. Is putting on a newspaper campaign for the American Coffee Company of New Orleans for "Tulane Coffee."

CRITCHFIELD & Co., Brooks Bldg., Chicago. Have been appointed advertising agents for Rhodes & Co., sponge dealers, Chicago.

CAMPBELL-EWALD COMPANY, Marquette Bldg., Detroit. Has been appointed advertising agent for Seamless Steel Tubes Company, and Gray Motor Company, both of Detroit.

EWELL & WASEY COMPANY, 58 E. Washington st., Chicago. Has been appointed to handle advertising account of "Americlean" products, made by Krause Milling Company, Milwaukee.

MCJUNKIN AGENCY, 5 S. Wabash ave., Chicago. Will handle future advertising of Seing Company, Chicago, manufacturer of hardware. Copy will go out in September.

CANADIAN PULP & PAPER COMPANY, Montreal. Running a widespread advertising campaign on "Made in Canada" paper.

F. P. SHUMWAY COMPANY, 453 Washington st., Boston. Placing advertising for Kapo Manufacturing Co., Boston; Springfield Products Co., Springfield, Mass.; Morgan Manufacturing Company, Keene, N. H.

GREG & WARD, 104 S. Michigan ave., Chicago. Now placing newspaper orders for "Virginia Sweet Pancake Flour," made by Fishback Company, Indianapolis.

WILLIAMS & CUNNYNGHAM, 59 E. Madison st., Chicago. Has obtained advertising account of Baker-Vawter Company, Benton Harbor, Mich.

PAUL NEMEYER & Co., 823 Prospect ave., Cleveland, Ohio. Preparing to send out orders for John Silliman, Ironton, Ohio, to advertise charcoal.

STREET & FINNEY, 171 Madison ave., New York. Have secured advertising account of the C. H. Reed department of the Hunter Manufacturing & Commission Company, New York, makers of flag bunting, etc.

PRINTER'S INK CHANGES STAFF

Marcus, Treasurer, and Murphy, Dickinson and Kendall Get New Places

David Marcus has been elected treasurer of Printer's Ink, New York, succeeding R. W. Lawrence, resigned. John Allen Murphy and Roy Dickinson have been appointed associate editors, and Frederick C. Kendall managing editor.

Mr. Marcus has been for 18 years with the publication. Mr. Murphy has been on the editorial staff for several years past, and Mr. Dickinson since March. A short time ago Mr. Kendall joined Printer's Ink from the Sherwin-Williams Company, Cleveland.

No successor has been appointed for J. M. Hopkins, who resigned as general manager last week. Mr. Hopkins is planning a vacation, and will then announce his plans.

Burba Returns to Dayton News

DAYTON, Ohio, June 18.—Howard L. Burba, who has for sometime held the managing editor's desk on the Dayton Morning Journal, has resigned to accept the position of Sunday editor of Gov. James M. Cox's Dayton Daily News. It is Mr. Burba's second engagement with the News, having at one time been employed upon it for several years as police reporter.

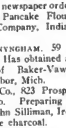
U. S. P. O. Report
For the period ending April 1, 1919.
Average Daily and Sunday Circulation

76,652

New Orleans Item
Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

PAYNE HOME FROM FRANCE WITH WAR HONORS

After active service with the 28th Division, George H. Payne has returned from France and resumed his business duties as vice-president of the G. Logan Payne Company. As told in EDITOR & PUBLISHER last week, Mr. Payne goes to Detroit as representative of the Chicago Herald and Examiner, and as manager of the Payne Company and the list of newspapers represented by G. Logan Payne, his father.



G. H. PAYNE

Before entering the Army, Mr. Payne was manager of the G. Logan Payne Company's New York office, and as a soldier was in the front lines at Thiau Court and Metz. His division had the fourth largest casualty list in the A. E. F. Mr. Payne was a victim of phosgene gas, which sent him to the hospital for a while. His assistant in Detroit will be Frank Payne, an aviator, who was assistant to the chief instructor in flying at San Antonio.

Shows War Uses of Pulp and Paper

There is now in the rooms of the News Print Service Bureau, 18 East 41st St., New York, a collection of over 160 articles illustrating the war uses of pulp and paper in the United States and abroad. The exhibit was prepared by the Bureau of Standards and the Bureau of Foreign and Domestic Commerce in Washington, and will be available in New York for only a few weeks.

O. F. Lawrence Elected President

HATTIESBURG, Miss., June 18.—The Mississippi Press Association has elected the following officers: O. F. Lawrence, of the Grenada Sentinel, president; Ernest Smith, Democrat-Times, Greenville, first vice-president; George Senter, of the Columbus Commercial, second vice-president; C. E. Cunningham, of the Newton Record, secretary; W. S. May, of the Brandon News, treasurer. Gulfport won the 1920 meeting.

AYERS FOR A. A. C. W. OFFICE

Pacific Association Expresses Its Choice—D. S. Mathews President

PORTLAND, Ore., June 16.—At the closing session of the Pacific Coast Advertising Men's Association's meeting, Stockton, Cal., was selected as the convention city for next year, and Dave S. Matthews, of Stockton, was elected president.

Other officers are: District vice-presidents, W. A. McAdam, Victoria, B. C.; Tom Keane, Spokane; P. Riley, Seattle; W. P. Strandborg, Portland; George A. Hughes, Oakland, and Harry Carroll, Los Angeles.

Rollin C. Ayers, of San Francisco, was unanimously recommended as Pacific Coast choice for vice-president of the Associated Ad Clubs of the World.

Croix de Guerre to Lieut. H. U. Brown

INDIANAPOLIS, June 17.—Mrs. Hilton U. Brown, wife of the general manager of the Indianapolis News, has received word from the War Department that a Croix re Guerre has been posthumously awarded by the French Government to her son, Lieut. Hilton U. Brown, Jr., who was killed in action near Nouart, on the Argonne front, November 3, 1918. Mrs. Hilton U. Brown, father of Lieut. Brown, is now in France to visit his son's grave.

Orders 36 Intertypes

MONTREAL, June 15.—The Star has just ordered 36 "Model G" Intertypes, of which 17 are to be equipped with side magazine units. This is said to be the largest single order ever given for three magazine composing machines.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

Photogravure Advertising
25c line
8 page supplement
Every Sunday
Des Moines
Sunday
Register
70,000 Net Paid Circulation
I. A. Klein, New York—John Glass, Chicago

The
Pittsburgh
Post
has the second largest morning and Sunday circulation in Pittsburgh.

try-out market
The Indianapolis Radius can be covered with minimum expense. It is dominated by one paper which can create consumer demand, and command dealer and jobber co-operation. Try out your product in the Indianapolis Radius through
THE INDIANAPOLIS NEWS
Charter Member A. B. C.
Foreign Representatives
Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

(240x150)

There is only one
Detroit, Michigan
and only one
DETROIT NEWS
Combined they offer advantages to advertisers rarely if ever equalled elsewhere.

Reason Results
The merchants of Washington, D. C., usually use more space in
The Evening Star
than in the other three papers combined

SIXTH ANNUAL CONVENTION OF THE AUDIT BUREAU

(Continued from Page 8.)

18. Publisher members shall receive three copies of each of the statements and audit reports of the other publications in their class and field, which shall be furnished to them from the Chicago office of the Bureau when published members indicate their preference whether same shall be furnished in duplicate or triplicate.

19. Publisher members or their representatives may purchase and receive a reasonable number of competitors' statements, in addition to the three which are furnished free of charge. The charge for this extra service is to be ten cents for each statement.

12. All dues shall be payable quarterly in advance. Failure to pay dues within thirty days after notice is given by the Bureau shall subject member either to suspension from membership in the Bureau.

IV.—TERMINATION OF MEMBERSHIP.

1. A publisher member may resign from the Bureau by giving notice, in writing, of such intention, at least three months prior to the end of the regular statement period covered in his class or group, and all dues and fees then due paid in full and a publisher's statement so rendered for that unexpired period for which his resignation is tendered. Such resignation will be accepted when an audit has been made of the statement released, provided however, that if such audit is not made within three months after the end of the period covered by such resignation, the resignation shall be automatically accepted.

2. A member, other than a publisher member, may resign from the bureau by giving the bureau three months' notice, in writing, of such intention, and by paying dues to and including the quarter in which the expiration of the three months' notice falls.

3. Any member who shall violate any of the by-laws, rules or regulations of the Bureau, or who shall be guilty of making false or misleading statements, or who shall conduct or who shall be guilty of conduct which endangers the welfare of the bureau, may be summarily suspended or expelled by the board of directors as the board shall determine to be just and proper, and gravity of the offense committed; provided always that ten days' notice be first given of the sorrel upon the offending member, and said member shall have an opportunity to be heard in his own defense.

4. Termination of membership, for any cause whatsoever, shall operate as a release of all right or title in, or interest in the property or assets of the bureau.

5. A member whose membership has been terminated for any reason whatsoever may be reinstated upon such conditions as may be fixed by the board of directors.

V. PUBLICITY.

1. No member shall publish or cause to be published, or advertise, or cause to be advertised, excerpts from the audits of the bureau or to publish or cause to be published, or advertise or cause to be advertised, the fact that the publisher's statements to the bureau, which excerpts shall mention in any way, directly or by implication, the name or authority of the Audit Bureau of Circulations, except as is permitted under the rules and regulations of the bureau.

VI. BOARD OF DIRECTORS.

1. The control and management of the bureau shall be vested in a board of directors, consisting of twenty-one (21) members, who shall serve without salary, each to be elected for a term of two years. Any vacancy occurring shall be filled by the board, at any meeting of the board, to hold until the next annual meeting.

2. The board of directors shall consist of: Eleven advertiser (Class A) members.

Two advertising agents (Class B) members.

Five daily newspaper publication (Class C) members.

Two magazine publisher (Class F) members.

Two farm paper publisher (Class F) members.

Two business paper publisher (Class G) members.

3. The members of each class above named shall, at or prior to the annual meeting, meet and nominate a candidate to succeed the director in their class whose term will expire, presenting only nominations at the annual meeting. Candidates receiving a plurality vote of all members voting at the annual meeting shall be declared elected.

4. The board of directors shall have power to make, publish and enforce such rules and regulations as they may deem necessary for the proper conduct of the business of the bureau. Such rule shall be in full force and effect when rescinded by the board or by two-thirds vote of members voting at any annual or special meeting called for the purpose.

5. The annual meeting of the board of directors shall be held at the general offices of the bureau in Chicago, immediately following the adjournment of the annual meeting of the bureau. Special meetings of the board shall be held upon the call, in writing, of the president or any five members of the board of directors. Five days' notice shall be given by the secretary to all directors of the holding of any special meeting. Five members of the board shall constitute a quorum. Any director absent from three consecutive meetings of the board shall lose membership on the board.

6. The board of directors shall appoint a managing director, not a member of the board, to serve for such time and on one year at his salary.

7. The board of directors shall create such committees as may be necessary for carrying on the work of accomplishing the objects of the bureau, the members of such committees to be appointed by the president, subject to the approval of the board of directors.

VII. OFFICERS.

1. The officers of the bureau shall consist of a president, first vice president, second vice-president, third vice-president, secretary and treasurer, who shall be elected by and from the board of directors, and who shall hold office for the period of one year and until the election and qualification of their successors.

2. No person shall be elected president of the bureau who is not a Class A member.

VIII. DUTIES OF OFFICERS.

1. The president shall preside at all meetings of the board and of the bureau and of executives. He shall cast the deciding vote at any meeting when there is a tie vote. He is an ex-officio member of all committees.

2. In the absence of the president, the vice-presidents in their successive order shall perform all duties.

3. The secretary shall keep a record of all proceedings of the bureau and of the board of directors. In the event of the absence of the secretary the managing director shall become acting secretary.

4. The treasurer shall supervise the accounts of the bureau, receive all moneys, pay bills when properly approved by the managing director for all payments. He shall render a report at the annual meeting of the bureau and such other reports as may be required, from time to time, of the board of directors.

5. The duties of the managing director shall be to direct the field operations of the bureau, and to make all necessary contracts on behalf of the bureau, subject to the approval of the board of directors. He shall make a report annually to the directors, and such other reports as may frequently be required by them, setting forth the progress of the bureau in the territory under his charge, together with suggestions tending to improve the service. He shall perform such duties and such other duties as the board of directors may require.

6. The President, Treasurer and managing director shall receive such salaries as may be determined by the board of directors, the emoluments on same to be paid by the bureau.

IX. MEETINGS.

1. The annual meeting of the bureau shall be held in Chicago on the first Friday in October, or at such other time as may be determined by the board of directors, at Chicago. Notice, in writing, shall be given by the secretary to the members not less than ten days prior to the date of such meeting.

2. Each Division A, D and F member shall have one vote either in person or by proxy at the annual meeting. Each B, C and E member shall have a fractional vote, either in person or by proxy, of one-quarter for each service taken.

3. At any meeting of the bureau fifty members shall constitute a quorum for the transaction of business, and a majority vote shall decide all questions unless otherwise provided for by by-laws.

4. At the annual meeting of the bureau, the president, treasurer and secretary shall submit formal reports for the approval of the bureau.

5. Special meetings of the bureau may be called by the president, or shall be called by him upon the written request of at least fifty members. Notice of the date and purpose of such meetings shall be sent by the secretary to the members at least ten days prior to the date of the meeting.

THE ELLIS SERVICE
Swarthmore, Pa.
Offering Two Weekly Features
1 - "A Different" Sunday School Lesson
2 - The Religious Rambler

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. I. BOSDAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service.

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

6. The order of business at the annual meeting of the bureau shall be as follows: Roll call, reading minutes, report of officers, report of committees, unfinished business, new business, election of directors.

7. All resolutions must be submitted in writing to the chairman before being put to vote.

X. AMENDMENTS.

1. The power to amend, add after these by-laws shall be vested solely in the board of directors, to be effective after a meeting called by two-thirds of the membership of the bureau voting upon such alteration.

MEARS HEADS CLEVELAND CLUB

S. S. Wilson Given Silver Pitcher—Secretary Redfield a Guest

CLEVELAND, O., June 15.—Charles W. Mears, advertising manager of the Winton Company, is the new president of the Cleveland Advertising Club, having received a preferential vote of members at the annual meeting, June 11. The meeting was attended by Hon. William C. Redfield Secretary of Commerce He advised Americans to invest out of their abundance of wealth in the securities of Europe. These directors of the club were elected: F. R. Fuller, J. M. Hatter, C. H. Hollenden, Jr., J. E. Harris, L. E. Honeywell, W. H. Hyde, C. W. Mears, V. E. Perry, Allard Smith, William Townley, S. A. Wisserdanger, and S. S. Wilson. Mr. Wilson, retiring president, was given a silver pitcher in appreciation of his services.

President Mears had both trade paper and newspaper experience before he became advertising manager of the Winton Company. He began in 1893 as editor of the Automobile Gazette, Cycle and Roads Magazine, Cycling Gazette, Motor Vehicle Review, Cleveland, and in 1901 became editor of the Commercial Bulletin, Cleveland. A year later he joined the staff of the Cleveland Press as sporting editor, and while thus engaged studied law and was admitted to the Ohio bar, but never practiced. In 1903 he became a member of the board of directors of the Winton Company, Cleveland, and also advertising manager.

N. I. Taylor is now in charge of advertising for the L. A. Young Industries, Inc., Shelbyville, Ind.

PRESTIGE
The standing of your newspaper to your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinion. The service to your readers is largely a matter of entertainment and information, aside from the news.
On this principle, the service of The Associated Newspapers has been built. The association helps every member to be a better standing in its community.
Write or wire for rates.
The Associated Newspapers
170 Broadway New York

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

COX MULTI-MAILER CO FAILS

Two Newspaper Publishers Are Listed as Principal Creditors

CHICAGO, June 16.—A voluntary petition in bankruptcy has been filed in the United States District Court by the Cox Multi-Mailer Company, 825 West Washington street. Liabilities are listed at $30,934 and assets at $90,327. The latter consist of notes, $42,827; machinery, $34,901, and cash on hand, $50.

The principal creditor is Victor F. Lawson, publisher of the Chicago Daily News, who lists $148,050. Delavan Smith of Lake Forest, president of the company, lists $37,000 as money loaned the concern. Mr. Smith is general manager of the Indianapolis News.

Boosters for St. Paul

ST. PAUL, Minn., June 18.—St. Paul business men are touring southern Minnesota, northern Iowa and western Wisconsin this week and, incidentally, turning a new journalistic trick. Ninety daily papers boosting St. Paul are distributed during the six days, a different paper in each of the ninety towns visited, which means fifteen papers a day. Each paper bears the title of a local publication in each of the towns and the word "Booster" appended. Some of the tourists act as newsies.

PUBLISHERS
Another Helpful S & M Service
FREE TO PUBLISHERS
Send your next Rate Cards to us in bulk.
We will deliver them to our entire list of N. Y. Advertising Agencies—Without Charge.
T. S.—You need not use S & M Insured Agency Delivery Service on Checking Copies, to take advantage of this offer.
Geo. P. Scherer & Co.
Scherer Mandel Inc.
450 Fourth Ave. N.Y. 7205-7300 Madison Sq.

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

NEWSPAPER
Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages to black and white.
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 38TH ST., NEW YORK

P. O. WANTS BOOK REVIEWS CHARGED AS ADS.

(Continued from Page 5.)

In other words, "What is newspaper advertising" seems to have been made a new and broad issue between the department and the publishers.

The letter in question from the Post Office Department declares that "under the Act of October 3, 1917, which fixes a higher rate of postage on the advertising portion of publications, all advertising must be considered, whether it is paid for or inserted free, and charged with rates applicable to advertising sections."

The contention of the New York publishers, as expressed in a letter sent to the Post Office Department, is that "nothing is advertising unless the space occupied is paid for directly or indirectly."

Mustn't Print Prices

The controversy began when P. B. Gavin, acting chief of the Bureau of Second Class Mail, of the New York City general post office, enclosed a copy of a book review section of a New York City newspaper in a letter to the Post Office Department at Washington, asking whether book reviews in which the price of books was mentioned were to be classed as advertising. He received a reply, signed by the Third Assistant Postmaster General, in charge of the Division of Classification, which said:

"Concerning the classification of book reviews within the meaning of the act of October 3, 1917, when the prices of books reviewed are given in connection therewith, I have to say that frequently publications containing reviews of books also contain paid advertisements of the publishers of the books.

A Ruling on "Write-Ups"

"In regard to this, it may be stated that in administering the law governing the entry of publications as second-class matter, it has always been the practice to regard as advertising, write-ups, puffs and recommendations of books advertised for sale in a publication.

"When a publication consisted largely of such matter, it came within the provision of the law prohibiting the entry as second-class matter of publications 'designed primarily for advertising purposes,' and was, consequently, denied such entry.

"When such write-ups of articles advertised in a publication formed only an incidental feature as compared with the publication in its entirety, the matter, although advertising, nevertheless had no effect on the second-class mail privilege nor on the rate of postage applicable thereto, the same rate being chargeable on both the advertising and the non-advertising portions.

"Under the act of October 3, 1917, which fixes a higher rate of postage on the advertising portion of a publication, all advertising must be considered, regardless of whether it is paid for or inserted free, and charged with rates applicable to the advertising portion.

"This matter has been given most careful consideration, and although there would appear to be some reasons why all book reviews should be regarded as advertising, nevertheless, for the present, where the books reviewed are selected by the editor or the publisher thereof and the reviews are inserted exclusively for the information of its readers and not in connection in any way, understanding or agreement with any one interested in the sale of the books, the reviews will be regarded as matter other than advertising for the purpose of determining the postage chargeable on the publication, provided the prices of the books are not given and reviews are otherwise free from features intended to give them the appearance of being designed to promote the sale of the books.

"It has been observed that a number of periodicals publish lists of publishable and give the prices in connection with their book reviews, and where the prices are given solely for the purpose as information to the readers of a publication it would seem that the listing of prices of the books is in no way essential to such purpose.

Beloit, Wisconsin

is a fertile field for the advertiser because its people possess the ability to buy. The four basic bases $7,000,000 of the annual wealth of the people. The BELOIT DAILY NEWS is owned by earlier to the adjoining villages. The city and country are perfectly covered by one paper.

Net paid circulation 6,500. Rate 25c per inch flat.

D. E. WORTHINGTON, Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO. | HOWE, BURNS & ROBERTS
Chicago, Marquette Bg. | New York, 5th Ave. Bg.
Detroit, Kresge Bg. | Boston, Advertisers Bg.

"A copy of this letter is inclosed for delivery to the publishers."

A record of this letter from the Post Office Department at Washington, Mr. Gavin made the New York newspaper publishers acquainted with its contents and received a reply a letter written in their behalf, the context of which was substantially as follows:

Publishers' Views

"The suggestion that prices in review of books elevates them to an editorial, and not a mere representation of the postal regulations, since it tends to leave from the latentive to the reader a monetary value into a purely news practice, and deprive readers of essential information.

"Book reviews have nothing to do with advertising. They are written entirely for the benefit of readers. The price is necessary for proper judgment as to the relative value of a book.

"For instance, a subscriber who is a student of a particular science would scarcely be interested in a book on the subject if it were addressed to popular appeal, for it would have slight technical value. The higher the price, the more the review would indicate that the book addressed itself to workers of knowledge.

"Neither book publishers nor readers consider prices quoted to be advertising. Publishers frequently neglect to supply prices to editors, and the book review department of daily newspapers are compelled to telephone publishing houses for such information.

"Nothing is advertising unless the space occupied is paid for directly or indirectly. There is no consistency for such reviews from book publishers to newspapers.

"Reviews are written regardless of the good and bad influence on advertising. A great book criticisms appearing in newspapers frequently work to the disadvantage, though the very books themselves are advertised in the same issue. Some times for more months.

"It is suggested that before final action is taken on the question of the elimination of prices from book reviews that the Post Office Department investigate the practice of periodicals failure to meet post office officials for the purpose of agreeing to have prices from book reviews have no advertising relationship."

Purchases Home and Equipment

Stamford (Conn.) Advocate.—The Times has just put into operation a new Hoe "quad," 32-page press, which has a capacity of 24,000 sixteen-page papers per hour; a new Monotype type-casting outfit; new stereotyping machinery throughout and has increased its pages from seven columns 13 ems to eight columns 12 ems. Publisher Fred. Ewing, publisher of the Times, has just purchased the three-story brick building, 70 feet wide by 135 feet deep, which the Times has occupied exclusively, for the Times' permanent home. Increased business and the growth of the paper have necessitated enlargements in capacity for production and service.

Three More Papers for Brenham

The John M. Branham Company has been appointed advertising representative of the Norfolk Virginian-Pilot and after July 1 will also represent the Columbia (S. C.) Record and the Louisville (Ky.) Post.

Covering Indiana

The Muncie Star has approximately three times the circulation of any other paper in Muncie.

The Terre Haute Star has a greater circulation than any other paper in Terre Haute.

The Indianapolis Sunday Star has a greater circulation in Indiana cities and towns than any other Indianapolis newspaper. (The Daily Star has a circulation of approximately 90,000.)

These three papers, comprising The Star League, offer the most effective and economical method of covering the Indiana market.

Combination rate (of 17 cents daily) and 18 cents Sunday) is allowed, provided the advertiser uses equal run of copy within twelve months.

Special Representatives

Kelly-Smith Co. | John Glass
Macbridge Bldg., Peoples Gas Bldg.
New York City | Chicago

R. J. Bidwell Co.
742 Market Street, San Francisco

Editorial Workers Form New Organization

International Editorial Association Calls Meeting in Cleveland, September 26-28—Clare Berger, President

WARREN, Pa., June 16.—The International Editorial Association will hold its first annual convention in Cleveland, Ohio, September 26, 27 and 28. Headquarters of the new organization have been established at 1028-1030 Hotel Statler, Cleveland. Clare Berger, president, Carol Bird, vice-president, and Claude R. Diegle, secretary of the Editorial Workers of America, have sent their resignations as officers of that organization, and will hereafter give their entire attention to the I. E. A., the purposes of which were explained by Mr. Berger to EDITOR AND PUBLISHER as follows:

"The association is strictly beneficial and fraternal in character and not similar to any other organization of newspaper men in existence. A fraternal branch known as 'Order of the Sacred Mill,' is being formed and ritualistic work is to be conducted by a staff from headquarters wherever branch clubs are formed.

"Branch clubs have already been established as follows: No. 1, Milwaukee, Wis.; No. 2, Warren, Pa.; No. 3, Fostoria, Ohio; No. 4, Cleveland; No. 5, Detroit, and No. 6 is in process of organization at Erie, Pa.

Officers of the new association are: Clare Berger, Warren (Pa.) Mirror, president; Carol Bird, Detroit Free Press, first vice-president; Edward Arkle, Wheeling (West Va.) Telegraph, second vice-president; Claude R. Diegle, Milwaukee Leader, secretary; Clare Crawford, Fostoria (Ohio) Review, treasurer.

"Surety bonds of $2,500 each have been posted by the secretary and treasurer. Dues of the organization are $2 a year, and those who wish to participate in the benefit and fraternal features, pay 20 cents per week.

"Miss Carol Bird, of Detroit, is to edit the new publication of the association."

Greig & Ward, Inc., Chicago, are now placing newspaper orders for Caron Spinning Company, Rochelle, Ill.

The Cleveland Plain Dealer

Gained 742,200 Lines

of local advertising during the first four months of 1919.

This was 225,023 lines more than the gain of the second paper.

THE PLAIN DEALER

Fastest Morning Circulation Between New York and Chicago.

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation

139374

MISS FRENCH RETIRES

Succeeded as Managing Editor of Emporia Gazette by G. M. Lambert

EMPORIA, Kan., June 17.—Miss Laura M. French, managing editor of the Gazette, published by William Allen White, has resigned and left this week for California on a six months' vacation, during which she considers an offer from Harper Brothers, New York. Miss French became associated on the Gazette as a printer 24 years ago, shortly after Mr. White bought the paper. She rose to city and then to managing editor.

Calvin M. Lambert, formerly on the Gazette and the Dodge City Globe, just back from France, succeeds Miss French on the Gazette.

Newspaper "A. B. C." Reports Issued

CHICAGO, June 14.—Audit Bureau of Circulations reports have been issued on the following newspapers: Athens (O.) Messenger, Cincinnati Times-Star, Cleveland News and Sunday News-Leader, Cleveland Plain Dealer, Erie (Pa.) Dispatch, Hutchinson (Kans.) Daily News, Hutchinson Gazette, London (Ont.) Advertiser, London Free Press, New Castle (Pa.) News, Paterson (N. J.) News, Paterson Press-Guardian and Sunday Chronicle, Plainfield (N. J.) Courier-News, Springfield (Mo.) Republican, Washington (Ia.) Evening Journal.

Edward Young has resigned from the advertising and promotion department staff of the Boston Advertiser, to take charge of sales and advertising of the Lindner Company, Cleveland.

The Pittsburg Dispatch

is a capable and welcome salesman in thousands of good homes.

WALLACE G. BROOKE
Brunswick Building, New York

THE PUBLI-PARSONS CO.,
Advertising Representatives, Chicago

H. C. ROOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations
Sworn Net Paid Circulation for 6 Months Ending March 31, 1919
43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the large territory the States is the logical and economic medium.

Circulation data and rates on request.

The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York | Chicago | St. Louis

BUFFALO NEWS

EDWARD H. BUTLER
Owner and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
270 Fifth Avenue | Lytton Building
NEW YORK | CHICAGO

FIGHTING FOR FREE PRESS IN CANADA

(Continued from Page 6.)

Governments and our economic and social systems are to continue to stand and progress, must be met by intelligent and far-minded action by those who control industry. As Bolshevism is fundamentally wrong, as we understand it, in that it is class dictatorship, its spread may best be prevented by a popular understanding of it. To most men today it is merely a word, to be hated or fancied. The fact is that publicity of the right sort will show it to be a social order which sets out to procure rewards for one class of society at the expense of other classes of society, through means of oppression, dictation, autocracy, force and every other available expedient without any respect at last or any other democratic principle. The exponents of Bolshevism believe that the end justifies the means. They believe that they represent a defeated class, that this is so, and I do not say that great economic and social injustices are not operating in Canada and the United States as elsewhere, the cure of the wrong can scarcely be expected to be effective or lasting if equal wrong is resorted to as the means. The old axiom that 'two wrongs do not make a right' certainly is pat in this situation.

Says Cure Is in Publicity

"Publicity is the cure. I confess myself as having failed in my duty as a newspaper publisher to give the readers of the Vancouver Sun more information as to the real meaning of Bolshevism and hence a better understanding upon which to base judgment as to the situation now confronting them. The fact of the matter is that we editors and publishers do not, as a rule, meet the economic situation in terms of direct statement, interpretative reporting and real investigation and for our failure to give full publicity, energetically investigating the matter ourselves, we are pretty sure to pay the penalty of having a certain amount of suspicion of our motives entertained by radical elements, however much we may feel that such suspicion is unjustified.

"Today we are up against a real fight for the freedom of Canada's press. It is too late to discuss what we might have done, but it is not too late for us to decide what we shall in the future do, if we shall continue to operate our newspapers. I have talked freely with you because I believe that the problem which is personal to me today may be personal to many of your editors and publishers in the future, unless means are found to meet and cure these symptoms of Bolshevism. And I repeat: You can't cure them without economic justice and full publicity."

During more than three weeks the people of Winnipeg have been cut off from daily newspapers as a result of the so-called Bolshevist revolution there. The strikers are operating a rigid censorship of telegraphs and the only newspaper which is permitted to be printed is the Western Labor News, the organ of the striking forces.

It is estimated that more than 30,000 people are directly involved in the Winnipeg struggle

The Federal Government has appointed a parliamentary commission to investigate the high cost of living and its causes and there is talk that a definite industrial policy will be inaugurated.

Dying Reporter Thinks of Duty First

Epic Story of a British Journalist Who Despatched His Copy After Fatal Injuries

By Herbert C. Ridout,
Leading Editor of Vision & Punchbowl

London, June 3.—James Harvey Dale is a name that deserves to be writ large in the annals of the world's press.

He was a junior reporter—a mere boy of 16—on the staff of a London suburban newspaper, the South Eastern Herald. While on an assignment last week with a pocket full of copy, he was cycling from Woolwich to the editorial offices at Greenwich when a defective car-rail threw him from his machine and he fell under a motor lorry.

The editor of the paper said that after receiving his injuries, which proved fatal soon after his removal to hospital, he took out of his pocket a parcel of copy and requested a bystander to take it on to the newspaper office, saying it was very important.

This, observed the editor, was the spirit which on the battlefield would win the Victoria Cross.

WOUNDED HEROES AS PRINTERS

Training to Be Had on New Army Hospital Newspaper "Recall"

A full-fledged newspaper called the Recall is now being published in the interest of the wounded heroes who are convalescing at Fort Sheridan. The printing of this new organ was handled by the Peterson Linotyping Company, Chicago, until the arrival of the linotype ordered by the staff officers.

"SUCKER" PUBLISHERS FORM TO THE RIGHT

They May Line Up Quite Easily to Sell Denver Concern's Oil Stocks on Contingent Advertising Basis—Boom Fever Runs High

Come on, boys—the sucker line forms to the right!

Today we have the "Investment Financing Corporation," of Denver, Colo., in the box-office taking the tickets for one of the neatest little advertising comedies that has come to our attention in several moons.

A New England newspaper publisher was kind enough to hand us the advance notices for this show.

You see, according to a letter which is signed "C. W. Stead," for the corporation, that concern wants to advertise in newspapers and "will spend 10 per cent of the money received from your territory for your advertising," adding by way of inducement that "few, if any, of even your best advertisers spend as much as this."

Mr. Stead then unfolds his plan. It is an offering of a "combination" of stocks in companies with holdings in certain oil fields. Says Stead: "An investor who buys in a number of companies is almost sure to pick a winner. The law of average increases his chances tremendously." This gentleman is also the author of the catchphrase: "A sawed-off shot gun seldom misses."

Now, all that a newspaper publisher has to do for the Investment Financing Corporation, of Denver, is to "advance" a small amount of space and "if you furnish us $100 worth of your space at your regular rates we will guarantee to pay you five per cent of all money received from your territory and to spend an additional five per cent for additional space."

Yep, they give an affidavit testifying as to the amount of money received and pay up by the tenth of the month.

As to the responsibility of the newspaper editor to his readers, why, says the circular, the investor gets a number of chances, anyone of which, if successful, would make him "a lot" of money.

There are contingent advertising contracts to sign printed very nicely on both yellow and white paper.

Gee whiz, when oil gets in the blood there's no telling how high the fever of the patient will go, is there?

TROY BUDGET SOLD

Passes from MacArthur Family to Curry & McNaughton

Troy, N. Y., June 16.—The Budget, after being for more than 100 years owned and controlled by the family of Major Charles A. MacArthur, has been purchased by Thomas H. Curry and Albert A. McNaughton. Mr. Curry has been managing editor for years. Mr. MacNaughton was formerly Troy representative of the Utica Saturday Globe. He will take care of advertising.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

The Newark (N. J.) Ledger
beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.
L. T. RUSSELL, Publisher.

As long as men must eat and rest
Monmouth County must please and prosper.
The Asbury Park Press
IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THIS NEW JERSEY COAST.
Evening and Sunday Editions.
Associated Press. A. R. P. A. and A. B. C. Membership.
As this section produces the food that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but free from manufactured problems.
J. LYLE KINMONTH, Publisher
Asbury Park New Jersey

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report for Six Months ending Apr. 1, 1919
35,247
Its sales promotion department is at the service of advertisers. And it really promotes.
Member A. B. C. Publisher.

3 OF A KIND
New England Market
BOSTON AMERICAN
Merchandising Service Department
To cover the first effectively you need the other two.
Govt. Statement for Six Months Ending April 1st Shows
301,270

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.
Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue New York City

Summer In New London, Conn.
is the season of social activities and big business. Great returns for the advertiser who uses
The New London Telegraph
Advertise your goods at dawn and sell them before dark.
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Dominating Force
in a manufacturing territory famous for its PRODUCTIVITY, THRIFT and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post
Standard-Telegram
Not only dominates this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
PROVINCE REPRESENTATIVES
The Julius Mathews Special Agency, Inc.
NEW YORK CHICAGO

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
I. A. KLEIN,
Metropolitan Tower, New York.
Peoples Gas Bldg. Chicago.

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MOUNT VERNON ARGUS OPENS FINE NEW HOME FOR INSPECTION OF ITS FRIENDS



THE Mt. Vernon (N. Y.) Argus held a public inspection of its building on June 17, and the city turned out to visit the handsome new home, and admire its many splendid appointments. Newspapermen, from different points nearby, were in attendance, and the proprietors, Stiles and Merriam, were warmly congratulated on their enterprise, energy and ability. The officers of Stiles and Merriam, Inc., are: Mark D. Stiles, president; Franklin A. Merriam, vice-president and treasurer; Maurice S. Porter, secretary. The Argus was established in 1892 and is the only newspaper published in Mount Vernon.

The new home of the Argus is one of the handsomest in the state. Originally, a bank building of ornate and impressive Gothic design, it has been remodeled into one of the most attractive printing establishments to be found any where. The main business office is especially striking in appearance. It is of colonial design and a marble counter with an onyx top, faces the lobby.

The editorial rooms and private offices are located on the mezzanine floor, and leading therefrom are the linotype machines. On the first floor is the composing room and an impressive sight is presented, with the mezzanine enclosure in green and white, going around the top of the composing and advertising departments, practically making a second floor in the building, but permitting impressive height of ceiling that is quite striking.

In the basement is located the stereotyping machinery and the new 32-page Hoe Simplex press, the largest press of its kind between New York and Albany on the north, and New York and Bridgeport on the east. The press room is a model of light and convenience. Here the walls and ceiling have been enameled in white, and the press room has become a veritable show place.

Texans Charter Special Train

DALLAS, Tex., June 16—Texas delegates to the Associated Advertising Clubs of the World convention in New Orleans, La., September 21-25, have chartered a special train which will tour the State of Texas before reaching New Orleans. The action was taken by a special meeting of the executive committee here. Chambers of commerce throughout the State will be asked to form advertising divisions to get recognition from the national associations through their affiliations with the State organization.

Indiana Women Elect Officers

INDIANAPOLIS, Ind., June 15.—The Woman's Press Club of Indiana has elected the following officers: Mrs. William Herschell, Indianapolis, president; Mrs. Sara Messing Stern, Terre Haute, first vice-president; Etta Craven Hegare, Danville, second vice-president; Mrs. William T. Dobson, Indianapolis, third vice-president; Miss Myrtle Griffin Spencer, secretary; Miss Florence Herz, Indianapolis, corresponding secretary; Mrs. O. L. Demaree, Franklin, treasurer; Mindwell Crampton Wilson, Delphi, historian; Mrs. Edward Franklin White, Indianapolis, author.

Held on Bribery Charge

The Federal Grand Jury on June 13 indicted Jay A. Weber, of the Pictorial Review Company, New York, who was arrested on June 6 and held in $50,000 bail on a charge of offering a bribe of $25,000 to an agent of the Internal Revenue Department, if he would certify to the accuracy of the tax return made by the company.

Soldier Back in Old Job

CHICAGO, June 16—On his honorable discharge from the army, Kenneth Spound has resumed work on the copy staff of the Barron G. Collier, Inc., office, in this city.

EQUIPMENT WANTED

Wanted
Wanted to buy a second hand Linotype lead and rule caster. Must be in good operating condition. Address "Lead & Rule," Editor and Publisher.

NEW INCORPORATIONS

NEW YORK. Seeley Advertising Company; capital increased $25,000 to $50,000.

Smith's Port Publishing Company; $5,000; P. F. Wiese, C. D. Durke, A. R. Smith, Grasmere, N. Y.

Byoir & Hart; advertising; $50,000; Carl Byoir, C. S. Hart, L. R. Thomas, 6 West 48th street.

Allied Code Company of U. S.; to publish cable codes; $5,000; C. Farquharbar, P. Mitsch, E. Newman, 450 West 147th street.

American History Compilers, publishing; $25,000; incorporators, E. M. Holmes, N. S. and J. W. Fay, 104 West 174th street.

Plate Makers Products Company; photo-engraving supplies; $10,000; M. H. Flader, H. C. Jones, C. R. Stewart, 2221 Adams Place, Bronx.

Readers Publishing Corporation; $100,000; F. P. Pace, N. Messinger, A. Birenbach, 29 Broadway.

Adley Advertising Agency; capital increased from $3,000 to $10,000.

Remington Typewriter Company; capital increased from $22,000,000 to $22,925,000.

Arbeiter Press Publishing Association, $30,000; R. Maizel, S. Weintraub, G. Seldes, 239 East 5th street.

Liberty Advertising Agency; $100,000; L. J. Lamson, C. W. Green, F. C. Granum, Prince George Hotel.

Bates Advertising Service; $10,000; E. Anderson, B. O. Sullivan, A. W. Flinn.

Oil Trade Journal; $150,000; C. D. Spalding, L. M. Fanning, D. J. McCauliffe, 120 Broadway.

BUFFALO, N. Y. Sunrise Printing Company; $10,000; J. M. Guenther, M. Koch, F. J. Pagel.

SYRACUSE, N. Y. Type High Manufacturing Company dissolved.

BOSTON, MASS. Shoe Trades Publishing Company; $100,000; H. Winthrop Chandler of Auburndale, Bernice L. Eaton of Brookline, and Norman J. MacGaffen of West Medford.

OTTAWA, Ont., Fraser Pulp and Lumber Company of Plaster Rock, N. B.; $5,000,000.

DALLAS, Tex.—Saturday Night Company; $100,000; Walter A. Sevens, C. O. Laney, W. P. Murray.

ROCHESTER, N. Y.—Kantor & Downs; advertising; $9,000; C. B. and C. A. Downs, A. Kantor.

BROOKLYN, N. Y.—Navy Yard Employes Publishing Company; $10,000; E. H. and M. F. Markoff, J. A. Burke, 59 Seeley street.

DOVER, Del.—American Association of Foreign Language Newspapers; $1,000,000.

PLEASANTVILLE, N. J. Whitman Company, publishing and printing; $50,000; S. E. Whitman and W. N. Whitman, Pleasantville; B. E. Whitman, Atlantic City.

ELMIRA, N. Y. Snyder Brothers; printing; dissolved.

FOR SALE
Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine
Prints and folds a seven-column 4-6-8-10 or 12-page paper to ½ or ¼ page size at 4,500 per hour.
A good press at a reasonable price.
Walter Scott & Company
PLAINFIELD, NEW JERSEY

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO.
38 Beekman St. New York City

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad in these columns often brings more than one cash something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, for insertion FREE.

Business or Advertising Manager

Newspaper man with twenty years' experience as business and advertising manager desires change from present position. Knows the game from start to finish. Has built up two-horse-town papers to paying basis. If you want a high-grade, clean, steady worker, my next selling manager would be glad to furnish references. Address A-759, care of Editor & Publisher.

Advertising Manager

Efficient and resourceful business builder, thoroughly capable of taking executive charge, of Local and Foreign business, wants to get in touch with daily in city of 75,000 to 200,000. Now in metropolitan district, age 33, married, 2 years' record around experience. Only real proposition considered. Address A-752, care of Editor and Publisher.

Advertising Man

Advertising man, broad experience as solicitor and manager; with leading general and trade publications; wide acquaintance New York City and near-by territory; constructive worker, producer. Open for engagement; most credentials. Address A-749, care of Editor & Publisher.

Advertising

Some newspaper publisher who wishes the outside or national advertising part of a new applied to his present advertising situation can use my experience and ability. I regard the newspaper as the instrument best adapted to smooth out merchandising difficulties. I know the paper, and magazine advertising acceptance have dirtied me to grow into a small newspaper which has an individual story to tell to new advertisers and can help put a promotion and service plan into operation. Will be pleased to interview an eastern publisher or write further details. Address A-785, care of Editor and Publisher

Business Manager

Up-to-date managing paper in town of 25,000 to 75,000; now employed in responsible executive position on large metropolitan daily. Can take full charge of mechanical, editorial, circulation and, if necessary, editorial departments. Unusually well trained in advertising and circulation methods. Prospect employer consider him capable of filling position he seeks and will recommend him. Not in city north or west of Chicago, where he is eventually going to own or all of paper. Address A-761, care of Editor and Publisher.

Business Manager.

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation manager good size dailies; seeking connection for now or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

Live Wire Newspaper Man

now city editor morning daily in city of 15,000 desires change of location. Fifteen years' experience in every news department, and as manager, telegraph and city editor metropolitan dailies. Three-time worker. Good habits. Nothing considered under $2,000 and money's worth guaranteed. Must be permanent. Can come in thirty days. Address A-722, care of Editor and Publisher.

Writer and Manager

The demobilization of the Liberty Loan Committee will release two men, one an exceptionally able writer who has done considerable work for a number of the better periodicals and the other an able executive and organization ability who has produced results in many executive capacity. The work of both of these men with the Liberty Loan Committee has been such that they are particularly well qualified to fill positions of the above character. Write or telephone Mr. Andrew E. Fort, 120 Broadway, Rector 4861, who is in charge of our Placement Bureau.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write beds to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Reporter

University graduate, woman, trained in journalistic courses position; experienced on daily paper in town of about 30,000. Address A-748, care of Editor & Publisher.

Mr. Publisher:

Read this ad carefully and let me know if you are in need of a man like me. I am employed and have a good position. I have made good too. Three years ago I took hold of a paper going down fast. The same stepped to bed to build up and prosper. Eight more months and gained last year over 1,800,000 lines and this year is going to 2,500,000 lines up to now. It is the best paying paper in the South today. Can't tell you why. Don't have good reasons, which are easily explained. I am 43 years old, a family, a live wire and men well known in the newspaper game speak highly for me. Let me hear from you. I don't care what the conditions are, I am going to make good. Address A-765, care of Editor and Publisher.

I Know Who's Who

in the advertising field in New York City. Am looking for a position as advertising manager or as the right hand representative of out-of-town newspaper, magazine or trade publication. Address A-764, care of Editor and Publisher.

City Editor With Pep

Seven years' experience in game; cram and story into head with which combination from country cub to daily in Metropolitan section; temperate; single; under 30 years; no bosses; best character recommendations. Ready to start. Address A. B., care of Editor and Publisher.

Managing Editor

Managing Editor and editorial writer of leading Ohio daily and Sunday newspaper in city of 75,000 population, desires to change location, and will consider only essential offers, preferably from eastern papers. A splendid opportunity for live, progressive paper to get a live-wire executive and editorial writer, and feature writer of experience. Married, no children; sober. Address "B. R.," care of Editor and Publisher.

Interview and Feature Specialist

Interview and feature specialist desires immediate permanent connection Washington, D. C. Ten years' general newspaper experience, including politics, and Sunday desk work, dramatic reviewing, strictly independent. Have made from year's service in A. E. F. "Decks Cleared, Hikers Once again." Address A-758, care of Editor and Publisher.

Circulation Manager

The South's most brilliant circulation manager, now employed would not consider a change but the next best would, will go anywhere but prefer Southern States. Detailed list of accomplishments and references furnished interested publisher. Nothing under $3,000 considered. Address in strictest confidence and I'll do the same, "Somberner," in care of Editor and Publication.

News-room Foreman

Wide experience, experience, tired of night work, wants place with good afternoon paper in city, either as assistant or as foreman. References. Address A-757, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twelve cents per line. Count six words to the line.

Advertising Man

Good opportunity for live wire advertising man in city of 100,000 to 200,000 inhabiting. Permanent with good chances for advancement. Gazette, Niagara Falls, N. Y.

Advertising Manager

Advertising manager wanted. Good salary. Give references. The Sun, Durham, N. C.

Classified Solicitor.

Wanted—Classified Solicitor with energy and originality to take charge of the department and build it up. Salary to start of $2,000. Fair salary to begin. Address W. A. Beatty, Lexington Herald, Lexington, Ky.

Editor Wanted

A trade journal in the automobile and allied industries field wants an experienced editor with ideas who can at once take charge and get out a bright up-to-date publication. Preferably should know something about the industry, but still more important should have the news and editorial instinct. Confidence for the right man to do some real creative work. Answers held in strict confidence. A-763, care of Editor and Publisher.

HELP WANTED

Reporter

Wanted—Young man for reporter capable of taking phone report, handling beats and proof. Must be a worker. Pay $23 at start. If experienced and good reference $30. State when can report. The Evening Telegram, Rocky Mount, N. C.

Dramatic Editor

Wanted—Experienced Dramatic Editor for morning paper in Middle West city. Address A-760, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

For Sale

Old established daily in progressive county seat town of 10,000. Rich agricultural county. Gross business of paper last year over $25,000. Modern plant. Splendid opportunity for live newspaper men. Address D. & F., care of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification, forty cents per line. Count six words to the line.

Human Interest Editorials

by a writer whose work has received international notice. Take that vacation, Mr. Publisher, and let the human interest side fill in while you are absent. Maybe you will like them well enough to continue the service after your return. Trial set of ten, $7.50. Address A-763, care of Editor and Publisher.

Real Human Interest Articles

Just off the ship from France! Copy before the censor. The first series of real human interest articles by editor and publisher who ever got behind the military with A. E. F. Price $5. First check gets territory. Jason S. Warner, Somerset Democrat, Somerset, Penn.

Adjourn Berger Case to July 7

WASHINGTON, June 13.—After Milwaukee Leader editorials which led to the indictment of Editor Berger for violation of the Espionage Act had been put into the Record yesterday, the House Special Elections Committee, investigating the right to a seat in the House, adjourned hearings until July 7, at Mr. Berger's request, to give him opportunity to prepare evidence.

Editor Leases Hotel

CLEAR LAKE, Ia., June 14.—E. T. Meredith, of Successful Farming, Des Moines, has leased the Oakwood Hotel here and will use it for his employes who wish to take vacations this summer. It is said that he contemplates purchasing the hotel and making it a permanent vacation home for his employes.

Episcopal Church Publicity

TOPEKA, Kan., June 18.—A definite advertising program for every Kansas parish of the Protestant Episcopal Church is provided for in a resolution passed by the 60th annual convention of the Kansas Diocese calling for the formation of a Kansas Episcopal league.

"Thirty" for Stars and Stripes

PARIS, June 13.—The Stars and Stripes, official newspaper of the A. E. F., suspends publication with today's issue. It had been planned to continue it until July 4 to cover the international athletic championship games.

Golf Honors for Ad Man

G. B. Martin won the gross prize in the one-day gold tournament of the Metropolitan Advertising Gold Association on the links of the Richmond Country Club on Tuesday.

Merchants of a town of more than 10,000 population want a better newspaper than the weekly existing there and will heartily support a better product. $6,000 in $10,000 can be profitably used to buy existing weekly and develop into the profitable daily the community will support. Proposition S. S.

CHARLES M. PALMER,
Newspaper Properties,
225 Fifth Ave., N. Y.

Substantial Evidence

Our office walls are lined with more than twenty autographed photographs of principals we have represented in important newspaper consolidations and transfers in the past ten years. Many of these men are National figures in the publishing field and they are sending us business whenever the opportunity offers.

Harwell & Cannon

Newspaper and Magazine Properties
Times Building, New York, N. Y.

Advertising Man WANTED

who is live to create new business—must be conscientious worker and loyal—character best recommendation.

Thriving little city 25,000. Salary $50 week. Congenial office.

Address "D. C. A." care Editor and Publisher.

Help Wanted Male

WANTED—One competent Bookkeeper and two efficient Clerks for Circulation Department of Metropolitan Newspaper. Must be experienced in that line of work and well recommended. Good salaries to start, and advancement proportionate to individual effort. Box 906, 1358 Broadway, N. Y.

Worked with Lord Northcliffe

CLEVELAND, June 15.—"Duke" (E. Arthur) Roberts, who spent several months in Europe writing special articles about Ohio soldiers, has returned to the desk of the Leader at around assignment man on the Plain Dealer. "Duke" is a personal friend of Lord Northcliffe, having worked with the distinguished London publisher in England for several years.

Producing More News Print

OTTAWA, Ont., June 15.—The Brompton Pulp & Paper Company is reported to be producing 55 tons of news print daily, and its output will be increased to 120 tons when installation of a new machine is completed within two or three weeks. This increase in output, on the basis of present news print prices, will bring the company's earnings in this branch up to something like $700,000 a year.

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FAVORS CONTINUANCE OF ZONE LAW

Texas Press Association, at Fortieth Annual Convention, Votes in Favor of Present Regulation—To Establish Home for Newspapermen

SAN ANTONIO, Texas, June 18.—With the indorsement of the zone system of postage charges for newspapers and periodicals; the selection of Houston for the next meeting place, and the election of officers, the fortieth annual convention of the Texas Press Association adjourned its three-day convention here today.

Sam Fore, Jr., of Floresville, was elected president, succeeding Harry Koch of Quanah. Other officers elected include: John E. Cooke, Rockdale, vice president; Sam P. Harben, Richardson, secretary (re-elected); C. F. Lehmann, San Antonio, treasurer (re-elected); Clarence E. Gilmore, Austin, attorney; Mrs. Frances Sutherland, Beeville, essayist; R. W. Barry, Beeville, orator; Judd Mortimer Lewis, Houston, poet; Joseph O. Boehmer, Eagle Pass, and W. L. West, Livingston, members of the executive committee.

Retiring President Harry Koch was presented with a beautiful silver set by the association.

The report of the resolutions committee, which contained indorsement of the zone system of postage for magazines and of the proposed State good roads bond issue for $75,000,000, was adopted without a dissenting vote.

Indorsement of the zone postage system followed an address by Congressman J. J. Mansfield of Columbus, in which he gave warning that a strong effort is being made by magazines of national circulation for repeal of the zone law.

The committee of judges appointed to examine weekly newspapers entered in the annual contest for the best linotype composition announced the following awards: Vernon Record, first prize; Cameron Herald, second prize; La-Grange Journal and Paducah Post, a division of the third prize.

More than 200 editors, newspapermen and representatives of supply houses from all parts of Texas attended the convention, which was declared to be the most successful held in recent years. The visitors were welcomed by Mayor Sam C. Bell of San Antonio, and Editor Tom W. Perkins of McKinney responded.

For Newspaperman's Home

Indorsement was given to the proposition advanced by the Texas Editorial Association, an organization whose membership is limited to men who have been actively engaged in newspaper work in Texas for thirty years or longer, for the construction and maintenance of a home for worn-out newspaper men. A committee consisting of Col. Frank P. Holland of Dallas, William A. Bowen of Arlington, Charles B. Gillespie of Houston, Frank G. Huntress of San Antonio, Louis J. Wortham of Fort Worth, D. R. Harris of Henderson, Sam P. Harben of Richardson, Sam Fore, Jr., of Floresville, and Clarence E. Gilmore of Austin was appointed to take in charge the question of raising funds for this home. It was estimated that $40,000 would be needed for the home as an initial fund. More than $8,000 of this amount was raised among the editors present at the convention. It is proposed to erect the home on the Texas coast.

Patriotic exercises marked the sessions held on the second day of the convention, the feature being an address by Major General DeRosey C. Cabell, commander of the Southern Department. The veteran military leader declared it was the duty of every newspaper and every newspaper to champion the League of Nations idea and uphold the hands of President Wilson. He characterized the plan as a "God-send," and a measure of more far-reaching good to the world than any event since the advent of Christianity.

In championing the League of Nations General Cabell declared that no country went into the war with such altruistic motives as those which actuated the United States and came out with such clean hands.

General Cabell also urged the press to lend its assistance for eradication of Bolshevism. Placing blame for the unrest that has been manifested on the I. W. W. and foreigners who have abused the nation's hospitality, he urged that these were "as dangerous as the rattlesnake and should be crushed out." He praised the press for its patriotic service while the war was in progress.

A. B. C. Reports

CHICAGO, June 16.—Audit Bureau of Circulations reports have been issued on the following newspapers: Clarksburg (W. Va.) Telegram, Cleveland Plain Dealer, Corning (N. Y.) Leader, Erie (Pa.) Daily Times, Erie Herald, Iowa City Daily Citizen (corrected), Monroe (Wis.) Evening Times, Pasadena (Cal.) Star-News, Richmond (Ind.) Item, Richmond Palladium, Riverside (Cal.) Daily Press, Washington (Pa.) Observer-Reporter, Waterbury (Conn.) American, Waterbury Republican.

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
Fifth Avenue, NEW YORK
Lytton Building, CHICAGO

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
The Day
דער טאג
The National Jewish Daily

Canadian Press Clippings
The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at one head office.
74-76 Church St., Toronto, Can.
Price of service, "regular press clipping" rates—special rates and discounts to Trade and Newspapers.

New Service Publication for Advertising Folks

Standard Rate and Data Quarterly Is Devoted to Information About Advertising Mediums—1st Will Received

The Standard Rate and Data Quarterly, published by the B. & B. Service Corporation, Detroit, is the latest entry into the field of publications devoted to advertising interests. The idea on which the quarterly is based was conceived several years ago, but the war conditions delayed its realization until now.

This new publication is, in effect, a reference book for advertisers, carrying rate and other pertinent information concerning almost five thousand publications. It consists of more than seventy pages, size 11 by 13. It will be revised every three months, in order to bring the information it contains up to date.

Fred C. Veon, vice-president of the corporation, is a newspaper and advertising man of wide experience. He is confident that the new service publication is exactly in line with the present day needs of advertisers and agency men. He sees in present advertising conditions the strong drift toward sound analyses of market possibilities and scientific selection of mediums to best serve special selling campaigns. Walter Botthof is president and Alvan E. Beirnes is secretary and treasurer of the corporation.

Trade Mark as a Protection

William Krusen, director of the Department of Public Health, Philadelphia, warns that the germs of anthrax are often carried in shaving brushes, according to the Evening Bulletin of that city. He suggests that the public refrain from buying brushes unless they carry the maker's name or trade mark. This is one more official acknowledgment of the protection assured to people through branded goods.

THE ANNALIST
A Magazine of Finance, Commerce and Economics
Published every Monday by The New York Times Company.
Problems affecting the future of the United States which are engaging the earnest attention of legislators, captains of industry, progressive manufacturers, and the more thoughtful of the workers who constitute the strength of the country, are discussed each week in THE ANNALIST.
10 cents a copy—$1 a year.

R. J. BIDWELL CO.
Pacific Coast Representative of
Daily Newspapers
SAN FRANCISCO OFFICE
of the
Editor & Publisher
742 Market Street
SAN FRANCISCO

BRIEFS

(*Continued from page 35*)

Fulton & Cunningham, Detroit.

BERT KNIGHT IS NOW HANDLING ART work for the Newell-Emmett Agency, New York.

L. B. MICKEL IS AGAIN IN CHARGE OF Kansas City office of United Press.

CLUBS AND ASSOCIATIONS

TULSA (OKLA.) AD CLUB WILL MEET only twice a month during the coming summer.

NEWSPAPERWOMEN OF BRIDGEPORT ARE eligible to membership in New Bridgeport Press Club, but none have taken advantage of the opportunity.

ALBANY (N. Y.) TYPOGRAPHICAL Union No. 4 has elected John J. Hart of the Knickerbocker Press, president.

ANNUAL OUTING OF REPRESENTATIVE Club, New York, will be held at Gedney Farms, N. Y., June 27.

ASSOCIATED FARM PAPERS ELECTED J. F. Young president at annual meeting in Chicago.

STEPS ARE BEING TAKEN HERE TO FORM an Advertising Club in Galena, Kan.

JEROME M. STRAUSS HAS BEEN ELECTED president of Denver Press Club, succeeding Lieut. Jack Barrows, resigned.

GRANTLAND RICE OF TRIBUNE WON first round of annual tournament of New York Newspaper Golf Club last week. Play will be concluded next Monday.

CONSTITUTION AND BY-LAWS OF NEW Bridgeport Press Club provide that newspaper executives shall be ineligible to election or appointment as officers or committeemen. Election July 15.

SIGNS
For Classified Ad and Circulation Departments
NEW PROCESS SIGN
Looks Like Metal, Wears Like Metal, But Costs Less Than Metal
Send today for samples and quantity prices.
S. BLAKE WILLSDEN
Specialties for the Circulation Department
29 E. Madison St. Chicago

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's
PRESS CLIPPINGS
Tenth Avenue at 45th Street
New York

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ARE YOU WINNING THE NEW ENGLAND MARKET?

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American .....(S)	365,660	.35	.35
Boston American .....(E)	301,270	.40	.40
Boston Globe .....(ME)	293,781	.30	.30
Boston Globe .....(S)	329,781	.35	.35
Boston Post .....(M)	459,603	.45	.45
Boston Post .....(S)	367,074	.35	.35
Boston Record .....(E)	50,650	.15	.15
Boston Transcript .....(E)	29,820	.20	.20
Fall River Herald.....(E)	9,419	.025	.025
Fitchburg Daily News (E)	6,140	.025	.025
Fitchburg Sentinel ..(E)	6,912	.025	.0178§
Haverhill Gazette ....(E)	13,072	.0285	.0214
Lynn Item .....(E)	15,121	.05	.0333
Lynn Telegram-News .....(E&S)	15,000	.04	.04
Lowell Courier-Citizen .....(ME)	16,780	.035	.035
New Bedford Standard-Mercury .....(ME)	26,674	.05	.05
Salem News .....(E)	18,355	.055	.04
Worcester Gazette ....(E)	29,625	.07	.05

MAINE—Population, 762,787.

Portland Express ....(E)	25,263	.06	.045
Portland Telegram ...(S)	21,546	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times .....(E)	23,752	.06	.04
Providence Bulletin ..(E)	55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun .....(E)	4,223	.02	.015
Woonsocket Call-Reporter .....(E)	11,888	.04	.03

VERMONT—Population, 361,205.

Barre Times .....(E)	6,765	.0214	.0143
Burlington Daily News (E)	8,200	.02	.02
Burlington Free Press .....(M)	10,489	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post-Telegram ....(M&E)	45,463	.095	.065
Bridgeport Post .....(S)	13,205	.045	.035
Hartford Courant ....(MS)	24,745	.06	.05
Hartford Times .....(E)	36,055	.06	.06
New Haven Register (ES)	26,959	.067	.045
New London Day ....(E)	11,636	.03	.025
New London Telegraph .....(M)	4,830	.0128	.0128
Waterbury Republican ....(MS)	10,762	.035*	.025

†Rate on 2,800 lines. *Rate on 3,500 lines.
Government Statements, April 1st, 1919.
§A. B. C. April 1st, 1919.

There is room in continental United States for 2,836 States each with a land area equal to that of Rhode Island.

If each of our 48 states had a population equal in density to that of Rhode Island we should have a total population of 1,676,685,740.

Rhode Island is only a part of that group of states known as NEW ENGLAND—but in density of population, in industrial greatness this little state is typical of New England.

This group of states, in which nearly seven million people live, constitutes a market the winning of which means for any manufacturer a major commercial achievement—a selling victory of far-reaching value.

For the product which New England accepts all Americans will accept.

The people of New England are, as a whole, educated and discriminating buyers. A product of doubtful value, even if intensively advertised, will have no chance in this great market. A product of real worth, adequately advertised, NEVER FAILS to win its place here.

New England people, accustomed to buying advertised commodities which appeal to them, cannot be reached EXCEPT THROUGH NEWSPAPER ADVERTISING. The newspapers listed here afford the necessary means of communication with them.

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New York Advertising Situation

According to the figures compiled by the statistical department of the New York Evening Post

The Total Volume of Advertising in the New York Evening Newspapers for May Was:

	1919	1918	Increase	Decrease
The Globe	786,704	444,697	342,007	.....
The Journal	868,787	691,809	176,978	.....
The World	725,742	452,165	273,577	.....
The Sun	732,380	498,741	233,639	.....
The Mail	423,509	429,742	.....	6,233
The Post	418,168	379,968	38,200	.....
*The Telegram	907,412	763,891	143,521	.....

*Including classified and exchange.

During the Same Month—May, 1919—These 20 Large Retail Advertisers Used Space in the Newspapers as Follows:

Abraham & Straus	Bonwit Teller & Co.	Lord & Taylor	Stanley & MacGibbons
B. Altman & Co.	J. M. Gidding & Co.	Jas. McCreery & Co.	Stern Bros.
Arnold, Constable & Co.	Gimbel Bros.	R. H. Macy & Co.	Stewart & Co.
Best & Co.	Jas. A. Hearn & Son	Oppenheim, Collins & Co.	Worth
Bloomingdale Bros.	Fredk. Loeser & Co.	Franklin Simon & Co.	John Wanamaker

Evening Newspapers

Globe	327,942	Mail	130,501
World	303,828	Telegram	89,516
Journal	283,031	Post	52,051
Sun	267,560		

Morning Newspapers (Excluding Sunday)

Tribune	75,611	Times	54,689
Sun	56,976	Herald	54,139
World	56,189	American	13,159

Sunday Newspapers

Times	110,513	Herald	84,618
American	96,810	Tribune	71,465
World	94,280	Sun	60,074

Member A. B. C.

THE NEW YORK GLOBE
JASON ROGERS, Publisher.

180,000 A Day

EDITOR & PUBLISHER
1884 The Oldest Publishers' and Advertisers' Journal in America 1919
Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.
Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, JUNE 26, 1919 Vol. 52, No. 4

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Publishers Buy Chicago Tribune Space

The Chicago Tribune in May, 1919, carried more publishers' advertising than all other Chicago papers combined. The figures follow:

News	*29,290*
Herald and Examiner	*25,028*
American	*22,733*
Post	*12,657*
Journal	*1,304*
Total	*91,012*
Chicago Tribune	93,500

Included in the lineage of Hearst's Herald-Examiner above are 11,179 lines placed by Hearst's American. Included in the lineage of Hearst's American are 13,604 lines placed by Hearst's Herald and Examiner.

Advertising agencies also snould be excellent judges of the relative value of various mediums. The following figures, therefore, are significant:

In 1918 The Tribune carried 22% more advertising agency advertising than all other Chicago newspapers combined, and in May, 1919, The Tribune carried more than twice as much advertising agency advertising as all other Chicago papers combined.

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

The Tribune's 1919 BOOK OF FACTS is now out. Sent free to advertising men if requested on business stationery.

If the great war need of the *world* was *ships* then Peace finds us needing *more ships than ever!*

The impetus given Southern ship-building during the war period has carried over a line of constructive industries from the Chesapeake around the Florida peninsula well up into the Mississippi. ***Write it down in your book that the South will continue to build ships.***

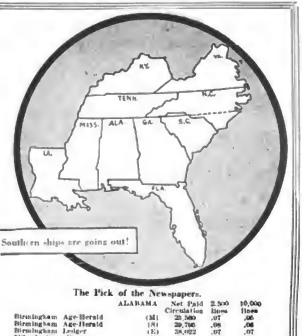
History is repeating itself. Witness that the first big government dry-dock begun at Portsmouth in 1827, finished in 1833, and is still in service!

Now again the government builds a dry-dock at Portsmouth. This time the LARGEST dry-dock in the world—just completed at a cost of $4,000,000.

WHY build the biggest dry-dock in the world in a *SOUTHERN* navy-yard *NOW* in the year 1919?

Because the biggest ship construction and repairing futures there!

All of which calls to national business "advertise in the Southern papers, where the cost per inhabitant is the LOWEST for newspaper advertising and the prospects of business the brightest!"



The Pick of the Newspapers.

		Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA				
Birmingham Age-Herald	(M)	29,500	.07	.06
Birmingham Age-Herald	(S)	29,500	.08	.06
Birmingham Ledger	(E)	38,922	.07	.07
*Birmingham News	(E)	46,121	.08	.06
*Birmingham News	(S)	48,508	.10	.10
*Mobile News Item	(E)	10,766	.03	.03
Mobile Register	(M)	25,179	.05	.05
Mobile Register	(S)	33,048	.06	.06
Montgomery Advertiser	(M)	24,258	.05	.04
Montgomery Advertiser	(S)	24,258	.05	.05
FLORIDA				
Jacksonville Metropolis	(E)	19,117	.040	.045
Florida Times-Union, Jacksonville	(M&E)	30,423	.06	.06
Pensacola Journal	(M)	5,000	.0172	.0172
Pensacola Journal	(S)	6,667	.0172	.0172
Pensacola News	(E)	5,000	.02	.02
GEORGIA				
Atlanta Georgian	(E)	49,441	.08	.08
Atlanta Sunday American	(S)	92,918	.12	.13
Augusta Chronicle	(M)	12,248	.03	.03
Augusta Chronicle	(S)	10,651	.033	.033
Augusta Herald	(E)	17,413	.056	.056
Augusta Herald	(S)	12,512	.055	.055
Columbus Ledger	(M&S)	7,362	.0278	.0278
Macon Telegraph	(M)	20,450	.04	.04
Macon Telegraph	(S)	19,321	.04	.04
Savannah News	(M&S)	30,120	.04	.03
Savannah Press	(E)	16,300	.04	.04
KENTUCKY				
*Louisville Herald	(M)	52,456	.06	.06
*Louisville Herald	(S)	48,287	.06	.06
Paducah News Democrat	(M&S)	7,082	.0225	.018
LOUISIANA				
New Orleans Times-Picayune	(M)	79,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.15	.13
New Orleans Daily States	(E)	44,994	.10	.08
New Orleans Daily States	(S)	37,672		
*New Orleans Item	(E)	32,000	.12	.12
*New Orleans Item	(S)	87,588	.15	.15
NORTH CAROLINA				
Asheville Citizen	(M)	11,439	.025	.026
Asheville Citizen	(S)	11,439	.026	.026
Asheville Times	(E)	10,987	.025	.02
Asheville News	(E&S)	11,500	.03	.028
Charlotte Observer	(M)	19,217	.045	.04
Charlotte Observer	(S)	19,217	.045	.04
†Durham Sun	(E)	3,000	.03	.02
Greensboro Daily News	(M)	16,953	.045	.033
Greensboro Daily News	(S)	22,468	.06	.04
Greensboro Record	(E)	16,956	.045	.033
Raleigh News and Observer	(M)	21,200	.05	.04
Raleigh News and Observer	(S)	21,200	.05	.04
Wilmington Dispatch	(M)	5,305	.02	.02
Wilmington Dispatch	(S)	5,305	.02	.02
Winston-Salem Journal	(E)	6,447	.0225	.02
Winston-Salem Sentinel	(E)	7,000	.0225	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,686	.0178	.0178
Charleston American	(M)	7,258	.025	.025
Charleston American	(S)	10,461	.025	.025
*Columbia Record	(E)	13,700	.03	.03
*Columbia Record	(S)	11,700	.03	.03
*Columbia State	(M)	24,614	.05	.05
*Columbia State	(S)	24,950	.05	.05
*Greenville News	(M&S)	10,276	.025	.02
Greenville Daily Journal	(E)	3,000	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	2,976	.01	
Spartanburg Herald	(M)	4,288	.02	.02
Spartanburg Herald	(S)	3,473		
TENNESSEE				
Chattanooga News	(E)	13,591	.04	.04
*Chattanooga Times	(M)	30,408	.06	.06
*Chattanooga Times	(S)	26,998	.06	.06
Knoxville Sentinel	(E)	24,022	.05	.046
*Knoxville Journal-Tribune	(M)	24,858	.05	.045
*Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	82,276	.14	.12
Memphis Commercial Appeal	(S)	102,180	.17	.15
Nashville Banner	(E)	40,200	.07	.07
Nashville Banner	(S)		.06	.06
Nashville Tennessean	(M)	34,249		
Nashville Evening American	(E)	15,196	.06	.06
Sunday Tennessean & American	(S)	34,651		
VIRGINIA				
‡Bristol Herald-Courier	(M&S)	11,084	.04	.04
Danville Register and Bee	(M&E)	10,000	.03	.03
*Newport News Times-Herald	(E)	12,087	.04	.04
*Newport News Herald	(S&M)	9,807		
Norfolk Ledger-Dispatch	(E)	43,300	.07	.06
Roanoke Times	(M&S)	11,206		
Roanoke World-News	(E)	11,288	.06	.04

Government Statements April 1st, 1919.
*A. B. C. statement, April 1st, 1919.
†Publisher's statement, April 1st, 1919.
‡Includes Bristol, Tenn.

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The STRIKING QUALITY of N·E·A· SERVICE PUTS THE PUNCH INTO YOUR PAPER



N.E.A.
Fight Headquarters
Room 417
Hotel Secor,
Toledo, O.

Write or wire

The Newspaper Enterprise Association

(A Service — not a Syndicate)

Cleveland, O.

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RANKIN ADVOCATES FOR ADVERTISERS THE FOCH METHOD OF "TIMELINESS"

The "dominant plan" of

National Newspaper Advertising

"These are days in which competition to secure national markets has become so keen that individual business firms are eagerly searching for new methods by which to DOMINATE the attention of the public and to dominate it FIRST; searching for methods that will give more intensive sales results than can be obtained by any other form of advertising.

"This method has been found. Necessity mothered its discovery."

You will find in "The National Newspaper Unit" the plan by which you can get quick intensive sales results.

The Bulletin will be glad to send you a copy of the William H. Rankin plan which has been successfully "tried out."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for May **443,191** *Copies a Day*

No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by The Bulletin

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EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52. NEW YORK, THURSDAY, JUNE 26, 1919 No. 4

PRESS OPERATORS DEMAND 50 PER CENT RAISE, U. P. REFUSES AND SUGGESTS ARBITRATION

Novel Methods by U. P. Includes Written Negotiations and "Open Covenants, Openly Arrived At"—Proposed Wage Scale Declared Exorbitant—I. N. S. and Universal Would Accept Best Terms Arrived At.

THE United Press Association, the International News Service and the Universal Service, and their union telegraph operators are deadlocked in efforts made this week to agree on new wage scales to supersede those which expire July 1, and in the critical situation that has thereby developed, methods unheard of before in averting a strike of the employes of any national industry are being utilized.

Written Record of Negotiations

First, for the first time in the history of labor difficulties, negotiations are being conducted entirely in writing. The committee representing the United Press division of the Commercial Telegraphers' Union and the management of the United Press have agreed to avoid all oral arguments, which might later be misquoted to the disadvantage of either, and are using the typewriter to iron out their various difficulties, chief of which is the operators' demand for a new contract calling for a salary inercase of approximately 50 per cent.

Second, the United Press has evolved a new scheme to apply the policy of "open covenants, openly arrived at," by telegraphing a complete report of each day's negotiations to each of the many hundreds of newspapers it serves, from Boston to San Diego and from Montreal to San Antonio.

Editors' Right to Know

The position taken by the United Press in this is that increases in telegraphers' salaries ultimately are borne by the newspaper clients of the press associations and that as a result every publisher, as well as every leased wire operator, has a personal interest in the pending negotiations.

Therefore, each day, at the close of business, a complete report of the negotiations of that day is put on the leased wire systems of the United Press and by 7 o'clock every publisher of a newspaper receiving the U. P. leased wire service and every leased wire operator has before him every word exchanged in the negotiations up to that time.

Will Meet Best Terms

Third, the United Press has proposed to its operators that instead of entering into a contract for one year, the contract be effective only from month to month, and that any differences of any kind that may arise between them at any time shall be settled by arbitration, on either party to the contract giving the other 30 days' notice.

International News Service and the Universal Service, day and night service respectively, are faced with demands similar to those made by the operators on the United Press, and their latest reply is that they will accept the most favorable terms that union operators are able to obtain from any rival organizations for the same kind of employment.

The Associated Press has no agreement with the union and is therefore not affected by the present negotiations.

The United Press division of the C.

(*Continued on Page* 13.)

KEEP ADVERTISING AND NEWS FREE

Editor & Publisher's Stand Against Combination Government Publicity Bureau Endorsed at Washington—Officials Admit Combination Serious

By Robert T. Barry
Staff Correspondent.

WASHINGTON, June 25—The lead taken by Editor & Publisher in arguing that Government publicity should be kept separated from Government advertising is indorsed here by everyone who believes the time has come for the Government to take some sensible step toward a solution of its advertising problem, even though there may be disagreement over the propriety of Government "press agents."

So it is that the proposal of Senator Cummins of Iowa to establish a centralized Federal bureau of publicity and advertising does not encounter popular favor among most newspapermen and many members of Congress in so far as it relates to official Government publicity.

An Official Advertising Policy Approved

There is little, if any, objection to such a bureau being established to define and maintain an official advertising policy, but there is a very pronounced sentiment in opposition to a general publicity bureau.

The chief point made against a publicity bureau rests on the ground that so long as politics dominate governmental affairs it would not be possible to maintain such an official organization without its being open to the charge that it was being diverted to partisan purposes.

In other words, the fear is voiced that such a bureau would almost inevitably become the "Administration press agency," regardless of whether Democrats or Republicans happened to be in control.

It is argued that it would be inconsistent with human tendencies and weaknesses if such a bureau did not strive primarily to put forth all of the good and none of the bad of departmental plan and achievement. Bureau chiefs naturally would want publicity on the praiseworthy work of their offices, but none could be expected to volunteer official information as to mistakes of omission and commission.

Might Restrict Intercourse

With such a bureau in operation, it is contended, newspaper men and others would be denied to a certain extent that freedom of intercourse with various units of a department which prevails under normal conditions.

During the war, when the Committee on Public Information had its repre-

(*Continued on Page* 14.)

NEWSPAPER MEN CAN BE TRUSTED

Col. House Pays Tribute to American Correspondents in Paris

HIGH tribute was paid American newspapermen by Col. E. M. House, member of the American Peace Delegation, at his last conference with American correspondents, according to a copyrighted dispatch to the New York Times from Charles A. Selden. In the same dispatch it is disclosed for the first time that Col. House has met the correspondents daily for the last six months and has frankly discussed every development at the Peace Conference. The dispatch from Paris says that when Col. House joined the correspondents Monday for what it was believed would be their last conference, he began by saying:

"I am afraid that this is our last meeting. I want to add that this relation I have had with the American correspondents has been one of the happiest things of the whole conference to me. I've told you everything. I've told you things I wouldn't tell my other friends, because you have judgment and a sense of proportion."

CENSORSHIP FAILS IN VANCOUVER STRIKE

International Typographical Union Orders Members to Resume Work and Papers Are Being Published—Objected to Advertisements

(By Telegraph.)

VANCOUVER, B. C., June 24.—What is virtually a newspaper armistice now exists in Vancouver, and the three dailies —the Sun, Province and World—are again being issued, following suspended publication due to the flat refusal of the publishers to permit the strikers' committee to censor news going to the composing rooms.

No attempt is now being made by the strikers to censor the news, and a complete victory, in that respect, has been won by the newspaper publishers.

Strike Not Unanimous

As exclusively related in Editor & Publisher last week the strike here directly involves some 5,000 workmen who went out in sympathy with the strikers at Winnipeg; that the Vancouver Typographical Union ordered that a member of the mechanical staff in each office take a desk in the editorial rooms and O. K. the news before the printers would compose the type; that after two days of such proceeding R. J. Cromie, publisher and owner of the Sun, presented the case to his readers and declared that he would rather suspend than submit; that the ultimate reply of the union was to strike the offices.

The fact of the matter is that the full Vancouver Typographical Union did not subscribe to the high-handed methods, and there has been a bitter fight in that organization. This was shown through a vote of the union which lacked the three-fifths majority which is required under the constitution before the union can strike even if the men have a grievance.

Ordered Back by I. T. U.

The resolution that the local union passed creating the press censorship has been rescinded. Whereas, formerly, the union was demanding that all news be censored "under penalty of cessation of work," and that the newspapers be "compelled to publish reports submitted by the union," the present attitude of the union, as expressed in a substitute resolution adopted and presented to the newspaper publishers, calls for the "urging" of publication of union news and makes no mention of any penalty for failure.

As a matter of fact the Vancouver

(*Continued on Page* 42.)

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CONCLUDE WAR STATUS RELATIONS OF PRESS AND GOVERNMENT

Gen. March in Final Interview with Correspondents Praises Splendid Spirit of Newspapers—Weekly Statements of War Department Will Be Continued

By Robert T. Barry,
(Staff Correspondent.)

WASHINGTON, June 25.—To the almost unanimous verdict of Washington officials on the service performed by the American press during the period of the voluntary censorship, General Peyton C. March, chief of staff, has added his statement of appreciation.

Gen. March went a little further than most of the officials by paying a personal compliment to the correspondents with whom he has been in contact at the War Department. "The personal attitude of the correspondents here has been very fine and I appreciate it very much indeed," Gen. March stated at the last of his weekly interviews with newspapermen.

Objects Sought Have All Been Accomplished

"The weekly interviews with the representatives of the press," General March said, "were inaugurated shortly after I became Chief of Staff, for the purpose of putting before the American people the military view of what our troops were doing in Europe, and official statement of what we were doing in the United States in the way of mobilization, supply, and getting troops across.

"At the conclusion of the armistice it was requested by the representatives of the press that I continue the interviews with the idea of keeping the people advised as to the program of demobilization and what the War Department was contemplating in the matter of shipment of troops home, and all other phases connected with the reversing of the machinery which was then in operation.

Weekly Statements to Continue

"The objects which were sought by these interviews have now apparently been accomplished and the necessity for the interviews is at an end. The weekly statements about demobilization and statistics of all kinds will be released to the press through the usual channels.

"In terminating these interviews I want to say that the attitude of the press throughout the period of the struggle itself was perfectly fine and of great value to the military program. The voluntary censorship which was instituted upon by the press was observed religiously, and at all times I found the greatest assistance from all of you from not only preventing publication of news which would have been of value to the enemy, but by putting before the people what they should know as to the activities of their Army and what the War Department was contemplating in the matter of keeping it up.

Were Important Links

"The attitude of the press of this country was not only of the greatest value to us, but was in the highest degree patriotic. We moved, as an example, some twelve million men around the United States on our railroads without the fact being known to the American people, except so far as I gave out facts in the weekly interviews. This shows the very fine attitude the press took toward the necessity of observing the voluntary censorship which they undertook themselves."

The weekly interviews accorded the correspondents by Gen. March were among the most important links in the relations between the American papers and war officers in Washington. They were important and of inestimable value not alone because they enabled the papers to give their readers official and accurate statements, but because they involved recognition by the military leaders of the right of the papers and the people to know what the War Department was doing and how it was being done, an acknowledgment that Prussianism—frequently without justice ascribed to all high military officers—had no place in the management of the American Army and that maintenance of the morale at home was essential to successful operations in the field.

Credit Belongs to Pew

Credit for the inauguration of the weekly interviews belongs to Marlen E. Pew, former director of the War Department News Bureau. It was Mr. Pew who convinced Secretary Baker that some such method of communication between the Army and the people was necessary.

Arrangements were made at the very beginning to insure accuracy, stenographic reports of everything said at the conferences being released soon after in mimeographed form, these reports covering not only the prepared statements of the Chief of Staff but also the questions asked by correspondents and the answers to them.

In addition, the informal questions to which Gen. March responded at the meetings, prepared inquiries submitted in writing on the Friday preceding the interview and brought to Gen. March's personal attention, and where possible, answers were given at the conferences. Virtually every Washington correspondent availed himself of this privilege at one time or another in order to get official information on his local troops and their movements.

Gen. March Always Pleasant

Gen. March's relations with the correspondents were pleasant throughout. The natural fear of most army officers that such freedom of contact with the press and public might lead to sharp political controversies was not borne out by developments, there having been no corrolary in this country to the experience of Maj.-Gen. Sir Frederick Maurice, former chief of operations of the British General Staff, who became involved with Premier Lloyd George and Parliament over one of his press interviews and was removed from office.

Will See Forestry Work

St. Paul, June 23.—The Northern Minnesota Editorial Association will be brought into close touch with forestry methods on July 29 during its convention at Bemidji. The state forestry board will take the members to the Itasca state park in autos and feed them with fish caught in Itasca lake and beans baked in "bean holes." State Forester W. T. Cox wants the editors to inspect the work of preserving forests.

"Every Article and Every Advertisement Should Be Read"

Miami, Okla.,

More important than the League of Nations; much more important than the decree of Kings is the unity and co-operation of the allied journalists.

True democracy springs from the hearts of the people. Through the press let them voice opinions that will break down ancient traditions and shatter the fetters that chain them to autocracy.

Editor & Publisher, the oldest publishers' and advertisers' journal in America, deserves the heartiest congratulations of the newspaper fraternity for their splendid international edition. It is certain that this worthy effort will bear fruit.

The messages we read from across the water are filled with much that will surprise and interest American publishers. Every article and advertisement should be read carefully. They give us a new perspective on European thought. They give a personal touch that cannot be lost sight of.

We congraulate every member of Editor & Publisher staff for having done a big thing in a big way.

Miami Daily News,
J. A. Lloyd,
Publisher.

POWERS & CO. READY TO START

Announces Mills It Will Represent in London, England

W. C. Powers & Co., Ltd., which was organized some little time ago by W. C. Powers, former manager of sales for the Great Northern Paper Company, has established its office at 180 Fleet street, London, England. Mr. Powers will leave for England next month. His company will sell through the Canadian Export Paper Company, Ltd., of Montreal. It will represent the following mills: Laurentide Company, Ltd., Price Brothers & Co., Ltd., St. Maurice Paper Company, Ltd., Brompton Pulp & Paper Company, Edward Smith Paper Mills, Ltd., Provincial Paper Mills Company, Ltd., Eastern Manufacturing Company, and the Groveton Paper Company.

Rumely Pleads "Not Guilty"

Dr. Edward A. Rumely, formerly managing editor of the New York Evening Mail, appeared June 18 before Judge Knox in the Criminal Branch of the United States District Court, and entered a tentative plea of not guilty to the indictment charging him with having made false statements to the Alien Property Custodian regarding the ownership of the Mail. Dr. Rumely's counsel was given a week in which to withdraw the plea, demur or take any other action necessary for the defense of his client.

Van Patten Expands to Chicago

Chicago, June 24.—Van Patten, Inc., of New York, will shortly establish a subsidiary advertising agency organization in Chicago. Temporary headquarters have been established at 11 South La Salle street. L. A. Crowell has been elected a director and vice-president of the company and will have full direction of the Chicago office. A special advisory service department is contemplated in addition to the preparation of ad copy and merchandising plans.

MINNEAPOLIS TO HAVE NON-PARTISAN DAILY

League That Now Enables Farmers to Rule North Dakota Will Help Propaganda in Minnesota — Herbert L. Gaston Will Be Publisher

The Non-Partisan League, composed exclusively of farmers, which was started in North Dakota in 1917 and now has a membership of 50,000, is planning to extend its political power by the establishment of a newspaper at Minneapolis, which will be known as the Minneapolis Star.

The League now has two newspapers in North Dakota, the Courier-News at Fargo, and the Grand Forks American; and one in Nebraska, the Nebraska Leader at Lincoln. The Leader was started only recently. Its editor will be Fred Carey, a well-known Nebraska newspaper man and for years political writer of the Omaha News.

Buying Machinery in New York

The general manager of the Fargo Courier-News and the Grand Forks American is Herbert L. Gaston, who also will supervise the establishment and probably the management of the new paper of the organization at Minneapolis. Mr. Gaston was in New York City this week, purchasing several large presses and other machinery which will be installed in a four-story building now being built as the League's newspaper home in Minneapolis.

Almost since its organization in 1917 by A. C. Townley, a North Dakota farmer, with a natural bent for political leadership, the League, which is also allpowerful, politically, in North Dakota, has been working to extend its influence in other farming States, even in New York, but has concentrated its efforts to this end in Minneapolis and Nebraska. As early as September, 1917, it was reported to have 80 paid organizers at work in Minnesota.

The League has published since its inception a weekly organ known as the Non Partisan Leaguer, which is sent without extra charge to every member who pays the regular dues of $18 for two years' membership. This weekly has been so powerful in spreading the gospel of the League that the farmers of the country, in conjunction with organized labor, should dominate the politics and industry of America.

History of League

This propaganda has been preached even more intensively and successfully by the establishment later of the newspapers at Fargo and Grand Forks and now the establishment of the two additional papers at Lincoln and Minneapolis is avowedly to be intended to speed up strength among the farmers of Minnesota and Nebraska.

The League, which is the nearest approach in recent years to the old Farmers' Alliance, was organized by Townley, after snow had killed a flax crop on which he expected to make a profit of $125,000. He owed large notes for farm machinery and the failure of his crop made him bankrupt.

He then turned his hand to politics and found a prolific field in seeking members for his new organization, which was to protect the farmer from being "plundered by organized capital." The doctrine spread like wildfire in North Dakota, the agricultural element of which is 86 per cent. of the population.

MARLEN E. PEW MADE EDITOR AND MANAGER OF THE INTERNATIONAL NEWS SERVICE

Resigns as Editor of EDITOR & PUBLISHER to Assume Important Post in Hearst Organization---Has Had Much Experience in Press Association Work and Splendid Record of Achievement in Many Lines of Newspaper Making

By W. D. Showalter

MARLEN E. PEW has resigned as editor of Editor & Publisher and as a director of the company to accept the position of editor and manager of the International News Service. He will assume his new duties on July 1.

The directors of Editor & Publisher Company, at a meeting held June 19, received Mr. Pew's letter of resignation with genuine regret, voting its acceptance only because of the realization that the opportunity now opened to him is one of major importance in the field of newspaper making, and that his experience and ability particularly qualify him for his new task.

In the prime of life, after having achieved distinction in many branches of newspaper work and in the national service, Mr. Pew now becomes one of the outstanding men of the great Hearst organization. As news manager of the I. N. S. he will bring to the service of the hundreds of newspaper clients of that organization a knowledge of news values and resourcefulness in news gathering possessed by but few other men in the field.

Expansion for the I. N. S.

It is understood that Mr. Hearst plans an immediate expansion of the I. N. S. on broad lines of development, aimed to meet adequately the new conditions in the life of the world. His confidence in Mr. Pew's ability to aid him in fully realizing these plans is indicated by the generous terms of the contract made between them.

Marlen E. Pew was born at Niles, Ohio, 41 years ago. At the age of 16 he started as a reporter on the Cleveland Press, three years later becoming New York representative of the Scripps-McRae League of Newspapers, at the same time this connection until 1900. At this time he inaugurated the night service of the Publishers' Press. He was a member of the staff of the New York Evening Journal for two years and then became Eastern Manager of the Newspaper Enterprise Association. In 1907 he was appointed Editor of the Newspaper Enterprise Association, leaving that position in 1910 to become Editor of the Boston Traveler. In 1912 he accepted the post of News Manager of the United Press Associations, later founding and editing the Philadelphia News-Post. Returning to New York in 1913 he founded the Pictorial Illustrating Service, later joining the editorial staff of Editor & Publisher.

Served the Nation

In 1917, at the urgent request of George Creel, Mr. Pew joined the Committee on Public Information. Soon afterward he organized the News Bureau of the War Department, through which the casualty lists and all official news of the Department was cleared. He became Secretary Baker's personal representative with the press and so organized the work of service to the newspapers that every vital interest involved was fully protected.

Mr. Pew's training as a newspaper man and his clear cut policies in dealing with the newspapers served to make the War Department a real source of news for every paper in the land. His work in this connection, which has been recounted in these columns, constituted a high public service in a period of the nation's life when any policy of a reactionary kind would have been a national calamity, while a policy of recklessness as to the release of news carrying military information would have been equally disastrous.

Steering his course by the chart of common sense and clear vision, Mr. Pew avoided the shoals and continued mightily, through a wise policy of affording the fullest publicity, consistent with the military interests of the country and of its allies, to the maintenance of the highest morale among the American people. Readers of our newspapers realized that nothing was being kept secret from them which was already known to the enemy.

Tribute by Secretary Baker

Resigning from the News Division of the War Department at the end of March, 1919, Mr. Pew returned to the staff of Editor & Publisher as Editor, a position which he relinquishes now only because of the magnificent opportunity offered to him by Mr. Hearst.

When Mr. Pew re-entered upon his work at the office of Editor & Publisher he found awaiting him a letter from the Secretary of War which expressed eloquently the appreciation of Mr. Baker of his services to the Government. The letter in part said: "No one can do as good a job as you have done for the War Department unless he has talent and character and those attributes mean success in any field of endeavor.

"It has been fine to have you here and while I know the hard work and sacrifice entailed on you, still I hope you have found compensation in knowing that you were doing a patriotic and public service in a great crisis."



Photo by Curtis

MARLEN E. PEW,
Editor and Manager International News Service.

Asked to express for readers of Editor & Publisher his views as to the new work upon which he is entering, Mr. Pew said:

Mr. Pew's Future Work

"It is with regret that I have resigned editorship of Editor & Publisher. Not only have I enjoyed a remarkably pleasant personal relationship, but I have felt that Editor & Publisher's field of usefulness is almost limitless. It is today of incalculable value to the newspaper and advertising men of this country. Its policies square with the best newspaper practice. Those who are guiding it are conscious of its responsibility to its readers, and their motives are as true as their ambitions are high. As 'service' to all newspapers is the keynote of Editor & Publisher policy, there is no doubt that the newspapers and advertisers of the United States will make it ever more powerful in its field.

"I re-enter press association work, to which the best of my youth was devoted, with unconcealed enthusiasm. It offers unbounded opportunity for service to a large number of newspapers, and I thoroughly enjoy direct contact with the world's spot news. The national appetite for telegraphed news has never been so keen. The responsibility of news writers to the public has never been so real. American editors require not only larger volume of wired information to supply public demand, but they are insisting upon superior news reporting in its every aspect.

"The market is wide open for news which is cleverly written by responsible newspaper men, which is devoid of every element of prejudice or special interest and is speedily delivered. The line of greatest service plainly lies between the press report written with such stilt as to be denatured and the press report which exceeds the speed limits of reliability and good judgement.

New I. N. S. Officers

The International News Service announced late yesterday afternoon a reorganization of its officer personnel. The new president is Mr. M. Koenigsberg, who has long been associated with Mr. Hearst's enterprises and is favorably known to practically every newspaper publisher in the United States. Mr. Koenigsberg succeeds Mr. Hugh E. Murray, who becomes vice-president. Joseph A. Moore has been elected treasurer, succeeding Fred J. Wilson, who has returned to California, where he has private interests to which he will give his immediate attention.

"The International News Service is possessed of the natural elements that make for agency idealism. It is absolutely free and is well-equipped to collect and disseminate the world's news with the interest of its collective clientele as its sole object. Its wire system covers the United States, with branch offices at all important points, here and abroad. Its policy is to employ at good salaries mature and trained American newspaper men, worthy of the high trust of reporting to many newspapers.

"The I. N. S. is distinctively an afternoon and Saturday night service, free of morning responsibilities, and hence its facilities here and abroad are making the news fight in afternoon and Sunday morning newspaper publishing time. The great Hearst afternoon and Sunday newspapers look to I. N. S. for complete and disinterested news reports on an absolute equality with all other newspapers receiving the I. N. S. clientele.

"The I. N. S. record for accuracy during the war is, I learn, the subject of unanimous favorable comment among the subscribers.

"An amazing business rivalry exists in the press association field. I know of nothing in commerce that is sharper. The real test of value, however, lies in the news reporting performance, and the men of I. N. S. propose that it shall give good account of itself to American newspaper publishers.

"For the present at least I shall devote almost my entire time to the news service, looking to betterments."

F. W. Clarke Succeeds J. E. Boyle

Syracuse, N. Y., June 25.—Frank W. Clark, former managing editor of the Albany Knickerbocker Press and the Binghamton Press, has been named successor to James E. Boyle as managing editor of the Syracuse Herald. Mr. Clark was also at one time with the New York Evening World. Mr. Boyle was recently appointed state deputy superintendent of public works.

Walter P. Plummer becomes new editor and Ralph Record city editor.

U. P. Transfers Wood to Paris

Henry Wood, who has been in charge of the Rome Bureau of the United Press, is now in charge of the Paris office.

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INTERNATIONAL NUMBER PLEASES THE JOURNALISTS OF LONDON

"Red Letter Event in Newspaper Annals"—British Newspapers Forced to Limit Advertising Volume—Northcliffe's Offer for New Ideas.

By Herbert C. Ridout,
London Editor, Editor & Publisher.

At the time of writing, only the advance copies of Editor & Publisher International Number have reached this country, but already I have been the recipient of many delighted comments upon it. Several prominent newspaper men have called me on the 'phone to know how soon copies will be on sale here, expressing their desire to obtain for their personal use what they declare is a unique record of press achievement.

One and all lavish praise without stint and state their pleasure at the conception of the International Number, the completeness of its survey and the high realization of the projected ideals. It is considered a red letter event in newspaper annals and emphatically a substantial step towards linking the press of the two English-speaking nations in closer brotherhood.

British Journalists' Union Active

The British National Union of Journalists is becoming a power in the land. Already it has a membership of well over 3,500 and this strength has enabled the body to take up a firm and definite stand in the matter of creating better conditions for its members. Its activities in this direction and its success in securing a living minimum wage for the various branches of newspaper work are aptly illustrated by one incident.

Threatened Boycott

At H——, recently, the editor-reporter of a paper was only getting $18 a week, and no notice having been taken by the owners of the representations made to them, he left the office at an inopportune moment.

H. M. Richardson, the General Secretary of the Union, wrote a letter to the firm telling them they were now in disrepute with the Union and insisting upon the minimum being paid, and that if it was not paid by Saturday morning the Union would issue a circular to the whole of the inhabitants and readers people of the district advising them not to advertise in or buy this particular paper. The proprietors paid up next day!

The position at present is that nearly all the affiliated papers in the country are paying the minimum. A recent development was the ratification of an agreement between the N. U. J. and the New Zealand Journalists Industrial Association, by which the members of each body become entitled to the benefits of the other in the event of appointments overseas creating the necessity. It is expected that similar working arrangements will be arrived at with similar organizations in other countries.

Victory War Loan Publicity

The new British Victory Loan brings into the limelight once more Sydney Walton, O. B. E., who established for himself a firm friendship with the press in his tactful and helpful direction of press matters at the Ministry of Food in London, and latterly with the Canadian War Mission.

Mr. Walton has been appointed the Honorary Director of Publicity to the National War Savings Committee for this loan, in the place of Sir George Sutton who recently retired to resume his responsibilities with Lord Northcliffe's Fleetway House publications.

Closer Anglo-American Relations

On every side it is quite evident that the British press and its leaders and workers are eager for a closer relationship with their American brethren of the pen. For one thing Ralph Blumenfeld's suggestion of an interchange of newspaper men between the two countries (despite the fact that the famous Daily Express editor has endeavored to explain that he merely threw out the idea) has been the subject of widespread and interested comment.

Now, Allan Jeans, President of the Newspaper Society of Great Britain, states in his report that the Society is constantly enjoying the interchange of confidential information with the A. N. P. A. which is of great benefit, the A. N. P. A. bulletins covering paper supplies, labor problems and other matters of importance to the industry being forwarded regularly.

The Newspaper Society's Circular is filed at the New York office. The latest move towards this rapprochement is the fact that the secretary, Frank R. Bird, has been invited to act as Press Advertising Advisory Committee of the American Chamber of Commerce in London. The American Chamber of Commerce has also continually placed its news facilities at the disposal of your London editor.

American Correspondents Form Society

Arthur S. Draper, London correspondent of the New York Tribune, who is secretary of the newly-formed Association of American Correspondents in London, tells me he has already sent Editor & Publisher a notice as to its formation. I am now able to supplement this with fuller details.

Broadly, the objects of the association are to promote the co-operation among American newspaper correspondents in this country, to protect their interests and to assist in securing such recognition and facilities as are available from Government departments, public bodies and other sources of news.

It is anticipated that much progress can be made through publicity and it is hoped that the association will be of assistance to visiting American journalists.

The officers are E. Price Bell (Chicago Daily News), president; Ernest Marshall (New York Times), vice-president; Arthur S. Draper (New York Tribune), secretary; John S. Steele (Edward Marshall Syndicate, Inc.), treasurer. The Executive Committee is Robert M. Collins (Associated Press), E. Keble Chatterton (Press), Henry Hyde (Chicago Tribune), Hal O'Flaherty (New York Sun), James M. Tuohy (New York World), and the secretary ex-officio.

The members not represented among the officers and executive committee include Earle C. Reeves (International News Service), Robert W. Bruce (Uni-

(*Continued on Page* 34.)

Says Government Wasted Fortune on 4th Loan

Chicago, June 21.—Speaking before the National Lumber Manufacturers' Association's first American Lumber Congress, Wilbur D. Nesbit, vice-president of the William H. Rankin Company, said:

"It costs you five cents to put up a poster anywhere, whether you put it up for nothing or whether you pay some one to put it up. The Government last year, in advertising the Fourth Liberty Loan, spent either in money or donated labor $500,000 to put up Liberty Loan posters.

"If they had taken that $500,000 and spent it in the newspapers of the United States, it would have done the Fourth Liberty Loan and the United States itself a great deal more good.

"You may gather from that that I am in favor of newspaper advertising, and I certainly am. I believe that page space in a newspaper has more influence upon its readers than even the editorial does. An advertisement signed by a reputable house carries more conviction to the mind of the reader for the simple reason that he or she reasons that if you did not believe in it, you would not pay your good money to tell your story to the people."

Newspaper Men Accompany Pres. Wilson to Belgium

Some Accommodated on Executives' Own Train, and Others Make Journey by Other Means

(By Radio.)

Paris, June 17.—President Wilson's party on a two-day visit to Belgium, which began last night, included a number of American journalists. On the President's train there was one representative from each of American press associations, including George McFall, Associated press; Lowell Mellett, United Press, and J. E. Nevin, International News Service.

Special representatives of American newspapers who had places on President's train were Laurence Hills, New York Sun; Herbert Swope, New York World; W. H. Lewis, New York Tribune; Charles Selden, New York Times; Henry Wales, Chicago Tribune; J. C. McDonald, New York Herald, and Harold P. Stokes, New York Evening Post.

In addition a number of other American newspaper men and a delegation of English, Belgian, French and journalists from other countries who are covering the peace conference and who could not be accommodated on President's train made the trip to Belgium on regular trains.

Labor Publishers Incorporate

Lewiston, Me., June 25.—The Allied Labor Press Association has been organized here, with an authorized capital stock of $10,000. Officers are: President, Cornelius F. Darrington, Auburn; treasurer, Charles A. Darrington, Omaha, Neb.; clerk, John L. Darrington, Canton; directors, the above. Among the purposes of the organization are to establish, publish and circulate labor papers and periodicals.

WISH GRANDIN SUCCESS IN NEW N. Y. AGENCY

Over 160 Friends Tender Him Dinner in Chicago—Ready for Business July 1, Succeeding There's a Reason Company

Friends of F. C. Grandin, of Grand Rapids, Mich., to the number of 160, tendered him a dinner June 18 in Chicago to wish him success in launching his new Liberty Advertising Agency in New York July 1. William H. Rankin presided and mirth and good fellowship prevailed throughout the evening.

As was announced recently, when the news was first made public of the departure of Mr. Grandin and his associates from Battle Creek, and the discontinuance of the There's a Reason Advertising Agency, Mr. Grandin is president of the new organization; Dr. C. W. Green and L. J. Lamson are vice-presidents; A. H. Hulscher is secretary, and G. V. Rothenberg is treasurer. Messrs. Grandin and Rothenberg are in New York at the present time, and Dr. C. W. Green has just returned.

Retains Postum Account

The Liberty Advertising Agency, Inc., which has offices at 149 Fifth avenue, New York, will take over the handling of the advertising of the Postum Cereal Company, as one of the accounts available to the general advertising agency field in which the agency will operate. The Postum Company thus changes its account from the former arrangement through the There's a Reason Company which company ceases to exist.

Mr. Grandin, through his direction of the success of Postum in the Postum Cereal Company since the beginning of the development of that organization as a great national advertiser, has become one of the best known space buyers and agency men in the country.

Dr. C. W. Green has for a number of years past been at the head of the copy department of the Postum Company and is the author of the advertising copy which has claimed so large an attention for its forcefulness and selling power. Mr. Hulscher has in recent years been very largely in charge of the space buying, and Mr. Lamson has for many years past been in charge of the mechanical preparation of advertising matter, the typographical displays, and the handling of copy schedules.

Mr. Rothenberg has been in charge of the accounting department.

PAPER MEN AS CONGRESS' AID

Ask for Government Help in Preventing Pulp Wood Decay

Buffalo, N. Y., June 20.—Taking the view that the annual loss to the pulp and paper industry through decay of wood and pulp is a serious economic problem affecting the use of pulp and paper products by every citizen of the United States, it was resolved by the Technical Association of the Pulp and Paper Industry, meeting here, that its individual members use their influence with the committees with which they are connected to secure the passage of legislation by Congress to enable the Secretary of Agriculture to conduct investigations of the nature and habits of the fungi and bacteria causing the decay of pulp wood and wood pulp and to devise and put into application methods of control. $20,000 is recommended as the amount of the initial appropriation.

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A. B. C. ACHIEVEMENTS CITED AT CONVENTION AS TOWER OF STRENGTH FOR ADVERTISING

Full Account of the Proceedings at Chicago Meeting—Annual Banquet a Brilliant Affair—Officers Are Re-elected, Young and Stone Retiring—Unanimous Approval Given of Year's Successful Operation

CHICAGO CORRESPONDENCE

CHICAGO, June 22.—The fifth anniversary and the sixth annual convention of the Audit Bureau of Circulations, held at the Hotel La Salle, Chicago, June 19 and 20, marked the apex of five years of conscientious struggle to obliterate long-standing abuses in the sale of advertising and circulation.

More than anything else it demonstrated the high and strictly business-like plan upon which it now is possible to buy advertising space in every known sort of publication. Its keynote was the confidence today existant between advertisers, advertising agents and publishers.

W. A. Strong Elected Secretary

The convention closed with the election of the following officers and the annual banquet in the Gold Room:

President, L. B. Jones, Rochester, N. Y.; vice-presidents, A. W. Erickson, New York; W. Laughlin, Chicago; Henry W. Schott, Chicago; secretary, W. A. Strong, Chicago Daily News; treasurer, E. K. Shaw, Chicago; managing director, Stanley Clague, Chicago.

The principal business transacted concerned revisions of the newly-drawn by-laws of the A. B. C., amendments to the rules and regulations and the consideration of various resolutions of general interest to all publishers.

Lafayette Young, Jr., of the Des Moines (Ia.) Capital, and F. W. Stone, of the American Review of Reviews, New York, resigned from the board of directors, all other present incumbents being re-elected at Friday morning's session.

Mr. Young was succeeded on the board by A. G. Lincoln, of the St. Louis Post-Dispatch, and Mr. Stone by P. S. Collins, of the Curtis Publishing Company, Philadelphia.

The following is the personnel of the board for the ensuing year:

Incumbent Board

ADVERTISERS

L. B. Jones, Eastman Kodak Company, Rochester, N. Y.

W. Laughlin, Armour & Company, Chicago.

George W. Cushing, Hudson Motor Car Company, Detroit (one year).

F. R. Davis, General Electric Company, Schenectady, N. Y.

L. L. King, Goodyear Tire & Rubber Company, Akron, Ohio (one year).

F. H. Squier, Pabst Brewing Company, Milwaukee.

E. H. Bramble, Canadian Chewing Gum Company, Ltd., Toronto.

ADVERTISING AGENTS

A. W. Erickson, Erickson Company, New York, N. Y.

F. V. Troup, Lord & Thomas, Chicago (one year).

PUBLISHERS—NEWSPAPERS

W. A. Strong, Chicago Daily News.

A. G. Lincoln, St. Louis Post-Dispatch.

MAGAZINES

P. S. Collins, Curtis Publications, Philadelphia.

STANLEY CLAGUE'S APPRECIATION OF MANNER IN WHICH EDITOR & PUBLISHER HAS CO-OPERATED WITH A. B. C.

Chicago, June 23, 1919.

To EDITOR & PUBLISHER:

I know I am expressing the wishes of the Board of Directors and the entire membership of the Audit Bureau of Circulations when I extend to you, on behalf of the Bureau, our thanks for the splendid manner in which EDITOR & PUBLISHER covered the Sixth Annual Convention.

The Convention Number of EDITOR & PUBLISHER, showing the personnel of the Directorate, officers and auditors, gave the entire membership for the first time an opportunity of seeing the men who serve them. EDITOR & PUBLISHER has done more than any other outside factor to enable us to accomplish the splendid results which we were able to announce to the Convention.

I wish to extend to the editorial staff our appreciation for your splendid co-operation.

Yours very truly,
AUDIT BUREAU OF CIRCULATIONS,
Stanley Clague,
Managing Director.

FARM PAPERS

William A. Whitney, Phelps Publishing Company, Springfield, Mass.

BUSINESS PUBLICATIONS

E. R. Shaw, Power Plant Engineering, Chicago.

The morning of June 19 was devoted to registration, division committee meetings of the following groups being held in separate rooms during the afternoon: Advertisers, Advertising Agents, Newspapers, Magazines, Farm Papers and Business Papers. Of these the newspaper group was the one most largely attended. Business taken up in all cases concerned the proposed revisions to the by-laws.

President Jones' Address

The convention proper opened at 10 A. M. Friday with the address of President L. B. Jones, following which Managing Director Stanley Clague read the formal report of the board of directors, outlined in EDITOR & PUBLISHER last week.

The meeting immediately thereafter proceeded with a detailed discussion of the by-laws amendments, this being continued over into the afternoon session.

President Jones in his opening address said:

"You have come here to work—not to listen to a talk of glorification. Further, it has been my experience that a secretary's report is usually prepared to cover every detail of an organization's work. The regular program then is, to courteously assume that you intend to read it and then notify him that he is to make a speech, but that he must not repeat any of the things that are contained in the report.

"He is expected to talk—but he is not allowed to say anything.

"My training as an advertising writer has been just the opposite to read it and all the way from 50 cents to $15 per agate line, my endeavor has always been to say something in the fewest possible number of words.

"I cannot now promise you that I will say anything, but what I attempt to say will be in the fewest possible number of words.

"First I want to thank the directors, by no means omitting your managing director, for their loyal support, and for the hard work they have put in since I have had the honor to be your president. There has been no meeting that failed of a quorum and at last month's meeting, held in New York, 18 out of our 21 directors were present.

By-Laws Chief Business

"Your main job at this meeting is to pass upon the by-laws which have been prepared with so much care. In framing these it has been the intention to make the board of directors fully representative and fully responsible to you, but with power to carry out the purposes of this organization.

"In my opinion the Audit Bureau of Circulations should be most careful to confine itself to the giving of facts—should give the circulation news in detailed figures, but should avoid editorial comment. That is the function of the advertising solicitor and after 25 years' experience in greeting him and bowing him out, I am satisfied that he can fully perform it.

"So long as we stick to the tangible things like figures, we are doing the work for which we organized and I want to express the hope that nothing will be written into the by-laws that will permit your directors to go further.

"There is one question that I have heard asked here and elsewhere that I want to answer. The question is: 'Why don't we have more advertiser members?'

"The answer is: 'The advertiser members you now have (and I wish to put in parenthesis here that I refer to the concerns and not merely to the men who happen to be their representatives in the A. B. C.)—the advertiser members you now have are members because they are big enough and broad enough to pay for a service they can get for nothing, in order to further a work in which they implicitly believe.

"No advertiser needs to be a member of the A. B. C. in order to get A. B. C. reports. You publishers as individuals, are willing to give them, and their agents almost to a man base their recommendations upon such reports. I believe that we can have and are to have many more advertiser members, but I want to make it clear to you that every advertiser who goes in feels that he is giving the money for the good of the cause—and perhaps in some such cases the advertising manager has hard work to persuade the president that his concern should pay for something that, so far as service is concerned, he can get for nothing.

Value of A. B. C. Membership

"Data that is being collected by your board of directors shows that nearly 1,200 accounts placed through agents give an A. B. C. audit prime consideration in placing the business. When the figures are all in, the number will probably reach 1,500 and the number of advertisers who insist on an A. B. C. audit before a publication will even be considered is steadily increasing.

"I attended an A. N. A. meeting the other day in Cleveland. The A. N. A. membership is now 282 and its members spend more than a $100,000,000 a year in advertising. At this meeting a resolution was passed without a dissenting vote, endorsing the work of the A. B. C., recommending a fuller use of the A. B. C. audits by its members and stating in the resolution that such recommendation would allow for thorough investigation of the A. B. C. audit methods by the secretary of the A. N. A.

"Verily the lions and the lambs may now lie down together.

"This is a long ad. for me to write. I am now about to keep my promise and stop using words. Let me express the hope, however, that you will give very careful attention to the matter of the revision of the by-laws that your incoming board of directors may have clear, concise and definite and working orders that will enable it to carry out your wishes."

Details of Membership

The membership report as of June 17 was in brief as follows:

Advertisers—9 general, associate and local—108 members, who paid annual dues in the sum of $15,262.50.

Advertising agents—9 general associate —90 members, who paid in $23,942.48.

692 newspaper members paid annual dues in sum of $139,043.60.

25 weeklies paid $1,861.60.

78 magazines paid $30,731.28.

70 farm papers paid $4,430.

158 business papers paid $14,830.40.

The total membership of 1,221 paid in dues during year $224,502.50.

Applications pending for membership were as follows: Newspapers 21, weeklies 2, magazines and periodicals 13, farm publications 3, and business papers 15.

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U. S. EXPORTERS MUST ADVERTISE FOR SOUTH AMERICAN TRADE

Hardest Kind of Intelligent Work Is Needed to Retain Supremacy In Exports We Now Enjoy, Trade Commissioner Says—News Services are Powerful Aid.

ALTHOUGH the United States last year sold the twenty Latin-American countries three-fourths of a billion dollars worth of imports, or more than all other exporting countries combined, the hardest kind of intelligent work must be done if this trade a to be retained, J. W. Sanger, trade commissioner of the U. S. Government Bureau of Foreign and Domestic Commerce declared in a recent address before the St. Louis Advertising Club.

"The bald and uncomfortable fact is that the United States obtained this business very largely because the European sources of supply were closed and the merchants of South America had a choice only of buying in the United States or not buying at all," Mr. Sanger explained. He emphasized the need of correct methods of advertising in order to retain trade in Latin-America.

Advertising Is An "American Idea"

"It is only after you get out of your own country that you realize that advertising is largely an American idea," he said. "Not but that it is used everywhere, and in South America very generously, but no country other than our own has given to it and to the larger problem of merchandising the same degree of care and skill.

"It is to our ability in marketing, in adapting the things we have learned to do so well at home to conditions we find abroad, that we must turn, to offset, at least temporarily, our disadvantages.

"Only time will furnish us with the advantages of huge foreign investments, adequate shipping facilities, full and complete American foreign representation, and such changes in manufacturing as may become necessary. These are permanent factors for which there is no complete substitute.

Paving the Way

"In the meantime, our skill as merchandisers and in advertising will pave the way, and will enable us to develop our own peculiarly effective means of holding our own in these markets. We have spent many years and many millions of dollars learning how to do it at home, and it now remains for us to fit this ability to foreign markets.

"Latin America is made up of twenty different countries, no two of which are precisely alike, and many of them are widely different, the only thing they have in common being their Latin blood. South America alone is made up of ten different countries. One of these countries alone, Brazil, is as large as the entire United States. Another of them, Argentina, is as large as all of our States east of the Mississippi River, with Texas thrown in for good measure.

"The language common to them all is Spanish, except in Brazil, where Portuguese is the language, and Spanish will not serve there, no matter if people do tell you so and even if the two languages look and are similar. French is the second best language to use in Brazil.

The Question of Patriotism

"Then take the question of patriotism. Each of these countries has its own highly developed feeling of patriotism, and whether right or wrong, thinks that the sun rises and sets within the boundaries of his country. We must not blame them for that because that is what we honestly think of our own country.

"They don't call us 'Americans,' but 'North Americans,' or sometimes 'Yankees.' And it would be well for us to get into the habit of thinking of them, not under the term of South Americans, but as Chileans, Argentines, Brazilians, etc. I can assure you that you never forget that when you are in their countries.

"Another thing to remember is that their customs and traditions are quite as important to them as ours are to us, and that they are radically different from ours. They are not mechanical or inventive and they are not as a rule business men if they can avoid it. They prefer to be doctors, lawyers, in politics or to be gentlemen farmers.

Wide Circulation Impossible

"Advertising is widely used throughout South America, but its development is rather primitive and is about where ours was just after the Civil War. Differences in customs in the different countries, poor transportation facilities and two languages (Spanish and Portuguese), make very wide circulations of newspapers and magazines impossible. Generally speaking, the publications of each country do not go outside of it, and in some cases, as in Brazil, there is little or no circulation of a newspaper outside of the city or state where it appears.

"Buenos Aires publications circulate more widely throughout Argentina than do other South American publications in their respective countries.

"South America is primarily a newspaper rather than a magazine field, and most of its best papers are morning rather than evening papers. Outside of the newspapers there are no widely circulating media except the illustrated weeklies.

Some Great Newspapers

"The best of the daily newspapers are very good, and some of them, particularly those of Buenos Aires, rank as great newspapers. The individual circulations are not so large as ours. For example, Buenos Aires has about the same population as Philadelphia, and its largest daily has an average circulation of 165,000.

"However, there are more newspapers published than with us, and what is more important to advertisers, they are much more thoroughly read. Instead of buying four papers, a man will buy one and read it from the first page to the last. The habit of skimming through a paper is not common there, and their leisurely hours are extended to their reading as to everything else.

"There are no audited circulations, and except for the leading publications, the publishers' statements must be discounted on the ground of enthusiasm, or suspicion of his fellow publishers. My own estimates of their actual circulations will appear in my reports, and are based upon a very careful checking and re-checking obtained from a great many unusual sources to which I had access.

"Local advertising rates are usually much lower than foreign rates. The South American publisher's experience with American advertisers has been that so many either do not pay their bills or pay them slowly, that he simply tacked on enough so that we would pay for the losses and delays. During my calls on hundreds of these publishers, I realized that their viewpoint could not be changed unless some better arrange-

(*Continued on Page 38.*)

TRADE MARK BUREAU AT RIO JANEIRO

Plans for Establishing It Announced by Pan-American Union—Diplomatic Representatives Will Meet Soon to Decide on the Details

WASHINGTON, June 25.—Plans are under way which, it is believed, will lead to the establishment in the near future of an International Trade Mark Registration Bureau at Rio de Janeiro which will be of great service in the promotion of Pan-American commerce, according to an announcement by John Barrett, director general of the Pan-American Union.

James T. Newton, United States Commissioner of Patents, who is deeply interested in the proposition, has informed the director general that as a result of the interest aroused at the recent Second Pan-American Commercial Conference in the question of trade marks and their protection, the diplomatic representatives in Washington of South American countries have been invited to meet soon for the purpose of discussing the opening of this bureau.

The purpose is to enable merchants and manufacturers to deposit their trade marks in the countries which constitute the Pan-American Union and secure extension through the international bureau of the protection given at home.

The bureau at Rio de Janeiro would do for the United States and South America what the bureau already established at Havana is doing for the North American republics.

SUNDAY TELEGRAPH GOES TO 8c

First N. Y. Morning Paper to Act—No Circulation Decrease

The Morning Telegraph is the first New York newspaper to advance the selling price of its Sunday morning edition. On June 22, it went up to 8 cents in Greater New York, and on Sunday, July 6, the Sunday issue at points outside of Greater New York will sell at 10 cents per copy. Both the wholesale and the newsdealers' rates were increased, to the entire satisfaction of the newsdealer, one of the newsdealer, who will receive extra compensation.

The publishers report that for the first Sunday after the increased price, sales in Greater New York were normal. There have been reports for several months past that the publishers of Sunday morning newspapers in New York were going to advance prices, but the Telegraph publishers are the only ones to act so far.

The Sunday Evening Telegram recently increased its price from 3 to 5 cents.

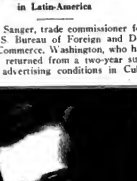
New Ad Manager in Buffalo Commercial

BUFFALO, N. Y., June 25.—James H. Ford has been appointed advertising manager of the Buffalo Commercial. He has been for a number of years with Reuben H. Donnelley Corporation.

U. S. SENDING SANGER TO THE FAR EAST

Will Study Advertising Conditions There During Next Two Years for American Business Men, as Just Done in Latin-America

J. W. Sanger, trade commissioner for the U. S. Bureau of Foreign and Domestic Commerce, Washington, who has recently returned from a two-year survey of advertising conditions in Cuba



J. W. SANGER.

and South America, has just been recommissioned to make a similar advertising investigation in the Far East.

He will sail from San Francisco this summer and will spend the next two years in Japan, China, Korea, the Philippines, Dutch East Indies, Ceylon and India, studying at first hand their advertising and merchandising methods for the purpose of determining how these facilities can be used to promote the sale of American goods in those countries.

Mr. Sanger's reports on this subject, which will be issued by the Bureau of Foreign and Domestic Commerce, will be made available to American exporters, advertisers, and advertising agencies who wish to be informed of conditions as they actually exist. Mr. Sanger's report on "Advertising Methods in Cuba," which has just been published by this same Bureau, states among other things that "the great daily newspapers of Cuba and South America are a most powerful force in molding public opinion, and both local and national sales of American goods can be made in all of the important Latin-American centers, exactly as we do in the United States—by advertising them in the newspapers."

The widespread interest which American exporters and advertisers have shown in this Latin-American advertising survey is encouraged this further governmental activity in the Far East and is a recognition of the fundamental importance attached to advertising as a force in selling American goods abroad as well as at home.

Clinton Brown with Post-Dispatch

St. Louis, Mo., June 23.—The appointment of Clinton Brown as manager of the service and promotion department of the Post-Dispatch has been announced by George M. Burbach, advertising manager. Mr. Brown came to St. Louis from Lincoln, Neb., where he conducted a mail advertising agency. Previously he was with the Nebraska State Journal and the Cornell Bluffs Nonpareil.

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AD VIGILANTES MEET IN CHICAGO JULY 10-11

A. A. C. W. Is Keeping Steadily at Work for Universally Honest Advertising—Constantly Getting New Members for All Over World

For the purpose of exchanging ideas and thereby giving their work still greater uniformity, secretaries of Better Business Bureaus (vigilance committees) will hold a conference in Chicago, July 10 and 11, under the auspices of the national vigilance committee of the Associated Advertising Clubs.

William P. Green, formerly secretary of the national vigilance committee, but now giving all his time to the perfection of local vigilance work, is arranging the program and will attend the conference, as will Merle Sidener, Indianapolis, chairman of the committee, and Richard H. Lee, New York, special counsel in charge of investigations.

Under the plan recently adopted by the advertising clubs for the expansion of vigilance work, such conferences are to be held at stated intervals, for officers of the association realize that the greatest influence the association wields is exercised through the local vigilance committee.

Schools Correct Copy

"Some other phases of our work are more spectacular, and get more attention," said Mr. Sidener, "but there can be no doubt but that it is the steady flow of influence, through the local committee in its own community, which is accomplishing the greatest aggregate result."

Important changes are being made in the advertising of some of the correspondence schools and those selling similar services, along the line of eliminating statements which might be disbelieved by some people, and thereby reduce public confidence in all such advertising, says an announcement from the clubs.

"The most gratifying feature of this situation is," said G. F. Olwin, secretary of the national vigilance committee of the association, "that all the people with whom we have come in contact in this particular direction, with one exception, have been more than willing to make changes suggested.

"In one case where the advertiser had made the desired change before we got the objection to the responsible head of the business, the claim had been made that this school had a larger number of instructors in a certain line than any other school.

"There are very few advertisers who fail to co-operate with us to the fullest exient, simply because every business man who knows anything about advertising, knows that his advertising, if it is to continue to bring home the bacon, must be true and must sound true," said Mr. Olwin.

Favors "Blue Sky" Laws

Merle Sidener of Indianapolis, chairman of the national vigilance committee, was in Washington, a few days ago, attending a meeting of "blue sky" commissioners from the various States. Mr. Sidener addressed the commissioners, and in discussions which followed, a still closer relationship was established between the association of "blue sky" men and the advertising organization.

Advertising men have been able to render assistance of a vital character to the "blue sky" commissioners in their battle against investment frauds, and the conference at Washington further advances this co-operative work.

Joseph S. Poisdamer, of the P. Ketterlinus Lithographing Manufacturing Company, Philadelphia, chairman of the National Advertising Exhibit Committee, which is arranging an exhibit of advertising for the annual advertising convention, in New Orleans, September 21 to 25, was in New York for a conference with headquarters executives of the advertising association, and it was announced after the meeting that plans are being perfected for an exhibit along lines recent suggested by Mr. Poisdamer.

The exhibit, among other things, will embrace right complete advertising campaigns, showing all of the advertising mediums employed. There will be campaigns of varying sizes—all the way from local to national or international—Mr. Poisdamer announced.

Many New Members

There is a movement on foot in England for the formation of an affiliation of advertising clubs of the British Isles. In the meantime, new clubs continue to be organized in North America and in other parts of the world, announces P. S. Florea, executive manager of the advertising association. A movement has also been started for the reorganization of the club at Manila, which suspended operations during the war.

The Associated Clubs of Texas, quiet during the war, are being rejuvenated, and in addition to plans for a special train load of advertising men and women who will attend the world convention of advertising in New Orleans, September 21 to 25, the Texas association plans active work toward the organization of additional advertising clubs in Texas.

As the result of a conference between William C. D'Arcy, president of the Associated Advertising Clubs, and members of the Pacific Coast Advertising Men's Association, at the recent convention of the association at Portland, several Pacific Coast advertising clubs which were for a time outside the Associated Advertising Clubs will re-affiliate at once, thus re-establishing a close co-operative relationship with reference to vigilance work and other important activities fostered by the international organization.

The vigilance work of several of the Pacific Coast clubs has been especially effective in the past, and officers of the advertising association are especially gratified over the re-affiliation.

NEWSPAPER MAKERS AT WORK



WILLIAM A. CURLEY,
Managing Editor, Chicago Evening American.

WILLIAM A. CURLEY, curious as it may seem, broke into newspaper editorial work through a pronounced penchant for bicycle riding. Away back in the dark ages of 1894, when a bookkeeper in the offices of the New York Recorder, he was accustomed to pedal to and from work. Bicycling was *sine qua non* in those days, according to the testimony of venerable men still alive, and the publisher of the Recorder developed a hunch that his bookkeeper could write a better special bicycle column than he could run columns of figures. Enter, therefore, a type of bygone sports colyumist.

The New York Recorder went out of existence in 1898, after which Mr. Curley became connected with the sporting department of the New York Journal. Subsequently he succeeded Paul Armstrong as "Right Cross" on the New York American staff, and in 1906 became editor of the early news edition of the Sunday American. Later he was make-up man and night editor of the American.

In December, 1911, he joined the Los Angeles Herald, coming to Chicago in the Spring of 1913 and associating himself with the Chicago Evening American. For a period he acted as managing editor of the American, and simultaneously supervised the editing of the Los Angeles Herald at long distance. Some months afterwards he returned to Los Angeles, soon afterwards removing to San Francisco where, in September, 1913, he joined the Evening Call.

In January of the following year he returned to the Chicago American. "Bill" Curley, as the boys all know him, and as he most likes to be called, holds his present position as managing editor with the 100% esteem of all those who insist that they work *with*, not for him.

He gains and keeps their confidence in a quiet, unassuming way, and without the slightest apparent consciousness of the importance of his own position in the local room. As a rule his private office is left vacant because of his preference for working right with his men out at the battered news desk.

He is as keen an analyst of men as he is of news values, and—in the verbiage of one who sits not many chairs removed in the same local room—"that is saying some."

HUNTER BACK TO SCENES OF OLD CHICAGO SUCCESS

JOHN W. HUNTER.

The many Western friends of John W. Hunter have been extending to him a warm welcome during the past week in celebration of his return to work in his old field of activities.



J. W. Hunter.

As told in Editor & Publisher last week, Mr. Hunter has been placed in charge of the new Western office of the New York Globe. It is in Chicago that Mr. Hunter made his first newspaper success. He spent eight years on the Journal as advertising and business manager and a year on the Tribune as foreign advertising manager.

In announcing the opening of the new office, which will be located in the Marquette building, Jason Rogers, publisher of the Globe, said:

"The New York Globe has opened a Chicago office where, through direct home office representation, we will endeavor to render best possible service to agents and advertisers.

"John W. Hunter, for three years connected with our advertising department, and a man of long experience in the newspaper business in Grand Rapids, Detroit and Chicago, will act as manager of our western advertising office in charge west of Buffalo and Pittsburgh.

"Mr. Hunter is familiar with the Globe and the various activities which we have developed for efficient service to advertisers and will be pleased to co-operate exactly the same as if advertisers were dealing directly with the home office."

Plan New Socialist Daily in N. Y.

The Italian Socialists of Greater New York and surrounding cities of New Jersey, members of the Italian Interstate Federation, have launched a campaign for the establishment of a Socialist daily newspaper to be called the Avanti. Several large labor bodies have promised support. The Avanti Publishing Company aims to raise $40,000 immediately.

The executive committee of local New York has indorsed the campaign for an Italian Socialist daily.

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AMERICAN CHAMBER OF COMMERCE IN LONDON DOING GOOD WORK

Efforts to Promote Trade Relations Expected to Result in Flow of British Advertising to American Newspapers Renders Semi-Official Service

By Herman C. Ridout,
London Editor, Editor & Publisher.

AMERICAN trade interests are in good keeping in London. Here is an active body of men, representing every class of business enterprise, embodied in an organization that watches every opportunity for developing American trade in Great Britain. Its members, all animated by the one desire to serve their country for their country's good, include all the best known American individuals and trading concerns that do business or have interests in American produce or finance.

In its own words, the American Chamber of Commerce in London is the official representative of British firms importing American goods, of American firms doing business with Great Britain, and of British firms arranging new business with America.

Big Concerns Represented by Officers and Directors

Its officers include important and active personages in London business circles, the president being G. M. Casatt (Remington Typewriter Co.); first vice-president, Wilson Cross (Vacuum Oil Co., Ltd.); second vice-president, R. H. Cabell (Armour & Co., Ltd.). Its directors include Frederic Carroll (Corn Products Co.), W. T. Coe (Consolidation Coal Co.), Paul E. Derrick (Derrick Advertising Agency, Ltd.), Charles S. Hall (Swift Beef Co., Ltd.), Frank Wyman Libby (Willys-Overland, Ltd.), H. H. Likens (E. I. du Pont de Nemours & Co.), B. D. Miller (F. W. Woolworth Co.), George A. Mosher (Sturtevant Eng. Co., Ltd.), Walter Phillips (Westinghouse Brake Co.), F. E. Powell (Anglo-American Oil Co., Ltd.), R. P. C. Sanderson (Baldwin Locomotive Works), and several others. Its consulting directors are J. Butler Wright (counsellor of the American Embassy in London), R. P. Skinner (American Consul-General in London), and P. B. Kennedy (Commercial Attache of the American Embassy).

The importance to which the Chamber has risen may be judged by the fact that it is now engaged in making a complete statement on the import restrictions situation, to be presented to the British and American governments, with an enormous amount of support from public organizations with similar ideals. It feels that, as it exists only for the purpose of improving and increasing Anglo-American trade in both directions, its recommendations are expected and desired.

The president, G. M. Casatt, has just returned from a visit to the United States during which he formulated "understandings" with various manufacturing, exporting and importing associations, to secure the closer working of the Chamber with representative commercial bodies.

Among the U. S. organizations with which conferences were held are:

American Manufacturers' Export Association.

National Association of Manufacturers.

National Foreign Trade Council.

American Exporters' and Importers' Association.

Association of National Advertisers.

Merchants' Association of New York (City).

Chamber of Commerce of the United States.

Mr Casatt gave an idea of the activities of the organization by stating that "What the Chamber most desires is that the individual American manufacturer, merchant, exporter from one end of the country to the other should learn to look upon us as an overseas service bureau of his own—on the spot and on the job, ready to work for him and to look out for his interests. We are there to promote Anglo-American trade. We want to be used by exporters from both countries."

The American Chamber of Commerce in London has a particular interest for EDITOR & PUBLISHER, since its activities must in due course result in an increased volume of British advertising in the American press and a similar increase in the opposite direction.

Its Advertising Committee has, indeed, in hand the formulation of the plans for advising British manufacturers on advertising and selling in the United States and American manufacturers on advertising and selling in the United Kingdom. The activities of this Advertising Committee are being co-ordinated with the following associations in Great Britain:

Association of British Advertising Agents.

Federation of British Industries.

Advisory Committee on Advertising of the London Chamber of Commerce.

British Commonwealth Union.

National Union of Manufacturers.

National Advertising Society.

Trade Press Association.

Newspaper Publishers' Association.

And in the United States:

Associated Advertising Clubs of the World.

American Advertising Agents' Association.

Association of National Advertisers.

American Newspaper Publishers' Association.

American Manufacturers' Export Association.

Optimist Club.

The membership of the Chamber has been developed to include not only the representatives in England of American big manufacturing and exporting interests, but also the foremost British manufacturers, exporters to and importers from the United States. The former are active members; the latter associate.

In addition to the regular standing committees—Finance, Commerce and Trade, Transportation, Trade Information, etc.—which one would naturally expect to find in general charge of such subjects, the membership of the Chamber is divided by businesses into trade sections, each group working through its own committee.

When, therefore, an inquiry or a request comes in for service or information—on market conditions, on British firms as buyers or agents, on the movement of goods, on financial details, on what not—the Trade Information Committee can answer direct from the files they are constantly amassing through similar services performed, or take the matter up for more specific information with the trade group concerned.

It is not however, purely an information service which the Chamber is in a position to render. On matters, whether of concern to entire trades or only specific firms, which call for action for representations to be made perhaps to British merchants, or to the British Government, the Chamber is again, by reason of its recognized position, able to act to the best advantage and to give experts in the United States the benefit not only of semi-official, but, what is more important, personal contact service on that end.

As an indication of its activities, it is interesting to learn that during the month of May the number of letters received by the Chamber was 1,109. It sent out 1,342 letters, 219 inquiry forms, 246 meeting notices, 320 bulletins, 269 questionnaires, and 235 miscellaneous communications. The headquarters of the American Chamber of Commerce in London are at 8 Waterloo Place, S. W. 1, and the Executive Secretary is George P. Toby.

A BIG FACTOR IN MAKING CORBIN LOCK POPULAR

JOHN BELDEN COMSTOCK is publicity manager of P. & F. Corbin, manufacturers of hardware, New Britain, Conn. He began business life as a stenographer, and then worked successively as a billing clerk and time keeper, but advertising interested him most, and he showed unusual ability in this field in editing a house organ for a Cleveland (O.) hardware firm and in contributions to trade papers.



J. B. Comstock.

He was put in charge of the publication department of the Westinghouse Electric & Manufacturing Company, of Pittsburgh, and in 1910 took the position he now holds. Two series of articles, "The Knight of the Grip" and "The Ironville Hardware Association," written by him, have been issued in book form. His ability as an organizer has been demonstrated in many instances and he has in his varied career touched nearly all the problems involved in modern merchandising.

LAURENTIDE EARNING 18%

Business Transactions of Canada Paper Mills Indicate Prosperity

Montreal, June 21.—If further evidence were needed that Canadian pulp and paper concerns are prosperous, it would be furnished by the latest action on the part of Laurentide Company, Limited, whose directors have just declared a bonus of 3 per cent on the $9,600,000 capital stock of the company, in addition to the usual quarterly dividend of 3 per cent.

This means that the company is now on a 15 per cent dividend basis, which is "going some," even for a Canadian paper concern. In addition to the large earnings made by the pulp and paper end of the business, the Laurentide Company also control the Laurentide Power Company, which a few weeks ago commenced to pay dividends at the rate of 3 per cent per annum. If these earnings are included the Laurentide Company shareholders are receiving 18 per cent per annum.

U. S. Correspondents in London Form Association

Edward Price Bell, of Chicago Daily News, Is President—Aims to Assist Press Workers

London, June 1.—With a membership of fifteen, the Association of American Correspondents in London has just been organized. Its object is to promote cooperation among its members, to protect their interests and to assist them in their work by securing such recognition and facilities as are available from Government departments, public bodies and other sources of news.

Full members must be accredited resident correspondents of daily newspapers and organizations maintaining a cable service. Associate membership is open to visiting representatives of American newspapers, publications and news agencies and occasional mail correspondents.

The officers for the ensuing year are: Edward Price Bell, the Chicago Daily News, president; Ernest Marshall, New York Times, vice-president; Arthur S. Draper, New York Tribune, secretary; John S. Steele, Edward Marshall Syndicate, Inc., treasurer. Executive committee: Albert M. Collins, Associated Press; E. L. A. Keen, United Press; Henry Hyde, Chicago Tribune; Hal O'Flaherty, New York Sun, and James M. Tuohy, New York World.

TO SUGGEST AD IDEAS

Dry Goods Economist Will Issue Service Feature in September

Dry Goods Economist, New York, will publish, beginning with the September issue, a new service-feature to be called "Advertising Ideas." It will be a monthly review of the retail advertising throughout the United States and Canada. The executive staff will comprise A. C. Pearson, director; A. E. Hurst, general manager; James D. Aitken, business manager, and Guy Hubbard consulting editor.

The plan is explained to Editor & Publisher as follows by Mr. Aiten:

"'Ideas' has been created to enable retail ad men the country over to keep their fingers on the pulse of the nation's retail advertising, and as a stirrup on their imaginative powers, and to keep the fires of inspiration burning within them.

"Each issue will include several pages filled with reproductions of retail store advertisements from different sections of this country and Canada; one page of ad editorial reproductions; a breezy article by the ad Critic of the Dry Goods Economist; a double-page article of vital interest to merchants and advertising men; and a four-page reprint of Ad Critic pages of the Economist."

Wilson Saved July 4 Parade

Bridgeport, Conn., June 23.—Steadfast individual resolves to "never again" don their uniform, save for the hour of need, seemed to have raised an insurmountable barrier to the proposal of "The Service Recognition Work" committee here that soldiers and sailors and marines returned from service parade on July 4, but Lynn W. Wilson, editor of the Bridgeport Times and Evening Farmer, facing 3,000 of the men assembled in the armory June 18, bartered down the objections and won the boys over to the idea of the parade. Not one stayed in his seat when Mr. Wilson called for a rising vote in support of the parade idea. He served during the war as a "Four Minute" speaker.

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TELEGRAPH MEN DEMAND 50 PER CENT. RAISE

(Continued from Page 5.)

T. U. A. is represented in its controversy with the U. P. by D. K. Stevenson, chairman, of Pittsburgh; C. H. Murchland, of Dayton, O., and F. E. Dwyer, of Minneapolis. The United Press is represented by Roy W. Howard, president; William H. Hawkins, vice-president and general manager, and K. A. Bickell, business manager.

On Monday the union's committee submitted in writing the copy of a proposed agreement, in which the wage scale after July 1 was to be as follows:

The Day Scale

The minimum salary of any Morse operator or automatic attendant shall be $45 per week.

The salary of all receiving operators and attendants employed in cities having a population of 100,000 and upwards, according to the last government estimate of population, shall be $50 per week.

The salary of Morse operators and automatic attendants in relay offices shall be $50 per week.

By bureau operator and automatic attendant is meant a person who makes two or more copies of the report.

Operators acting as chief operator with jurisdiction over one circuit shall receive $55 per week and those with jurisdiction over more than one circuit shall receive $60 per week.

The minimum salary of any Morse operator or automatic attendant shall be $47.50 per week.

The salary of all receiving Morse operators and automatic attendants employed in cities having a population of 100,000 and upwards, according to the last government estimate of population shall be $50 per week.

The salary of bureau Morse operators and automatic attendants shall be $52.50 per week.

The salary of Morse operators and automatic attendants in relay offices shall be $55 per week.

It will be seen from this schedule that the operators are not modest in their demands, inasmuch as, for instance, the minimum salary of Morse operators, for whom $45 is asked, is now 30, and that of bureau operators, for whom $48 is asked, is now $32.50. As stated previously, the average increase asked is 50 per cent.

To these demands, the United Press submitted a counter-proposal, which provided for a graduated increase in the salaries, based on town population and consequent variance in cost of living, this increase ranging from 3.33 per cent. to 16.66 per cent.

On Tuesday, the union's committee sent the following reply:

The committee has gone over the manager general's reply to our proposal and decided it finds it so unsatisfactory and inadequate that it would be a waste of time to discuss the matter in detail.

The committee has presented its final figures and refers the management to the briefs and arguments presented before the Railroad Board last fall. Conditions now are much worse than at that time and operators have had some time debt to meet bare living costs.

The offer of 81 is wholly inadequate in minimum points, if meant seriously by the management, is so ridiculous that the committee can only wonder what the attitude of the United Press is towards its committee. Apparently we are not even treated seriously by the management. Three attempts in recent weeks to confer with committee and deal individually with the operators strengthens this feeling of wonder. Does not the United Press management realize that this committee is the duly authorized representative of the United Press operators?

The management submitted figures our efforts to establish a practical working agreement for the automatic machine. This problem must eventually be met and solved and we are instructed to settle it here and now.

Gentlemen, there is no need of discussion until you can give us something to discuss. We reject the proposition and will await your pleasure at the Continental Hotel until tomorrow, when we will return home.

U. P. Makes Reply

The United Press rejoinder was as follows:

"You say that you are willing to submit your case upon the briefs and arguments presented last fall before the National War Labor Board.

"Your demands amount to a wage increase in excess of 50 per cent. We cannot grant such demands because they are exorbitant and would confiscate a considerable portion of our mutual business in small towns. They are unreasonable in that it is an attempt to force a wage in towns and small cities to the level of a wage that might be reasonably justified in large cities.

"The War Labor Board, before whom you presented all your evidence at length and submitted arguments and briefs in detail, refused to alter or amend in any way the wage scale schedule contract between the United Press and your union.

"You state that the minimum schedule of $31 per week which we have offered in small towns is too ridiculous to consider. The wage scale of the National War Labor Board showed definitely and specifically that in more than 95 per cent. of the cities under 20,000 population the United Press telegraph operator was the highest paid employee in the offices of those newspapers throughout the United States, and in many instances received more salary than the editor or publisher. Our minimum scale of $31 in cities of under 20,000 population affects only 38 operators located in the small towns.

"To grant your demands in these small cities would necessarily confiscate that class of our business; would force the newspapers in these small cities to give up the leased wire and resort to a pony report, thereby eliminating our wires and your jobs.

Publishers' Position

"We have in our possession letters from a majority of the publishers in these newspapers in the small cities which say that it is impossible for them to stand any increased financial burden for our report. We are further informed by many of these publishers that your operators are not expecting nor are they demanding any such increase as you mention in your demands.

"In your letter to us you state 'there is no need of discussion until you can give us something to discuss.' Yet we have offered you a schedule of the following percentage increase in wage:

"In towns under 20,000 population (where the wages now paid the telegrapher are higher than the wages paid in any other class) an increase of 3.33 per cent.

"In towns of 20,000 to 50,000 population, 8.33 per cent.

"In towns between 50,000 and 150,000, 16.66 per cent.

"In cities of 150,000 to 500,000, 25 per cent

"In cities over 500,000, 32.81 per cent.

"Relay operators, 26.56 per cent."

"You ask: 'Does not the United Press management realize that this committee is the legally authorized representative of the United Press operators?' We do recognize you as the authorized representative of the United Press operators, and if we did not recognize you we would not be conducting these negotiations with you. We recognize you to the full extent that your members have delegated power and authority to you. It is our desire to cooperate with you to the limit of our ability in your efforts to lay before the entire union membership the full facts upon which a fair and just agreement can alone be based.

"Recognizing that the machine is destined to continue a vital factor in press association developments, the United Press has offered a scale of wages for day, night and Saturday night machine operators which we are informed is the highest ever offered for this class of work.

Machine Development

"That this wage is less than the wage offered for Morse work is due to the admitted fact that the skill required is much less and the training period much shorter than is required to perfect a Morse operator handling press.

"The committee's reference to 'machine attendants' is ambiguous. No attendant is required for any machine used or contemplated by the United Press. If by 'attendant' the committee refers to the mechanics and electrical workers who install and repair the machine used by the United Press, we can only say that we have no more control over these men than we have over the linemen and other electrical workers who install and repair telephone and Morse circuits and instruments.

"It is our intention to settle the question of machine operation in full harmony with sound union principles. We are prepared to adhere to the principle of collective bargaining in the case of machine operators, as we have adhered to it in the case of Morse operators since the organization of the United Press. We will not, however, compromise with any form of reactionaryism which is contrary to the progressive principles of the American Federation of Labor or which would constitute a retard or thwart the legitimate and natural development of the science of telegraphy. Nor are we willing to become a party to any stipulation which will prevent our growth in a field wide open to our competitors.

Asks Further Information

"We repeat our request for information as to what steps have been taken to equalize working conditions, wages, etc., among competing press associations, and as to whether a demand identical with that presented to the United Press has been presented by the union to all press associations.

"Finally, we propose that if you are not satisfied to accept the wage increases which we have offered you and as we cannot grant the wages which you demand; that each of us withdraw our proposals in their entirety and submit all our differences to immediate arbitration by some disinterested arbitrator, and the United Press appointing one arbitrator, these two to select the third arbitrator, and the majority opinion of this arbitration board to be final and binding upon both parties hereto for a period of one year."

Students Land Jobs

COLUMBUS, Ohio, June 24.—Four courses in journalism will be offered in the summer session of the Ohio State University by Prof. Joseph S. Myers. Most of the undergraduates of the year just closing will be employed on newspapers over the State during the summer vacation. Of the graduates, William P. Dumont will become editor of the Cambridge Times. Miss Lillian Hoskins will join the editorial staff of a Sidney paper. Ray Palmer will continue on the staff of the Columbus Dispatch. Miss Harriett E. Daily may join a Columbus paper.

Failure in the larger sense lurks where there is no spirit to serve an idealism.

N. Y. STATE NEWSPAPER MAKERS IN SESSION

Members of Three Associations Gather at Saratoga Springs — Associated Dailies May Appoint Advertising Man for Foreign Business

SARATOGA SPRINGS, N. Y., June 25.—The newspaper workers and publishers of the state gathered at the Grand Union Hotel today for the beginning of what will be three distinct conventions, the meeting of the Associated Dailies, the Convention of the New York State Press Association and the New York State Republican Editorial Association. The Associated Dailies met this morning, the Press Association will convene tomorrow morning and the Editorial Association will have its meeting Saturday.

The meeting of the Associated Dailies was called to order by President E. C. Van Loan, of Hudson, with twenty-five members in attendance. The attention of the meeting was occupied with a question box which discussed subjects relating to advertising, circulation, accounting, mechanical facilities and labor. Among the topics discussed were making returns, merging rural routes and revising second-class postage rates. The question of having an association advertising man for foreign business was considered. Members expressed their opinions of the standard cost sheet sent out by the A. N. P. A. and the question of association members making a similar report was discussed.

The merits of six and seven point for body matter, the pyramid make-up of pages and the eight-column form were among the matters considered from the mechanical standpoint. Labor came in for a good share of the discussion and the problems of linotype operation was the most important. All labor conditions from the business office to the carrier boy were taken up.

The opening session of the State Press Association was held tonight, with President William O. Green, of Fairport, presiding. The delegates were welcomed by former Senator Edgar T. Brackett and the response was by Charles H. Betts, of Lyons. Various committees were appointed to take up the matters that will come before the association for consideration.

The first business session will be held tomorrow and will continue Friday, Friday night the annual banquet will take place, when addresses will be made by Colonel George Harvey, General Samuel T. Ansell, of the War Department; Chancellor James R. Day, of Syracuse University; Harry S. Atwood, of Chicago, and James Schermerhorn, editor of the Detroit Times.

Thrift Invades Newspaper Offices

WASHINGTON, D. C., June 24.—The campaign to make thrift a permanent American characteristic is really on at last. The newspaper publisher, who has old-timer will tell you, is the last place in the world to look for thrift or thoughtfulness about money, has been invaded by the thrift germ.

The Savings Division of the Treasury Department was notified recently that the employes of the Kansas City Star and the Kansas City Times have organized a War Savings Society with a membership of about 600. These employes propose to maintain a 100 per cent organization by buying weekly a fixed quota of War Savings Stamps and Thrift Stamps.

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FORD—TRIBUNE TRIAL COST IS GROWING

Fortune Is Being Spent in Great Libel Action—A New Kind of Expert Is Called to Pass on Statements of Detroit Manufacturer

The libel suit of Henry Ford against the Chicago Tribune is rapidly carving its way into more than one new niche in journalistic history. Conservative estimates now place the cost of the trial to date at $200,000 and the end is not even in sight. The "joy-riding" of witnesses brought from the Mexican border to testify for the defense is said to have added several thousand dollars to the general bill.

Ideas of Expenses

More than twenty-five witnesses were brought from the Mexican border by the Tribune, and the cost of the trip, their time and entertainment, has been estimated at $15,000, which is considered conservative. The entertainment has included a trip to Niagara Falls, according to Ford representatives. A fair estimate of the cost of the $1,000,000 trial can be secured from the cost of the stenographers' report for the first five weeks, according to a statement issued by E. G. Pipp, editor of Mr. Ford's Dearborn, Mich., Independent, which he estimates at $8,000 a day. The report for that period covers 3,293 pages.

The Tribune is always represented in court by ten attorneys and Henry Ford never by less than seven. The lowest estimate placed on the pay of any one of them, by Mr. Pipp, is $50 a day and the salary of some he places at more than $300 a day. The hotel bills of this resort were never more prosperous at this season of the year. The better class are all crowded with persons in attendance at the Ford-Tribune libel suit.

"Expert" on Anarchism

The outstanding feature of the trial during the past week has been the testimony given by Jesse N. Reeves, Professor of Political Science at the University of Michigan, who was called as "an expert on anarchism" by The Tribune. Prof. Reeves testified that he found the principles of well-known and recognized anarchists in the theories of Henry Ford as quoted in an article written by Edward Marshall after an interview with Mr. Ford. He quoted Gardner, Rudolph, Baknnin, Tucker, Tolstoy and others as holding the same views on community importance. Mr. Lockwood, attorney for Mr. Ford, quoted Christ, St. Paul, Bishop Williams, President Wilson, Lyman Abbott, Emerson and Tennyson as holding the same views as Mr. Ford, during the eross-examination of Prof. Reeves.

P. W. Williams, Detroit newspaper correspondent, who wrote the "Flivver Patriotism" dispatch which caused the Tribune to print the editorial which caused the present libel suit, testified that his story was based on an interview with Mr. Klingensmith, a Ford manager.

W. N. U. Soldiers Return

Oklahoma City, June 24.—Guy Edward Martin, for years with the Oklahoma City office of the Western Newspaper Union and later with the A. E. F., has returned from France. Lieut. Herbert H. Fish, son of President H. H. Fish of the "W. N. U.," also is expected back soon to work. He went to California for an extended vacation because of illness contracted in France and is now recovered. Of the ten men the Western Newspaper Union had in the army six went overseas and escaped injury.

WASHINGTON APPROVES PUBLICITY BUREAUS

(*Continued from Page 5.*)

sentatives scattered throughout the most active and important branches of the Government, there was a well-defined reason for officials dealing with them and through them instead of with the correspondents. Whether this was due not only to save time of officers, but to have an official agency through which the Government dealt with the press—the committee has not been exactly an agent of the newspapers—where all queries might go and where sound judgment might be had on the advisability of releasing certain matter to the public.

It is to the credit of the committee that few instances are recalled where efforts were made to prevent publication of information on the exclusive ground of its being "bad politics for the Administration."

War Time Was Different

On the surface, at least, politics were forgotten on most questions of administrative procedure, and almost all faiths desiring to have the achievements of their Government put forward in the most favorable light were inclined to condone occasional lapses into fulsome praise.

Reference is made to the fact that regardless of a man's personal politics when he enters a Federal bureau he ceases he naturally desires to put forth the work of the department for which he becomes the spokesman in the best possible light, and it so happens that Government publicity very often runs to adjectives and sometimes to superlatives.

Answer is made that no simple solution to such a problem presents itself in the polley pursued by the Committee on Public Information in many instances and the War Department News Bureau in a majority of its "handouts," that of issuing official statements without "leads" or comment of any sort.

This leaves it to the newspaper man to dig his own story out of the material, to draw his own conclusions and inferences.

Favor End of Bureaus

But this response does not satisfy those opponents of official publicity who believe it is better to dispense with such bureaus and leave it to the papers to ferret the news out of the thousands or more bureaus in Washington, even though it is admitted that the volume of news of Government activities would be materially less.

There is an important question involved in the discussion, and one which scarcely requires any especial emphasis to show how easily it might operate to defeat the major feature of the Cummins bill or a similar measure, should the authors insist upon linking "publicity" with "advertising."

Toledo Cinh Elects Dowd

Toledo, Ohio, June 20.—The following officers have been elected by the Toledo Advertising Club: President, C. F. Dowd; vice-president, Henry Ungar; secretary, Kenneth Barnard; treasurer, Jack Murphy; directors, J. O. Munn, E. A. Machen, C. H. von Beseler, Harris Corey, L. H. Sanzenbacher.

E. S. Hooper with New York Globe

Elmer S. Hooper has joined the foreign advertising department of the New York Globe. He has been for a number of years in the Hearst papers.

WINNIPEG NEWSPAPERS WEATHERED STORM

City Without Papers for a Week—Conditions Almost Normal Again—Big Volume of Advertising Now Being Carried

(BY TELEGRAPH TO EDITOR & PUBLISHER.)

Winnipeg, Man., June 24.—The daily newspapers of Winnipeg have weathered the severest industrial storm ever experienced in Canada and perhaps on the American Continent. The most extensive general strike ever called in the Dominion began in Winnipeg on Thursday, May 15, and to some extent the city is still in its grip, although many workers have gone back to their jobs and all public utilities are again operating.

A dead set was made against the daily press by the strike committee as soon as the general strike had been called. The committee adopted the assumption that the newspapers would be against the strikers, although the tone of the articles in the press right up to the calling of the strike had been distinctly favorable toward most of the demands of labor.

Broke Contracts

The printers refused to take a strike vote and stayed on their jobs, but the pressmen and stereotypers broke their contract and defied their international officers when sent out on Friday, May 16, the second day of the strike, the engineers, firemen, electricians, elevator men and janitors also deserting their posts in the newspaper offices.

The city was without its daily papers until the following Thursday, when the Free Press issued a two-page paper, and publication has proceeded regularly since that day. The other daily papers, the Telegram and Tribune, resumed publication on Saturday, May 24. For several days the papers were restricted to eight pages, but after about a week went back to normal size. Later on the pressmen and stereotypers returned to their positions, on the orders of their international officers. The newspapers, in resuming publication, began a vigorous fight against the principle of sympathetic strikers, especially on public utilities, and they have loomed up as large factors in the struggle.

Despite the industrial unrest the Winnipeg papers are carrying a large volume of advertising. Returns for June are expected to equal those of same month last year. Considerable amount of advertising space has been used by the Citizens' Committee of One Thousand, which has carried on public utilities and has conducted a vigorous campaign against motives and methods of the strike leaders.

Advertising Volume About Normal

Many of the utilities have also used paid space to explain to the public their position, and to offer positions to new employes. Foreign advertising is again back to average, although badly tied up in early period of trouble by strike of postal employes in Winnipeg division. City circulation was badly hit by strike, but delivery organization is again normal.

Carriers Quit Routes

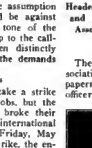
Many extreme labor men quit the daily papers as a result of their attitude towards strike, but some of this loss is already being regained. A number of carrier boys, whose fathers were strikers, quit their routes, and in the unsettled state of the city it was several days before reorganization could be effected.

Outside circulation was practically cut off for ten days, owing to absence of mail service, but with reorganization of postal staff delivery to all outside points was resumed. Very few subscription losses have been sustained by the papers in the country. For nearly two weeks during the strike telegraph operators were out at Winnipeg and correspondents for outside papers had to carry their copy down to Thief Falls, Minnesota, and other towns across the border in order to get it transmitted. A wireless outfit, erected on the roof of Free Press Building, helped bring the news of the outside world into Winnipeg when the wires were dead, the wireless constantly picking up within a few hours of the installation of the apparatus the Arlington Naval Wireless, near Washington, D. C.

COMPLETE A. F. L. N. RE-ORGANIZATION

Headed by Frances A. Kellar, President, and Well Known Associate Officers, Association Is Reformed Under Entirely American Control

The stockholders of the American Association of Foreign Language Newspapers, Inc., have elected the following officers:



President: Frances A. Kellor, until recently in charge of War Work Extension under the foreign born in the Department of the Interior, and assistant to the chairman of the Immigration Committee of the Chamber of Commerce of the U.S.

Frances A. Kellor

Chairman board of directors: Francis H. Sisson, vice-president of the Guaranty Trust Company.

Vice-Presidents: Frank D. Gardner, manager of the Chicago headquarters; Herbert D. Mason, of Carroll & Mason, general counsel; S. P. Goldman, firm of Goldman & Unger;

Secretary: Howard P. Ingels, formerly secretary of the War Industries Board;

Treasurer: Alexander J. Hemphill, chairman of the Board of the Guaranty Trust Company;

Other directors include Joseph H. Appel, Gen. Coleman du Pont, Don S. Momand, Col. William B. Thompson and Mrs. Cabot Ward.

The board of directors announces the installation of the following new departments in its reorganization plan.

Contracts: E. M. Carney, manager, late president of Carney & Kerr, Inc., advertising agency and formerly connected with the advertising department of Collier's Weekly;

Accounting: C. A. Burnell, general auditor, formerly comptroller and general auditor of Hudson Navigation Company and subsidiaries;

Duties: G. Bonsall, formerly with the Model Advertising Agency, and Atlantic Advertising Agency;

Magazines and special projects: William H. Parham, manager; formerly of the New York Tribune, Herald and American;

Markets: Erim S. Acel, analyst, former manager Foreign Language Advertising Service;

Research: Samuel Katzin, formerly with the New York Tribune.

Harvey Michael has left the Des Moines Capital for service on the city staff of the St. Paul Pioneer Press.

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NEW YORK WELCOMES ILLUSTRATED NEWS

First Issue of Chicago Tribune's Daily Pictorial Appears Today, Featuring $10,000 Beauty Contest—Will Give News in Pictures

New York City's newest morning newspaper—The Illustrated Daily News—a pictorial resembling the London Daily Graphic and the London Daily Mirror, appears today. Arrangements had been made for the distribution of a large edition through the American News Company and independent distributers to newsdealers within a radius of 75 miles of the City Hall, so it would appear on newsstands not later than the last editions of the other New York City dailies.

Its publishers, the Chicago Tribune Company, operating as the News Syndicate Co., Inc., with headquarters in the Evening Mail Building at 25 City Hall Place, had whetted public interest in the new publication by printing full-page advertisements for four days in other New York City dailies, featuring a $10,000 prize offered for a photograph of the most beautiful girl in Greater New York.

A Deluge of Photographs

The result was that before the first issue of the paper appeared its editorial rooms began to fill up with photographs, large and small, of pretty young women. The last of the sixteen pages of the first issue is taken up with reproductions of four of these, and a critical survey of these suggests that whatever young lady does win the prize will have to be not only a beauty but a radiant angel.

Beauties who make a business of driving dull care away from the male patrons of musical comedy are barred from participation in the contest, and while this ban does not extend to society princesses, it is significant that the five young women whose facial charms are exhibited in the first issue of the Daily Illustrated News are all in business. Miss C. is employed at the Pennsylvania Hotel; Miss M., at Spiro's Hair Shop; Miss W., at Lord & Taylor's; Miss M., at Wanamaker's, and Miss S. at the Vogue Hat Shop.

"Who We Are"

The purpose and plan of the new publication is announced in an editorial headed "Who We Are." It is stated that while the first purpose of the new daily will be to present the news of the world in pictures short news stories will also be carried. Stress is laid on the fact that the Illustrated Daily News will not be a competitor of other New York newspapers, but will cover a field that they have never attempted to cover. The special news service of the Chicago Tribune will be augmented by United Press dispatches.

The editorial announcement says that one of the policies of the paper will be the publication of the best and newest fiction to be had and a new serial detective story by E. Phillips Oppenheim begins in the first issue.

Some of the permanent features of the new paper will be "A Line O' Type Or Two," the humorous column of Bert Leston Taylor, which appears in the Chicago Tribune; "How to Keep Well," by Dr. W. A. Evans; "Doris Blake's Answers," of particular interest to those whose love affairs are not running smoothly; "Beauty Answers," by Antoinette Donnelly; "Real Love Stories," told by the participants; "Bright Sayings of Children," by proud parents; "Daily Fashion Hints," "Sportographs," "A Guide to the Theatres" and McCutcheon's cartoons.

National advertisers have three of the sixteen pages of the first issue. Woodbury's has a page; Cutex, two half-pages, and E. & W. Collars and the Auto Strop Razor, each a half page. Despite its "Guide to the Theatres," the News will not solicit theatrical advertising. The page rate is $200. The paper will be increased in size as the volume of advertising grows. Seven pages of advertising will call for a twenty-page issue, and eleven pages of advertising for a twenty-four page issue.



THE LATE CESAR MAURICE LOMBARDI

Virginia Press Association to Meet July 17-18-19.

Organization Expects to Enroll Additional Daily Newspapers as Members —Will Visit Historic Yorktown

ROANOKE, Va., July 27.—The executive committee of the Virginia Press Association has announced West Point, Va., as the meeting place for the summer convention, and July 17, 18 and 19 as the dates.

R. A. Anderson, of Marion, is president, and Charles B. Cooke, of Richmond, secretary-treasurer.

At the July meeting the resolutions adopted at the Roanoke meeting in 1918 will go into effect. One of these resolutions provides for the abolishment of the office of historian, and also does away with the various district vice-presidents.

L. E. Pugh, of the Newport News Press, is chairman of the Daily Section of the Virginia Press Association, created at the Roanoke meeting, and it is probable that the Association will be strengthened by the addition of several of the more influential daily newspapers of the State to its membership.

The tentative program calls for a steamer trip down the York River to historic Yorktown, which is now becoming famous again as a naval station and fuel oil base. After dinner at the Yorktown Inn the return trip will be made by moonlight. Another afternoon will be spent in visiting the shipyard and other industries at West Point.

Sells for Two Cents

The new paper will appear every day except Sunday. It will sell on the newsstands for two cents. Subscriptions by mail postpaid in the United States or Canada will be 75 cents a month, $4 for six months and $8 a year.

R. R. McCormick and J. M. Patterson, publishers and co-editors of the Chicago Tribune, are publishers and editors of the Illustrated Daily News; William H. Field, Eastern business manager of the Chicago Tribune, is general manager; George Utassy, formerly general manager of the Hearst Magazines, is business manager, and Arthur Clarke, formerly city editor of the New York Evening World, is managing editor. Max Annenberg, circulation manager of the Chicago Tribune, temporarily is in charge of the circulation department, and has as his assistant J. J. Sullivan, who previously was connected with the Army Edition, now the Paris Edition, of the Tribune.

Among the staff writers of the News are Harry Canfield, Sumner N. Blossom, Merton E. Burke, Augustin Lardy, Amy L. Paulding and Mabel McElliott.

Now is the psychological moment to sell an old piece of machinery and Editor & Publisher is the place to tell 'em about it.

C. M. LOMBARDI DIES AT AGE OF 74

President and Editor of A. H. Belo Newspapers in Texas Was a Self-Made Man—Started Career as a Bookkeeper

(BY TELEGRAPH.)

DALLAS, Tex., June 23.—Cesar Maurice Lombardi, president of A. H. Belo & Co., publishers of the Dallas Morning News, Dallas Evening Journal and Galveston Daily News, died at his summer home at Berkeley, Cal., early this morning. Mr. Lombardi has been connected with A. H. Belo & Co. for twelve years, first as vice-president and since 1913 as president.

Born in Switzerland, August 6, 1845, he came to America in 1860, locating in New Orleans, where he was employed for ten years as bookkeeper and cashier in several large business firms. During this time he was studying in the Jesuit College of New Orleans. His education in Switzerland had been in the Italian language, and while in New Orleans he studied in French and English. In 1871 he moved to Houston, Tex., and resided in that city until 1888, when he moved to Portland, Ore., and entered the wholesale grain business.

Having married Miss Caroline Gaston Ennis, of Houston, a sister of the wife of the late Col. A. H. Belo, upon the death of Alfred H. Belo, who had succeeded his father as head of the publishing company, Mr. Lombardi was induced to move to Dallas and become associated with the firm as representative of the Belo estate.

Mr. Lombardi brought to his new field a varied experience in the business world, a broad and well-trained intellect and an intimate knowledge and love of art and literature, and that enabled him to make his influence felt. He had a deep interest in state, national and world politics and a knowledge of affairs that enabled him intelligently to direct the editorial policies of the five newspapers of which he was editorial executive.

Mr. Lombardi is survived by his widow, two sons and one daughter. Funeral services will be held in Berkeley, Cal., tomorrow, and the body temporarily placed in a vault, where it will remain until September or October.

A. B. C. Reports on Newspapers

CHICAGO, June 24.—Audit Bureau of Circulation reports have been issued on the following newspapers: Dallas (Tex.) Morning News, Dallas Evening Journal; El Paso (Tex.) Herald, El Paso Morning Times; Perth Amboy (N. J.) Evening News; Sherbrooke (Que.) Daily Record.

Ohio Select List Week August 4

COLUMBUS, Ohio, June 21.—The officers of the Ohio Select List met here this week to arrange for the general meeting to be held in Cleveland, at the Hollenden, on August 4. Harry Taylor, of the Portsmouth Times, president, presided.

BALTIMORE SUNDAY NEWS 3 CENTS

Means More for Dealers—The Daily News Is Unaffected

BALTIMORE, June 22.—The price of the Sunday afternoon News was raised today from 2 to 3 cents. The News is owned by Frank A. Munsey and was one of the first papers in the land to issue Sunday afternoon editions. In making its announcement of the increase in price the paper says:

"The heavy increase in the cost of paper and every other commodity that enters into the making of a newspaper, the increase in expense in every department, compels the News to change the price of its Sunday issue from 2 to 3 cents. A considerable portion of the increase goes to newsboys and newsdealers, who are as much affected by the high cost of living as others."

The increase applies to the Sunday News only. The Daily News remains at 2 cents.

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A.N.A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

COMPARISONS

Views of the A. B. C. in January, 1918, and June, 1919

LAST week I attended the annual meeting of the Audit Bureau of Circulations in Chicago. It was the second general meeting of the A. B. C. at which I have been present. The first was in January, 1918. Comparisons are inevitable.

At both meetings the earnestness of the members was evident. I can imagine someone saying here, "Well, aren't they paying out enough good money to make them earnest!" Surely; but it wasn't that kind of earnestness. Quite evident was it that the point of interest was not what they were getting or were likely to get, but what they were making—in the shape of an institution. They were working, not in connection with a casual matter, but for something in which they believed.

This earnestness of spirit of the A. B. C. men vastly impressed me in January last year. The A. N. A. had resolved upon a much closer inspection of the A. B. C., and the A. B. C. chiefs were by no means loath. In fact, when I invited them to sell me on the proposition, they went the limit; they gave me every particular requested, and placed before me everything for which I asked.

But this earnestness aforesaid: when I went back and reported it to the directors of the A. N. A., and said to them, "Gentlemen, these publishers believe in the A. B. C., and they are resolved to uphold and maintain it and to be loyal to it," they also, were impressed.

SAME WATCH-DOGS WATCHING

NO meeting of similar interest is complete without the watch-dog—the critic, the verbal particularist. He has his place and function—and a very useful function it is; and ultimately he goes to his own place. He makes men think; he startles them into thinking—and laughing. He is a most perfect antidote to carelessness in framing by-laws. He is always "agin the Government," he is always, paradoxically enough, for more Government. He is the maker of the about 63,000 laws that have been placed on the Federal and State statute books of the United States in a brief period—of which number, it is said, the majority is negligible or unnecessary. When it comes to making by-laws, he has all possible, probable things on his list, and "they never will be missed."

He—or, rather, they—were present at both the A. B. C. meetings mentioned. Every time they arose with the vocative, "Mr. President," someone enjoyed himself—someone smiled. At last week's meeting certain gentlemen—usually regarded as possessing a fair measure of sedateness—were betting on the number of arisings.

There was some dispute as to whether one of the verbal particularists arose eighteen or thirty-one times; but one of the wagerers netted $1.25 when the meeting closed.

GOOD HUMOR IS GOOD SENSE

THE foregoing section was not written for the purpose of pilloriying the verbal particularists, but to indicate how good-humored—as well as earnest—the A. B. C. meeting was.

The A. B. C. has arrived. In the January, 1918, meeting there was an element of partisanship without responsibility, inevitable during the process of becoming, but, also, indicative of the period of adolescence. Last week, on the contrary, there was partisanship *with* responsibility. Nothing must be done, speaker after speaker said, to injure the constitutional fabric of the Bureau; nothing to replace (if replacement be possible) the authority of the buyer—the advertiser; the Bureau has grown strong and like all strong persons, like organizations, it forgets its rights in the face of its duties; in any case, the greater—the duties—includes the less—the rights.

CONFIDENCE OF THE BODY OF ADVERTISERS

TIME and time again a speaker would emphasize the necessity of the Bureau continuing to merit the confidence of the advertiser—by continuing the authority of the advertiser. The importance of that consideration is obvious: depose the authority of the advertiser, and the Bureau would lose all reason for existence. The buyer always determines the standards of the purchase.

There was once, so it is said, an island where the inhabitants existed by taking in one another's washing. And, it is also said, they were happy and content with the appearance, the color, the finish of the laundered articles. Although the story does not say so, someone must at some time have discovered that island and its happy, self-satisfied people.

Of the present existence of this island laundry there is no record. I can imagine that, after the discovery of the island and the occupation of the people, attempts were made to employ the mutual service by the outside world of buyers of laundry service. There buyers doubtless, had a certain standard of service in their minds to which they thought the islanders should conform. Each and every islander, on the other hand, probably contended that because Kankakee Brown was satisfied with the work turned out by Oshkosh Smith, therefore these alien buyers-of-the-hills ought also to be satisfied—even if, now and then, something was lost in the wash, something made to look shabby and unreliable by primitive methods, or there should be carelessness in the count of the pieces sent home.

That kind of standard of service did not so much matter in the absence of a demand for a higher standard, and so long as the uncles, the cousins and the aunts were content with it.

But immediately prospective *buyers* of the service became interested—people paying real money—it became necessary, apparently, to conform to the standards of those buyers.

It would appear that because the islanders thought these buyers highbrows and, doubtless, said, "What is good enough for us is good enough for them," the buyers ceased to be interested.

And the moral? Well, it can happen again.

But not if men as sane as those who attended the fifth annual meeting of the A. B. C. continue with the Bureau.

STANLEY CLAGUE NOW AND THEN

THERE is one more comparison in the two meetings—January, 1918, and June, 1919,—that I must make,—the attitude of the members towards Stanley Clague, the managing director. In January, 1918, Mr. Clague had been in command only some three or four months. In spite of his previous record as director, and as one of the founders of the Bureau, it was plain that the attitude of those in attendance was ultracritical, almost censorious. The dues were to be increased, and any man in an organization who is thought to be the suggestor of an increase in dues is seldom, temporarily, popular. Also, owing to great difficulties, and lack of sufficient funds, it had, until just before the meeting, been impossible to catch up with the arrears of audit-making.

But last week there was general appreciation and approval, and a motion to congratulate Mr. Clague was adopted enthusiastically, not perfunctorily, but with the heartiness that men always show in appreciating accomplishment.

And Mr. Clague, like all good organization managers, accepted the resolution for the organization, and not only for himself.

BY the way, I heard incidentally that when it became known that Stanley Clague had been re-elected managing director by the directors of the A. B. C. office staff were overheard 'phoning to their families that everything was "O. K." for another year, anyway. Commercial Attaché at Buenos Ayres.

Houston Is a Firm Believer in Use of Advertising

Business Men and Associations Determine to Make City Best and Biggest in the Southwest

HOUSTON, Tex., June 23.—If publicity will do it, Houston will reach the goal she aspires to—the biggest and best city in the Southwest—and she will do it by means of advertising and printer's ink; for there isn't a town in the South that believes in getting to the public through the medium of the press more than does the city of Houston. Her merchants in every line of business are advertisers and spare no means to tell the public what their commodities are.

A clever idea was evolved recently by a dry goods firm here and proved to be a great success. The firm devoted pages of advertising to tell the public throughout the State about the exhibit it was preparing of articles made in Houston An entire floor was devoted to this exhibit and everything from a tin cup to a piano was attractively shown in the various booths built for that purpose.

Another dry goods firm had its 35th Anniversary Sale recently, and for a week previous it carried in the local papers page advertising space telling of the coming event. It used a clever idea in showing each day a map representing the town along the railway lines of easy access to Houston and below gave the time of arrival and departure of trains from each point.

Through this advertising the event was known all over the county and talked about and the morning of the day when the doors of the store were opened 3,000 people were waiting to be admitted. Throughout that day and the following days of the sale each floor was jammed with people.

What helped to make a success of the million dollar bond election for the improvement of Houston ship channel a few weeks ago? The liberti use of advertising and the newspapers. Likewise, publicity helped to secure Ellington Field to Houston, thus making her the possessor of the largest flying field in the world.

Expansion is the slogan of the Young Men's Business League and it is putting on an expansion drive June 23.

The Houston Post has opened its free swimming campaign. It is an annual affair and has been with great success in the past. It represents a course of free swimming lessons for boys from the ages of 11 to 14 and is conducted jointly with the Y. M. C. A. The only formality necessary for entering the campaign was to clip the coupon which appeared in the Post and send it in to the office of the Y. M. C. A.

The Rotary Club is a hustling organization here, and it believes in printer's ink.

Buck and Hammersfahr Join Hands

CHICAGO, June 21.—Glen Buck and A. C. G. Hammesfahr have become associated in the advertising business heretofore conducted here by Mr. Buck individually. Mr. Hammesfahr has resigned as vice-president and general manager of P. F. Collier & Son, New York. He is well known in the Middle West through having formerly represented Collier's in the territory.

JOHN RING, JR., HONORED

President of St. Louis Ad Club Given Bronze Plaque for Patriotic Services

ST. LOUIS, June 24.—A bronze plaque was presented to John Ring, Jr., president of the Advertising Club, by members at the regular weekly luncheon meeting, in recognition of Mr. Ring's services in maintaining the work of the Demobilization Bureau for Sailors, Soldiers and Marines, which has done splendid work in finding jobs for these discharged service men. The presentation speech was made by George M. Burbach, of the Post-Dispatch.

Since the bureau opened on December 16, 1918, 11,338 men have registered, 11,639 firms and individuals have applied for men, 10,686 men have been referred to jobs, and 8,290 men placed.

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1,879,920 Lines Gain



5 months

January-Febuary
March-April-May
1919

The gain of the St. Louis Post-Dispatch for the first five months of 1919 practically equaled the gain of **all four** of the other St. Louis Newspapers COMBINED.

Agate Lines

ST. LOUIS POST-DISPATCH Gained . . . **1,879,920**

Globe-Democrat and Republic (Morning) Combined Gain, 1,420,500

Star and Times (Evening) Combined Gain 500,400

In Volume of Total Paid Advertising the Post-Dispatch Exceeded BOTH Morning Papers *Combined* by Nearly a *Half Million Lines* and Exceeded BOTH Other Evening Papers COMBINED by Practically

THREE MILLION AGATE LINES

This is the story of five months of a leadership established more than 25 years ago and persistently and consistently maintained. A story of steady, healthful growth—in advertising—in circulation—in prestige and service and helpfulness to both advertiser and reader. A growth that has made the Post-Dispatch

The Most Widely Read Newspaper in the Great Mississippi Valley

ST. LOUIS POST-DISPATCH

S. C. BECKWITH, SPECIAL AGENCY, Sole Agents Foreign Advertising, New York-Chicago-Detroit-Kansas City-St. Louis

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Before the War

During the War

After the War

THE NEW YORK GLOBE presents for the consideration and study of advertisers and space buyers the battle scenes of its circulation experience from January 1, 1912, to and including May, 1919, (a period of 89 consecutive months).

By following the curve for the year 1914 to the month of August, where the outbreak of war inflated circulation from 169,000 in July to 213,000 in August, it will be seen how the interest in the war, as reflected by the sale of newspapers, declined along normal lines of experience during the latter part of the year.

During the year 1916 the taking on of the publication of the special war service of the Chicago Daily News, in April, caused a steady gain in circulation, reaching the peak in September, when the print paper panic broke out and circulation was limited by possibility of supply. During the first week in October The Globe reached sales exceeding 250,000 copies a day, with one day over 300,000, when war conditions compelled it to stop its presses at 210,000 to 220,000 a day.

During the year 1917 it was a battle to secure an adequate supply of print paper to meet demands of the newspaper for an average sale of approximately 212,000 copies per day.

In January, 1918, war necessities forced the New York newspapers to go to two cents a copy, leading to a memorable strike by the news trade, which inflicted a temporarily serious drop in sales for February and March.

Circulation came back about 10,000 a month until the usual Summer declines, with circulation reaching the peak for the year in November, with the coming of the armistice, with 196,000.

The year 1919 opened with the usual drop in February, with the Spring peak reached in May instead of April, by reason of the late starting of the baseball season.

May, 1914—before the war—with a one cent newspaper	**180,000**
May, 1919—after the war—with a two cent newspaper	**190,000**

The Globe's presentation of its circulation figures, all subject to A. B. C. audit and verification, stands unique and in striking contrast with the usual presentation of bare figures. The sale of a newspaper has its ups and downs, according to the season, the same as any other commodity.

In the graph we have added the year 1908 merely to indicate the wonderful growth of The Globe over a period of eleven years:

May, 1908—a one cent newspaper	**91,000**
May, 1919—a two cent newspaper	**190,000**

Double the circulation and at two cents the copy, with print paper costing more than twice as much—an increase from $43 to $90 per ton—and all labor vastly heavier, for less than 25 per cent. increase in average net rate to the advertiser!

THE NEW YORK GLOBE

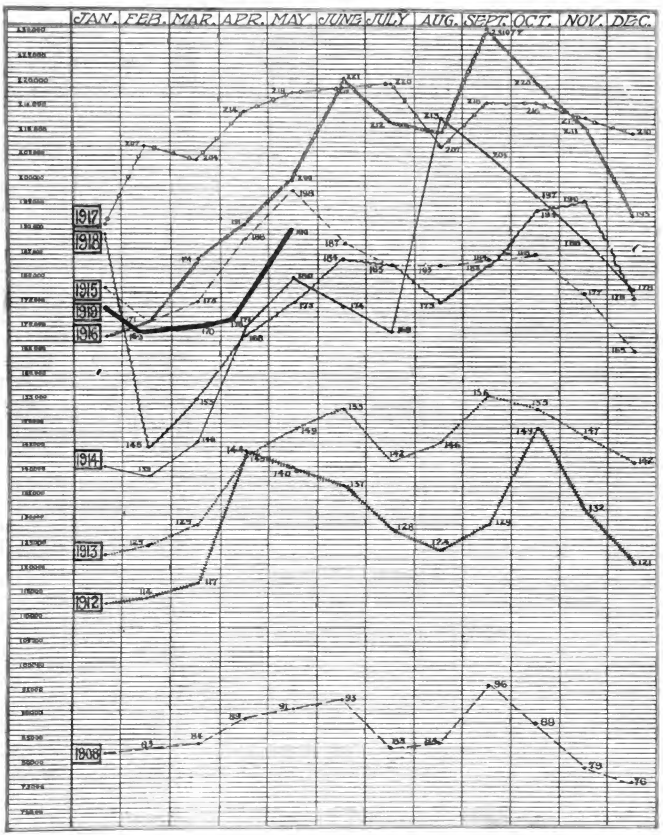
JASON ROGERS
Publisher

Member A. B. C.

180,000 a Day

Digitized by Google

CIRCULATION CHART OF THE NEW YORK GLOBE



The Globe only issued two war extras during four years of war, and during the last two years could have sold many thousands more a day had it been able to secure print paper to meet the demand.

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SUCCESS IS ASSURED RECRUIT CAMPAIGN

Returns Near Close of Government's $16,000 "Flier" in Newspaper Advertising for Army Show Large Increase in Enlistments

There is every indication that the Government's paid-advertising campaign to obtain recruits for the United States army, which ends Saturday of this week, is to be a big success—a much bigger success, apparently, than was anticipated even by those who were confident it would prove a paying venture.

The cost of the two-weeks' campaign was only $186,000 and as EDITOR & PUBLISHER pointed out in previous issues, if it brought in only 10,000 or 12,000 men, the Government would not be out of pocket, as the present cost of recruiting a man for the army has been between $18 and $19 per recruit.

Daily reports that are being received in the Adjutant General's office at Washington from main recruiting stations in 56 cities of the United States seem to indicate that the paid-advertising campaign is going to prove to Uncle Sam that paid newspaper advertising is the best way to get results not only in this but in many other of his official activities

Should Reduce Expense

So far as this particular campaign is concerned, it is believed at Government headquarters for it in New York City that the number of enlistments obtained thereby will be so much larger than is the case, week by week, under ordinary conditions, as to point the way to reducing the cost of enlistments, materially.

For instance, in Greater New York, 700 more enlistments were obtained during five days of the campaign than ever had been obtained in the same territory during six days previously. The number of inquiries concerning the service, most of which were directly attributable to the paid newspaper advertising, averaged 1,100 daily, or four times as many as the average daily number, previously. Many of these inquiries, it was pointed out, will be turned into enlistments later.

200 Papers Participated

There are four pieces of advertising being used in the campaign, appearing in all English-language newspapers in the cities where recruiting offices are located, or more than 200 newspapers in 56 cities. There were two full page and two pieces of 1,100 lines. The account was handled by Frank Seaman, Inc.

The newspapers have co-operated generously in the way of giving all possible space to the campaign in their news and editorial columns, as EDITOR & PUBLISHER contended they would.

"A Whopping Success"

"I don't believe there is any doubt but that the campaign will prove a whopping success," said Captain Floyd Keeler, who has been in charge of it for the Government, with headquarters in New York City. "It will take some time to check up on what actually has been accomplished by the end of the week, but, of course, the campaign will be bearing fruit for a long time, thereafter."

Those who favor the creation of a special Government bureau to apply advertising methods scientifically to enterprises of the various federal departments, such as is provided for in a bill prepared by Senator Cummings, see a strong likelihood of this becoming a reality, if the recruiting campaign proves as big a success as seems probable.

Tea Ads in Newspapers Exclusively

The John O. Powers Company, 461 Fourth Avenue, New York, is conducting an advertising campaign on "Schilling Tea"; 156 advertisements are now appearing in nearly 100 newspapers in the Pacific coast and Far West states. The publication advertising is being done exclusively in newspapers, with the exception of a list of Far Western farm papers. Besides the publication advertising Schilling, bulletins and posters are being used in towns where Sehilling tea is on sale.

ADVERTISES OTHERS TO MAKE FRIENDS

Unusual Campaign in Omaha, in Which an Awning Maker Buys Space to Boost All Lines of Business in City

The "service department" idea is steadily gaining headway with newspapers. And, as an example of what may be accomplished through such a department in the way of creating new advertisers, the Scott Tent & Awning Company's campaign, now running in the Omaha World-Herald, is interesting.

A. C Scott had never been "sold" on advertising. He usually spent a few hundreds a year in the special editions of Omaha newspapers, just to be in the procession—without any expectation that he would get actual results. Then along came James A. Austin, manager of the service department of the World-Herald, with a plan of campaign for Mr. Scott.

It was proposed to him that he should advertise Omaha and its business men. In striking display the various lines of business were to be treated, and advertised—Mr. Scott's own advertising consisting in the statement that he had paid for the publication of the matter. Mr. Scott contracted for fifteen hundred inches, to be used in a series of sixteen advertisements.

In one of these ads Mr. Scott lists the department stores and tells of their importance; in aonther, the specialty shops, etc. The copy has the constructive element in it, and the natural question in all minds has been, "Where does Scott, the awning man, come in?" He seemed to be advertising everybody but himself—every business except the awning business.

Omaha business men praise the spirit he has shown in this campaign. They talk about it—and about the unusual thing Scott has done. He is doing a lot more business just now than usual. That's one result. He has made hundreds of friends among the men who use awnings—and that spells good-will of the cash-value kind.

Glens Falls Officials Re-elected

GLENS FALLS, N. Y., June 25.—The directors and officers of the Post Company, owner of the Post-Star, have been re-elected, as follows: Patrick Moynehan, president; J. Edward Singleton, vice-president and secretary; J. I. Fowler, treasurer and general manager; Roy E. Fairman, editor; Arthur P. Irving, advertising manager.

Clubs Join in Outing

CHICAGO, June 25.—The Cook County Press Club and the Suburban Publishers Association of Illinois will leave here the morning of Saturday, June 28th, for an automobile trip to Lake Geneva and return. It is expected that the company will number 60 or 70.

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among nan-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in naw business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertiseers and helped circulation—It has aided the paper in being recognized as the business man's newspaper in its community.



Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

—the President and Newspapers:

Without the daily newspapers, the forceful addresses of our distinguished President are powerless.

Through the daily newspapers the President reaches instantly and simultaneously national—yes, international ears. Thus he electrifies the world!

If the messages were spread by word of mouth alone or through delayed publication, how impotent they would be! The messages in themselves do not change—and yet without the daily newspapers, they are as nothing!

This powerful force of daily newspapers, at once world-wide and local, can sell merchandise—*your* merchandise.

In all the world, what other medium is so powerful and so adaptable?

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

From Printers' Ink, issue of February 27, 1919.

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Wonderful Stockraising Development in the South



The Associated Advertising Clubs of the World hold their next Convention in the South at New Orleans.

THE writer remembers when he represented a batch of Southern papers and solicited advertising for them in the North ten years ago. It did not take long for him to learn it was useless to call on manufacturing concerns that made goods pertaining to livestock raising, such as *cream separators, feed choppers and silos,* for example, because he would meet the rebuff, "No use advertising our goods in the South; you have no dairy cows down there."

It was very nearly the truth! The Southern farmer had not then realized that his broad stretches of green pasture lands, with capacity for furnishing feed nearly all the year, and their heavy yield of legumes made the South *ideal territory* for cattle raising.

What a change in ten years! Now there are thousands of head of pure bred registered cattle—and hogs, too—in the South, whereas ten years ago there were not that many "scrubs."

As a sidelight on the interest in the Southern States in pure-bred stock, it was decided last fall at the North Carolina Farmers' Convention in Raleigh to raise a fund of $25,000 to loan to boys and girls in that State *to buy pure-bred pigs for breeding purposes.*

The splendid work of the pig-clubs—all boys and girls—has done much to stimulate the swine industry throughout the South. These youngsters have taught their daddies a thing or two—one thing, for instance—the importance of raising only pure-bred stock. A few years ago it was hard to get a farmer to pay $10 for a good hog. Now he'll pay $50 or $100, *or even more,* because his boy or girl has shown him it is worth while.

To give an idea of the growth of the animal industry in the Southern States, the following figures are quoted:

The number of cattle from Mississippi sold on the St. Louis stock yards in 1908 was 8,000; in 1916 it had increased to 162,000.

Four years ago *not a carload* of hogs was shipped from seventeen counties in Southern Alabama. In the year ended April 1, 1918, these seventeen counties there were 28,072,000 head of swine on the farms of shipped 2,352 *carloads.*

On the farms of the Southern States Jan. 1, 1918, there were more than fifty-eight million (58,338,000) head of cattle, sheep and swine—a gain of 1,981,000 (3½%) compared with 1917, and 4,196,000 (7.7%) increase compared with 1915.

The same date there were in the South 6,983,000 dairy cows, an increase of 165,000 (2.4%) in twelve months, and 556,000 (8.6%) more than in 1915.

Increase in hogs was *even greater.* On Jan. 1, 1918, the South, an increase of 1,665,000 (6.3%) compared with 1917, and 2,341,000 (9.1%) compared with 1915.

In a recent bulletin of the Southern Railway, referring to these statistics on cattle and swine in the South, it was pointed out that Georgia and Alabama had each more hogs than all the New England States and New York, New Jersey, Delaware and West Virginia combined.

Advertise your goods in leading newspapers of the South and you will be highly gratified with the results.

ALABAMA
Anniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning &
Evening Advertiser

ARKANSAS
Little Rock Arkansas Democrat
Little Rock Arkansas Gazette

FLORIDA
Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening
Independent
Tampa Daily Times

GEORGIA
Albany Herald
Athens Banner

GEORGIA—(Cont'd)
Athens Herald
Atlanta Constitution
Atlanta Georgian &
Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald
Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY
Lexington Herald
Lexington Leader
Louisville Courier-Journal & Times
Louisville Herald

LOUISIANA
New Orleans Item
New Orleans Times-Picayune

MISSISSIPPI
Meridian Star

NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA
Anderson Daily Mail
Charleston News & Courier
Columbia Record
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal &
Carolina Spartan

TENNESSEE
Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean-American

TEXAS
Beaumont Enterprise
Dallas Morning News &
Evening Journal
Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News

VIRGINIA
Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

(Prepared by Massengale Advertising Agency, Atlanta.)

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ANN

AMERICA'S GREATES

MISS RITTENHOUSE, W
HER MILLIONS OF AM



ANNE RITTENHOUSE

Now that the war is over Paris again comes i
latest fashion news from there. That is what
designers of Paris—such as, Worth, Jenny, Paq
No paper can base its judgment entirely on the
estimation of the more than sixty papers tak
women's fashions. Among these papers are—

NEW YORK SUN
BOSTON HERALD
DAYTON NEWS
PROVIDENCE JOURNAL
PORTLAND (ORE.) JOURNAL

Miss Rittenhouse writes exclusively for the clients of The McClure Newspaper Syndicate. She is universally recognized as the greatest authority on fashions in America.

Anne Rittenhouse is to fashions what Caruso is to Grand Opera. There is only one Anne Rittenhouse. There is simply no one else in her class. A trained newspaper woman, she knows what the newspapers want and how to give it to them.

There are other fashion services. But only the best will bring the utmost results.

Anne Rittenhouse is the BEST.

Few women can afford to buy French gowns. But all wom
in the latest news of fashions. They want to adapt their ov
house does not rehash magazine articles. She gets and writ

NO PAPER CAN D
AS IMPORTANT TO

The Anne Rittenhouse service is universally appealing whe
tised goods. No paper is making itself of the utmost value
to women as the two subjects Anne Rittenhouse treats—Ho
to women and therefore builds and holds home circulation,

The Anne Rittenhouse Service Consists of Two Su

YOUR TERRITORY MAY STILL BE OPEN.
WIRE AT ONCE FO

THE McCLURE NEWSPAPER SYNDICATE

Digitized by Google

RITTENHOUSE

FASHION AUTHORITY GOES TO PARIS

HAS JUST ARRIVED IN EUROPE, WILL OBTAIN FOR CAN READERS THE LATEST WORD IN FASHIONS

r own as the fountain-head of fashions—and American women want to know the very Rittenhouse has gone to obtain. She has the entrée to all of the great costumers and lulloz, Callot, Premet, etc.

d made by other papers, nevertheless it is significant that in the he service, Anne Rittenhouse represents the first and last word in

ADELPHIA PRESS
BURGH CHRONICLE-TELEGRAPH
SVILLE COURIER-JOURNAL
PHIS COMMERCIAL APPEAL
HINGTON STAR
BUFFALO EXPRESS
TORONTO WORLD
DETROIT JOURNAL
OAKLAND ENQUIRER
CINCINNATI ENQUIRER

m the heiress in her palace to the shop girl behind her counter, are keenly interested es, as nearly as their purses will allow, to the latest decree from Paris. Anne Rittenion *News* and anticipates by many weeks what fashion will dictate.

THOUT A FASHION SERVICE IT IS MEN AS THE NEWS PAGE TO A MAN

ere is a woman reader to be found—and women are the chief purchasers of advertisers unless it goes into the hands of women, and no subject appeals as strongly ss well and the care of the household. Thus, this service does two things—it appeals ause of this it pulls department store and high class retail advertising.



Hoop-skirt of silver lace over a curving underslip of rose satin edged with the silver lace at the hem. The bodice has a round decolletage and is almost transparent.

AN ANNE RITTENHOUSE ILLUSTRATION

Pages and a Daily Column, Spendidly Illustrated

SO, NOW IS YOUR GREAT OPPORTUNITY PTION AND TERMS

373 FOURTH AVENUE, NEW YORK

Digitized by Google

NEWSPAPER ADS SELL "11TH-HOUR" LIQUOR

Dealers Who Never Used Space for Display Previously Are Surprised at Big Rush of Customers—Soft Drinks Advertised, Too

There was an eleventh-hour rush of the liquor dealers into the newspaper advertising columns this week and they came en masse—big dealers and little ones, many of whom had never used newspaper advertising before and needed such a crisis as the possibility of having a lot of liquor left on their hands after next Monday to make them appreciate the selling power of ads in their local dailies.

Some of them rubbed their eyes at the throngs of buyers in their establishments and frankly admitted they had overlooked a good thing in not having used newspaper advertising before.

"Since we started using fair-sized display advertising in New York newspapers, we have been doing a business of $30,000 a day," said R. A. Cunningham, sales manager of Grovenor Nicholas & Co., of New York City, dealers in champagnes, sherries, whiskies and brandies.

"No, we had never advertised in the newspapers before and are agreeably surprised at the results we are getting on this clean-up sale. We will have all our stock sold out before the bone-dry law goes into operation.

Results were "Amazing"

At Ph. Goldberg's, another large liquor establishment which is using large display in New York newspapers to move a stock worth $300,000, the advertising agent said that the trade obtained in this way had been "amazing."

"We will be able to sell all our bottled goods before the country goes dry," he said. "As for the barrelled stuff we have in warehouse, we do not care whether we sell that or not, as we can easily export it to South America, Canada or England, and sell it there at a good profit."

The New York Times, which carried a considerable amount of display advertising for liquor houses in their "last-chance" campaigns, obtained most of it without solicitation, B. T. Butterworth, the advertising manager, said.

"If we had cared to go after the business, I suppose we could have filled the paper with liquor ads," he added. "But we are not sufficiently interested in that kind of advertising."

When the liquor dealers hurried to get into newspaper advertising before the bell rang, they discovered that many of the old-established soft-drink makers, as well as quite a few new ones, had decided that they could use a little more display advertising than usual, to advantage also.

Soft-Drink Makers Active

Among them, of course, was "Bevo," which the advertising said, was "soon to appear in all good dictionaries," to be described there as a "delicious, non-alcoholic beverage"—the adjective "non-alcoholic" having the sanction of its makers, the Anheuser-Busch Company. This may be bad news for many who had entertained hopeful suspicions to the contrary.

After the ban has been put on booze, which, presumably, will then be marked "obsolete," even in the slang dictionaries, all up-to-date lexicons, according to the same advertisement, will contain a derivative of the noun "Bevo." This is "Bevoer." Anyone who is called a "Bevoer" hereafter should not become angry but learn from Webster, Revised, that it means "one who constantly enjoys the best of soft drinks."

Conspicuous among the soft drink display advertisements, also is the little chap who habitually carries the huge bottle of Clicquot Club ginger ale, smiling as usual in spite of his Esquimo attire, and his smile seems to be broader.

In the big newspaper display, is also to be seen "Fifty-Fifty," one of the many little newcomers in the beverage business—soft-drink strangers, gurgling with joy, or ready to gurgle, because Mr. John Barleycorn is soon to be put out of business.

Coffee and Tea Companies

The coffee dealers have not been slow to seize upon the psychological moment, either. The National Coffee Roasters Association and the Green Coffee Merchants has spent in the last six weeks, $60,000 in newspaper display advertising in 350 papers in 200 cities.

"Results have been very satisfactory," said R. T. Snodgrass, of N. W. Ayer & Son, which places the advertising.

"We are figuring that the ban on alcoholic drinks will increase greatly the consumption of coffee. In fact we know it will. When prohibition went into effect in Porto Rico, the consumption of coffee increased fifty per cent. within a year."

The tea merchants think they see big possibilities in the demise of King Alcohol, also. The Tea Association of America has progressed with its plans for a $2,000,000 advertising campaign to the point where it has been decided that the fund shall be raised by the payment of one-fifth-of-a-cent contribution by importers of this country on every pound of tea brought here, and a similar contribution by the growers, or exporters of Japan, China, Formosa, Ceylon and Java.

OREGONIAN STAFF CHANGES

PORTLAND, Ore., June 25.—Edith Knight Holmes, editor of the Oregonian's women's department, is resigning to marry Joseph A. Hill, president of Hill Military Academy. With her retirement Miss Florence Holmes, her daughter, joins the force. Mrs. Gertrude P. Corbett, society editor, is also leaving to engage in other work. Additions to the staff are Miss Lucile Saunders, from the Salem Statesman; Miss Dorothy Duniway, and H. L. Lyman, of the Walla Walla Union. Lieut. Fred G. Taylor expects soon to be out of the Marine Corps and to resume his old place on the Oregonian copy desk.

The "Q. & A." Service Department of EDITOR & PUBLISHER is open to all readers. Use it!

REPORTER MADE GOOD USE OF HIS ASSIGNMENT

Edward S. LaBart began newspaper work as an office boy, and became editor of the City Press Association of Chicago. The last assignment he had as a reporter for that organization was a grand jury investigation of the so-called "beef trust." The knowledge of the packing industry he acquired thereby had not a little to do with his getting a job with Morris & Co., and later he became publicity director for Wilson & Co., Chicago. He also is advertising counsel for the subsidiary concerns. He is 34 years old.



E. S. LABART.

The Advertising Women's Club of Boston has re-elected Miss Entistle president, Miss Laurice Moreland vice-president, Miss A. Frances Hanson secretary, Miss Blanche Frederickson treasurer.

There is really no reason why news of special interest to women should not be accurate, interesting and helpful. Philadelphia women know from its famous woman's page that

THE PHILADELPHIA RECORD

Is "Always Reliable"

The "a-b-c" of advertising is the "A. B. C.", because you must start with the truth when you start to advertise.

The "A. B. C." guarantees the quantity; you measure the quality yourself.

Consequently, when you think of Brooklyn, you naturally think of the Standard Union.

NEW YORK STATE

The World's Greatest Market Unit

		Square Miles	Population
Arizona	Nevada		
California	Oregon		
Colorado	Utah		
Idaho	Washington		
Montana	Wyoming	1,066,668	8,661,760
Arkansas	Oklahoma		
New Mexico	Texas	511,922	9,208,888
Kansas	Nebraska		
Minnesota	North Dakota		
Missouri	South Dakota	460,290	10,484,728
New York		50,326	10,646,989

The cost of covering a market depends, largely, upon the square miles of territory and the population contained therein.

As noted above, New York, with 50,326 square miles, has more possible customers for any kind of merchandise than have any of the groups of states shown.

Not only that, but New York stands out as prominently as regards to buying power, and, in a great many instances, is much stronger in its demand.

The state of New York is today

The Greatest Market on the Face of the Earth

and, because of its splendid railway systems, its elegant roads, its great interurban systems, is the easiest state to cover, as well as the most productive state in results.

The daily newspapers listed here cover New York so thoroughly that, every day they reach two out of every three people in the state.

The combined advertising rate of ALL these newspapers, per line per thousand, is the lowest advertising rate possible to find anywhere.

And not only do they reach the people, but they tell each reader just where, in his own town, he can get your goods.

Daily newspaper advertising is the thing—daily newspaper advertising in New York daily newspapers, as listed here, covers the best ground in the country.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,559	.07	.07
Albany Knickerbocker Press (S)	43,957	.07	.07
Albany Sunday Telegram	27,959	.05	.05
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
Brooklyn Daily Eagle (E)	45,884	.18	.18
Brooklyn Daily Eagle (S)	68,667	.18	.18
*Brooklyn Standard-Union (E)	53,264	.15	.15
*Brooklyn Standard-Union (S)	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier & Enquirer (S)	115,359	.17	.15
Buffalo Evening News (E)	103,634	.16	.16
Buffalo Evening Times (E)	56,861	.10	.10
Buffalo Sunday Times (S)	71,435	.10	.10
Elmira Star-Gazette (E)	25,889	.06	.05
Glens Falls Post-Star (M)	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)	6,245	.03	.02
Ithaca Journal (E)	6,791	.025	.025
*Jamestown Morning Post (M)	9,133	.025	.02071
*Mount Vernon Daily Argus (E)	7,193	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M)	395,241	.50	.41
New York American (S)	947,270	.75	.65
New York Globe (E)	179,906	.39	.36
New York Herald (M)	128,814	.40	.36
New York Herald (S)	202,000	.50	.45
New York Evening Journal (E)	675,118	.75	.75
New York Post (E)	32,369	.25	.20
New York Sun (E)	180,998	.37	.34
†New York Sun (M)	117,414	.39	.36
†New York Sun (S)	117,414	.39	.36
†New York Telegram (E)	202,961	.342	.315
†New York Telegram (S)	202,961	.246	.225
New York Times (M)	350,598	.50	.485
New York Times (S)	500,000	.55	.5335
New York Tribune (M)	108,011	.32	.28
New York Tribune (S)	108,011		
New York World (E)	355,376	.40	.40
New York World (M)	334,513	.40	.40
New York World (S)	569,762	.40	.40
Niagara Falls Gazette (E)	12,454	.03	.03
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E)	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E)	17,660	.08	.04
Syracuse Journal (E)	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E)	3,640	.0178	.0178

*A. B. C. Statements April 1st, 1919.
Government statements April 1st, 1919.

Total Circulation	6,914,295
10,000 Line Rate	9.4766
2,500 Line Rate	10.2097

†Seven-day average.

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"AMERICA MUST
WHAT HAPPEN



MR. FRANK A. VANDERLIP, retiring president of the National City Bank, chairman of the War Savings Committee, and America's first authority on international finance and the author of "What Happened to Europe." This is a book that reviewers declare is the most amazing revelation of post-war European conditions yet presented, and one that will possibly change the entire American foreign policy.

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UNDERSTAND"
ED TO EUROPE!

GREATEST NEWSPAPER FEATURE OF THE YEAR

For five months, Mr. Frank A. Vanderlip has been studying European conditions.

No American private citizen had opportunities equal to his of obtaining the truth.

He talked with premiers, finance ministers, great employers, important union labor leaders, manufacturers and bankers. King Alfonso conferred with him on the business problems confronting his country.

Governments called in their experts from far away stations in order that they might talk with Mr. Vanderlip.

He saw England close to revolution—and he saw the great leaders of Capital and Labor work out the problem.

His articles on the internal conditions of England, France, Italy, and Spain contain so much that is new, that they read with freshness of a cable dispatch.

His chapters on the results of Syndicalist and Bolshevik agitation in southern Europe are amazing revelations to American newspaper readers.

Mr. Vanderlip was a newspaperman before he became one of the world's great financiers. The story he tells has the sustained and fascinating interest of a best seller.

WIRE FOR OPTION TODAY

"What Happened to Europe" will be syndicated for newspapers in at least ten installments of 2000 words each, for early release.

The truth about Europe has not been half told.

Mr. Vanderlip tells it.

"I have reached," he writes, "what are to me some startling conclusions."

"America must understand how her own future is bound up with the fate of European civilization. Without America's help—I do not mean America's charity—the catastrophe cannot be averted."

"Time will move rapidly."

Mr. Vanderlip's new book . . . is a reminder in dramatic form of the total inadequacy of our information concerning the peoples and governments, regarding which it is now necessary to formulate a policy. It is a proof that all our diplomacy has been secret diplomacy in the sense that few of us understand the factors with which we were dealing.—*The New York Globe.*

United Feature Syndicate

318 WORLD BLDG. NEW YORK CITY

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EDITOR & PUBLISHER Q & A Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. Those communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—We recently ordered some photo-engraving done in New York and are astonished at the high cost of the work. Please advise why engraving is so expensive in New York. T.

A.—**The photo-engravers say that their material and labor costs are very high, but the real answer is that all union shops in New York, since Sept. 1, 1918, have been doing business under a so-called "standard" scale of prices which are dictated by the photo-engravers' unions. The same practice obtains in Chicago. The rule workmen insist that their employers charge at the scale and enforce the rule rigidly, and, it is said, the men will strike a shop where price competition is engaged in. The matter has been twice appealed to the courts, but the practice has been sustained on the ground that engraving is a "service" rather than a commodity, as we understand the matter. At any rate, the minimum for a half-tone is $3, and the minimum for a line cut is $2. Rates are two or three times greater than in former years.**

Q.—What was the agate lineage of the New York newspapers in May of this year? L. M. L., Cineinnati.

A.—**Total lineage of 16 New York city newspapers for May, 1919, was 13,078,840.**

A.—**(To confidential query from "Harkness") We believe you are absolutely justified in your course, if you have stated all of the facts, and that you would be sustained by the New York courts.**

Q.—Do you believe that the prejudice among advertisers against premium-guided circulation is justified? If I have the readers does it make much difference how I obtained them? What is your position? R. W. J.

A.—**Yes, there is real objection to premium-gained circulation from the advertisers' point of view. He buys space in a newspaper on circulation figures assuming that the newspaper is read for its general interest and that its circulation is a true test of its popularity and standing in the community. The premium is an artificial stimulation or inflation of circulation. People buy it for special rather than general value and may not respond to it as in the case of the newspaper the circulation of which is based on actual news or feature values. Yes, we hold that the point is well taken, but there are instances where newspapers have used premiums to introduce the paper and have actually held circulation thus gained.**

Q.—Is there such a thing as rotogravure in colors for newspapers? Martin H. H.

A.—**There is no practical use of it, but it is being worked on in the United States, and is predicted as a future development.**

Q.—Why don't you advise advertising writers to abstain from the use of the word "monstrous" in the sense that it means "big." It makes me tired to read it in sale advertising. Knowles.

A.—**All right, we will. Our idea of "monstrous" is that its synonyms are "hideous," "preposterous," "overwhelmingly absurd," not at all that it merely means "big." Perhaps usage in certain kinds of advertising copy has long since justified it in that sense, however. Thus is the language made.**

Q.—(1) What is the Simplex typesetting machine and what does it cost? (2) Are there any other cheap methods of machine setting of type available for country papers (weekly)? (3) Do any weekly papers attempt publication without typesetting machinery of any kind, doing all composition by hand? (4) Would a Simplex machine take care of an 8 page, 6 column weekly, 4 pages patent? JOHN L. OCHERLY, Cohoes, N. Y.

A.—**The Simplex typesetting machine followed after the old Empire and the Thorne; in fact, it is a modification of the two machines mentioned. It sets founder's type, which must be specially nicked. It requires two operators, one to set and one to justify. Very likely a machine of this character would take care of an eight-page six-column weekly, four pages patent, but the question arises concerning the economy of the operation.**

A.—**To P. H. M., St. Louis: We were mistaken in our answer of June 5. Cruse Carriel informs us from San Francisco that Mr. Raine Bennett, Chronicle Building, that city, publishes the "Rice Courier," a monthly.**

NEW DAILY IN ALASKA

Morissey and Stone Will Issue Ketchikan Journal in July

PORTLAND, Ore., June 24.—A new daily paper is to be established at Ketchikan, Alaska, by Edward G. Morissey and B. M. Stone, who were in Portland a few days ago purchasing their plant. It will be known as the Ketchikan Journal. It will be an eight-page, seven-column paper and the first issue will come out in July.

Mr. Morissey, who was secretary to the late Congressional Delegate Sulzer, will be editor and president of the holding company. Mr. Stone, who formerly owned a paper at Vale, Ore., will be business manager.

Gurley Leaves Kansas City Post

KANSAS CITY, Mo., June 21.—Boyd F. Gurley, for the past four years managing editor of the Kansas City Post, resigned today. He will be succeeded by E. N. (Dick) Smith, former city editor. Mr. Gurley some years ago founded the Denver (Colo.) Express.

COURT SEIZES TOLEDO PAPER

New Voice Charged with Inciting Strike and Contempt

TOLEDO, O., June 21.—On the ground that the editors violated terms of an injunction issued in the Willys-Overland labor controversy, Federal Judge Killits today confiscated an entire issue of the New Voice soon after it came off the press. Recently the paper contained an attack on the injunction power. The confiscated issue urges a general strike.

The court announced that it will sentence Alex Schwarzenfeld, member of the board of control of the New Voice to a penitentiary. The decision came after Schwarzenfeld, in court for contempt, announced that he "stood pat" on whatever appeared in the paper.

Two other members of the New Voice staff, John Kavany and Walter Voelkner, are in jail. All three are members of the soldiers' and sailors' council.

Wrigley Favoring Newspapers

OTTAWA, Ont., June 22.—The bulk of Wrigley's Chewing Gum advertising in Canada has been placed with the newspapers. Since about ten years ago, when the Canadian public first began to become acquainted with "Spearmint," this advertising has expanded until 267 Canadian papers, magazines and farm papers are now being used, with a total circulation of 3,147,628. Each year the company's sales have increased and the selling cost has decreased.

OWNS ONLY MORNING DAILY IN ALASKA

The Fairbanks Daily Alaska Citizen is the only morning daily in Uncle Sam's greatest Territory. It was established on September 27, 1916, the outgrowth of the weekly Citizen, at that time the only weekly published in interior Alaska.



J. M. CASKEY.

The editor and owner of the Citizen —which is an Associated Press newspaper—is James Harmon Caskey, who was born in Wooster, Ohio, February 17, 1862. Mr. Caskey is a practical printer, as well as a forceful writer. He went to Dawson, Yukon Territory, in 1899 to establish the Dawson Daily News, taking the plant by way of Nome and St. Michael. In June, 1906, he went to Fairbanks, becoming interested in the Evening News.

Mr. Caskey is a 32nd degree Mason. He ranks among the pioneers of Alaska newspaper making, and has been active in the affairs of not only Fairbanks but the Territory at large.

Industrially and economically, Czecho-Slovakia is highly developed.

Twelve things to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
951-953 WILLIAM ST. - - NEW YORK CITY
PHONES: [illegible]

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BRIEFS

MARY DILLON FOSTER, CLUB AND FEATURE WRITER OF St. Paul Daily News, is welcoming back her husband, Dr. Samuel D. Foster, who has returned from hospitals in France.

STRIKE OF BOSTON ELECTROTYPERS SETTLED by employers raising pay from $27 to $33 per week for first-class workers and from $20 to $26 for second class.

DAILY TEXAN, AT UNIVERSITY OF Texas, will continue throughout summer.

RAYMOND H. CURTISS, CITY EDITOR OF Ansonia (Conn.) Sentinel, recently discharged from the army, has been admitted to the Connecticut bar.

LIEUT. NORMAN S. HALL, OF BRIDGEport (Conn.) Post, is commander of Raymond W. Harris Post, No. 145, Veterans of Foreign Wars.

ARTHUR J. GOODE, FORMER CITY EDITOR of Bridgeport (Conn.) Times and Farmer, has returned from France and will resume Bridgeport newspaper work. He was with Stars & Stripes in Paris.

U. S. POSTAL CENSORSHIP WAS DISCONtinued at close of business, June 21.

NELS ANDERSON, MANAGING EDITOR OF Springfield (Mo.) Republican, and Miss Lucile Adams, of Clarke, have been married. Mr. Anderson is U. S. vice-consul in Belgrade, Serbia.

BERLIN NEWSPAPERS RESUMED PUBLICAtion June 17, after lapse of five days, when printers' strike was settled through arbitration.

RAY STILEY, OF CHICAGO TRIBUNE ART department, is recuperating at the Culver Military Academy, Culver, Ind.

CHICAGO ADVERTISING MEN DEFEATED ex-Chicago ad men now working in New York City by 11 to 7 in baseball game, June 21, for the benefit of the Chicago Off-the-Street Club.

AUTO OF JOHN A. TENNEY, PRESIDENT Adams Publishing Company, Chicago, was smashed in collision June 21.

CAPT. FRED W. PARKER, OF 56TH PIoneer Infantry, formerly city editor of Portland (Me.) Daily Press, returns home this week.

WARREN S. HASTINGS, 30 YEARS RE-porter Albany (N. Y.) newspapers, is candidate for re-election as coroner of Albany County.

HARRY E. WRIGHT, CITY EDITOR OF Olean (N. Y.) Evening Herald, and Ellen B. Eckdahl have been married.

POST OFFICE DEPARTMENT HAS RESCINded order which banned Soviets at Work Magazine, New York, from mails since last November.

DALLAS NEWS AND JOURNAL'S ANNUAL picnic and outing was attended by 800 employes and members of their families.

LIEUT. CHARLES D. AVERY, CITY EDITOR of Manhattan (Kans.) Mercury, has returned, wearing a D. S. C. He was wounded in action.

STAFF CHANGES

FRED SMITH, WHO HAS BEEN IN FRANCE with the army, has returned to copy desk of Albany (N. Y.) Knickerbocker Press.

FRANK S. PALMER, NIGHT TELEGRAPH editor of the Troy (N. Y.) Record, has been promoted to day city editor.

IRVING A. BROOP HAS LEFT TROY (N. Y.) Record staff to join Times-Whipple H. Rousseau, heretofore with Albany Knickerbocker Press, has also joined Times staff.

L. BRAY ST. CLAIR, LATE WITH ASSOciated Press, is now Washington correspondent of Albany (N. Y.) Argus.

THOMAS BURKE AND JOHN J. SCULLY, of the Navy and Army, respectively, have joined staff of Albany (N. Y.) Times-Union.

BOB BLAKE HAS RECEIVED DISCHARGE from overseas artillery service and now is with art staff of Chicago Daily News.

LOUIS BARRY HAS RESIGNED AS POLICE reporter of Providence Tribune. Kenneth MacMillen, of Providence News, has taken his place.

PORTLAND (ORE.) TELEGRAM HAS JOINED REPORTing staff of Providence Journal. Fred C. Perry is promoted night city editor.

LIEUT. L. H. FAIRELL, FORMERLY OF Register and Tribune, will take charge of City desk for Des Moines Register about July 1, succeeding Louis H. Cook, who goes to Marsh publications, Waterloo.

RUSSELL COLE WILL REJOIN DES MOINES Sunday Register staff July 1. He has been overseas with the Stars & Stripes.

MERLE MANLY, OF THE CEDAR RAPIDS Gazette, has joined Des Moines Register and Tribune, covering City Hall.

HARRY B. CRITCHLOW, LATE WITH Portland (Ore.) Telegram, has gone to St. Louis Star.

LIEUT.-COL. JOHN H. O'CONNOR HAS resumed his duties as city editor of Winfield (Kans.) Courier.

MILLARD P. WEAR, FROM LAWRENCE (Kan.) Journal-World, has been made city editor of Casper (Wyo.) Tribune.

JOHN H. BARNES, OF OMAHA BEE, assumes editorial management of Auburn (Neb.) Herald, succeeding Allan D. May.

GEORGE CALDWELL IS NOW EXCHANGE editor and librarian of St. Paul Daily News, forsaking City Hall run.

JOHN MCCONVILLE, FORMERLY OF Portland (Me.) Express-Advertiser, is now New England manager of publicity and exploitation for Famous Players-Lasky Corporation.

JOHN H. HARRIS HAS BEEN MADE CITY Hall reporter of Bridgeport Telegram, succeeding Joseph H. Masterson, advanced to copy desk.

ASSOCIATION NEWS

RECENTLY-ORGANIZED OTTAWA PRESS Club, to raise funds for establishing municipal park, is conducting a series of concerts at which the public are assured of their money's worth.

OZARK PRESS ASSOCIATION HELD ANnual meeting at Mountain Grove, Mo., June 21.

ALEC CALDER WON SPRING TOURNAMENT, June 18, of New York Paper Trade Golf Association.

JUNIOR ADVERTISING ASSOCIATION OF Chicago has re-incorporated as Merchandising Club. W. J. Stevens is president.

THEOTA CLUB OF OMAHA HAS ELECTED T. Warcham Smith president.

THOMAS J. KIPHART IS NEW PRESIDENT of Cincinnati Ad Men's Club.

DALLAS (TEX.) NEWS HAS ELEVENTH birthday anniversary June 17.

BUSINESS NOTES

LUMBER TRADE JOURNAL OF NEW Orleans is celebrating its 25th birthday anniversary.

H. T. HAINES, FORMER UTAH STATE Historian, is business publisher of Richland (Wash.) Advocate.

S & W. ART SERVICE COMPANY, Chicago, has opened New York office in charge of Robert J. Graham.

HAROLD FIRESTONE HAS OPENED AN advertising business office in Philadelphia.

Announces Journalism Courses

AUSTIN, TEX., June 25.—The University of Texas announces new journalism courses, covering a history of the profession, specializing on ethics and principles and eminent editors of the United States; and country journalism, for those who are engaged in newspaper work in small towns, or intend to take up such work but are unable to attend school.

NEW YORK
50 Madison Ave.

WASHINGTON, D. C.
410 Bugg Bldg.

CHICAGO
104 S. Michigan Ave.

Wm. H. Rankin Company

Charter Members American Association of Advertising Agencies

WILLIAM H. RANKIN, *President*
H. A. LOCHTE, *Secretary and Treasurer*

WILBUR D. NESBIT, *1st Vice-President*
ROBERT E. RISEHOFF, *2nd Vice-President*

"Brass Tacks" in Advertising
EXPERIENCE COUNTS MORE THAN EXPERIMENTS

By WILBUR D. NESBIT

LAST Thursday we ran one of our "Brass Tacks" advertisements in The Chicago Tribune. As an illustration of the fact that the right kind of advertising pays, before 10 o'clock that morning one of Chicago's largest department stores called us up and made an appointment to talk with us about a $100,000 campaign.

This advertiser was impressed most with the fact that the Wm. H. Rankin Company believes in talking its own medicine. He also felt that an advertiser that prepared and placed the advertising of such high class companies as Marshall Field & Co. (wholesale); The B. F. Goodrich Company, Wilson & Company, Mead Cycle Company, Haynes Automobile Company, Illinois Glass Company, Grinnell Glove Company, Talking Machine Company, and Kellogg Toasted Corn Flake Company must be working for such concerns far from one to twenty years—ought to be the right company for him to start with.

* * *

Experience counts in advertising. Just as in everything else. We bank more on experience than we do on experiments. We look upon advertising as a means not only to create good will but to help make sales.

We know that getting down to brass tacks pays. It pays us; it pays our customers. In our own advertising we do not pay for space just to make a good impression.

WE use this space just as in years past to tell you of the service we have to tell our story to get new customers. We find printed advertising a more economical for our purpose. We have no solicitors. We do not like business with us to you talk with one of the principals in the business. Our advertising gets us more business at less cost than when we had several high salaried solicitors.

One of the important things we do right here in our own offices is to sell our whole organization on the tremendous value of advertising. Our aim is that everybody in both our Chicago and New York organizations, from the office boy up, shall feel that he personally believes in the advertising we do. And frankly, everybody in our organization is loyally proud of our service and our work.

* * *

Our "Brass Tacks" talks have been very effective for us. They have brought you a sale of our service that we know to be most important for our customers—the buying of space, planning the campaign, depending upon the size of space and the mediums to be used. First of all, we want to help our customers invest their advertising money wisely and profitably. We avoid waste. We make the dollars count. And that tells its own story when your books are audited at the end of your year.

* * *

MOST advertisers know of the high standing of the Rankin organization when it comes to copy and art service. They have seen our work in national publications for Wilson & Company, Grinnell Gloves, Kellogg's, Goodrich Tire Lines Truck Tires, Adams-Pearl Co., Haynes Automobile, Apperson Tudorvar, Klaxter Cottens, and others. In Chicago newspapers we have seen the campaigns we prepared for the Retail Dealers' Association, Swift & Company, Goodrich Safety Tread Tires, Goodrich Silvertown Cord Tires, Schuler's Bread, Haynes Automobiles, De Luxe Bed Springs, Crapo Overalls, Diamond Tires, Kellogg's Toasted Corn Flakes, The Fox Brewing Building Sites and many more.

Back of this advertising and art service is our merchandising and sales co-operation work. At a recent sales convention the customer frankly told us that as a result of the way our executives sold the advertising to his salesmen the value of the campaign was increased at least 50 per cent. He also said his advertising was intrinsically worth 100 cents on the dollar, but that his salesmen would use the campaign in a manner to make it yield a profit of at least 100%.

That's the way we look at advertising. It must not only bring back 100% of what it costs, but must show a profit. That's why there never was a time when the best way to invest money in advertising helps us in our work and benefits our customers.

* * *

We have no salesmen. This advertisement is a salesman for us. It will build good will; it will help us with those in our company that is not yet ready to advertise. We look ahead. We are planning for work and for the years thereafter. We want to be in touch with advertisers of constructive as well as those of today. Our best work is often done for an advertiser before he has put a penny into the purchase of space. This is shown by what a new customer of ours in New York wrote about us:

"The Rankin Company have been constructive in our account and are preparing for us a national campaign to be incorporated next April. During our association with them they have displayed a breadth of vision and keen knowledge of merchandising and advertising that has won our admiration and confidence."

* * *

"Newspaperdom" recently wrote our customers relative to our method of working for and with them and we quote below extracts from three of their letters:

The B. F. Goodrich Rubber Co.

"The Rankin Company, and their predecessors, have served us for the past six years, and in all that time, the Rankin Agency is particularly known for its splendid service, copy-writers, and 2 Service Department men that we have had."

F. C. TIBBITTS, Adv. Mgr.

The Haynes Automobile Co., Kokomo, Ind.

We have dealt with Rankin first through the Advertising Agency Company, and since then the Rankin Advertising Agency, in all about six years, having been frequently solicited during that time by practically every agency in the country. The above statement therefore implies that we have in fact not consider that any agency could do more for us than the Rankin Agency. Rankin, Nesbit and Groth are noted, as are also other members of their organization all the way down the line. They are always on the job, always looking for an opportunity to do some thing which will benefit their clients. They are constantly on the alert and, personally, I regard them as an all around, five-wire aggregation. They strike me as a high class concern.

A. G. SAPPERLING, Gen. Mgr.

Mead Cycle Company, Chicago, Ill.

The Rankin Advertising Agency and its predecessor, the Mahin Advertising Agency, have handled the Mead Cycle Company in highly efficient manner for about twelve years. During seven years under the personal direction of the writer, formerly a stockholder, ever so long a period would seem to indicate that satisfactory service that might easily deteriorate into inefficiency but the contrary is true. We note in this agency a constructive attitude and co-operation rather than a diminishing sense of service.

WM. M. C. SMITH, Secy. & Adv. Mgr.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich.

In the short time that we have been associated with the Wm. H. Rankin Company they have shown us many more constructive ideas which can be built upon from year to year than we have been able to secure in the many years that we have been in business.

J. L. KELLOGG.

* * *

Specimens of our work; sales literature written by executives of our company, and any information desired will be sent you on request. Write, write or telephone Wm. H. Rankin Co., 50 Madison Ave., New York. Telephone Madison 1815 or Monroe 8100. Chicago, telephone Randolph 6600.

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6½ DAYS AHEAD IN PAPER MILLS

May Report of News Print Service Bureau Shows Conditions

The 39 companies reporting to the News Print Service Bureau produced 144,621 tons and shipped 155,807 tons during May. Shipments exceeded production by 11,186 tons or 7 per cent. Production figures include 1,106 tons of hanging, of which 281 tons were made in Canada. The average daily production of news print paper by the mills reporting for May amounted to 88.3 per cent of the average daily output during the three months of greatest production in 1918."

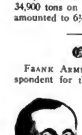
The report says: "The comparisons for 1919 with 1918 are based upon the same identical mills. Production by the United States mills during the first five months of 1919 was 28,522 tons, or 7 per cent greater than during the same months in 1918. Canadian production during this period exceeded that of the same five months in 1918 by 17,779 tons, or 6 per cent, making the combined production of the 39 reporting companies 46,301 tons, or 6 per cent greater than in the first five months of 1918.

"The United States mills shipped 1,480 tons less and the Canadian mills 12,195 tons more in the first five months of 1919 than in the corresponding period of 1918.

"Stocks during May decreased 9,293 tons at United States mill points and 1,720 tons at Canadian mills, making total stocks 11,013 tons less on May 31, 1919, than on April 30. The total of 34,900 tons on hand at all mills May 31 amounted to 6½ days' production.

Obituary

FRANK ARMSTRONG, legislative correspondent for the Chicago Daily News, died suddenly June 20, in Springfield, Ill., of heart trouble. He kept busily filing wire reports up to within a few hours of his death. Mr. Armstrong was 46 years old and had been active as a newspaper reporter since boyhood. A wife and two children survive him.



Gov. Lowden and both Houses of the Legislature paid public tribute to Mr. Armstrong in learning of his death, as did the Chicago Daily News and the Herald & Examiner editorially.

FRANK J. WARG, editor of the Hawley (Pa.) Times, is dead.

HAROLD V. AUPPERLE, at one time managing editor of the Grand Junction (Colo.) Daily News and identified with newspapers in Denver and San Francisco, died June 20 in Western Siberia, where he was captain of the Red Cross in complete charge of its activities in that region. He was only 24 years old. During his college days he was captain of the Stanford University track team.

EDWARD H. BUTLER, JR., three-year-old son of the editor and publisher of the Buffalo (N. Y.) News, died June 20.

DAVID H. WALKER, newspaper writer and music critic, died in San Francisco recently. Mr. Walker had been active in the daily newspaper life of the city for more than 40 years, his principal work having been on the Morning Call and the Evening Bulletin, for which paper he edited children's pages that were read throughout the country. He also edited occasional financial pages. Among his more recent activities were his services in behalf of the Home Industry League and employment bureaus. He also was for some time connected with the California Development Board and was associated with the Chamber of Commerce journal.

MRS. SOPHIA C. DANAHY, mother of James Danahy, of the New York American's editorial staff, died June 19 in New York.

JOHN L. CONKLIN, at one time business manager of the Paterson (N. J.) Evening News, died in Paterson June 19, aged 71 years. For years he was a leader in Republican politics in Passaic County.

COL. JOHN SHEPLER, owner of the Lawton (Okla.) Constitution, died June 18. His father died June 13.

JOHN P. KENNEDY, an employee of the Minneapolis Journal for 10 years, died June 16 from injuries received June 14, when an automobile hit him. Mr. Kennedy, who was born in Manchester, N. H., in 1852, was formerly editor of the Lawrence (Mass.) American and the Mason City (Ia.) Times. He had been in Minneapolis 20 years.

COL. JOSIAH H. KELLOGG, oldest living member of the Press Club of Chicago, died June 20, aged 85 years. He was a veteran of the Civil War. Col. Kellogg is fondly remembered by many friends in the Chicago Press Club for his great booming voice, an unfailing good humor, inexhaustible and intimate little anecdotes. It was his daily practice for several years, at exactly 10 o'clock, to begin a dizzying walk—briskly always—of five miles round and round the four large billiard tables of the old Press Club building.

JOHN P. DRENNAN, principal owner, general manager and treasurer of the Decatur (Ill.) Review, died June 18 at Nevada, Mo. He was born in Mansfield, Ohio, September 6, 1861. In the early 80's, with his schoolboy friend in the printing business, William Metcalfe, Mr. Drennan started the Roodhouse Eye, a daily paper in a town of about 1,500. In 1888 "Jerry" Donahue became associated with Mr. Drennan in publishing the Eye. In August of that year they moved to Decatur and bought the interests of R. E. Pratt and A. C. Thompson in the Review.

DR. JARVIS R. NORTON, founder of the Homeopathic Eye, Ear and Throat Journal, died in New York, June 18.

WALTER E. SMALLEY, a copy editor on the Philadelphia Inquirer and at one time news editor of the Detroit Free Press, died recently of pneumonia in the Pennsylvania Hospital, Philadelphia.

Picturesque Canadian Dead

OTTAWA, Ont., June 24.—The recent death at Toronto of Alexander Whyte Wright, aged 71, removed a picturesque figure of the passing generation. He was a labor leader, organizer for the Conservative party, a participant in the Fenian raid episode, a reporter and afterwards editor, and a well-known campaign speaker. Mr. Wright toured the United States in the interests of McKinley and Great Britain in the elections prior to the ascension of King George.

Investigating P. O. Complaints

TROY, N. Y., June 25.—Consideration of protests received in large numbers from patrons of the rural free delivery system of the Post Office is under way by Postal Inspectors, who have established headquarters in Troy. They say they will not leave until their investigation is fully completed and a report made to their department. The Record has printed some of the most striking complaints.

It was *not* George Washington who said:

"Food will win the war"

still it was just as true as if handed down to us by the "father of our country."

To use plain English it was in fact the silos that did it, and

Wisconsin

helped!

During the war Wisconsin increased its silos from 58,000 to 68,000; and its bread cereals 60%; its sugar beets 30%; its meats 20%; and its other products in like proportions.

The War over, won by silos, Wisconsin has money to spend for amusements, investments, conveniences and luxuries, and can spend it very cheerfully too.

What have you to offer?

Get it known to Wisconsin by advertising it in the daily papers, and TRY THESE PAPERS FIRST!

	Circulation	Rate for 5,000 lines
Beloit News (E)	6,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E)	5,872	.02
Green Bay Press Gazette (E)	10,096	.025
Kenosha News (E)	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,891	.03
Milwaukee, Wisconsin-News (E)	*62,000	.10
Milwaukee Journal (E)	113,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.025
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1st, 1919.
*Publishers Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919.

SIXTH ANNUAL MEETING OF THE "A. B. C."

(*Continued from Page 9.*)

Newspapers and Publications

The total membership was shown to be 1,303 which includes the newspapers and publications—"ready for preliminary inspection."

The treasurer's report attested by Arthur Young & Co., Certified Public Accountant, showed receipts for the year of $270,025.52 with disbursements for all purposes of $263,090.36.

The cost balance as of April 30, 1919, was shown as $41,486.62.

The balance sheet shows furniture and fixtures as $5,948.89 and U. S. Liberty Bonds of $15,000.

The following section was added to Article I of the By-Laws as printed on pages 8 and 41 of EDITOR & PUBLISHER for June 5:

"Each report issued to members shall embrace verified figures and facts bearing on the quantity, quality, distribution of circulation and circulation methods; thereby enabling quality as well as quantity to be established. Facts, without opinion, to be reported."

The paragraph in Article 3, Section 7, covering a morning and evening edition was amended to read:

Additional By-Law Changes

"A morning and evening edition of the same publication can be admitted under one membership and pay dues on combined distribution, if all foreign advertising in both editions is sold only as a unit. If not, each edition will be regarded as a separate member and pay dues separately, based on gross distribution."

Section 8, Article 3, was amended to read:

"Two or more publications (except daily newspapers) published under one ownership, cannot be admitted to the Audit Bureau of Circulations under one membership, based on their combined circulation, but membership must be taken out for each publication, except when all advertising in such publications is sold only as a unit."

An extra Section No. 13 was added to Article 3, reading:

"When, in the judgment of the board of directors, the regular dues from the members are producing a surplus larger than necessary for actual working capital, they may order a discount on quarterly bills, to apply to all members alike."

Addition was made to Section 3, Article 4, reading:

"Provided, however, that such member shall have the right to appear at the next general meeting of the Bureau and show cause why he should be reinstated, said reinstatement requiring a two-thirds vote of all members present."

An extra paragraph making Section 2 was added to Article 10:

"Amendments may be proposed by any Sectional Division. All such amendments shall be submitted to the board of directors, which shall report the amendment to the convention, together with the result of their action."

Mr. Clague and Officers Thanked

Following the adoption of the revised by-laws in the afternoon session Friday, Chairman Davis, of the Resolutions Committee rendered his report on the six different resolutions proposed by the departments.

These included a resolution of thanks to Mr. Clague, the officers and directors for able work during the past year and was as follows:

"*Whereas*, the annual report of the board of directors is the best and most satisfactory report ever presented to the annual meeting of this Bureau, it shows faithful and efficient work and deep interest on the part of the officers and directors,

"*Therefore Be It Resolved*, That the thanks of the members of the Audit Bureau be extended to Stanley Clague, Managing Director, who has rendered such sincere and unselfish service in promoting the best welfare of the Bureau and its various members, and that all officers and directors likewise receive the thanks of the convention."

Other resolutions included a recommendation as to the advisability of universal military training which was referred to the board without being read; a resolution that hereafter circulation figures be omitted in publishers' reports to the post office on the grounds of being misleading and unnecessary.

This was tabled as being based upon a fallacious premise and, moreover, as being wholly outside the province of the A. B. C. to regulate.

Consider Monthly Bulletin

A fourth resolution recommended to the board of directors that an official bulletin be hereafter issued monthly, informing members of changes in the rules, new members admitted to the bureau and such other matter as might prove of general interest. This was referred to the board of directors for further consideration.

The following three resolutions from the farm paper group all were referred to the board of directors for subsequent decision:

"Moved, whereas the Audit Bureau has now been in existence for five years and most of the present members have been in the bureau for more than two years, therefore be it resolved that the A. B. C. require that when an audit has been brought out certain facts with regard to circulation getting methods, that the publisher be required to continue to keep records so that this information shall be available in his future statements and audits.

"Moved and seconded that it is the sense of this meeting that the standard form on farm papers be so changed that the paragraph under the heading of 'Mail Subscriptions' individuals include: 1. The portion of the total secured through the aid of premiums. 2. Portion secured through contests. 3. Portions secured through sheet writers or 100 per cent commission men and also clubbers.—4. Proportion of the total that is in arrears from three to nine months.

"Moved, that the publisher members may have the right to show what have been their total cash receipts from subscriptions for the period covered by this statement or report. Were these cash receipts banked regularly for verification?

The convention closed with the annual banquet on the roof of the La Salle Hotel. The members were the guests of the advertising council of the Chicago Association of Commerce. About 600 were present. The entertainment was spirited and consisted of singing by the Council Glee Club of 60 voices and

(*Continued on Page 35.*)

Alabama Newspaper For Sale

One-half interest in afternoon daily and Sunday morning paper in third richest county in Alabama. An exceptionally good proposition. Owners' time required elsewhere. Address J. L. Meeks, Gadsden, Alabama.

MILLIONS OF

SHELLS THAT WON THE WORLD WAR

were manufactured in

WATERBURY

Connecticut, U. S. A.
"The Brass City"

Waterbury made millions of shells for the Allies—millions more for the United States Army and Navy, now working to capacity on "peace" orders.

PROSPEROUS IN WAR { Waterbury's subscriptions to first, second, third, fourth Liberty Loans were 170%

PROSPEROUS IN PEACE { Waterbury's subscription to Victory Loan, 6 months after signing of armistice was 150%

Waterbury Employs Many Thousands Skilled, Highly Paid Workers

Sixty per cent of brass used in United States is made in Waterbury. One of the largest watch and clock factories in the world is in Waterbury; others nearby. Waterbury has two largest pin factories in United States. Every automobile maker in the country must come to Waterbury for many parts and materials. Thousands of metal novelties of every description are made in Waterbury.

Headquarters of button and buckle industry. Center manufacturing automatic machinery. Largest machine shop in country located in Waterbury. Ingersoll Dollar Watch and Ingersoll Waterbury Watch are Waterbury products. Factory in which former is made is largest of its class in the world.

The Dominant Medium in Waterbury.

Waterbury Republican

DAILY and SUNDAY.

Reaches thousands more families than any other Waterbury newspaper—

Leads in local advertising.

Prints more national advertising than all other Waterbury newspapers combined.

Carries 80% of all automobile advertising, local and national.

Prints four times as many want ads as all other Waterbury newspapers combined.

Member
ASSOCIATED PRESS
AUDIT BUREAU CIRCULATIONS
AMERICAN NEWSPAPER PUBLISHERS' ASS'N.

WM. J. PAPE, PUBLISHER.

Representative: JULIUS MATHEWS SPECIAL AGENCY
Boston—New York—Chicago

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EDITORIAL



QUOTING PRICES IN BOOK REVIEWS

THE contention of the Post Office Department that, under the zone law, book reviews in which prices are stated must be classified as advertising is, obviously, not a sound one. The New York publishers are fully justified in opposing such a ruling, and should fight it, if necessary, in the courts. No newspaper or other publication receives pay for book reviews. They are written and published, wholly at the expense of the newspaper, solely in the line of service to the reader.

There could never be any question seriously raised as to the cultural value of book reviews. They are aimed not merely to afford routine information as to new books—for this may be accomplished entirely through the advertising columns; but their purpose is to afford a critical valuation of such books. This is properly within the province of any newspaper.

If the Department shall be permitted to enforce, without a fight, such a ruling it will lead to endless confusion in newspaper offices. If officials of the postal establishment are to be allowed to decide as to what is and what is not advertising in a newspaper, the business of publishing will be gravely menaced. The Bourne law provides that advertising appearing in the news columns, or in the textual guise of reading matter, shall be designated as such by the use of the word "advertising."

The zone postal law requires that a tax shall be paid, in the way of additional postage, on all advertising in a publication. Common sense application of that law requires that the definitive line shall be plainly drawn.

The present attitude of the Department looks to an inevitable postal censorship over reading matter, based upon some official's judgment as to whether certain news, reviews or other reading matter contains an element of advertising. As a matter of fact it very often happens that in telling the news, or in giving necessary and useful information, somebody or something is advertised—incidentally, of course, but inevitably.

Trade newspapers, in the course of printing the absolutely legitimate trade news, are compelled to give facts and include references to men and commodities which, therefore, have an element of advertising in them. A drastic application of such an interpretation as is now proposed would serve to classify as advertising a great volume of useful, helpful and strictly ethical trade news.

EDITOR & PUBLISHER does not contend that the publication of prices in book reviews is a good business policy for newspapers. As a matter of fact the practice is a costly one. But, if editors believe that the price of a book should be stated in a review, solely for the convenience of the reader, they are wholly within their rights in following that policy.

Just now the War Department is carrying forward an admirable campaign of paid advertising for recruits. Realizing the news value, and the vital interests involved in this campaign, editors are getting and printing the news about it, and editorial writers are urging upon young men the advantages of army training. If, in such news or editorials, the amount of the army wage is mentioned—as it has been in hundreds of instances—then such matter would be classed, under the new ruling, as advertising and would carry the postage penalty thereby imposed.

There should be an end to such nonsense. The underlying principle of the present postal law is bad enough. No petty interpretations of its provisions by administrative officials should be permitted. The publishers should carry their fight, if necessary, to the highest court in the land.

COL. RAYMOND ROBINS, head of the Red Cross Mission to Russia, is considered by some people to be an extreme radical. But when he says, "If America is to meet the menace of the Soviet it will have to be done through a serving State, a serving Church and a serving economic order," most men will applaud the sentiment as eminently sound and conservative. Our democracy is based upon precisely that ideal. To the extent that we fail to make it a living thing we fail to measure up to our political creed.

"KEEP IT OUT OF THE NEWSPAPERS!"

THE Bridgeport Post, in editorially chastening a critic who contended that the newspapers were responsible for the present social unrest because of their habit of publishing complaints of bad service by so-called public service corporations, says:

"To carry the thought to its logical conclusion, the newspapers are responsible for the recent war in Europe; for, if they had not printed stories about it, nobody would have known that there was a war and, consequently, nobody would have fought."

Every offender against public policy, morals or law is anxious to "keep it out of the newspapers." If the newspapers tell about a thing, and public sentiment is aroused against that thing—or against the man or corporation responsible for the abuse—then the newspapers are, according to this reasoning, responsible for any uncomfortable results that may be visited upon the offender. Hence, the newspapers incite revolution, encourage resistance to the established schedule of things.

Every issue of a good newspaper prints items of news calculated to excite the public mind. Without such excitement we should soon lapse into a state of coma, content with all that is, resigned to the rule of greed and wrong. The newspaper which should fail to put on record the unpleasant events of daily life, or to turn the light on malefactors, would commit a daily offense against society.

GETTING THE BROADER VIEW

IT has been the practice at the School of Journalism at the University of Missouri to arrange for members of the faculty to spend their vacations —plus ample furlough—in newspaper work in foreign countries. One spent a year on the staff of the Mellbourne Evening Herald, another a year in Tokyo on the Japan Advertiser; others in China and on world tours.

Thus, this Missouri institution has proved the wisdom of the suggestion made in EDITOR & PUBLISHER by Ralph D. Blumenfeld, of the London Express, for an interchange of staff men between British and American newspapers, for short periods. The Missouri plan has had excellent results, greatly increasing the value of the training to be had there by aspiring newspapermen. It is to be hoped that Mr. Blumenfeld's idea may find acceptance both in Britain and the United States and that its obvious value may be demonstrated in actual practice.

REGIONAL or territorial advertising campaigns are practicable only through newspapers. And such campaigns are essential to manufacturers who are not ready to undertake nation-wide distribution. When they are ready, the newspapers still afford to them the only fully effective channels through which to localize their advertising and tie it up with dealer-identity.

IF the American people wanted newspapers without advertisements they would get them. They don't get them.

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EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 *World Building, 63 Park Row, New York.*

James Wright Brown, publisher; Marlen E. Pew, editor; W. J. Shoemaker, managing editor and John F. Redmond, News.
London: C. D. Bilgrd.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. D. Conover.
San Francisco: Geo. R. De Vore.
Boston: M. A. Staples.
Washington: Robert V. Barry.
Subscription rate, $3 a year; foreign postage, $1.00; Canadian, 50c.

THE PYRAMID MAKE-UP IN ADVERTISING

THE pyramid make-up of the advertising on a newspaper page gives to advertisers the best possible position advantage and the strongest reader-appeal. The old passion for "top of column next to reading matter" had its origin in the idea that advertising carried very little interest in itself—that it must be cleverly forced upon the attention of the reader through occupying a position which would, of necessity, catch the eye.

The progressive advertisers now realize that they must give to advertising an interest quite as compelling as that carried by the average run of text matter. They realize, too, that an attractive appearance in a newspaper page, taken as a whole, counts for more than mere "position." It is doubtful whether anybody nowadays ever reads an "ad" because of its position next to reading matter. It must have more than that to commend it to reader-attention.

It is important to both advertisers and newspapers that the bother and fuss growing out of the special position contracts should be eliminated; but the still more important consideration is in the protection by advertisers of the intrinsic value of good copy and of the news-interest centering in a group of well displayed "ads"—an interest which does not come from their position in contact with reading matter, but which is independent of such considerations.

Of course cover pages, and special positions in relation to departmental text matter are necessarily exempt from the pyramid make-up plan. Generally speaking, however, an advertisement placed on a page which presents an attractive typographical appearance and a good balance between text and advertising has a distinct advantage over one which is so placed that it impairs the balance and symmetry of a page, even though it should be at top of column and surrounded by reading matter.

MARLEN E. PEW

MARLEN E. PEW, the new editor and manager of the International News Service, is a good newspaper man and a good friend.

He has held, through twenty-four years of work for newspapers, undimmed vision and unshaken loyalty to ideals.

He has never ceased to believe that the newspaperman is a vital factor in the day-by-day work of safeguarding human liberties.

His public service, as head of the News Division of the War Department during the critical period of the war, will figure with significance in the great record. Historians of the press in the days to come will appraise it as due to the nation and to press freedom of that service.

As editor of EDITOR & PUBLISHER Mr. Pew has had the satisfaction of reaping the immediate appreciation of newspaper and advertising men for intelligent, zealous and highly constructive effort. He has won, in this organization, the affectionate friendship of all connected with it through his genuineness as a man and his ability as a craftsman.

Mr. Pew enters upon his new and important duties carrying with him the cordial good wishes of his associates here—friends who know his qualities of heart and head and his splendid equipment for constructive work.

THAT the congestion of store advertising in certain issues of daily newspapers should be eased through the adoption by merchants generally of a better balanced schedule of copy throughout the week is highly desirable—not alone to the newspapers, anxious to render the best service, but to the advertisers themselves. Abnormal shopping conditions result from abnormal advertising schedules. To give the people an impression that only on certain days of the week is it profitable for them to visit the big stores is to create a dangerous sentiment.

WHAT strides American newspapers have taken in the direction of material development since they first adopted the policy of advertising their advertising! That example is to be followed as an evolutionary suggestion to publishers in many of the Allied countries.

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PERSONALS

IN THE EDITORIAL ROOM

Martin H. Glynn, editor of the Albany (N. Y.) Times-Union, has been awarded the key of the Phi Beta Kappa Society by the New York University. This is the fifth scholastic distinction conferred upon Mr. Glynn, who is a former governor of New York State.

Major Charles A. MacArthur, former owner of the Troy (N. Y.) Budget, has been cited by Gen. Pershing for exceptional bravery in battle.

John H. Perry, of Cleveland, general counsel for the United Press, was in New York City this week.

John B. Howe, editor of the Syracuse (N. Y.) Herald, has been awarded the honorary degree of Doctor of Letters by Syracuse University.

Mrs. Alden J. Blethen, widow of the late proprietor of the Seattle Times, has arrived in Maine for the summer. She will visit her former home at Strong.

A. F. Harrison, representative of the United Press and the Great Lakes Naval Division, was in New York City this week.

William Johnston, of the New York Sunday World, has been honored with the degree of Doctor of Literature by the University of Pittsburgh, in his home town.

Frank N. Finnegan, formerly a newspaper man in Chicago and New York, and also a writer of magazine stories, has been added to the Goldwyn scenario staff in New York.

Frank Wing, caricaturist and humorous writer for the St. Paul Dispatch-Pioneer Press, is a keen "noticer." For example: "Nearly all advertising specialists have large eyes with prominent lids."

Hon. Frank Oliver, editor of the Edmonton (Alta) Bulletin, has been nominated as Liberal candidate for Parliament.

J. Loy ("Pat") Maloney—Lieutenant, by the way—returned to his place on the reportorial staff of the Chicago Tribune this week, bringing back a pair of R. M. A. wings, three gold chevrons and a pilot book that shows 350 hours in the air, 150 of which were spent over the fighting lines in France where he was a member of the famous 94th aero squadron, known as "Eddie Rickenbacker's own."

Vice-Commodore Victor W. Ferris of the Norwalk Yacht Club has placed his auxiliary yacht "Dirk" in commission. Mr. Ferris lately returned to civilian life as city editor of the Norwalk (Conn.) Hour after serving nearly two years in the naval coast defense service.

H. I. Harman, for years on the editorial staff of the Baltimore News and locally famous as the author of an "Old Grouch" column, has transferred his allegiance to the Evening Sun.

Miss Alice Agnus, daughter of Gen. Felix Agnus, editor of the Baltimore American, was married last Saturday to P. L. Daingerfield of the United Railways.

Miss Virginia Etheridge, a special writer for the Baltimore American, was married last week to Lieut. P. N. Newell.

Richard D. Steuart, city editor of the Baltimore News, who has been ill for a couple of months, has returned to his duties.

Latham Wilhelm, assistant city editor of the Baltimore Star, is largely responsible for the ancient and honorable art of stamp collecting having been recognized as a science. The Baltimore philatelic society has just been admitted to membership as a section of the Maryland Academy of Science.

Harry Mount, who has been connected with Cleveland newspapers for some time as reporter and special writer, has gone into the publicity game. Among his clients is the Cleveland Electrical League.

Horace H. Herr, until recently in charge of publicity for the Division of Public Works and Construction Developments in the United States Department of Labor, has been made editor of the American Contractor, Chicago.

Lieut. Thomas F. Flaherty, City Hall reporter for the Bridgeport (Conn.) Times before the war, expects his army release by July 1, and plans to return to Bridgeport newspaper work.

George W. Findlay, among the first of Bridgeport (Conn.) newspapermen to go to war, has returned from France. He was with the Sunday Herald.

James F. Cosgrove, financial editor of the Bridgeport (Conn.) Post, has suffered a severe injury to his eye by mistaking iodine for an eyewash.

Charles E. Rogers, of the Kansas City Star, has been appointed associate professor of industrial journalism in the Kansas State Agricultural College, and will assume his duties July 1.

Louis Stein has begun his forty-sixth year of service on the Syracuse Post-Standard. He started as an office boy at the age of 14 and, as he has always been for many years, foreman of the stereotyping department. He has seen the circulation of the paper grow from 1,600 to more than 52,000.

IN THE BUSINESS OFFICE

Cyrus H. K. Curtis, of Philadelphia, has gone to Europe to spend a month.

W. E. Willis, well known among newspaper and advertising men in the East, has joined the staff of the American Association of Foreign Language newspapers, with headquarters in the Woolworth building, New York. Mr. Willis in the course of his long business career has been associated with the Philadelphia North American, New York American, Chicago Herald and the S. C. Beckwith Special Agency, and others.



W. E. Willis

Col. Frank S. Van Gorder of the 166th Infantry has returned to his duties as manager of the Warren (O.) Daily Chronicle.

Mrs. Nell H. Deming, publisher of the Warren (Ohio) Tribune, and her daughter, have returned from an automobile trip through the Eastern and New England States.

J. J. Bernstein, publisher of the Massillon (Ohio) Independent, is on an automobile tour through the East.

Wm. M. Scott, business manager of the Baltimore American, has been elected a member of the board of governors of the Baltimore Advertising Club.

J. R. Greenburg is an addition to the advertising staff of the Baltimore Sun.

James Kenney, accountant of the Ottawa (Ont.) Citizen, is back at work after doing service with the Canadians in Siberia.

C. W. Pomeroy, with a long term of service overseas with the C. E. F. to his credit, has joined the local advertising staff of the Ottawa (Ont.) Citizen.

A. J. Rivenbach has left the Baltimore American staff to manage a steamboat company just organized to run a daylight line between Baltimore and Norfolk and Newport News.

J. Thomas Lyons, service manager of the Baltimore Sun, was one of the orators of the occasion when a new State ferry line was opened last week connecting the eastern and western shores of Maryland.

George M. O'Neil has resigned as secretary of P. F. Collier & Son, Inc., to become assistant sales manager of the Goldwyn Distributing Corporation, New York. Mr. O'Neil has been in the publishing field for ten years.

L. A. Bishop, for the past year display advertising man for the Des Moines Register and Tribune, has resigned to become manager of Brinsmaid's retail store.

David Chapman and Howard Slocum have joined the advertising department of the Schenectady (N. Y.) Union-Star.

Ramon L. Hall will soon resume his position as advertising manager of the Schenectady (N. Y.) Garette, after service overseas. John Goetz, who was filling in during Mr. Hall's absence, will continue as assistant advertising manager.

HAS HELPED DEVELOP HIS FIRM FROM $250,000 TO $7,000,000

JOKESMITHS have had a lot of fun with correspondence schools, but O. A. Brock believes in them. He took two courses in advertising by correspondence, and now he is advertising manager of the Keystone Steel and Wire Company, of Peoria. In the eight years he has held that job he has seen the concern develop from a capitalization of $250,000 to $7,000,000.



O. A. Brock.

His first advertising work was done for the old Frank B. White agency in Chicago. Then he spent a year with Libby, McNeill & Libby's sales department and later was advertising manager for the United Woolen Mills Company, of Chicago, which operated a chain of tailoring stores through illinois and adjoining states.

WITH THE AD FOLKS

H. P. Lehmann has been made advertising manager of the Ely & Walker Dry Goods Company, St. Louis. He formerly was advertising manager for the W. C. Stribling Company, Fort Worth.

H. A. Merkel has been appointed advertising manager of the Racine Rubber Company, Racine, Wis.

R. P. Robertson, formerly national advertising manager of the Los Angeles Evening Express, is in charge of a new Seattle office, Post-Intelligencer building of the Baranger-Weaver Company, San Francisco.

S. N. Rosenstein is now in charge of advertising for the Art Metal Works, Jamestown, N. Y.

R. C. Mower has been appointed advertising manager of the Futurist Underwear Company, Chicago.

S. G. Hyde has been appointed advertising manager of the Buda Company, Harvey, Ill.

R. W. Canfield, late of the Rankin Agency, has been named advertising manager of the Pepsodent Company, Chicago.

Lewis E. Ryan, head of the Ryan Advertising Service, Wilkes-Barre, Pa., has returned to his business duties from Winchester, Va., where he has been recuperating from influenza.

George N. Wallace has joined the production department of Hoyt's Service, New York, as account manager. Mr. Wallace was formerly associated with the Cheltenham Agency, which he left to become a member of the firm of Delamico, Wallace & Geller. At the outbreak of the war he withdrew from the firm and entered the Naval Service and was mustered out on May 4.

Webster Wagner has been appointed copy director of the Wales Advertising Company, New York, and J. H. Conesqu production manager. Edward H. Putnam is a new addition to the staff.

John J. Ward of the Frank Presbrey Company's staff, New York, is home from Army service in France.

H. L. Roth has severed his connection with the International Products Company and has joined the staff of Hoyt's Service, Inc., New York City, where he will be engaged in the commercial research and plan departments. Mr. Roth was previously in the statistical bureau of the Metropolitan Life Insurance Company, and assistant advertising manager of the Industrial Finance Corporation.

The Rocky Mountain News has signed a contract for the Haskin Service for one year



One of the most radical ventures in all journalism is the Haskin Information Bureau which answers all questions of all readers of its papers.

Frederic J. Haskin operates it from Washington

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INTERNATIONAL NUMBER PLEASES LONDON

(Continued from Page 8.)

versal Service), Truman Tally (New York Herald), L. P. Collins, the Boston Transcript, and the Christian Science Monitor. In addition the assistant correspondents on the staffs of these newspapers and news agencies are eligible to membership.

Associate membership is open to visiting representatives of American newspapers, publications and news agencies and occasional mail correspondents who are properly accredited. Full membership fee is £3 yearly and for associate membership the fee are £1.

There is no doubt that the association will result in a closer union of newspaper interests and the American men who present British news to the U. S. A. public show in this admirable co-operative movement a large-mindedness and singleness of purpose that cannot be otherwise than to the good of all.

"Tanks" Inventor as Publicity Officer

The retirement of Major-General E. D. Swinton, C. B., D. S. O., R. E., from the control of the Publicity Department of the Demobilization Department of the Ministry of Labor recalls the fact that this distinguished officer was the first military man to conceive the tanks as a fighting weapon.

He was also the first official "Eye-Witness"—telling the British public what it was thought fit they should know of the war conditions at the front, and performed his duties with complete success as far as the limitations permitted, from the battle of the Marne in September, 1914, to July, 1915.

In his period of office as responsible for the publicity in connection with demobilization he swept aside all traditions and tackled the disturbing elements with a bold employment of display advertising that had the dual effect of informing the soldiers what the demobilization arrangements were and quieting the impatient who believed that the machinery of British army routine could be taken to pieces with a screw-hammer in an hour.

The new Publicity Controller appointed in General Swinton's place is Captain E. J. C. Chapman, M. C., with headquarters at 8 Richmond Terrace, Whitehall.

Northcliffe's $2,500 for Staff Ideas

Viscount Northcliffe last month offered prizes amounting to five hundred pounds to the members of the staff associated with the Daily Mail, Evening News and Weekly Dispatch for the best suggestions for the improvement of either of those papers or their production methods. In characteristic fashion, Lord Northcliffe insisted that all ideas submitted should be signed only with a nom-de-plume and be placed in sealed envelopes. It was a generous impulse, well-calculated to inspire every member of the Carmelite House staffs and likely to be productive of interesting and valuable results. And still there are some who wonder why Lord Northcliffe is a giant among publishers!

Belfast Telegraph Speeding-Up News

The Belfast Telegraph is the first paper in Ulster to adopt the Creed System of high speed telegraphy. By this system matter handed in at the London office of the paper and prepared by machines which perforate Morse characters in type, is transmitted over the wire by automatic means, and reproduced in the Belfast office by an instrument known as the Creed Receiver.

It is then passed into another instrument, the Creed Printer, which transcribes from Morse code into plain Roman letters. The receiver is capable (weather permitting and wire conditions favorable) of receiving messages at the rate of 200 words per minute, and the printer of turning it out at the rate of 120 words per minute.

By an ingenious device this slip is then gummed on sheets of paper, and is ready for the sub-editors. R. H. H. Baird, the managing director in London, sent through the first message from the Fleet street office, and it was received in Belfast by the Lord Mayor of the city and A. W. Stewart, the managing editor.

Advertising Volume Growing

The popularity of newspaper advertising is increasing beyond all expectations. A few months ago it was comparatively easy to secure space in any of the London dailies. Today it is almost a matter of waiting one's turn.

The Daily Mail is booked up for weeks ahead and each day's issue is the result of a juggling feat that pleases those who find themselves duly installed, but is not so satisfactory to those who endeavor at short notice to synchronize their London advertising with their provincial campaigns, though the Mail is essentially studious and sympathetic.

But it has not yet adopted elastic pages. The Daily News, the Daily Express, the Evening News, the Daily Telegraph, and the Times show the same prosperity and are increasing in favor with those advertisers who plump for the newspapers.

The special feature pages which some of these papers run—the Daily Express has been giving a special Saturday music page, the Evening News and the Star have been conducting movies pages—the former as a weekly feature—and book pages) have been highly successful in their appeal to advertisers.

Merchants' Column Popular

The Galveston News devotes a double space half column or so each Monday, Wednesday and Saturday to paragraphs of interesting and timely topics on advertising. It is called "The Merchants' Column." New ideas in advertising are discussed and suggestions made for advertising in attractive ways. Little stories or sketches are related and some clever idea, evolved by someone, has been used successful in advertising, is explained. Altogether it is a good feature and one that the readers of the News enjoy and look for each week.

Lewis Secretary of Collier's

Fred Lewis, who has been with the Collier organization for nine years, during the last two of which he has been comptroller of the company, has been made secretary of P. F. Collier & Son, Inc., New York. Mark Huntington Witeman has been appointed assistant to the vice-president and manager of the department of publicity and promotion. Charles Colebaugh has been placed in charge of the advertising department promotion.

Financing Clarke Paper Mill

OTTAWA, Ont., June 24.—Recent Canadian financing includes an offering of the unsold balance of $675,000 seven per cent first mortgage bonds of Clarke Bros., Ltd., the proceeds of which will be devoted to the erection of a sulphate pulp mill at Bear River, N. S., and to otherwise extend the present plant.

Roy Barnhill Joins Munsey's

The representation business of Roy Barnhill, Inc., New York, has been taken over by Theron R. Lyle and W. B. Littell. Roy Barnhill has joined the Munsey advertising organization.

ADVERTISEMENT No. 18

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other National Advertisers and

Advertising Agents

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

Frank Presbry,
354 Fourth Ave.,
New York City.

Howland Adv'g Agcy., Inc.,
1790 Broadway,
New York City.

Tracy Parry Co.,
2445 So. Woodstock St.,
Philadelphia, Pa.

Sherman & Bryan, Inc.,
75 Fifth Ave.,
New York City.

R. A. Foley,
519 Bulletin Bldg.,
Philadelphia, Pa.

N. W. Ayer & Son,
300 Chestnut St.,
Philadelphia, Pa.

P. F. O'Keefe,
45 Broomfield St.,
Boston, Mass.

A. T. Bond Adv'g Agency,
20 Central St.,
Boston, Mass.

The E. Fettinger Agency,
Newark, N. J.

Franklin P. Shumway,
Boston, Mass.

W. F. Dobbs Adv'g Agency,
Danbury, Conn.

Colonial Adv'g Agency,
Worcester, Mass.

Dillard Jacobs Agency,
Atlanta, Ga.

Albert Frank & Co.,
Chicago, Ills.

Southern Adv'g Agency,
Atlanta, Ga.

Vanderhoof & Co.,
Chicago, Ills.

Fletcher Adv'g Co.,
Philadelphia, Pa.

Barton Adv'g Agency,
Los Angeles, Calif.

Blum's Adv'g Agency,
San Francisco, Calif.

D. A. Tuholsky Adv'g Agency,
Denver, Colo.

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

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ADVERTISE TO FIND THEIR MARKETS

Secretary Sullivan Tells A. B. C. Members What Factors Influence National Advertisers in Selecting Media—Matter of Plain Business

One of the features of the Friday morning session of the A. B. C. convention at Chicago was the address of John Sullivan, Secretary-Treasurer of the Association of National Advertisers. Mr. Sullivan said:

"As you know, I work for, and represent here, an association of nearly three hundred of the largest advertisers in the United States, who are spending around $100,000,000 a year through their advertising departments.

"The association is not an advertising association in the ordinarily accepted sense. It is an association of manufacturers who advertise. There is, as you will readily see, a distinct difference in those definitions.

"We, therefore, know nothing of what is frequently termed an 'advertising cause,' the 'cause' being that of the increase of volume of advertising. Essentially we are not concerned whether, within the next year, there are published billions of lines of advertising or none at all.

"What we do care is that, through the mediums they use, our manufacturers find markets in which to sell their products at the lowest possible percentage of cost. They want media of such excellence in their standing with their subscribers that they can reach their markets economically and effectively.

"These manufacturers are not tied down to the use of any particular class of medium, any more than they are to any special type or description of salesman. If, through inefficiency in the general conduct of their business publications fail to provide a suitable audience for the manufacturer's advertising message, then the manufacturer can, and must, turn to the use of other media which will enable him to reach his markets economically and effectively; even as he refuses further to employ one salesman who is too expensive because of his inefficiency, and takes on another salesman who can sell a large volume of goods at a reasonable, or necessary, percentage of cost.

Must Know Certain Facts

"In order to determine the value of a publication for his purpose, the manufacturer must have certain information about it, even as he must know certain facts about a salesman's character and ability before he can employ him.

"That is, of course, generally recognized today by publishers, and it may seem superfluous to mention it. But it accounts for the initial interest of the advertising manufacturer in the movement for circulation audits, and it accounts for the steady growth of interest in the A. B. C. on the part of the Association of National Advertisers. Now, the A. N. A. is incorporated under the laws of the State of New York. But in its past attitude towards the A. B. C. the association has been from Missouri. It certainly desired to be shown why it should place all its weight behind the A. B. C.

"The A. N. A. sat tight 'on the fence' for nearly three years. If it showed any particular interest—and it did—it was a critical interest.

"Then came a time when it got off the fence and strolled over to the edge of the sidewalk—to get a closer look at you.

"Seven months later it determined upon a still closer inspection, and the result was that the A. N. A. really found out how good you had become. Thereupon we performed an operation, so to speak, upon our habit of mind towards you. For nearly a year and a half we have been acquiring a new habit of mind, while still observing you closely.

To Rely Upon A. B. C. Service

"Finally, at our recent meeting in Cleveland, we first determined to abandon our own plan of auditing, which, though a perfectly good and workable plan, had never been in the least actively promoted, because of our desire to leave a fair field to the A. B. C.

"Then we adopted a resolution which expressed inferentially our confidence in the A. B. C., in its competency, and its worthiness to receive our exclusive endorsement.

"We crossed the Rubicon, not like Caesar, to dominate solely a great territory, but to meet you even more intimately and to march with you.

"In doing so we undertook a new responsibility—responsibility for you. And we ask you to march with us.

"Before we took the step we had acquired confidence in you, confidence that you would march with us as a wing of an army striving after economy and effectiveness in distribution in the United States, a field of business in which the United States is neither economical nor sufficiently effective.

"We have, I have said, assumed responsibility in taking this step, and, actually, our doing so throws a responsibility upon you. May we not ask that you do not, at any time, do anything, individually or collectively, to diminish or destroy our confidence in the Audit Bureau of Circulations."

Coal Industry Now Resorts to Newspaper Ads.

CHICAGO, June 20.—Newspaper advertising will be used extensively by the coal industry hereafter in an attempt to bring home to users of coal the need of early storage, the reasons for prices, the labor problem and other issues about which coal producers and distributors believe the public is misinformed.

This decision was reached by the National Coal Association after years of effort on the part of Amedee J. Casey, editor of the American Coal Journal, to convince members of the need of using the newspaper for fundamental purposes.

Mr. Casey says the coal situation is to acute that scarcity and higher prices are certain to stare us in the face soon. The only solution is to buy coal now, he says. To bring these facts home, individual coal operators will spend between $10,000 and $50,000 for newspaper advertising. The total amount will run into the hundreds of thousands.

ANNUAL A. B. C. MEETING

(*Continued from Page 31.*)

star vaudeville acts from leading Chicago theatres.

Victor F. Lawson, proprietor of the Daily News, was the guest of honor.

Speaking began about 10 P. M. with L. B. Jones as toastmaster.

Governor S. R. McKelvie, of Nebraska, discussed "Americanism."

Harry F. Atwood delivered his famous address on the Constitution. His theme was—"The Antidote for Bolshevism."

Prof. Walter D. Scott enlivened the proceedings by taking issue on important fundamentals with Mr. Atwood and all in all it was a most enjoyable evening for next to the longest day in the year.



The revenue of this little State is over $11,000,000 a year.

West Virginia is Wonderful by any comparisons, as a seller and as a BUYER.

True it has only about 1,500,000 people, but they have a higher-than-average purchasing capacity. *They have more money to spend than double their numbers in many of the more congested sections,* and a first class willingness to lay down the cash for the things they want.

Why not tell them in their daily papers the merits and advantages of your goods and give them a chance to try for themselves. *Remember that you are as far away from this territory by itself as it is from you!*

Advertise in these papers, where a little appropriation will make you BIG business!

	Circulation.	Rate for 5,000 lines.
Bluefield		
*Telegraph ....(M)	6,426	.01428
Charleston		
‡Gazette .....(M)	11,410	.03
‡Gazette .....(S)	16,500	.02
*Leader .....(M)	6,819	.0157
*Leader .....(S)	7,351	.0157
†Mail .....(E)	9,336	.025
Clarksburg		
*Exponent ..(M&S)	8,187	.02
*Telegram ....(E)	7,864	.025
*Telegram ....(S)	8,351	.025
Fairmont		
*Times ....(M&S)	6,407	.02
*W. Virginian .(E)	5,192	.02
Grafton		
*Sentinel .....(E)	2,275	.014
Huntington		
†Advertiser ...(E)	8,541	.02
Huntington		
†Herald-Dispatch .....(M)	11,393	.02
†Herald-Dispatch .....(S)	11,393	.02
Martinsburg		
†Journal .....(E)	3,249	.0129
Morgantown		
‡Post .....(E)	3,025	.0143
Parkersburg		
*News .....(M)	6,239	.02
*News .....(S)	6,200	.02
†Sentinel .....(E)	6,854	.017
Wheeling		
‡Intelligencer (M)	11,366	.0325
‡News .....(E)	16,225	.04
‡News .....(S)	16,225	.04

*Government statement, April 1, 1919.
†A. B. C. statement, April 1, 1919.
‡Publishers' statement, April 1, 1919.

File the facts for reference

TIPS TO THE AD MANAGER

POWER, ALEXANDER & JENKINS, Madison Theater building, Detroit. Has obtained accounts of William S. Merrell Chemical Company, Cincinnati, manufacturing pharmaceutical and chemical preparations; Sewell Cushion Wheel Company, Detroit, wheels for motor trucks; Eureka Vacuum Cleaner Company, Detroit. For the Merrell Company newspapers in certain sections will be used to advertise flavoring extracts for household cooking purposes.

FREEMAN AGENCY, Mutual building, Richmond, Va. Sending out contracts for advertising State of Virginia's agriculture department; has also secured account of "Sauer's Old Virginia Fruitti Punch," a new flavor and a temperance beverage. Sauer's 32 flavor is also advertised; placing advertising for "El Nero" Cigars and "Life Cigarettes."

VANDERHOOF & CO., Marquette building, Chicago, have secured the advertising account of the Colonial Salt Company, Akron, Ohio.

F. WALLIS ARMSTRONG AGENCY, North American building, Philadelphia. Reported will make up lists monthly, using newspapers, for Instrance Company of North America.

ATLAS ADVERTISING AGENCY, 450 Fourth avenue, New York. Placing additional orders with newspapers in cities where salesmen will visit for Pacific Coast Borax Company; placing 699-inch orders with Western newspapers for Acme Packing Company.

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Again placing orders with newspapers for Lazell Perfume; placing orders with newspapers for Automatic Safety Tire Valve Corporation.

BARTON & DURSTINE COMPANY, 25 West 45th street, New York. Reported will make up a list during August, using newspapers for Ovington Brothers Company.

CHURCHILL-HALL, 50 Union Square, New York. Reported will make up list during the next 30 to 60 days for Boston Woven Hose & Rubber Company.

ANDREW COVE AGENCY, Tribune building, New York. Placing orders with newspapers in leading cities for Great Lakes Transit Corporation; will shortly place orders with some Eastern newspapers for Granite City Soap Company.

COWEN COMPANY, 50 Union Square, New York. Placing copy with practically the same list as before for Lorillard Tobacco Company.

CRITCHFIELD & Co., Brooks building, Chicago. Reported will make up a list of newspapers during August for Black Silk Stove Works.

J. H. CROSS COMPANY, 214 S. 12th street, Philadelphia. Again making contracts with newspapers for Dr. Wernet Dental Cream.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Making contracts with some Western newspapers; also placing copy for Corn Products Company.

FEDERAL ADVERTISING AGENCY, 6 East 39th street, New York. Placing advertising with newspapers for Cleveland Sandusky Company.

HANFF-METZGER, 95 Madison avenue, New York. Reported about to handle advertising for Pratt Food Company.

C. ISONMONGER AGENCY, 95 Madison avenue, New York. Making contracts with some Pennsylvania newspapers for Morgan Drug Company.

WYLIE B. JONES AGENCY, Binghamton. Making contracts with newspapers for Guarantee Remedy Company.

MEARS AGENCY, 461 Eighth avenue, New York. Placing contracts with some New York City and New England newspapers for Net New England Confectionery Company.

P. F. O'KEEFE AGENCY, 45 Bromfield street, Boston. Reported to be placing orders with Eastern newspapers for Richardson & Boynton Company.

JOHN G. ROBEL SERVICE, 58 East Washington street, Chicago, will handle general advertising for Sandow Motor Truck Company and the I. J. Rose Agency of New York City; placing orders in New York City.

Scott & Bowne, Bloomfield, N. J. Renewing newspaper contracts; later contracts will be taken up generally.

FRANK SEAMAN, Inc., 470 Fourth avenue, New York. Placing orders with newspapers generally for United States Army Reerwiting Service.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York. Placing 7-time orders on contracts, copy to start, September, for Winchester Repeating Arms Company; placing some fall schedules with newspapers for O'Sullivan Rubber Company.

WALES ADVERTISING COMPANY, 110 West 40th street, New York. Making 2,800 1-time contracts with newspapers for Atpac Forwarding Corporation.

JAM MANUFACTURERS' ASSOCIATION OF CANADA, at meeting in Hamilton, appointed a committee to consider co-operative advertising.

P. K. FROWEAT COMPANY, 151 West 42d street, New York. Will handle advertising of Stanwood Rubber Company, Newark, N. J., a new tire corporation.

GREEN, FULTON & CUNNINGHAM, Free Press building, Detroit. Accounts of Lawson Manufacturing Company, maker of spring hinges, and of the Benzke & Kropf Manufacturing Company, making "Rayfield Carburetors," have been obtained by this agency. Both advertisers are located in Chicago.

STREET & FINNEY, 171 Madison avenue, New York. Have been appointed advertising agents for the Notaseme Hosiery Company, Philadelphia.

ERWIN & WASEY COMPANY, 58 East Washington street, Chicago. Has been named to handle advertising of Buda Company, Harvey, Ill.

W. H. RANKIN COMPANY, 104 South Michigan avenue, Chicago. Will hereafter handle advertising of Hunjadi Janos Company, New York, and Dearborn Truck Company, Chicago.

MCJUNKIN AGENCY, 5 South Wabash avenue, Chicago. Preparing an advertising campaign of "Turpo," for the Glessner Chemical Company, Findlay, Ohio.

BROOKE, SMITH & FRENCH, INC., Kresge building, Detroit. Has secured account of Anderson Forge & Machine Company, Detroit.

COXION AGENCY, Tacoma, Wash. Preparing an advertising campaign for Northwest Peace Jubilee, June 30-July 7.

MATERIAL HANDLING MANUFACTURERS' ASSOCIATION, at semi-annual meeting in New York, considered plan to raise $100,000 for advertising in 1920. A. J. Barnes of the Shepard Electric Crane & Hoist Company, Montour Falls, N. Y., was appointed chairman of the advertising council.

CROSBY-CHICAGO AGENCY, 63 East Adams street, Chicago. Appointed to create and handle advertising for National Paving Brick Manufacturers' Association, Cleveland.

Jack Dillon's Assignment

Jack Dillon, who is known in retiering circles as "Jack the Giant Killer," owing to his long record of successes against leading heavyweights, was secured by the Universal Service the past week to box vigorous workouts with Willard and Dempsey. Out of these workouts, Dillon wrote a series of three articles—one on his go with Willard—the second on his workout with Dempsey—and the third analyizing the strength and weaknesses of the two pugilists and selecting the man whom he thought would win the big contest. He picked Dempsey to win on points.

Military Trial for Minor

COBLENZ, June 31.—A special military commission has been appointed to try Robert Minor, American newspaper correspondent and cartoonist, who is under arrest here.

MISS BOOTH TELLS OF THE WAR WORK OF SALVATION ARMY

"The War Romance of the Salvation Army" is the title of a humanly-interesting book written by Miss Evangeline Booth and Grace Livingston Hill, just published by Lippincott's.

With the simple ardor of a woman whose life has been a benefaction to humanity, and yet with striking eloquence, Miss Booth outlines the spirit of her army as it shone so brightly in the battle trenches. She pictures the self-sacrifice of the brave women of the organization who ministered to our fighting boys with the tenderness and affection of sisters. In all of this record of Christian service she sees but the application on the battlefields of the ministry of the Salvation Army as so long conducted among our poor in the cities.

Elected to Ass'n Canadian Advertisers

TORONTO, June 22.—The following new members have been elected to the Association of Canadian Advertisers since the annual meeting in January. Gillette Safety Razor Company, Montreal, H. S. Beecher, representative; L. O. Grothé, Limited, Montreal, Azarie Guimond representative; Nugget Polish Company, Toronto, L. R. Howard representative; Royal Bank of Canada, Montreal, Gordon Tait representative; Penmans, Limited, Paris, Ont., R. Cale representative.

Remember EDITOR & PUBLISHER classified ads!

U. S. P. O. Report
For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

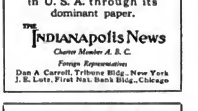
70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

dominance

You can absolutely dominate one of the most easily cultivated markets in U. S. A. through its dominant paper.

THE INDIANAPOLIS NEWS
Charter Member A. B. C.
Foreign Representatives
Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago



THE DETROIT NEWS
has a Sunday circulation in Detroit 49% greater than its only Sunday competitor.
Member Audit Bureau of Circulations.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

The Pittsburgh Post has the second largest morning and Sunday circulation in Pittsburgh.



The circulation of

The Star Evening

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

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CIRCULATION NOTES

Felix Davis, formerly with the New York American and the Atlanta Georgian and American, has been appointed assistant circulation manager of the McGraw-Hill publication, in New York.

William Elder, circulation manager of the Toronto Evening Telegram, has just completed forty years of service with that newspaper. His associate members of the International Circulation Managers' Association took the opportunity of honoring him on the occasion by electing Mr. Elder a member of their board of directors, at their recent twenty-first annual convention in Buffalo, N. Y. There is a no more popular man in the I. C. M. A. membership than William Elder, and his advice is eagerly sought, and readily given, on circulation problems at all I. C. M. A. gatherings.



WILLIAM ELDER

An Aerial Edition will mark the delivery of the Utica (N. Y.) Daily Press to subscribers in the Fulton Chain district of the Adirondack Mountain June 21, when more than 300 papers will be carried over an air line of fifty miles from Utica into the heart of the northern wilderness. The Aerial Edition will feature the entire day's circulation, but the papers carried in the plane will bear the stamp, "Aerial Delivery." The plan is the result of co-operative effort by the news, circulation and advertising departments of the Press.

The Des Moines Capital conducted a 3½-mile modified Marathon race through the streets of the city one day last week. W. E. Frevert of Iowa State College was the winner.

A perfect day, unprecedented crowds, skillful management and Riverview Park assisted the Des Moines Evening Tribune's Kiddie Klub to put over the biggest children's frolic and outing, that has even been witnessed in the city, June 19. It is estimated that 10,000 kiddies passed through the gates of Riverview during the day.

The Portland Oregonian, through its sports department, conducted a roller skating marathon for the boys of the city as a feature of the annual Rose Festival. For several years this has been an official feature of the Festival, attracting a large number of entrants.

The three newspapers of Towson, Md., county seat of Baltimore County, will issue large special editions on the Fourth of July in honor of a big home-coming demonstration to be held there.

The Easton (Pa.) Express will raise its price, June 30, from 1 cent to 2 cents. "Having done everything in our power to keep subscription rates at the old figures, we have learned by experience that it is impossible," the publishers announce.

John A. McNeil, for several years circulation manager for the Bridgeport (Conn.) Telegram and lately in charge of the same department for the new Evening Herald, has resigned. He has not announced his future plans, further than a somewhat extended vacation respite. C. S. Eddy, formerly of the advertising department of the Post, is temporarily filling Mr. McNeil's place.

Alec Pennig, mail room superintendent of the St. Paul Daily News, after two years' service in the A. E. F. has returned and taken up his old position.

The record of the I. C. M. A.'s recent meeting at Buffalo would be incomplete if EDITOR & PUBLISHER had not been able to print a picture of the man who endeared himself to everybody at that convention and tell how he did it. D. M. Treble, circulation manager of the Times, of Buffalo, had a program for the entertainment of the visitors which was so complete that it kept everybody stepping lively throughout the spare moments of the session. One surprise after another awaited the members, and the entertainments were so cleverly timed and managed that the party had little time during the recesses to dwell on thoughts of home and work to be done upon their return.



D. M. TREBLE.

The ladies of the party pronounced their visit one they will always remember with pleasure and were loud in their praises of Buffalo hospitality. Mr. Treble was unanimously elected a director of the I. C. M. A. just before the close of the session. He has demonstrated his qualifications as a manager and a hustler and his appointment to the board will add force and strength to the organization.

Sergt. Robert E. Mattice, formerly assistant circulation manager of the Schenectady (N. Y.) Union-Star, has returned from France and Germany. He had charge of the Treves branch of the Stars & Stripes.

THE ELLIS SERVICE
Swarthmore, Pa.
Offering Two Weekly Features
1 - *A Different Sunday School Lesson*
2 - *The Religious Rambler*

The first delivery of the Kansas City Star by airplane was made June 21, when a thousand copies were delivered in Manhattan, Kans. The regular train schedule for this trip is four hours; the airplane time is less than two hours.

Miss Anna Ludgis, for several years in the circulation department of the Bridgeport Post, has gone over to the new Evening Herald as assistant to the circulation manager. She will succeed Mrs. Edythe M. Wildman-Langner.

Submission of Allies' final answer on peace terms to Germany brought forth Victory Edition, of 10 sections and 128 pages, from presses of Minneapolis Tribune, June 17.

Between 75 and 100 newsboys of Tulsa, Okla., are at Tahlequah for a ten-day outing.

Two hundred Wichita (Kan.) Eagle newsboys picnicked at Riverside Park, June 24, as the guests of the paper.

Paterson (N. J.) News Dealers' Association is considering a new price schedule for New York and Paterson daily and Sunday papers, as follows: Door delivery, New York daily, fifteen cents; Sunday, nine cents; local, daily, thirteen cents; Sunday, four cents.

Padgett With Detroit News

DETROIT, June 24.—Since his honorable discharge from the army as captain, Edward Riddle Padgett has been editing the Detroit Sunday News. The rotogravure section has been increased to eight full pages, the magazine and supplement section now appearing in convenient tabloid size. Mr. Padgett was Sunday editor of the Washington Star for nearly ten years. Prior to that he was Sunday editor of the Cincinnati Enquirer and city editor of the Louisville Post.

Students Learned Much

ATLANTA, Ga., June 24.—The Emory class in journalism returned to their college duties on the Oxford Campus after a strenuous day with the Constitution. The young men declared that they never knew before that editors and reporters are such nice and hospitable people and that they never before realized that it requires real work to write editorials and gather news.

DE FREEST VICE PRESIDENT OF OMEGA CHEMICAL CO.

After four years as advertising and sales manager of Ferd. T. Hopkins & Son, one of the oldest newspaper advertisers and manufacturers of "Gonraud's Oriental Cream" and other toilet articles, Charles R. De Freest has resigned to become vice-president of the Omega Chemical Company, also of New York. He was elected to his new position yesterday by the board of directors and will take up his new duties July 1.



C. R. DE FREEST.

De Freest is a young man who has devoted his whole life to advertising and sales work. He started with the old Circle Magazine and subsequently was with the Fourth Estate and was a member of the Whiting Special Agency firm, New York, prior to his Hopkins' connection.

Mr. De Freest has the best wishes of many friends for success in handling the affairs of "Omega Oil," "Cadum Ointment," "Birt's" Headwash, etc., all of which are widely known through advertising.

PROVIDENCE, R. I., June 20.—The 15th annual outing of the Providence Journal family was enjoyed by over 300 employees. The Junior Journal, so-called "Official medium of translating the Journal family," was published and a copy issued to each employee as he boarded an electric car for the outing grounds. The objects of the paper were "to promote idleness, encourage nonsense, foster impulses and engender repulses."

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspaper* was worth more than it cost at the start and has steadily increased in value since.

If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. P. DUGAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers. IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

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U. S. MUST ADVERTISE TO SOUTH AMERICA

(Continued from page 10.)

ment for prompt payment could be effected.

"I therefore made arrangements with all the important publishers whereby American advertisers can secure local rates by paying their bills promptly through the local branches of American banks in South America.

"As regards other forms of advertising such as street cars, painted walls, bill boards, etc., which are widely used in many of the large South American cities, in their present shape I doubt if they are readily usable by an American advertiser.

Poor Agency Representation

There is need for more activity on the part of American advertising agencies in South America. None of our agencies has more than the barest nominal representation there, and while they have done some good work, and are well thought of by the publishers, they have not regarded the field as sufficiently promising or profitable to establish capable local points of contact.

"However, the last two years have produced a tremendously greater interest in all foreign sales propaganda, and with it the manufacture is asking his advertising agency for specific marketing and merchandising information about South America.

"As a result of this, the American advertising agent is setting about the task of securing information that will eventually enable him to render some such the same service abroad as at home.

"Possibly the most significant development along this line is the very ambitious plan recently inaugurated by a group of some of the largest advertising agencies, who have formed a separate corporation to act as United States representatives for Latin American publications and other media.

"I understand that this corporation will provide not only a placing and copy service, but, what is most important, a market survey service as well. This is but one of the significant changes that are taking place before our eyes as we are gradually coming to fit ourselves for the opportunities of foreign trade.

Few Native Agencies

"At present there are no advertising agencies anywhere in South America except in Buenos Aires, where their work is purely local in character. They have neither the training nor the ability to render the intensive and highly complex services required of a modern American advertising agency.

"They have partially met the demands that have been made on them but these demands were very simple ones.

"We have passed the point for employing advertising in a perfunctory way in Latin America, and the advertising agency that will render a foreign service at all commensurate with his domestic service will be a highly important factor. He will be one of the indispensable links in the merchandising chain that will uncover the markets, determine the media, and devise the copy appeal to use.

What Kind of "Copy"?

"What kind of copy shall we use in reaching the Latin Americans? is a common question. It seems to me that we have been floundering between two extremes. On the one hand are the advertisers who assume that a translation or translate their American copy literally by merely putting it into Spanish or Portuguese.

"On the other hand are those who tell us that South Americans have no point in common with us and that therefore an entirely new type of advertising must be devised as though they had nothing they came from Mars and saw everything upside down.

"Personally, I don't think the job is either as simple or as difficult as these two extremes make it out to be. A literal translation of American advertising into Spanish or Portuguese is nearly always ineffective and sometimes absolutely misleading, because it is impossible to render our idioms exactly into another language and make them understood as the writer understood them.

"Even if idioms are not used to any great extent, an exact translation is unfortunate. Just where the spirit of the original is lost and in translation it becomes weak and unnatural.

"Taking the other extremist—the one who thinks Latin Americans walk on their heads instead of their feet—the "bogey" he uses is the phrase "they are different." He is right, they are different. But, how different, and in what way? That's what we want to know.

A Few Suggestions

"Here are a few suggestions I would make with the idea that on them we can adapt and modify our American copy appeals so as to be effective with Latin Americans. Their language is different, and whether we use Spanish or Portuguese, it should, if possible, be written by one of their own people.

"By that, I mean that a Brazilian should write for Brazilians, an Argentine for Argentinians, a Cuban for Cubans, and so on. He should be given as much latitude as the man who conceived the original idea in English, because his is the task of adapting that idea into the language of his own people so as to have it reach them in the easiest and most effective way.

"He should have a sufficient knowledge of the English language, and of our habits of thought, to be able to grasp the basic idea that lies behind the advertising as it is originally presented in English, and then he should be left free as possible to "put it over" with his own people. He knows the customs, the habits of thought, and the little everyday habits of his own people just as we know ours.

National Characteristics

"He knows the little-big differences that climate produces in people, and he knows these things automatically and without consciously thinking about them at all.

"If he is writing to an Argentine, he will know that neither languid senoritas nor moth-eaten bull fighters will make any personal appeal to them, while if he is writing for Peruvians he is aware that the toreador and the bull ring are still national features.

"He will never under any circumstances encourage a campaign to sell overcoats along the coast of Brazil, nor breakfast foods in Peru, lawn mowers in Chile or Palm Beach clothes in Buenos Aires in July, which is the middle of the winter there.

Educating the Dealer

"We need to educate the dealer more, and supply him with helps which are not provided by European exporters. This is an American idea also, just as are practical demonstrations of merchandise, and showing a dealer how to conduct his store along more modern and profitable lines.

"The South American retailer won't take to these things over night because his training and traditions are all against it, but he can see that these things will bring him more business, the idea will win with him, provided it is presented persistently and tactfully.

"The South American importer and merchant, by the way, is seldom if ever a native South American, but nearly always a Spaniard, Italian, Englishman, German or other European.

Register Your Trade Marks!

"Regarding trade-marks, register your trade-mark before you enter South American markets, not afterwards, and have it registered in your own name and not in the name of your agent or representative.

"Long continued use of a mark has nothing whatever to do with the ownership of it anywhere in South America. The man who registers it first owns it and can prevent you from using your own mark. In some Latin American countries it is not even necessary for the one registering it to ever make any use of it, and it is not an uncommon practice to make a business of registering foreign trade-marks with the sole purpose of "holding up" the owner later on.

"Even if you have no representation, and think you never will have, if you send any goods there through commission houses, register your mark just the same. The day may come when you will need it and when it may cost you $50,000 to buy it back, instead of the $50 it may cost you today.

Are Friendly Toward U. S.

Just a word about the attitude of South America toward us, and I'm through. All in all, it is one of distinct friendliness toward us, and in certain countries, notably Brazil and Uruguay, the feeling of friendliness toward us is particularly marked. There is no suspicion of us as the great Colossus of the north ready to take advantage of them and gobble them up when opportunity offers.

"Generally speaking, their people are not any better acquainted with us and our conditions than we are with them. However, the last five years has seen increased travel between the two continents, and the better acquaintance that travel provokes will have its results in better trade relations and better understanding between the two peoples.

"Our entrance into the war was something that brought us to their notice as something more than a geographical

(Continued on Page 39.)

Beloit, Wisconsin

is a city of unusual culture. It has a famed college, two Carnegie Halls, an art hall and musical organization.

The BELOIT NEWS is one of the oldest dailies of the Middle West, a paper handsomely dressed, it's make up a work of art.

Net paid circulation 5,500. Rate 2½c per inch. flat.

D. B. WORTHINGTON,
Owner & Publisher.

Special Representatives:
G. LOGAN PAYNE CO. Chicago, Marquette Bg. Detroit, Kresge Bg.
PAYNE, BURNS & SMITH New York, 5th Ave. Bg. Boston, Advertisers Bg.

OVER 45%

of the total foreign display advertising in Cleveland newspapers during April, 1919, appeared in

THE PLAIN DEALER

The PLAIN DEALER with the largest morning circulation of any paper between New York and Chicago—delivers the best buying families in Cleveland and Northern Ohio.

The Pittsburg Dispatch

steadily advances (not spasmodically) as the leading newspaper in its field.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Chicago Gas Building, Chicago
H. C. BOOK
Rent Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation and Rate Data sent on request.

The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation
139374

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

THERE are some lines of advertising the appeal of which is almost exclusively to the class of people financially able to gratify their desires for the best.

In every large city you will find one paper of such a character and so edited that it reaches practically every person belonging to this class.

THE CHICAGO EVENING POST

is such a paper and automobile advertisers and their customers almost exclusively among this class. For years THE CHICAGO EVENING POST has carried more automobile advertising than any other Chicago evening paper. The figures for 1918 follow: Columns

The Chicago Evening Post	**1,049.42**
The Daily News	891.17
The Journal	550.05
The American	412.22

GREAT GAINS IN AD VOLUME IN MAY

Figures Show Big Growth Over Last Year in 18 Cities—Of 88 Newspapers Only One Recorded Loss

The tremendous gains in advertising volume made by the leading newspapers of the country are summarized in a bulletin issued by the Statistical Department of the New York Evening Post, covering the lines carried in the months of May of last year and of the present year.

The figures listed cover 88 newspapers, published in 18 cities. The fact that but one newspaper in the entire list showed a loss is considered remarkable, while the total volume of gain is full assurance that the forecasts made, early in the year, by EDITOR & PUBLISHER are certain to be more than realized.

It has been, indeed, a banner year for newspaper advertising. One large agency informs EDITOR & PUBLISHER that, during the first five months of 1919, the entire volume of business placed in 1918 had been exceeded.

The statistics for 18 cities are given herewith:

	1919.	1918.	
New York	13,678,840	8,774,424	3,304,416 Gain
Birmingham	2,207,704	1,342,500	765,204 Gain
Chicago	2,814,727	4,205,350	1,390,377 Gain
Philadelphia	6,037,202	3,776,100	1,187,154 Gain
Los Angeles	4,096,252	3,150,000	1,520,564 Gain
Baltimore	4,760,401	2,600,000	1,103,194 Gain
Detroit	1,657,490	2,613,534	1,043,196 Gain
Cleveland	1,329,425	3,146,500	1,075,417 Gain
Washington	1,007,921	2,063,465	1,071,456 Gain
Buffalo	3,736,365	2,626,000	1,110,905 Gain
St. Louis	2,304,189	2,649,740	945,440 Gain
San Francisco	3,214,124	2,308,000	796,204 Gain
Minneapolis	2,543,022	2,353,250	609,902 Gain
St. Paul	2,286,132	1,780,504	476,284 Gain
Milwaukee	2,560,201	1,849,911	691,290 Gain
New Orleans	2,209,320	1,737,951	771,929 Gain
Indianapolis	3,131,736	2,263,800	960,756 Gain
Cincinnati	2,949,490	2,364,000	668,940 Gain
Totals	57,458,970	47,810,000	19,542,610 Gain

U. S. MUST ADVERTISE TO SOUTH AMERICA

(Continued from Page 38.)

spot, and the second event of significance was the coming into the South American field of the Associated Press and the United Press. Previous to their arrival we were best known as the country that had lynchings, train robberies, scandals in high life, and municipal graft. Bad news travels fast, and that was all they heard about us.

Improved Press Service

"When these two great press associations arrived in the field, they proceeded to put us on the front pages every day with real news, and not merely the sensational occourrences of the day.

"All this has happened in two years, and today an American can pick up his paper nearly anywhere in South America, and if he can read Spanish or Portuguese, he will find there all the important news items of his own country, side by side with those of England, France, Spain and Italy.

"It isn't until one has been in strange countries speaking strange tongues that one realizes what splendid makers of good will these two press associations have been. They deserve the gratitude of every American who is proud of his country and wants to have the truth about it known."

SEE NO EARLY REPEAL OF ZONE LAW

Republican Members of Congress Who Have Pledged Their Aid to Publishers Are Swamped by Other Emergency Legislation

WASHINGTON, June 25.—The decision of the Republicans in the House to enact legislation repealing the Postal Zone Law has encountered such a serious obstacle that it does not now appear likely that Congress will take such action in the immediate future, certainly not before July 1, when another cycle of the increased rates becomes operative.

Members of the Ways and Means Committee declared today that the question has not been considered, and that in view of the fact that the committee has just started extended hearings on tariff measures it is not likely that the zone rates will have an inning for some weeks.

Will Push Legislation

Majority Leader Mondell announced a few weeks ago that the postal zone repeal would be taken up as a party measure as companion legislation to the repeal of the excess profits taxes. He stated definitely that the Republicans were convinced of the inequity of the zone law and that they would push the legislation on the ground that the man in California and Texas had just as much right to obtain both reading matter and advertisements at the same cost as the man in the East, the publication center of the leading papers and periodicals.

Since Mr. Mondell made his reassuring statement a variety of circumstances have appeared to render his course more difficult, the most powerful of which is the financial condition of the Government. Treasury officials have made it clear that the Government is going to require every cent of revenue promised under existing law and must find ways and means of raising additional funds.

EDITOR & PUBLISHER has the definite statement of majority members of the Ways and Means Committee that Congress will have to go "very slowly indeed" in the matter of repealing any part of the tax law and that it is not at all unlikely that instead of passing such measures the Senate and House may find themselves forced to provide additional revenues to meet expenses of the fiscal year beginning July 1.

May Have to Leave Law

Into this situation the repeal of the postal zone law has been thrown with the probability now dawning that the Republicans instead of killing the zone rates may be forced to leave them on the statute books and let the Democrats continue to take the blame for having enacted them.

Postmaster General Burleson is keeping in close touch with the situation and is prepared to wage a fight to the bitter end should repealing legislation take form.

Republican leaders themselves are said to be convinced that a direct return to the old rate of a cent a pound is not possible. They believe there should be some flat increase in the rates, but just how much of an increase they are unable to say at this time. Their fight will be directed against the zone system.

It is a matter of regret to members opposed to the principle of the zone law that the question of postal charges has been linked with that of revenues, such a matter having been an essential one for handling by the post office committees instead of the revenue raising bodies of Congress.

The second-class rates should have been handled by the post office committees and never allowed to become part of a revenue bill, but that fact does not alter the existing conditions, and it is with these which the publishers must contend.

The situation now may be epitomized as one in which an improper principle must give way to the financial needs of the Government.

Manchester Guardian Issues Weekly

OTTAWA, Ont., June 24.—Judging by copies of the preliminary trial number reaching Canada, the weekly edition of the Manchester Guardian will prove a success from an editorial standpoint, at any rate. The edition contains news of the week appropriately summarized and comment and criticism from the English Liberal point of view.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

The Clarksburg Telegram
Gained 36%
in advertising May, 1919, over the same month of last year, publishing a total of 1,540 solid inches.
"It pays to advertise in West Virginia's Leading Newspaper."

As long as men must eat and rest Monmouth County must please and prosper.
The Asbury Park Press
IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THE NEW JERSEY COAST.
Morning and Sunday Editions.
Associated Press, A. N. P. A. and A. B. C. Membership.
As this section produces the food that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but with no readjustment problems.
J. LYLE KINMONTH, Publisher
Asbury Park — New Jersey

The Newark (N. J.) Ledger
beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.
L. T. RUSSELL, Publisher.

The Bridgeport Post Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency
BOSTON NEW YORK CHICAGO

The Dominating Force
In a manufacturing territory famous for its boats, thrift and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency
BOSTON NEW YORK CHICAGO

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.
Evening News
Member A. N. P. A. A. B. C. A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue New York City

Summer In New London, Conn.
is the season of social activities and big business that assure success for the advertiser who uses
The New London Telegraph
Advertise your goods at dawn and sell them before dark.
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

A CAUTION
to Publishers using S. & M. SERVICE on Agency Checking Copies
DO NOT SEND OUR BUNDLES "OUTSIDE MAIL"
Send them Regular 2nd Class Mail (inside sacks) Addressed:
SCHWORM-MANDEL Inc. (Sta. F)
450 4th Ave., NEW YORK
Co-operative Service of Schworm-Mandel Inc
450 Fourth Ave. N.Y. 7705-7300 Mad.Sq.

CLINCHING THE CAMPAIGN
The Merchandising Service Department of the
BOSTON AMERICAN
Helps to assure and insure dealer co-operation and the successful clinching of your advertising and sales campaign
Govt. Statement For Six Months Ending April 1st.
301,270

The Pittsburg Press Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
I. A. KLEIN,
Metropolitan Tower, New York.
Peoples Gas Bldg. Chicago.

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SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

EXHIBIT OF FASHION IN GAY PAREE

Col. House's Newspaper Dinner Array Gives Warning That "Stay-at-Homes" Must "Spruce-Up" When Peace Reporters Come Back

(SPECIAL CORRESPONDENCE)

PARIS, June 10.—The Paris edition of the Chicago Tribune scored a distinct beat when it reported exclusively and with a fine eye to detail a luncheon party given to American newspapermen in Paris by Col. E. M. House. It was a fine bit of journalistic enterprise, showing that the Tribune is staffed, even 4,000 miles from its natural habitat, to handle the most exacting assignments.

Incidentally, too, the Tribune in this "beat" gives a "close-up" of many well known journalists as they appear in Paris, the fashion capital of the world.

The feature story referred to follows in full under the heading:

IF JOSEPH HAD ONLY BEEN THERE, NEWSPAPER PARTY WOULD HAVE BEEN JAKE

The patient Col. House, court of last resort for American newspapermen in France, entertained the bloodhounds of the press Saturday at luncheon at the Hotel Crillon. There was a generous response.

The modest Colonel, representing the administration and various other insitutions of peace and plenty, was attired in Texas black. No such restrictions, however, governed the attire of his guests, and since what the Colonel speaks is never written, one must fall back upon the costumes of those present for a truly brilliant picture of yesterday's event. Thus we have:

Here They Are

THOMAS M JOHNSON, New York Evening Sun—Gorgeous in the first ice-cream suit of the season. Neat collar effect of white.

J. CARLISLE MACDONALD, New York Herald—Ravishing neck piece of canary gold, offset with blue serge suit of recent cut.

FRED FERGUSON, United Press—Overcut pumps of tan; soft hose; indented serge of some dark color, pinch back effect; cane.

LINCOLN STEFFENS, At Large—Soviet van dyke; clothed in deep thought and humble robes of indulgence.

PAUL SCOTT MOWRER, Chicago Daily News—Impressive stick pin, gloves to match. Pepper and salt effect cheviot.

CHARLES THOMPSON, Associated Press —Army shoes; tight fitting street suit of not over gentle brown; fetching hat of straw.

That "Biled" Shirt

RICHARD (DICK) OULAHAN, New York Times—White "boiled" shirt open neck effect; loose slung drapes of sack design.

FRED MOORE, New York Tribune— Oriental garb, suggestive of Far East. American turban. Stepover shoes; cigarette holder inlaid.

CLINTON GILBERT, Philadelphia Evening Ledger (as if it made any difference whether it was morning or evening). Noisy walking suit, street car blue.

CHARLES SELDEN, New York Times— Ministerial black; white tie ending in clerical bow. High shoes, lacing up the front.

LAWRENCE HILL, New York Sun—Immaculate in white collars and cuffs, domestic finish. Flowing tie of Republican red.

HAROLD STOKES, New York Evening Post—See G. O. on Regulation dress for Lieutenants—or is it Majors?

HAROLD BICHTAL, Newspaper Enterprise Association—Athletic tone to his nifty outfit, held in place by inch-wide black belt.

JAY HAYDEN, Detroit News—Flivver proof vestment of Belle Isle blue. Trouser cuffs. Turned down collar buttoning in front.

In Golden Brown

JOHN PARKINSON, International News Service—Radiant in golden brown. Gold cuff links; Park Row cut to receding civilian Twentieth Century attire. Brisbane buttons.

WILLIAM G. SHEPHERD, Everybodys— (Note; if you are the Shepherd that's mixed up our race track tickets, will you please lay off. S. L.).

G. C. HICKOK, Brooklyn Eagle— Queens County three button afternoon jumper, with pearl grey trousers. Black tie. Tan shoes.

RAY STANNARD BAKER, wore little George Creel's mantle, which is much too small. Hello Ray!

Chairs were turned down for Herbert Bayard Swope of Mr. Pulitzer's publication (deleted) and Hank Wales of the W.G.N.

The ladies—God bless 'em—were represented by Mrs. Fannie Fern Andrews, U. S. Bureau of Education, and Mrs. John Wilson, of Ye Baltimore Sun. A pleasant time was had by all.

Lawson Succeeds Flenner

BOISE, Idaho, June 21.—Guy Flenner, one of the pioneer newspaper men of Idaho, has retired, after 31 years' active service. He resigns as managing editor of the Capital News. Mr. Flenner recently organized the Idaho Press Bureau, of which he is the directing head. H. A. Lawson, political writer, becomes managing editor of the Capital News.

Priest as Labor Arbitrator

OTTAWA, ONT., June 24.—Interesting evidence about relations existing between a paper manufacturing concern and its employes was recently heard by the Industrial Relations Commission at Grand Mere, Que. George Calhoon, Jr., president of the Laurentide Company, the parish priest and a number of employes told how all labor questions were arbitrated by the priest. The workers declared they were quite satisfied with the situation and that they do not want any labor organizers around the place.

EQUIPMENT FOR SALE

Potter Printing Presses

For sale immediate delivery, 1 single Potter, 7 or 8 columns, 20 to 22 inch cutoff, casting box, tail-cutter, shaver and finishing block. This press will deliver up to 20,000 four or eight page papers an hour. Price $800.00 F.O.B. Houston.

Two duck Potter, can be shipped about October 1st. This press is in excellent condition and in daily use. Capacity 24,000—4, 6 or 8, and 12,000—10, 12 or 16 page papers an hour; 7 or 8 columns width, 20 to 22 inch columns; casting box, tail cutter, shaver and finishing block; 15 H.P. Westinghouse 500 D.C. motor. Price $2,500.00 F.O.B. Houston. This equipment is being replaced with larger machinery. The Houston Press, Houston, Texas.

For Sale

Scott Rotary eight column, eight page press. Foley Railway Printing Co., Parsons, Kansas.

NEW INCORPORATIONS

NEW YORK. Workman & Peasant; printing and publishing; $10,000; S. Yoomshonff, M. Corney, A. Lessings, 149 Broadway.

Van Rees Book Binding Corporation; $100,000; C. A. Van Rees, G. W. Emerich, J. A. Lear, 384 East 8th street, Brooklyn.

Schilling Press; capital increased from $50,000 to $100,000.

Cinema News Publishing Company; $10,000; H. S. Buchheimer, M. Oppenheim, I. Bernstein, 220 West 42nd street.

Moody Manual Company of Maine; name changed to Poor's Publishing Company.

Multipress Company, Ltd., of Ontario; authorization revoked.

BOSTON. Modern Music Publishing & Advertising Company; $50,000; Charles de Cristoforo, Boston; Salvator Squillacieti, Medford; Benjamin Darena, Boston; Frank Barone, Boston.

PITTSBURG, MASS. North Star Publishing Company; $50,000; Andrew Hannula, Matthew Tiitto, Albin Makkanen and others, all of Maynard.

Agency Has Grawn in a Year

The Paul H. Johnson Advertising Agency, Fall River, Mass., has just celebrated its first birthday. The agency was established with only four accounts, with an organization consisting of a man and a boy. Today there are eight persons on the staff, and its activities have extended to New Bedford, Boston, South Boston, Gloucester, Taunton, Newport, Quincy, Ayer and Providence. The persons connected with the agency are Paul H. Johnson, Frank J. Leary, Luther G. Fassett, William H. Allen, Mary E. Melba, Blanche Boulay, Ernest Halliwell and Frances M. Cornerton.

Ledbetter Visits St. Louis

ST. LOUIS, June 25.—William M. Ledbetter, former managing editor of the St. Louis Republic and previously city editor of the Globe-Democrat, has returned to St. Louis after a stay of several months on a ranch in Arizona and his farm in southeast Missouri. He has not yet definitely decided on plans for the future.

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to ½ or ¼ page size at 4,500 per hour.

A good press at a reasonable price.

Walter Scott & Company

PLAINFIELD, NEW JERSEY

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City	
New York	Cleveland	Denver	
Philadelphia	Detroit	Los Angeles	
Baltimore	Chicago	San Francisco	
Richmond	Cincinnati	Portland	
Atlanta	St. Louis	Spokane	
Buffalo	Minneapolis	Winnipeg	

Take It To

POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg.

New York City

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products

Printers and Bookbinders Machinery of Every Description

CONNER, FENDLER & CO.

24 Beekman St. New York City

Veteran Circulator Dead

ST. LOUIS, June 19.—James J. Johnston, with the St. Louis Post-Dispatch for 22 years, died June 15. He was 7 years old. Nearly all of his life he has been with circulation departments of various newspapers here.

Mark Buys Reid's Interests

LEBANON, PA., June 23.—The interest of John H. Reid and Harold B. Reid in the Report Publishing Company has been purchased by William R. Mark who becomes president and treasurer.

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER, *you may find a buyer for any surplus mechanical equipment you may have to offer. For Sale ads, at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Business or Advertising Manager

Newspaper man with twenty years' experience in all departments, desires position as business manager desires change from present position. Knows the game from start to finish. Has built up two run-down papers using the basis of 1 agate line to a line, grade, clean, steady business or advertising manager. Can furnish A-1 city references. Address A-759, care of Editor & Publisher.

Newspaper and Advertising Man

With valuable city and country experience, desires position as newspaper publisher, manager or advertising manager of daily or weekly; also will travel or represent trade paper experience. Experienced advertising copy writer. Thoroughly capable advertising and job compositor. Character, ability and appearance best. Highest references. F. Todd, 231 West Webster Aven., Muskegon, Mich.

Mr. Publisher:

Read this ad carefully and let me know if you are in need of a man like me. I am employed and have a good position, have made good there. Was with a big paper years ago I took hold of a paper going down hill. The same paper I left to build, buy a new press, eight more machines and gained the paper over 1,500,000 lines and this year close to 2,000,000 lines up to now. It is the best paper in the whole South today. Why I want to change? I have personal reasons which I can explain. I am 45 years old, at top best, have wife and three well grown children. In the newspaper game will vouch for me. Let me hear from you. I will tell you all that the conditions are. I am going to make good. Address A-765, care of Editor and Publisher.

Business Manager.

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation boss; larger good size dailies, seeks engagement with live paper. Would consider stock proposition. Address A-744, care of Editor & Publisher.

Live Wire Newspaper Man

Has city editorship open for duty of 117,000 dairies change of location. Fifteen years' experience in news department, and as managing, telegraph and city editor metropolitan dailies. Business worker. Good habits. Nothing connected under 25,000 and money's worth guaranteed. Must be permanent. Can come on thirty days. Address A-722, care of Editor and Publisher.

City Editor With Pep

Seven years' experience in game; cram whole story into heads with punch; wants position country boy to daily Metropolitan section; now employed; just under 30 years; no booze; best of personal testimonials; about $40 to start. Address A. B., care of Editor and Publisher.

Managing Editor

Wanted, Editor and editorial writer of leading Ohio daily and Sunday newspaper in city of 75,000 population, desires to change location, and will consider substantial offers preferably from Ohio papers. A splendid opportunity for some progressive paper to get a high class executive and editorial writer, or special feature writer of experience. Married, no disipatory habits. Address "B. H.," care of Editor and Publisher.

Experienced Copy Editor

Desires permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Reporter

Experienced graduate, woman, trained in journalism, desires position as a reporter on daily paper in town of about 30,000. Address A-748, care of Editor & Publisher.

Female Department Editor or Special Writer

Editorial—experienced Journalist, magazine writer, wants position as department editor or special writer where originality and originality count. Address A-766, care of Editor and Publisher.

Reporter and Desk Man

Young college man, experienced on desk and outside at best assignments, desires position in afternoon sheet; married, reliable. A-1 references. Address A-768, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Advertising Solicitor and Copy Writer

Advertising solicitor and copy writer wanted by Pennsylvania evening daily. Salary forty-five dollars to begin. Address J. L. Mayo, Washington, North Carolina.

Dramatic Editor

Wanted—Experienced Dramatic Editor for morning paper in Middle West city. Address A-769, care of Editor and Publisher.

Circulation Man Wanted

Wanted by long established business paper, leader in its field, man experienced in formulating and carrying out successful circulation campaigns. Write giving experience, age and salary expected. All communications treated as confidential. Boot and Shoe Recorder Publishing Co., Boston.

Foreman

Wanted—An efficient and energetic foreman for composing room—an experienced man who is a real all-round worker. Address A-767, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by experienced writers. No matter what you need, we can furnish it. Will be a pleasure for us to quote for all on part. Address Literary Bureau, M O J 4, Hannibal, Mo.

For Sale

Unusual circumstances place on the market for immediate sale daily doing $65,000 annual business (no Job dept.) and paying 12% on investment. City of 15,000, finely located; one other paper; 200 miles from N. Y. City. Address A-754, care of Editor & Publisher.

FEATURE SERVICES

Advertisements under this classification, forty cents per line. Count six words to the line.

Human Interest Editorials

by a writer whose work has received international notice. Take that vacation, Mr. Editor, and let me help you. Can also fill in while you are absent. Maybe you will like the idea well enough to continue the service after your return. Trial set of 12, $2.50. Address A-762, care of Editor and Publisher.

Real Human Interest Articles

Just off the ship from France! Copy being prepared for first series of real human interest stuff by a well known author who served as private in infantry with A. E. F. Price $5. First check gets territory. James B. Werner, Somerset Democrat, Somerset, Penn.

Bingham Estate Not Delinquent

LEXINGTON, Ky., June 21.—County Judge Kreiger gave an opinion to-day that the estate of Mrs. Robert W. Bingham, late owner of the Louisville Courier-Journal and Times, is not delinquent in payment of inheritance tax in Kentucky. The decision virtually knocks out the suit by which Walter Byars, revenue agent, sought to collect an inheritance tax of $4,537.48 on an estimated valuation of the estate of $99,584,806.

WHAT OUR READERS SAY

Wants a Formula

Editor & Publisher:

This letter is occasioned by your story in the June 12 number of the "nefarious"—I think you called it—publicity connected with the army recruitment campaign. For the last year, I have been in charge of the University of Idaho Press Service (Moscow) and have met on all sides the w. k. feeling of righteous indignation experienced by every honest editor when he gets press agent stuff.

Our problem is this: We find that the University has access to large number of experts in various lines and a large amount of information that would be valuable to the citizens of the state if they were told how to get it. The best way to get this information available, we feel, is via the newspaper. In other words we consider ourselves publicity seekers and not press agents, if we succeed in helping the people of the state to keep in touch with the things that will be helpful to them we will, we feel, have done our work.

In order to repay the editors for making their papers educational mediums, we send out considerable localized and general news. That our stuff has value is indicated by the fact that it is widely copied in the middle West and the east. Two stories have found their way into the Paris edition of the Chicago Tribune.

Now this is where I want your advice. Can you give me a formula that will remove the "press agent" stigma?—considered as press agent stuff become it comes through the mail? Can you tell me how it should be opened, if it comes in my place?

Any other information you could give me will be considered appreciated.

Yours truly,
R. D. JAMISON,
Wallace (Idaho) Press Times.

Proud of His Press

June 21, 1919.

Editor & Publisher:

Far be it from me to take any credit from our good friends, the Mount Vernon Argus. They are entitled to all they can get and a whole lot more besides, for producing such a fine building. We hope they get rich—and stay longer.

But the Argus is not the only one whose home is a model of its kind in the world, which I say in between New York and Bridgeport on the line. That is, when I'm not at home. Poughkeepsie Star, midway between New York and Albany, "on the north" has had a fine new 32 page Hoe press for more than a year now.

ARTHUR A. PARKS,
Publisher Poughkeepsie Star.

3 Days to Take Letter Across Street

INLAND DAILY PRESS ASSOCIATION
Chicago, Ill., June 18, 1919.

Editor & Publisher: I have yours of the 16th, and am pleased to have received the first-published your copy of Bulletin No. 19. It was mailed to me, about 2 P. M., personally by myself, and went out in the first mail, as is always the rule with this Association and copies going with correspondence being held later sometimes.

Editor & Publisher has been on the fast for at least twenty years, never off, never missed for minutes and rails for copies and the like when printed.

The fastest mailing another copy in this mail, but cannot feel ashamed at it to reach you. It may be of interest to you to know that after the day to go across the street from our own post office, and it took three days to make the trip. Had some trouble with the flying machine, or censor, perhaps.

Wish you big fellows would untangle the postal service.

WIL V. TUFFORD,
Secretary.

OZARK EDITORS JOIN THE N. E. A.

W. A. Black Elected President at Mountain Grove Convention

MOUNTAIN GROVE, Mo., June 23.—W. A. Black, of the Mansfield Mirror, was elected president of the Ozark Press Association. Other officers are: First vice-president, George S. Townsend, Mountain Grove Journal; secretary, H. L. Gesele, Houston Republican; treasurer, W. H. Lyon, Springfield Newsman; executive committee: Charles W. Fear, Joplin Trades Unionist; C. L. Wood, Rolla Herald, and Oliver Davis, Springfield war editor, as the next meeting place, and the association decided to affiliate with the National Editorial Association.

B. E. Bradley Returns

ST. LOUIS, June 25.—B. E. Bradley, vice-president and general manager of the Star, has returned to his desk after an extended vacation in California.

$5,000 or less cash for investment in a small southern, southwestern or Pacific Coast daily. Proposition S. W.

CHARLES M. PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

Georgians Plan Meeting in Monroe July 14-16

Patterson, O'Shaughnessy and Brown Among Prominent Speakers—Much Interest in Linotype Contest.

COMMERCE, Ga., June 24.—The Georgia Press Association will meet at Monroe, Walton County, on July 14 to 16. President Harber and his committee have provided for a specially attractive and profitable program.

The Place of the Rural Press in American Journalism" is the big theme to be handled by Wright A. Patterson, president of the Western Newspaper Union.

"National and Foreign Advertising" will be the subject of a talk from James O'Shaughnessy, secretary of the American Association of Advertising agencies; J. W. Brown, of Enrow & Franzsines, New York, is expected, also, to be present. Mrs. Edith O. Keefe Susong, vice-president of the Middle Tennessee Editors' League, will also be a speaker.

Last year's success of the contest conducted by the Mergenthaler Linotype Company has prompted a repetition of the competition this year. Cash prizes amounting to enough to practically meet the expense of a few weeks' vacation for the editor have been offered for the weekly and semi-weekly papers not connected with daily publications, which submit the most attractive editions printed from linotype matter.

A number of Georgia's newspaper men of the weekly, semi-weekly and small daily press recently organized the Select Newspaper Association. This organization is for foreign advertising business getting only—and plans are afoot to keep a paid representative at work soliciting advertising for the Georgia paper-members all the year round.

Welcomed Home 82d Division

ATLANTA, Ga., June 24.—The special "82d Division Home-Coming Edition" of the Service Record, Atlanta's military weekly, published as a successor to "Trench and Camp," is a complete war record of that organization. Eighty-two pages and a three-color cover make up the issue.

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LENINE TO THROW OUT CORRESPONDENTS

Head of Bolshevists Declares They Are "Liars and Fakers," Says Frank J. Taylor, United Press Correspondent, Just Home

The Russian Bolshevists have issued a manifesto ordering that all American newspaper correspondents coming into the country be jailed or thrown out until the United States makes peace with Russia; also Dictator Lenine says all foreign newspaper men are liars and he considers himself "too good" to be seen by any of them.



FRANK J. TAYLOR.

These are just some items of information on affairs in Russia told to EDITOR & PUBLISHER by Frank J. Taylor, staff correspondent of the United Press, who arrived from Europe this week on his way back to his old home in Los Angeles. When he gets a good rest, Mr. Taylor is to be attached to the headquarters staff of the United Press in New York.

Went with First A. E. F. Troops

Mr. Taylor went abroad as a U. P. correspondent with the first A. E. F. troops and saw service on the various fronts where American soldiers were engaged. When the armistice was signed he went into Germany and visited Berlin and Weimar. In May he managed to become a member of a group of Russian prisoners of war that were being exchanged by Germany, got into Russia and worked his way through the land of the Bolsheviki to Moscow.

Mr. Taylor says all Russian newspapers are communist sheets. The Soviet government will not allow them to be anything else. When it came into control, it seized all the newspaper presses and divided the spoils for printing newspapers and printing money. Very little news gets into Russia, he says, and practically little of anything is printed except "Red" propaganda. A paper can be owned by no private individual or political party.

The conditions in Russia are not disorderly, as the average outsider believes, Mr. Taylor says. Instead, the order maintained everywhere is astounding, being kept so by tyrannical rule. Local tribunals of three officials, or so, have the say on all things, passing sentence on all violations of rules from murder to the slightest offence, and what they say goes.

People cannot buy or sell, all stores being boarded up. They must wait for distribution of supplies, and this amounts to very little, but they must be satisfied. Nor can a person travel, except on official business. To go from one place to another it is necessary to find an official excuse to procure authorization, which covers where a person must sleep, eat and go while he is away.

Quitting a job is treason, and owning anything of value is absolutely forbidden. "The money system is a race between the printing presses and the value, with the latter steadily decreasing," said Mr. Taylor.

It isn't at all necessary to be able to speak Russian to get along there, Mr. Taylor says his knowledge of German, French and English was sufficient for him to learn all he wanted. The guards on the trains all speak German. The trains likewise are splendid sources of news information, for the Russians are strong for arguing, and miss no opportunities to express themselves on all questions, big and little, loudly enough for all to hear, when they go traveling.

Robbed of All Belongings

When he had seen enough of Russia and turned his way homeward, Mr. Taylor had his roughest experience. He started for Berlin by way of Finland, and when he arrived at the border was held up by a Bolshevist guard, in charge of a youngster not more than seventeen years old. He refused to let Taylor pass, and threatened to send him back. However, after much arguing, he was allowed to go, but not until he was subjected to the most searching examination that could ever be conceived and robbed by the soldiers of everything of value in his possession, except a few worthless Russian rubles.

Mr. Taylor says the Russians honestly believe the whole world is in a state of revolution and that they are leading the world to salvation.

The newspapers of Germany are the least independent of any country in the world, except Russia, in Mr. Taylor's opinion. The result of the war hasn't changed them a bit, they are the same old Government organs as of yore. He says there has been no question in Germany but that the treaty would be signed, but that reports of opposition coming to the United States have been really propaganda spread by the old regime government press.

Sunday "Newsless" in Norway

CHRISTIANIA, June 24.—Publication of newspapers in Norway on Sundays and holidays is forbidden henceforth by royal decree.

Mozambique, chief city of Portuguese East Africa, is to have a modern hotel, costing $300,000.

PRESS CENSORSHIP FAILS IN VANCOUVER

(Continued from Page 5.)

to work by the International at Indianapolis, after the publishers had presented the case.

There is a curious conflict of charges as to the responsibility for the strike. It is plain enough that the strike started when, on Saturday morning, June 14, the members of the Sun chapel took exception to an editorial intended for publication that day. They issued an ultimatum that it be withdrawn, or that they would quit. They quit. It was then that the publishers notified the International, and that orders came from Indianapolis for the men to resume work immediately. This order was sent to one Jordan, late president of the Vancouver local. He failed to deliver the message, or, at any rate, President Yoshill of the union claims he did not receive the order of the International.

Refused to Handle Ads

Tuesday, June 17, members of the Province and the World chapels refused to handle certain advertisements intended for publication by returned soldiers and a citizen's organization dealing with the strike situation, contending that they were detrimental to the interests of organized labor. The Province refused to submit, and the typos on that paper walked out. The World rejected one advertisement and modified another and remained alone in the field. The International was again appealed to, and the Sun and Province resumed publication the next day. The Sun editorial which had been objected to was then published.

It has been stated here that the publishers would seek redress for their losses incurred through a five-days' tie-up from the International Typographical Union. In such event it is believed that their participating in the anti-union coercion will be held jointly liable as violators of existing agreements between the Vancouver publishers and the I. T. U., whereunder sympathetic strikes and censorship by the union are registered as illegal. The situation as it stands today is that the publishers have dictated the terms of peace, included in which is the demand that the offending resolution as passed by the typos' local union be expunged from the records.

McCARTHY MADE CITY EDITOR

Other Changes Also on Staff of Corpus Christi Caller

CORPUS CHRISTI, TEX., June 24.—Dennis McCarthy, formerly of the San Antonio Evening News, has been appointed city editor of the Daily Caller, to succeed Honore L. Comette, resigned. Frank L. Savage, formerly of the Kelly Field Eagle, has become staff correspondent.

Additions to the advertising staff include Frank H. Scott, formerly of the Miami Record-Herald, and F. C. Simpson, just returned from overseas service. Miss Jeannette Howard has been appointed secretary to Frank B. Harrison, general manager.

St. Louis Discusses A. A. C. W. Plans

ST. LOUIS, Mo., June 24.—A special convention meeting of the Advertising Club of St. Louis was held today, when plans for sending a big delegation to the New Orleans convention of the Associated clubs were discussed. This was the last luncheon meeting of the summer, adjournment having been taken until the last Tuesday in August.

Burke Buys Two Elyria Papers

ELYRIA, Ohio, June 24.—John F. Burke, of Oberlin, has purchased the Telegram and Chronicle of this city from Perry S. Williams, who retires. Mr. Burke will consolidate the two papers within the next two weeks.

J. J. Otringer, telegraph editor on the Des Moines Tribune, has returned to his desk, after a serious illness covering nearly four months.

SIGNS
For Classified Ad and Circulation Departments
NEW PROCESS SIGN
Looks Like Metal, Wears Like Metal, But Costs Less Than Metal
Send today for samples and quantity prices.
S. BLAKE WILLSDEN
Specialists for the Circulation Department
20 E. Madison St. Chicago

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's
PRESS
CLIPPINGS
Tenth Avenue at 45th Street
New York

Food Medium of New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue NEW YORK — Lytton Building CHICAGO

Canadian Press Clippings
The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at one head office.
74-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
דער טאג
The National Jewish Daily

R. J. BIDWELL CO.
Pacific Coast Representative of
Daily Newspapers
SAN FRANCISCO OFFICE
of the
Editor & Publisher
742 Market Street
SAN FRANCISCO

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PENNSYLVANIA

a State of

Concentration and Condensation

	Population	Square Miles	Assessed Valuation
Arkansas New Mexico Colorado North Dakota Delaware Oregon Idaho South Dakota Montana Utah Nevada Wyoming	7,580,528	1,052,089	$6,329,134,158
Pennsylvania	8,798,067	45,126	$8,021,904,539

In putting over a merchandising campaign concentration and condensation are the things that really count.

Pennsylvania's possibilities in concentration and condensation are splendidly illustrated by the figures shown above. They bring out the fact that, with less than one twentieth the area to cover, Pennsylvania has MORE PEOPLE and MORE WEALTH than ALL of these states put together.

Less than one twentieth the expense and more possible customers.

The daily newspapers listed below reach the people in Pennsylvania and tell them, not only about your goods, but about your local representative—the home folks that they know, and who stand sponser to them for you and your product.

The use of these daily newspapers enlists these local dealers as enthusiastic salesmen for you—pushers of your products. It also enlists the local newspaper men—for it is only natural that newspaper publishers, like all other business men, look with favor upon their customers.

Modern salesmanship means concentration and condensation.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03
*Altoona Mirror (E)	23,676	.04	.04
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican (M&E)	14,177	.04	.04
Connellsville Courier (E)	6,888	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M&E)	22,018	.05	.05
Lebanon Daily News	8,349	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.10	.14
Pottsville Republican (E)	10,797	.0329	.0329
Scranton Republican (M)	27,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
York Gazette (M)	15,026	.03	.03

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

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FIRST

In five months of this year The New York Times published a greater volume of advertising—7,064,487 agate lines—and recorded a greater gain than any other New York newspaper.

NEW YORK MORNING NEWSPAPERS ADVERTISING RECORD
Five Months of 1919

Classification	Times Agate Lines	2nd newspaper Agate Lines	3rd newspaper Agate Lines	4th newspaper Agate Lines	5th newspaper Agate Lines	6th newspaper Agate Lines
Dry Goods and Specialty Shops.	1,445,453	1,193,744	994,954	861,706	958,904	624,076
Financial	824,476	242,592	154,842	296,926	282,902	332,351
Miscellaneous	1,333,141	1,185,201	1,112,053	575,213	412,944	336,450
Help and Situations Wanted...	700,718	2,713,368	700,634	538,966	78,642	7,161
Real Estate and Bldg. Materials	542,226	303,360	119,572	352,574	103,752	62,188
Automobiles	470,560	212,746	206,672	195,357	155,016	291,123
Publications	355,477	86,456	63,276	31,254	136,414	125,253
Men's Furnishings	292,761	204,708	82,624	30,444	124,195	42,290
Amusements	224,870	179,702	171,018	160,260	175,870	176,976
Resorts, Hotels and Restaurants	153,376	70,806	45,957	113,376	83,545	49,041
Foodstuffs	135,408	63,978	81,150	35,112	57,248	37,288
Musical Instruments	92,333	58,732	90,636	14,168	63,868	42,724
Births, Marriages and Deaths..	91,298	85,776	16,350	69,586	18,940	17,886
Office Appliances	83,488	24,624	684	686	20,926	5,582
Schools and Colleges	82,952	37,830	32,514	5,788	6,698	8,600
Boots and Shoes	81,132	31,100	32,376	13,142	20,302	14,380
Charity and Religion	72,622	53,743	32,312	45,208	46,374	48,038
Transportation	62,350	35,380	21,130	59,762	49,920	39,022
Public Service	19,846	14,874	14,890	15,482	15,622	14,805
Total Agate Lines....	7,064,487	6,798,720	3,973,644	3,415,010	2,812,082	2,275,234

The net paid circulation of the Sunday edition of The New York Times is in excess of 500,000. The average net paid sale, daily and Sunday, exceeds the combined distribution of the three other New York morning newspapers popularly classed with The Times as to quality of circulation.

The New York Times, Wednesday, June 25, published 203 columns of advertisements, the greatest volume ever printed in a week day issue of a New York morning newspaper.

The New York Times

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Southern Prosperity Number

EDITOR & PUBLISHER

1884 — *The Oldest Publishers' and Advertisers' Journal in America* — 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, JULY 3, 1919 Vol. 52, No. 5

Business Men Believe in *Signs*

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At their clubs and offices, even in their homes, "signs" are sought, studied, discussed. Men believe in them and act on them because "signs" are usually truthful indicators of the trend of affairs—business, political and social.

Here is a sign that deserves special study by men in the automobile, tire and accessory industries—a sign of broadening recognition by the leaders of this great business alliance of the principle that a compact and adequate market that is effectively reached at a single cost through one newspaper is susceptible of the highest and most economical development. This sign is in the display advertising score for Chicago newspapers for the month of May, 1919. In that period automobile, tire and accessory manufacturers and dealers, local and national, placed more advertising in The Chicago Daily News than in any other six-day Chicago newspaper, and with a single exception more than in *any other* Chicago newspaper, morning or evening, daily or Sunday.

The Six-Day Figures Are:

		Total cost at minimum rate per line.
The Daily News	49,315 lines	$17,753.40
Post	46,983 "	5,637.96
Journal	24,952 "	4,366.60
Tribune	23,738 "	9,495.20
American	19,202 "	6,336.66
Herald-Examiner	10,752 "	3,333.12

Including Sundays (on which single day the leading newspaper printed nearly four times as much of this kind of advertising as on its six week days) The Daily News is in a very favorable second position, the score being as follows:

Tribune (Including Sundays)	112,019 lines	Herald-Examiner (Including Sundays)	43,133 lines
The Daily News	49,315 "	Journal	24,952 "
Post	46,983 "	American	19,202 "

Every line of the 49,315 lines printed by The Daily News was paid for at the full rate. No "trade deals" or other considerations affected a single dollar of the total.

An Important Detail: In the first five months of 1919 The Daily News showed a greater gain in automobile, tire and accessory advertising than *all of the other Chicago evening newspapers combined.* During this period it printed more of this kind of advertising than *both the morning newspapers combined,* excluding Sunday editions. This is indeed a "sign" of the utmost importance, because it marks the acknowledgment by a class of seasoned advertisers of the inherent worth of great newspaper circulation when that circulation is concentrated upon so fertile and responsive a field as the Chicago market.

THE DAILY NEWS

FIRST **in Chicago**

SELECT LIST *of* NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American .....(S)	365,660	.35	.35
Boston American .....(E)	301,270	.40	.40
Boston Globe .....(ME)	293,781	.30	.30
Boston Globe .....(S)	329,781	.35	.35
Boston Post .....(M)	459,603	.45	.45
Boston Post .....(S)	367,074	.35	.35
Boston Record .....(E)	50,650	.15	.15
Boston Transcript .....(E)	29,820	.20	.20
Fall River Herald.....(E)	9,419	.025	.025
Fitchburg Daily News .(E)	6,140	.025	.025
Fitchburg Sentinel .....(E)	6,912	.025	.01785
Haverhill Gazette .....(E)	13,072	.0285	.0214
Lynn Item .....(E)	15,121	.05	.0333
Lynn Telegram-News .....(E&S)	15,000	.04	.04
Lowell Courier-Citizen .....(ME)	16,780	.035	.035
New Bedford Standard-Mercury .....(ME)	26,674	.05	.05
Salem News .....(E)	18,355	.055	.04

MAINE—Population, 762,787.

Portland Express ....(E)	25,263	.06	.045
Portland Telegram ...(S)	21,846	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times .....(E)	23,752	.06	.04
Providence Bulletin ..(E)	55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun .....(E)	4,223	.02	.015
Woonsocket Call-Reporter .....(E)	11,888	.04	.03

VERMONT—Population, 361,205.

Barre Times .....(E)	6,765	.0214	.0143
Burlington Daily News (E)	8,200	.02	.02
Burlington Free Press .....(M)	10,489	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post-Telegram ....(M&E)	45,463	.095	.085
Bridgeport Post .....(S)	13,205	.045	.035
Hartford Courant ...(MS)	24,745	.06	.05
Hartford Times .....(E)	36,055	.06	.06
New Haven Register (ES)	26,959	.061	.045
New London Day .....(E)	11,636	.03	.025
New London Telegraph .....(M)	4,830	.0128	.0128
Waterbury Republican ....(MS)	10,762	.035*	.025

†Rate on 2,000 lines. *Rate on 3,500 lines.
Government Statements, April 1st, 1919.
‡A. B. C. April 1st, 1919.

Have *you* an Idea—a big advertising thought that *might* make your business a leader and *you* *"Captain of Industry?"*

As an experimental field for an advertising and selling plan with "National" aspirations,

NEW ENGLAND is Greatly Favored.

Here are people of all classes and occupations, thrifty well paid, many of them rich; living closer together—yet with plenty of room—than occurs in any other similar area.

Withall, the zones of wholesale distribution are clearly defined, so that each of them can be worked alone and the *results* determined rather than approximated.

That is why many of the big selling ideas of this generation founded upon newspaper advertising, have had their "premiers" in New England and *then* spread over the United States.

Every *section* of New England can be worked in detail and advertised in a Daily Newspaper that is *read* at *home.*

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Contact—Breadth—Results

CONTACT. We have already told advertising men what a remarkable contact Associated Advertising has with the big buyers of space. In one issue of a large national publication there were thirty-two advertisers of automobiles, tires and accessories. Associated Advertising has points of contact with 96 4-5 per cent of these.

* * *

BREADTH. As an illustration of the breadth of this contact, let us point out that, in the case of one tire advertiser, who invests $1,500,000 a year in advertising, the contact was as follows: 1, the president of the company; 2, the advertising manager of the company; 3, the president of the advertising agency placing the business.

RESULTS. Results are, after all, what count: One advertiser carried a two-inch, ten-dollar advertisement, and after the first insertion "received three orders and three inquiries."

A full page advertiser in the June issue, within two weeks from date of publication "received 80 high-grade inquiries and one order."

What would *you* do with 80 voluntary inquiries?

These are some of the reasons why Associated Advertising has jumped from 32, to 48, to 56, to 64, pages in three months.

Circulation in excess of 15,000. Member A B C. Large Page, 8x10. $5 an inch, $150 a page. All advertisements next to reading matter. Wire your reservation today.

* * *

Associated Advertising

A MONTHLY MAGAZINE

Associated Advertising Clubs of the World, Inc., Publishers

H. C. DAYCH	P. S. FLOREA	STANLEY IKERD
Eastern Representative	Business Manager	Western Representative
110 West 40th Street	110 West 40th Street	128 West Madison Street
New York City	New York City	Chicago, Ill.

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Getting Increased Distribution

IN

Philadelphia

Influencing the dealer and the consumer is best brought about by regular advertising in Philadelphia's dominant newspaper.

Dealers stock and push articles that are strongly and regularly advertised; they don't pay much attention to the things that the public don't ask for.

Philadelphia's 392,000 dwellings and 18,000 manufacturing places comprise a big market that needs constant cultivation because it pays big dividends to the advertiser.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for June 447,401 *Copies a Day*

No prize, premium, coupon, or other artificial stimulation methods have ever been used by The Bulletin

Digitized by Google

EDITOR&PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52. NEW YORK, THURSDAY, JULY 3, 1919 No. 5

SOUTHERN PUBLISHERS TO MEET AS DIXIE'S GOLDEN AGE OF DEVELOPMENT DAWNS

Seventeenth Annual Convention at Asheville, July 7, 8 and 9, Finds Publishers of Southland Up and Doing, Progressive and Prosperous—Many New Members to Be Elected and Problems of Timely Importance to Be Discussed

THE Seventeenth Annual Convention of the Southern Newspaper Publishers' Association—one of the Big Three among the organizations of newspaper makers in the United States—will be held at Grove Park Inn, Asheville, N. C., July 7, 8 and 9.

The factors which count large in making this year's convention notable in importance are numerous. They have to do with the new chapters which the war and its aftermath are contributing to the history of nations.

The South, having borne her full share of the burden of service and sacrifice in the great task now so happily accomplished, finds herself confronted with an unprecedented opportunity for commercial and industrial expansion. She finds herself, indeed, entering upon an era of prosperity of which she had scarcely dreamed through the long years of patient reconstruction.

Her cities have become centers of trade, matching those of the Northern States or those of any land. Her soil yields new and amazing riches. The magic wand of world-need has caused to spring up within her States vast manufacturing industries. Her people are busily employed, at a wage rate hardly thought of a few years ago.

The South's New Wealth

Manufacturers everywhere turn now to the South as a potential market for every good product—a market long neglected yet now affording all of the alluring promise of a newly discovered empire of plenty.

The South's great staple, cotton, long her sole major asset, still brings to her a flood of wealth—a flood never so full and high as today. But she has found other sources of wealth scarcely less in value. She is developing, in the great Mississippi valley, an alluvial empire whose soil is a mine of unmatched richness— a development destined to play a mighty part in provisioning the families of the nation. She is raising tobacco and rice and wheat and corn on a larger scale than ever before. She is raising stock and utilizing her great timber resources in a big way. She is manufacturing almost everything that man needs, and selling her products not only at home but abroad.

Newspapers Coming into Their Own

Having met every test of service imposed upon them by the war, the South's newspapers have emerged into the new era greater and more prosperous than even their publishers hoped.

These newspapers—American to the core in profession and practice—have always held the confidence and full allegiance of their readers. They have always fought for the progress and development of their States. They have always exhibited a solidarity of purpose. Now they have come to the days of realization, when dreams of betterment and of full rewards for constructive effort are coming true.

So the members of the S. N. P. A. meet this year under conditions fitted to stir the hearts and minds of the most pessimistic—if, indeed, there is any pessimist left in the South.



FRANK G. BELL,
President Southern Newspaper Publishers' Association

Their newspapers have already responded to the new impulse which is remaking the world—the impulse to be up and doing that we may rebuild our shattered temples on foundations which shall endure. The editors of the South have caught the new vision. They will hold to the new faith which has come to mankind.

Additions to Membership

The S. N. P. A. at the Asheville convention, will elect many new members. This is a sign—unmistakable—of the representative character. Among the usefulness of the association and of its newspapers which will be admitted to membership are these:

The Richmond News-Leader, Palatka (Fla.) Post, Sumpter (S. C.) Item, Paris (Tex.) News, Americus (Ga.) Times-Recorder, Corpus Christi (Tex.) Caller, Columbia (Tenn.) Herald, Clarksville (Tenn.) Leaf-Chronicle, Greensboro (N. C.) Record, Greenwood (S. C.) Index-Journal, Kinston (N. C.) Free Press, Lake Charles (La.) American Press, Owensboro (Ky.) Inquirer, Orangeburg (S. C.) Times & Democrat, Orlandn (Fla.) Reporter-Star, Rock Hill (S. C.) Evening Herald, Shreveport (La.) Journal, and Memphis Press.

The election of the Memphis Press will make Tennessee one hundred per cent in membership. The grand total is 149 and still growing.

Some of the Problems for Discussion

The topics for discussion at the sessions of the convention include the following:

The matter of changing subscription rates for various zones, and the general subject of second-class postage and postal service.

Profit-sharing arrangements—have they proven beneficial?

Rates and scales for union labor—advances made since last meeting, bonuses paid, etc.

How many publishers are getting out their papers without union arrangements?

How many publishers have installed the Ludlow machine; have any successfully operated the new Mergenthaler Model 20, which sets type up to 36-point?

What is the street sale price of each paper represented? How many have advanced prices on street sales and on monthly and yearly subscriptions?

How many publishers have lost circulation since the war ended, and what steps have been taken to regain the loss?

How many members have suffered from inefficient wire and telephone service during the past year? What is the extent of the delays and how are newspapers effected?

How far do Southern newspapers go on co-operation. What is legitimate co-operation?

Is it legitimate for a newspaper to offer to supplement advertising in its columns by free space on billboards and in street cars?

What members refuse all medical advertising, and why?

It is also expected that there will be

(Continued on page 39.)

FLOOD GATES OF GOLD ARE OPENED TO SOUTH AND PRODUCTS OF SOIL ASSURE PROSPERITY

Newspapers by their Leadership Prepared the People for their Responsibilities in the New Era of Plenty—Diversified Farming, Stock Raising and Dairying Have Revolutionized the Land Called Dixie

A DRIZZLING RAIN was falling; lights blazed through the haze of early night. A former vaudeville actor had just finished his "stunt," and a chorus of two hundred voices had taken up the tune of a rollicking marching song when a white-haired woman, erect standing and fair—daughter of another day—reached the rear of Atlanta's great auditorium and beckoned to a camp service man.

A few minutes later, with her head thrown back proudly, a mother smile on her lips and her eyes ablaze with the



J. H. Allison
First Vice-President S. N. P. A.

light of new youth, she made her way from the great regular Sunday concert and entertainment for men in the fighting service of the United States, with a private in the army of her country walking on either side of her.

One was a Yank from Massachusetts, the other a Wop from the East Side of New York. They were going home to dinner with this daughter of the real South—a daughter whose body had been racked by sobs under the sorrows of another war, the conflict of the States—stately, well dressed, tender and hospitable, symbolic of the land called Dixie as it is today.

"Old South" Is Gone

There is no "Old South." It is still, however, a land of hogs, hominy and calico, but the poverty that was once an accepted condition in certain wide areas has disappeared. The razor-back hog has given way to the pure-bred; the hominy no longer comes from the lightly scratched mountain patch of corn or the grain centers of the mid-West, but from the rich acres of the South's modern tractor-farmed lands; calico made from the South's own cotton is no longer shipped from New England to clothe her people, for the mills of the South are today making calico and better prints for the markets of the world.

Today the South is rich and on a three-century-old foundation of generosity and joy in living is building solid a worth-while empire within the nation. It is no longer a land of cotton, tobacco and cane alone, and an unusual thing about this is that the South is building from the land. Last year a million-dollar cattle parade, all pure-breds of the South, was a feature of the Tri-State Fair at Memphis.

The real awakening of the people of the nation to the possibilities in the South really began only ten years ago. The passing from a condition of reactionary conservatism to constructive progressivism has been rapid.

Constructive Progressivism

Only the best of the old traditions have been kept under the new order and in the construction of roads, better agricultural possibilities, development of water-power, the establishment of better trade relations with foreign countries, especially South America, industrial expansion and farm financing, the South is now setting a pace for the nation.

Newspapers as Educators

Cotton, the world's greatest textile material and the stabilizer of our international credits, which is money every day in the year that does not hide in secret places, is naturally the first crop of the South, but it no longer holds the fields alone. Diversified farming is rapidly becoming general and is playing a big part in the southward flow of wealth that has, it is said by authorities, trebled the per capita income in the last two years.

The educational work carried on by the Southern newspapers during the last quarter of a century had prepared the people to take full advantage of their opportunities when the States came into their own.

Great newspapers build great communities, and the newspapers of the South were in the front rank, forcing the new order of enterprise and development. They kept faith with the South at all times and are now sharing in one of the greatest harvests that has fallen to any section of this country.

Circulation is climbing steadily upward; each community is spending a proportionate fortune for local advertising; foreign advertisers are awakening to the purchasing power and possibilities of the empire that no longer slumbers, and newspapers like the people, are now in the buying market for the best the world has to offer.

Press Is Prospering

There has been no suspension of publication on the part of any daily member of the Southern Newspaper Publishers' Association within the past year.



Charles H. Allen
Second Vice-President S. N. P. A.

Three morning dailies, however, in the same period started the publication of evening editions that are coming up to the expectations of their owners and editors.

At least fifteen dailies have placed orders for larger presses, and a conservative estimate of the number of daily members of the S. N. P. A. that have installed or placed orders for additional Linotype and Intertype machines is placed at 50 per cent. A large percentage have also put in Monotypes and Ludlows.

The volume of local advertising has been phenomenal, and despite the big raise in the prices of everything else, advertisers will find that the newspapers of the South, taken as a whole, have increased their advertising rates less than 12 per cent.

Under the new order, news departments have been made over, news gathering facilities have been increased and

(Continued on page 38)

"BUYING POWER OF THE SOUTH NOW EQUALS ANY OTHER SECTION OF THE COUNTRY"

By James O'Shaughnessy, Executive Secretary American Association of Advertising Agencies

ADVERTISING is making greater strides and progress in the South than in any other part of the country. It is showing a higher percentage of increase. It is showing a better measure of desirable advancement.

In some essential respects the newspapers of the South are more modern than any other section of the country. The South had, at the time of the armistice, more latent advertising potentials than any other portion of the country.

During the war the subject of advertising was given a study by the people of the South which was not exceeded anywhere. The work on the loan campaigns in the South was attended by remarkably efficient advertising. The results on all the loans in that part of the country, as everyone remembers, were a continuing matter of agreeable surprise.

The support given by the newspapers of the South to the various war activities was such as to reflect over into the time of peace.

The buying power of the South was increased until it now equals any other section of the country.

Our survey and analysis of the buying power of markets, which has just been completed, reveals that the Southern states, taken as a whole, have as much money to spend per capita as the North Atlantic and New England states. The Southern cities are as desirable to the national advertiser from a standpoint of per capita buying power as cities of equal size in the north.

The question of colored population, for instance, does not bear the relation to the markets that it did before the war.

South has been levelled up as a market to the degree that it is not yet fully appreciated in other parts of the country. It is largely understood now, however, as is shown by the volume of national advertising running in the Southern newspapers.

In the matter of cleaning up their advertising columns the Southern newspapers are setting a splendid example. This is a strong indication of the spirit of fine enterprise which argues so much for the continuous growth of advertising volume in the South.

The advertising agencies which form the Southern Council of the American Association of Advertising Agencies are well distributed over the South. These agencies have a proficient and modern equipment for creative service equal to every demand for the creation and development of advertising. The Southern manufacturer has the facilities of proficient agency service at his door. The South is full of potential advertisers. These are rapidly being brought to the surface by the Southern members of our association.

Judging by reeent progress it is fair to predict that the volumes of national advertising originating in the South will be multiplied within the next year. This will have an influence in attracting still more national advertising from other sections to the Southern territory.

The co-operation of the Southern publishers with our Southern members is a very encouraging sign to us. It has already reached a stage in sympathetic team work that has not been excelled in any other part of the country. This cannot have any other than a splendid effect on the volume of advertising going Southward.

The South has grown magnificently as a market for the national advertiser. It is now growing in an extremely promising way as a source of national advertising.

NATIONAL ADVERTISING GOING TO SOUTHERN NEWSPAPERS IN UNPRECEDENTED VOLUME

New York Agency Men and Special Representatives Analyze Causes Contributing to Present Development of Market Possibilities of South—Manufacturers Appreciate Significance of Industrial and Commercial Growth and Expansion.

THE present power of Southern newspapers as advertising media as generally recognized by advertising agencies in other sections of the country, and the South is being counted in on every national advertising campaign that these agencies inaugurate.

EDITOR & PUBLISHER presents here the



WALTER C. JOHNSON,
Secretary-Treasurer S. N. P. A.

views of advertising experts connected with some of the largest Eastern agencies, and also the opinions of men associated with special agencies, representing Southern newspapers in the Eastern field.

All these authorities are agreed that the Southern newspaper, along with the Southland, has come into its own, and is now enjoying, rightfully, the greatest period of prosperity in its history.

"We have placed more advertising business in the South in the last six months than we ever did before in the same period of time," said H. C. Brandau, of the George Batten Co., Inc. "It is high-class business, too. We are placing some advertising there that never went there before. The Southern newspapers are improving wonderfully. I should say that they were more lively."

"The newspapers all through the South have increased their advertising rates and that is one indication that they are doing a big business," said Frank J. Hartos, of N. W. Ayer & Son. "All the Southern papers are doing splendidly, and there is no sign of a slump, either."

"We wouldn't think of making up a campaign without going into the Southern papers, if there was any market at all for the commodity we were advertising," said Frank Arnold, of Frank Seaman, Inc. "The Southern newspapers are sharing in the general prosperity, proportionately, with newspapers in other parts of the country."

"The wonderful crops of the South this year makes that section of the country a rich field for newspaper advertising," said A. C. Smith, of Van Patten, Inc. "Texas, for instance, has a huge wheat crop, although she has never gone in very heavily for wheat before. Oklahoma has a $100,000,000 wheat crop. Georgia has a monster cotton crop. We are using lots of advertising space in the newspapers of these States, as well as in other parts of the South.

"Most of the advertising we are placing in the South is of auto-trucks. The good roads movement down there is helping the campaign immensely, and then, too, there is plenty of money there to buy trucks with."

Following are statements by Eastern representatives of newspapers in the South, analyzing conditions that are responsible for the prosperity of the press in that section of the country:

By J. T. BECKWITH,
S. C. Beckwith Special Agency

If national prosperity is at hand, I feel the South at this moment of her history is making a headway that is in keeping with her long cherished hopes, and in fulfillment of the promise of those who have understood her wonderful situation, who have examined her exhaustless resources, and predicted a growth that sooner or later must be away and beyond everything ever attained by any other section of America.

Show Huge Gains

This is not an idle dream. Every point of view justifies the thought. The past six months have broken all business records in the South and, being in the advertising business, I am in position to say with full knowledge that real progress and prosperity have set their seal upon the South, and is not only on hand, but there to stay.

Measured by the scope of that great barometer of business, National Advertising, there has come to the South a measure of general business that is not only gratifying, but unprecedented.

Among the newspapers we represent none have failed to show a gain of huge dimensions, varying from 90 per cent to 160 per cent increase in foreign advertising over the highest figures of record. When one considers the market offered by the Southern tier of States, the whole section fairly teeming with energy and commercial activity, and growing in population equally, if not more rapidly, than any other part of the country, according to the latest Government figures, is it any wonder that advertisers are falling over each other to invade this virgin soil?

When cities like Augusta, Ga., double in population; Birmingham with 255,000, an increase of 75,000 since the last census; Atlanta, over 240,000; New Orleans now beyond the 400,000 mark; Beaumont, Tex., the wide-awake, shipbuilding, oil and lumber town, where everything is in a hub-bub of beehive industry; Dallas with 175,000 population;



MARCELLUS E. FOSTER,
Member Executive Committee S. N. P. A.

El Paso, on the western border of this great State, with 85,000, one cannot fail to see the importance of the South's awakening; giving full credit to St. Louis, of over 800,000 population, feeding the great Southwest, and the real main artery which is pulsating with the same vigor of advancement, and its meaning to the national advertiser.

While it is true that general conditions are good all over the country, it is my positive belief that few, if any sections, begin to approach the South in actual improvement.

Prosperity Is General

Everything is prospering down there. The price of cotton and its subsidiary products have enriched the whole Southern section. The automobile now tracks the cotton fields of Georgia, and the Carolinas and Mississippi and Alabama, as it does the trucking section of New Jersey. The cities everywhere down there are driving ahead. The farmer's crops are promising and cotton has made him richer and happier than his hopes ever conjured.

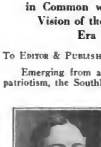
There is no outlook from Maryland to Texas that is not blooming with the fullest measure of standard growth—a growth that has started, to stay started, and that makes the future loom up like

GOVERNOR W. P. HOBBY OF TEXAS OUTLINES REASONS FOR WAVE OF PROSPERITY

Himself a Newspaper Owner and Former Editor, the Chief Executive of "The Empire Commonwealth" of the South, Holds, in Common with Other Newspaper Makers, a Broad Vision of the Significance to the Nation of the New Era of Thrift and Plenty in Dixie

TO EDITOR & PUBLISHER:

Emerging from a period of sacrifice, conservation, thrift, energy and patriotism, the Southland of which Texas is a component part, looks forward to the most remarkable development and the greatest prosperity it has ever known. In common with the people of the entire nation, the Southern people have profited by the restrictions that have been laid upon them in the demands made upon the food supply, have become more saving since they have responded to the financial requirements of the Government, and have learned how to produce more than was produced in the past. In all of this Texas has had its part, and today diversified crops, more intensive cultivation, thrift and saving, are actuating the five million of population within the borders of this empire commonwealth.



Gov. W. P. HOBBY

We are producing food and clothes, crude oil for the world, and raw materials for factories of all kinds, and within our borders factory products are being fashioned ready for the market. New people are coming among us, and we expect that we will have a full share in the increase of the natural wealth, and after we have been served with that which is due us for our energies and activities, that the added value to the first cost, will benefit those to whom we pass the products which originate with us.

But I would have you understand that we of the South do not covet isolation in the matter of Prosperity and Happiness. We feel that we are but an integral part of the forty-eight States in the Union, that each and every one is to have just the proportion of prosperity that it is entitled by virtue of its natural resources, and we are glad to see this come about.

Sincerely yours,
W. P. HOBBY,
Governor of Texas.

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a rainbow of promise, and all this is not mere rhetoric and excessive speech. It is merely emphasizing what is already there in the living reality, existing in every State, county, town, village and hamlet.

I am enthusiastic about the South because my faith in it is big, and it is big



VICTOR H. HANSON,
Member Executive Committee S. N. P. A.

because good times have come to stay in a section that at last possesses sufficient capital and an amazing amount of energy that will carry it forward for all time.

BY EDWARD S. CONE
Cone, Lorensen & Woodman

Never in the history of the newspaper and advertising business have conditions in the South been as good as they are now. Of course we all know the gains in foreign or national advertising are enormous. Our average gain in our Southern papers, and we only represent morning papers in the South, has been over 100 per cent for the first six months of 1919.

The reason for this is that the people in the South certainly have more money to spend at the present time than they ever had before, and they are spending it for luxuries and for necessities, for clothes, shoes, automobiles, talking machines—in fact everything.

Retail Stores Active

Take, for instance, New Orleans. The big retail stores there really only have one trouble, at the present time. That is to get the goods fast enough to supply the demands of their customers.

Everything produced in the South, cotton, corn, hogs, rice and everything else, are selling at the top price. Proportionate increases in wages in the South have been larger than in the North. Instead of seeing the old Southern darky with a mule and steer hitched to a broken-down wagon you will find him now driving his own automobile with mammy sitting in the back and piccaninnies all over the car.

Are Buying More Freely

The people of the South are buying today more freely than they ever did before. They have an advantage over us up North, inasmuch as it does not cost them near as much to live; that is, it does not cost them so much for rent and for food as it does the people in the Northern States; consequently they have a greater portion of their income to spend for pleasures and for luxuries. I have been spending the winter every winter for a great many years in New Orleans, and of course I have traveled

BUSINESS PROGRAM
SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

MONDAY, JULY 7

Morning Session

10:00 A. M. Roll Call.
Reading of Minutes.
Address of the President.
Address of Welcome.
Report of the Secretary Treasurer.
Election of New Members.
Introduction of New Members.
Reports of Committees.
Appointment of Committees.
Topics.
Announcements.
Adjournment.

Afternoon Session

2:30 P. M. Address "Building Public Confidence in Advertising."
Lewellyn Pratt, First Vice Pres. Associated Advertising Clubs of the World.
Discussions by Members on the following:
Newsprint, Second Class Mail, Labor.

Adjournment

Members may call for discussions on any topic. In calling up a topic indicate the caption, initial and number.

TUESDAY, JULY 8

Morning Session

Address: "The Work of the Bureau of Advertising A. N. P. A." Thomas H. Moore, Associate Director.

Address by Stanley Clague, Managing Director Audit Bureau of Circulations.

Address by Jason Rogers, Publisher New York Globe.

Topics and General Discussions.

Announcements.

Adjournment

1:30 P. M. Luncheon Round Table Talks.
Evening Papers, H. Giovannoli, Chairman.
Morning Papers, W. T. Anderson, Chairman.

Afternoon Session

The afternoon will be devoted to committee meetings informal discussions and recreation.

8:30 P. M. Joint Meeting of S. N. P. A., Farm Papers, and Southern Council A. A. A. A. Jefferson Thomas, Chairman.

WEDNESDAY, JULY 9

Morning Session

10 A. M. Topics.
Reports of Committee and Resolutions.
Election of Officers.
Unfinished Business.
Announcements.

Adjournment

Afternoon Session

No session will be held the afternoon being given over to the Annual Meeting Southern Division Associated Press, at 2:30 P. M. H. C. Adler, Chairman.

all the South for 25 years. The remarkable thing to me in the prosperity of the South is the wonderful growth in population of the leading cities, and the number of Northern people and European who are now settling in New Orleans and the other Southern cities instead of (as they used to do) settling in Boston, New York, Philadelphia, and Chicago.

No Vacant Farms

New Orleans today is the second seaport of the United States, New York City only leading it. It is almost impossible to find a good house for rent in any Southern city. Riding through the Southern country you will find practically no vacant farms, every bit of good land is being cultivated.

While the local retail business in the South today is 50 per cent better than it was a year ago, I believe it is only the start. I believe the increase in the South will reach up to 100 per cent in local retail business, and, of course, local retail advertising.

The Southern people are making the money and they are spending it. National advertisers know this, and of course the increases in national advertising are simply wonderful. The South today is a sure, profitable market for any well advertised goods of merit.

BY FRED A. MOTZ
John M. Branham Company

When you talk "South," you are talking of a section that has had unprecedented prosperity, a section that has been favored with everything that has been good. The South is today enjoying not only one of the best periods in its history, but probably one of the best periods ever enjoyed by any section of the country.

Cotton, one of its staple products, has been averaging over 33 cents a pound, and anybody who knows what cotton means to the South will easily understand the amount of money per capita that the Southern people have at the present time.

In former years they relied practically entirely on cotton when it was selling at one-third its present value. With its present high price and the additional fact that diversified crops have passed through the experimental stage and are one of the South's outstanding features, you can easily realize the wonderful prosperity of that section.

A New Era

Never before in the history of advertising have the Southern newspapers carried as much national advertising as they are at present. Foreign advertisers were quick to realize the condition of



CURTIS B. JOHNSON,
Member Executive Committee S. N. P. A.

the Southern market and have taken full advantage of it. The local merchants, of course, being in close touch, have been taking advantage of it for some time with the result that practically every paper in the South has reached a point far beyond their earlier expectations.

There is no section of the country that has as much undeveloped natural resources as the South, and the past war has made the Southern people realize just what they have, and "God's Country" today, with its diversified crops, its wonderful price for cotton, and its new and fully awakened progressive spirit, makes it necessary for every business man to keep his eye carefully on the Southern market.

Port Cities Favored

Every port city in the South has been favored by the Government with millions of dollars of new shipping industries, new manufacturing pursuits, that will make it a permanently successful and prosperous section.

Take Mobile, for instance, wonderfully favored as it was by the shipbuilding industry. It has been doubly favored by the Steel Corporations building practically a new city right outside of Mobile.

The South has always had room to take care of these new developments and the big interests are now realizing fully that they have been overlooking a wonderful field in years past. The South with its present progressive spirit, is fully able to absorb its big measure of success.

The Texas Oil Fields

Every part of the South has been wonderfully favored. Take the State of Texas, for instance. Millions of dollars have been invested and millions of dollars made in its new oil fields.

(Continued on page 30.)

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W. D. SHOWALTER APPOINTED TO POSITION OF EDITOR OF EDITOR & PUBLISHER

New Honors for Experienced Craftsman Won through More than Three Years of Service as Managing Editor and Editorial Writer---John F. Redmond Succeeds to Managing Editorship---Plans for Larger Service.

By James Wright Brown.

It is indeed a pleasure for me to announce to our readers—our family circle—the appointment of W. D. Showalter to the position of Editor of Editor & Publisher.

Few men are so well equipped in experience and in successful administration in the fields of editing, publishing and advertising as Mr. Showalter. Leadership is an old story with him. For more than 20 years he has been suggesting ideas and fighting for right ideals in newspaper making and advertising with a vigor that few men possess.

Pioneer in Creative Work

In the course of a long newspaper experience he has originated and developed hundreds of constructive and sound promotion plans for newspapers and advertisers. The record will show that he was actually the pioneer in conceiving and creating what is now known as promotion advertising for newspapers. He fought for years to persuade publishers that the advertising of advertising was an essential in progressive management, and that this policy should be extended beyond the empty aim to sell more and more space—that, indeed, it should include campaigns of educational copy planned to develop reader-responsiveness to the advertising published in a newspaper. Mr. Showalter started writing copy on these lines 30 years ago, and has written more on the subject than any other man.

Among the many promotion ideas which he has originated, perhaps the most widely used has been the "Dollar Day" idea for clearance sales. He is perfectly satisfied never to have made a dollar himself through this idea, inasmuch as it has earned millions for the business men of the country and has also been of incalculable value to the newspapers which have promoted its use.

Champion of Constructive Policies

Mr. Showalter writes with clarity of thought and expression, breadth of vision, keen analytical insight, and real tolerance. As readers of Editor & Publisher know, he has helped, through his editorials and special articles, to keep the way straight, no matter how grave and difficult might be the problem under discussion. He has shown the error of insane local competition. He is to be credited in large measure with the new era of craft association and the trend and tendency to mutual helpfulness and co-operation in evidence on every hand. He has fought for a policy of liberal Government advertising, in and out of season; kept on the trait of the press agent and space grafter; helped to draw the line between "publicity" and advertising. He has worked for the development of the market unit idea in national advertising and for everything calculated to make newspaper space of greater service to those who use it in an advertising way.

He is a West Virginian by birth. Early in life he came under the newspaper tutelage of some powerful leaders of thought and action in our field—among them R. W. Patterson, then editor of the Chicago Tribune, and James W. Scott, publisher of the old Chicago Herald and an early president of the A. N. P. A. His first interest in the development of advertising on the broadest lines of usefulness was aroused through his many talks on the subject with Mr. Scott, for whom he was acting as promotion man.



W. D. SHOWALTER

Has Had Wide Experience

In 1891 he was called to the New York World by Ballard Smith, editor-in-chief, to serve as idea man for that paper. His work at that time attracted the favorable notice of Joseph Pulitzer, who urged him to remain with the paper after Mr. Smith's retirement. However, Mr. Showalter had received a flattering offer from George W. Turner to join the old Recorder staff as idea man, and he accepted. He remained with the Recorder for three years, acting for most of that time as city editor and originating hundreds of the ideas which made that newspaper famous.

When Mr. Hearst came to New York, he invited Mr. Showalter to join his forces as idea man and exchange editor. He remained in this position for seven years, and in the course of that time originated hundreds of feature ideas for the Hearst papers, some of them attracting wide attention.

Leaving the Hearst organization Mr. Showalter became editor of the early mail edition of the New York Herald for a time, but failing health intervened and he devoted several years to outdoor life, playing golf; and, incidentally, developing an advertising service for newspapers. Throughout his career he has devoted himself wholly to creative and constructive work.

Mr. Showalter joined the staff of Editor & Publisher in February, 1916, as editorial writer, accepting the position of managing editor in August of the same year. He is a loyal supporter of every principle for which Editor & Publisher stands, and his record of more than three years' service here is an assurance of what may be expected of him under his added responsibilities.

Promotion for Mr. Redmond

John F. Redmond, who has been news editor for some time, succeeds Mr. Showalter as managing editor. Mr. Redmond's whole life has been devoted to this field, and his knowledge of it, and of the men and factors in it, is wide and thorough. His work as news editor has stamped him as a newspaper man of signal gifts, and his energy and initiative particularly fit him for the work to which he is now called.

Dan F. Miller, who is an all 'round newspaper man of wide experience, and who has done much good work for Editor & Publisher, becomes news editor, and Ben Mellon will devote himself to feature work. Both Mr. Miller and Mr Mellon know the field practically, and fit in admirably with an organization which has gained the reputation, through actual performance, of achieving large, worth-while results.

Plans for Future

What the Editor & Publisher organization has achieved in the past, through the consecrated devotion to an ideal of a body of earnest men, is but an indication, in a limited way, of plans for helpful service to its clientele which have been matured and which are to be inaugurated in the fall. To measure up to the opportunities for the development of newspapers and advertising, which have been created by unprecedented events in the life of the nation and of the world, calls for new effort, new enthusiasm, clear vision.

"A measure pressed down and running over" is the standard of service fixed for Editor & Publisher.

MONDELL STARTS WAR ON ZONE LAW

Republican Leader of House Assures "Editor and Publisher" That His Repeal Bill Will Get Prompt Attention from Congress

(By Telegraph)

Washington, D. C., July 2.—Representative Frank Mondell of Wyoming, Republican leader in the House, assured Editor & Publisher today that his bill for repeal of the postal zone laws will be considered by the Ways and Means Committee of the House early next week and that it probably will be before the House itself for consideration within two weeks.

"I hope to get the bill considered by the Ways and Means Committee soon after the Fourth of July recess," Mr. Mondell said, "and it probably will be considered in the House soon after the prohibition enforcement and alien deportation legislation is disposed of.

"I believe the Zone Law will be repealed because it is another of those emergency measures that should be repealed during peace times.

"The argument that the bill should stay in force because it will provide more revenue for the Government is erroneous, I believe. The former system, it seems to me, will provide more, mainly because of the many difficulties in collecting the postal charges under the zone system.

"I have been assured that many Democrats will support the repealer despite the attitude of former Democratic Leader Kitchin, whose efforts were largely responsible for the zone system.

"Because other war-time postal rates have been repealed we will try to pass this legislation as soon as possible."

Representative Kitchin is confident that he will have the support, not only of Democrats, but of many Republicans, and it is assured that Postmaster-General Burleson will make a hot fight against the Mondell Bill.

Senator Smoot of Utah will champion the repealer in the Senate in an effort to obtain early action upon it.

Lemuel E. Quigg Dead

Lemuel Eli Quigg, former newspaper man, member of Congress and for years a well-known political figure in New York, died July 1 in New York of Bright's disease. He was born in Cecil county, Maryland, in 1863, and in his youth was the editor of a newspaper in Montana. Mr. Quigg came to New York and held a similar post for a time in the employ of the Flushing Times. From 1892 until 1893 he was an editorial writer and political reporter for the New York Tribune, which he left to enter politics.

Plans have been completed for the construction of a rubber tire plant at Birmingham at a cost of $1,000,000.

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UNPRECEDENTED ADVERTIS... TRADITIONS OF "DIXIE" OBSOLETE

(Continued from page 9)

You cannot realize ... touch just what this oil discovery means to a State. It has been considered erroneously as an oil boom and compared to ... It is really a delayed development of the wonderful natural ... and its full development will mean pros-

... the 13 Southern States. North Carolina ranks ... except corn, in the Southern States, both of these ... cotton-producing States.

... North Carolina ... Southern States. She more than favorably compares with Iowa and Illinois, two ranking corn-producing States of the North.

Of the total of 107,490,000 acres of ... Carolina produced her share of 3,165,000 ... yielding 1,200,000 bales of cotton ... produced in 1917 and 2,000,000 in 1920.

Progress in Manufacturing

The forces that North Carolina has ... coöperation in manufacturing ... State is making astonishing progress. This is equally true in agricultural section. For instance, the cotton ... industries represent a branch of ... industry in North Carolina that a year ... had a capital of $67,200,000, an increase of almost $ ... million dollars for 1917.

... knitting industry ... cotton ... shows a gratifying growth during ... 1918 it had a capital of $8,000,000 ... increase of $ ... for 1917. ... North Carolina has always been ... known as a source ... for her ... and ... cotton ... and ... and ... and

ROSTER SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

(CLASSIFIED ALPHABETICALLY BY STATES AND CITIES)

ALABAMA

City and Title.	Publisher.	Editor.
Anniston Star	Harry M. Ayers	T. R. Gordon
Birmingham Age-Herald	Age-Herald Pub. Co.	E. W. Barrett
Ledger	Ledger Co.	Robert G. Hliden
News	News Co.	F. P. Glass
Gadsden Journal	Journal Pub. Co.	C. A. Ver Beck
Times-News	Times-News Ptg. Co.	W. I. Martin
Montgomery Advertiser	C. H. Allen	W. T. Sheehan
Journal	Journal Pub. Co.	H. Hood
Mobile Item	Item Co.	
Register	Register Co.	Edwin Craighead
Total—10.		

ARKANSAS

Fort Smith Times-Record	John F. D. Auo	J. F. Henry
Little Rock, Ark. Democrat	Little Rock Pub. Co.	Elmer E. Clark
Gazette		J. N. Heiskell
Total—3.		

FLORIDA

Gainesville Sun	Pepper Printing Co.	R. W. Davis
Jacksonville, Fla. Metropolis	Metropolis Co.	R. A. Russell
Times-Union	Florida Pub. Co.	Willis M. Ball
Miami Herald	Miami-Herald Co.	F. B. Stoneman
Metropolis	Metropolis Pub. Co.	S. Bobo Dean
Orlando Reporter-Star	Reporter Pub. Co.	R. B. Brossier
Palm Beach Post	Palm Beach Pub. Co.	Donald H. Conkling
Pensacola Journal	Lois K. Mayes	
News	Percy S. Hayes	Percy S. Hayes
St. Augustine Record	Record Co.	Harry Brown
St. Petersburg Independent	Lew B. & L. C. Brown	Lew B. Brown
Tampa Times	D. B. McKay	J. E. Worthington
Tribune	Tribune Pub. Co.	W. F. Stovall
Palatka Post	H. P. Nerwich	H. P. Nerwich
Daytona News		T. E. Fitzgerald
Total—15.		

GEORGIA

Atlanta Constitution	Constitution Pub. Co.	Clark Howell
Georgian & American	Georgian Co.	J. B. Nevin
Journal	Journal Co.	John S. Cohen
Americus Times-Recorder	Times-Recorder Co.	W. S. Kirkpatrick
Albany Herald	Herald Pub. Co.	H. H. McIntosh
Athens Herald	E. W. Carroll and B. Phinizy	E. W. Carroll
Augusta Chronicle	Chronicle Pub. Co.	T. W. Loyless
Herald	Herald Pub. Co.	Bawdre Phinizy
Brunswick News	News Pub. Co.	C. H. Leavcy
Columbus Enquirer-Sun	Enquirer-Sun Co.	W. H. Tucker
Ledger	R. W. Page	R. W. Page
Dublin Courier-Journal	Courier-Herald Pub. Co.	Frank Lawson
Macon News	Macon News Ptg. Co.	R. L. McKenney
Telegraph	Telegraph Pub. Co.	W. T. Anderson
Rome Tribune-Herald	Tribune-Herald Co.	J. D. McCartney
Savannah Morning News	Morning News Inc.	W. R. Neal
Press	Press Pub. Co.	P. A. Stovall
Thomasville Times-Enterprise	Times-Enterprise Co.	E. R. Jerger
Waycross Journal-Herald	Jack Williams	Volney Williams
Total—19.		

KENTUCKY

Frankfort State Journal	State Journal Co.	Graham Vreeland
Lexington Herald	Herald Co.	Desha Breckenridge
Leader	Leader Co., Inc.	H. Giovannoli
Louisville Courier-Journal	Courier-Journal Co.	Barry Bullock
Herald	Herald Co.	J. C. Shaffer
Post	Evening Post Co.	Lewis C. Humphrey and Richard G. Knott
Times	Louisville Times Co.	Barry Bullock
Owensboro Inquirer	Inquirer, Inc.	L. W. Hager
Messenger	Messenger Pub. Co.	Urey Woodson
Paducah Sun	Sun Pub. Co.	E. J. Paxton
Total—10.		

LOUISIANA

Baton Rouge State Times	Capital City Press	C. P. Manship
Lake Charles American Press	Amn. Press Pub. Co.	Frank A. Smith
Monroe News-Star	News-Star Pub. Co., Ltd.	A. G. Cook
New Orleans Daily States	Daily States Co.	Robert Ewing
Item	Item Co., Ltd.	Marshall Ballard
Times-Picayune	Times-Picayune Co.	D. D. Moore
Shreveport Journal	Journal Pub. Co.	T. O. Harris
Total—7.		

MISSISSIPPI

Hattiesburg American	American Co.	Howard A. Williams
Jackson News	News Pub. Co., Inc.	Frederick Sullens
Meridian Star	R. R. Buvinger	R. B. Buvinger
Dispatch	Dispatch Co.	Ray F. Frazier
Total—4.		

NORTH CAROLINA

Asheville Citizen	Citizen Co.	Charles R. Robinson
Times	Times Co.	T. W. Chambliss
Charlotte News	News Pub. Co.	J. S. Miller
Observer	Sullivan & Johnson	Wade Harris
Concord Tribune	J. B. Sherrill	J. B. Sherrill
Durham Herald	Herald Co.	W. N. Keener
Sun	Durham Pub. Co.	
Greensboro Daily News	News Co.	Earle Godbey
Record	Parker R. Anderson	Parker R. Anderson
High Point Enterprise	Parker R. Anderson	Parker R. Anderson
Hickory Record	Clay Printing Co.	S. H. Farabee
Kinston Free Press	Free Press Co.	H. Galt Braxton
Raleigh News & Observer	News-Observer Co.	R. W. Haywood
Times	John A. Park	
Rocky Mount Telegram	Rocky Mount Pub. Co.	J. L. Horne, Jr.
Salisbury Post	Post Pub. Co.	J. F. Hurley
Washington Daily News	James L. Mayo	
Winston-Salem Journal	Journal Pub. Co.	Stanford Martin
Sentinel	Sentinel Ptg. & Pub. Co.	H. R. Dwire
Wilmington Dispatch	Parker R. Anderson	Parker R. Anderson
Star	Wilmington Star Co.	T. W. Clawson
Total—21.		

OKLAHOMA

Ardmore Admorite	Ardmorite Pub. Co.	Bert Love
Oklahoma City Oklahoman	Oklahoman Pub. Co.	E. K. Gaylord
Total—2.		

SOUTH CAROLINA

Anderson Daily Mail	G. P. Browne	L. M. Glenn
Charleston American	American Pub. Co.	
News & Courier	News & Courier Co.	Robert Latham
Evening Post	Evening Post Pub. Co.	T. R. Waring
Columbia Record	Record Pub. Co.	R. Charlton Wright
State	A. E. Gonzales	W. W. Ball
Greenwood Index-Journal	Index-Journal Co.	H. L. Watson
Greenville News	Greenville News Co.	B. H. Peace
Piedmont	Piedmont Co.	J. R. McKissick
Orangeburg Times-Democrat	James Izlar Sims	H. R. Sims and Hugh S. Sims
Rock Hill Herald	Herald Pub. Co.	J. T. Fain
Spartanburg Herald	Spartanburg Herald Co.	C. O. Heroen
Journal and Carolina Spartan	Journal Pub. Co.	J. C. Hemphill
Sumter Item	Osteen Pub. Co.	H. G. Osteen
Total—14.		

TENNESSEE

Chattanooga News	News Co.	G. F. Milton
Times	Times Printing Co.	I. G. Walker
Columbia Herald	Finney & Hastings	J. J. Finney
Clarksville Leaf-Chronicle	W. W. Barksdale	W. W. Barksdale
Johnson City Staff	E. Munsey Slack	E. Munsey Slack
Jackson Sun	Sun Pub. Co.	C. H. Brown
Knoxville Journal & Tribune	Journal & Tribune Co.	William Rule
Sentinel	Curtis B. Johnson	James H. Moore
Memphis Commercial-Appeal	Commercial Pub. Co.	C. P. J. Mooney
News-Scimitar	News-Scimitar Co.	
Memphis Press		
Nashville Banner	E. B. Stahlman	R. H. Yancey
Tennessean & American	T. & A. Pub. Co.	Marvin Campen
Total—13.		

(*Continued on Page* 12.)

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ROSTER OF MEMBERS OF THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

(Continued from Page 11)

TEXAS

CITY AND PAPER	PUBLISHER	EDITOR
Austin American	American Pub. Co.	Kendall B. Cressey
Beaumont Enterprise	Enterprise Co.	W. P. Hobby
Journal	Journal Pub. Co.	Charles L. Schless
Brownsville Sentinel		
Corpus Christi Caller	Caller Pub. Co.	Frank B. Harrison
Dallas News	A. H. Belo & Co.	Frank A. Briggs
Times-Herald	Times-Herald Pug. Co.	Bradley Hogue
El Paso Herald	Herald-News Co.	H. D. Slater
Times	Times Co.	E. C. Davis
Fort Worth Record	Bagley & Allison	H. W. Fitzgerald
Star-Telegram	Wortham-Carter Co.	Louis J. Wortham and C. L. Leonard
Gainesville Register		
Galveston News	A. H. Belo & Co., Inc.	
Tribune	Tribune Co.	Charles H. MeMaster
Houston Chronicle	Chronicle Pub. Co.	Marcellus E. Foster
Post	Houston Printing Co.	Roy G. Watson
Paris News	Sayres Boyd	Sayres Boyd
San Antonio Express	Express Pub. Co.	J. E. Smith and M. M. Harris
San Antonio Light	C. S. Diehl, H. Beach	Harrison L. Beach
Temple Telegram	Telegram Pub. Co.	E. K. Williams
Waco Times-Herald	Waco Pub. Co.	George Robinson
Total—21.		

VIRGINIA

Bristol Herald	Herald-Courier Co.	E. H. Dove
Clifton Forge Review	Review Co.	George O. Greene
Lynchburg News	Carter Glass	W. E. Addison
Norfolk Ledger-Dispatch	Ledger-Dispatch Corp.	Douglas Gordon
Virginian Pilot	Virginian-Pilot Pub. Co.	Wm. C. Cameron and John V. Kelley, Ph. D.
Petersburg Progress	Progress Pub. Co.	Clifford L. Snowden
Richmond News-Leader	John Stewart Bryan	Dr. Douglas Freeman
Times-Dispatch	Times-Dispatch Pub. Co.	C. C. Hasbrook
Roanoke Times	Times-World Corp.	H. P. Chapman
Total—9.		

OHIO

Dayton Journal	Burkam-Herrick Co.	E. G. Burkam
Total—1.		

Grand total All States—149.

SOUTH'S PAPERS BUY NEW EQUIPMENT

Enlarged Mechanical Facilities Indicate New Era in Publishing Business in Dixie—Several New Newspaper Homes Under Way

The growth and prosperity of Southern newspapers are shown impressively



WALTER G. BRYAN.
Member Executive Committee S. N. P. A.

by the great amount of new mechanical equipment installed during the past year.

Many members of the S. N. P. A. have found the old facilities entirely inadequate to take care of increased production, and have secured new and bigger presses, additional type-setting machinery and stereotyping equipment.

The record of purchases since the date of the 1918 convention, shown in part below, is an indication of the strong trend toward better production facilities and better and more economical output.

Anniston Star—Duplex tubular press.

Atlanta Journal—Four Linotypes, one Monotype

Augusta Herald—Two Model 14 Linotypes.

Albany Herald—Model 8 Linotype, seven-column casting box.

Asheville Citizen—One Linotype.

Arkansas Democrat—Two Linotypes.

Austin American—Metal pot.

Birmingham Ledger—Two Model 14 and two Model 8 Linotypes.

Birmingham News—Four Intertypes, one Monotype, one Junior Autoplate.

Birmingham Age-Herald—Two Model C Linotypes.

Columbus Enquirer-Sun—Miller Saw Trimmer.

Concord Tribune—Goss Comet press.

Columbia Record—Miller Saw Trimmer and Lee Perfection Metal Feeder.

Charleston News & Courier—One Model 9 Linotype.

Corpus Christi Caller—Model 14 Linotype, Miller Saw Trimmer, stereotyping plant and $5,000 additional equipment.

Columbus Ledger—One Linotype.

Clarksville Leaf-Chronicle—Angle Bar Duplex press. To erect new home office.

Chattanooga News—Has installed two Intertype machines, contracted for a Hoe Octuple press; also preparing to erect building especially adapted for their requirement.

Dublin Courier-Herald—Have purchased Duplex press, which will be installed at an early date.

Durham Morning Herald—One Model 14 Linotype, refurnished business and editorial offices.

El Paso Herald—Five Model 14 Linotypes, exchanged for five old models.

Fort Worth Star-Telegram—Three Linotypes, new four-story and basement building to be erected.

Greenville Piedmont—One Model 14 Linotype.

Greensboro Daily News—One Model 14 Linotype and Ludlow system.

Greenwood Index Journal—Duplex press, two Model 14 Linotypes.

Greenville Daily News—One Model C Intertype, Miller Saw Trimmer, steel cabinets, etc.

Gadsden Journal—New series of display type and new type cabinets.

Houston Post—One Linotype type casting machine, proof press.

Houston Chronicle—Goss Octuple Press and Double Junior Autoplate ordered.

Jackson Sun—Goss Double Deck press and stereotype equipment.

Jacksonville Times-Union—Two Model 14 Linotypes, extra Miller Saw Trimmer, extra Router Shaver; have ordered but not received two Model 14 Linotype machines, one Model 8 Linotype, lead type caster, and a new Hoe Octuple press.

Jackson Daily News—One Model 14 Linotype and one Ludlow Typograph.

Kinston Free Press—Seven-column Hoe flat casting box; installation of additional Linotypes contemplated.

Lexington Leader—Preparing to install Goss High Speed Quadruple press and two Linotype machines.

Louisville Herald—Fourteen Intertypes.

Lynchburg News—One Model 14 Linotype, one Ludlow.

Little Rock Gazette—One Linotype, one Monotype caster, complete new steel composing room equipment, Lanston paper carrier.

Louisville Courier-Journal & Times—Three Model 14 Linotype machines.

Memphis Commercial Appeal—Have installed 14 Intertypes. Have put in a complete new stereotype outfit and have changed their presses to a vertical shaft drive

Macon News—Dry mat system, one Model 14 Linotype.

Miami Herald—Goss 16-page press and stereotype equipment.

Monroe News-Star—One Model 14 Linotype, two Model 8 Linotypes, replacing three Model 5's. New evening edition.



H. GIOVANNOLI,
Member Executive Committee S. N. P. A.

Montgomery Advertiser—Two Linotypes; also inaugurated Evening Advertiser.

Montgomery Journal—One Intertype.

New Orleans Times-Picayune—Three Model C Linotypes; have ordered Hoe Super-speed Octuple press and stereotype equipment. Bids let for new building, four-story and basement, with 150 foot frontage.

New Orleans Item—New Hoe Sextuple press, two Linotype machines.

Norfolk Ledger-Dispatch—Monotype and two Linotypes; Order placed for Scott Double Octuple press and Autoplate.

News & Observer—One Linotype, Cox Miller Mailer system.

Owensboro Messenger—Duplex Tubular Plate press, one Model 14 Linotype.

Petersburg Evening Progress—Duplex Tubular Rotary.

Roanoke Times & World News—Dry Mat system, Wood Matrix Rolling machine, rule and slug caster.

Rock Hill Evening Herald—One Model 14 Linotype, one Model 8 Linotype.

San Antonio Express—Goss Sextuple press, three Model 19 Linotypes, Goss stereotype outfit, Duplex steam table.

Shreveport Journal—One Monotype caster.

San Antonio Light—Two Linotypes, three Intertypes, two Ludlows, three-deck Eads press, and enlarged four-deck high-speed Eads by one additional deck.

Salisbury Evening Post—One Model 14 Linotype, one Miller Saw Trimmer.

St. Augustine Record—Duplex press, Grinnell Sprinkler system.

Tampa Daily Times—One Model 14 Linotype.

Winston-Salem Sentinel—One Model 14 Linotype, three Ludlow type casters, two Model 14 Linotypes, replacing old models.

Winston-Salem Journal—One Model 14 Linotype.

Wilmington Morning Star—One Model 14 Linotype.

Galveston News—Three Model 14 Intertypes, five Model 2 Linotypes.

Greensboro Daily Record—One Model 14 Linotype.

Hattiesburg American—Ludlow Typograph.

Hickory Daily Record—One Model 14 Linotype.

Meridian Star—One Model 14 Linotype.

Mobile Register—Complete auxiliary newspaper plant, installed across the street from Register building.

Norfolk Pilot—Goss Sextuple press, two Model 9 Linotypes.

Orangeburg Times & Democrat—One Model 14 and one Model 5 Linotypes.

Palm Beach Post—One Model 14 Linotype.

St. Johnsbury Caledonian Sold

ST. JOHNSBURY, Vt., June 28.—William D. Pelley, founder of the Evening Caledonian, has sold the major portion of his stock to Herbert A. Smith, of Boston, who becomes business manager. Mr. Pelley will retain editorial control and devote more of his time to magazine writing. In the fall he will return to the Orient and complete a trip he abandoned last fall.

Ohio Office for Nelson Chesman Co.

CLEVELAND, Ohio, June 30.—An office has been opened in this city by Nelson Chesman & Co., of St. Louis, with J. E. Plant as manager. He will also retain direction of the Buffalo branch.

A FREE PRESS THE FIRST LINE OF DEFENSE FOR THE WORLD'S DEMOCRACIES

Great Principle, Safeguarding Human Rights, Always in Conflict With Ruling Classes and Special Interests—Popular Governments Still Adhere to Secret Processes in Conduct of Public Business

By W. D. SHOWALTER

FREEDOM of the press, the corner-stone of the structure of American democracy, was at first rejected by the builders. The states were asked to ratify a constitution which made no provision for safeguarding the freedom of petition, speech, assembly, religion or the press. The people of our young Republic realized that, unless these were included, the great adventure in nation-making was doomed to failure. So they insisted that they should be included in the fundamental plan, be made a part of the basic law—and they became living things through constitutional amendment.

The builders of the Federation of States appear not to have been eager to embrace and to proclaim press freedom. Few of our rulers have held in their hearts and minds an actual fighting loyalty to the principle. There are not many Kings, Presidents or Premiers in the world to-day who support press freedom except in the abstract. They consider it a high ideal, to be attained literally in some state of society of the far future, when the rule of human passions shall have been ended.

The friends of press freedom have always been on the defensive. They have had to fight to preserve it under the assaults of autocracy, both in monarchies and in republics—to shield it from extinction at the hands of statesmen and bureaucrats. In this respect it has shared the perils of the democratic idea in all ages. Democracy is never so gravely endangered as in the house of its pretended apostles.

Press freedom in America, while always subject to some extent to limitations set upon it by its declared advocates, has been the mightiest force for progress in our national life. It has been abused, of course—but not more by those who would interpret it as license than by those who would set upon it undemocratic restrictions.

To-day, still fighting its age-old foes, it is the main source from which springs government of and by and for the people—the hope of those who scorn shackles, of those who wish to live in the light. It is the despair of politicians—a whip made of fiery thongs with which intrigue and corruption are scourged.

There are not many men in public life who can endure criticism with patience—for criticism of the acts and policies of public servants affords the only protection against usurpation of power. Unjust criticism never, in the end, injures a public official—it reacts upon its author; while constructive criticism, however it may wound personal pride, never fails to benefit its subject.

So we have in America a Free Press—Limited. In some of our states it is limited by unjust libel laws. In every community it is limited to some degree through selfish interests. The Congress of the United States adheres to the great principle only in part—for we continue to have "executive sessions," in which the business of the people is conducted in the dark.

Plausible excuses are advanced in support of secret processes of legislating. The press itself has mistakenly conceded, through nonresistance, the validity of these arguments. Entering upon the new day of the world's life, setting a period after the story that is told of the long night of struggle toward the sun, the free peoples of the world face the problem of how to make a free press free indeed.

To an extent greater than that of any other phase of human effort, carrying private profit to those engaged in it, the business of newspaper making is the people's concern. The independence of our newspapers is not a private matter. Their freedom from sinister control, either by a party, by public officials or by private interests is fundamental in a democracy.

It may be said, without exaggeration or prejudice, that the newspapers of America as a whole measure up to the lofty standards demanded by our citizenship.

No newspaper may prosper, or attain influence and prestige, unless it is consecrated to the service of the people. Our newspapers meet that test.

In America we have a larger number of great newspapers than is to be found in any other country. Yet not one of our newspapers has won power and profits of the enduring kind except through high service to the people. That is the heartening fact. That is the message we would send to our kinsmen of the press in other nations.

Only a press in which the people have faith could have awakened in our people a sense of the world's peril in the great war. Only a press to which an enlightened people turn for information and guidance could have mobilized the power of the great Republic in the darkest days of the world's life, and have made it the decisive factor in the battle of Armageddon.

An American free press, imposing upon itself a reasonable censorship, moulded the American love of freedom into a resistless weapon which, wielded in the cause of righteousness on the desolated fields of a sister Republic, broke and destroyed the assault of barbarism upon the free peoples.

The task remaining to our press—of safeguarding the fruits of the awful struggle that is ended, of restoring to us the boon of peaceful lives, of bringing to our people the sense of the new sun that is in our skies—is to paint a new rainbow of promise that paints for us the glory of an attainable national ideal—that task will not be shirked.

SOUTH KNOWS POWER OF ADVERTISING

Success of National Campaigns for Southern Products Has Taught Section to Believe in Printed Words as a Building Factor

The South believes in advertising, and its belief is founded upon returns and results that it has witnessed. This belief is not confined to its advertisements, but carries with it an interest and trust in the advertisements of others. This is reflected in the things the people of the South are buying.

A realization of the power of advertising was first driven home to the people by the successful campaigns of the various fruit growers' associations, Southern resorts, popularized brands of Southern grown tobacco, Tobasco Sauce, Coco Cola and a few other products of the South. Trust in advertisements was greatly increased, however, about 12 years ago when the business of the lumber industry of the South had reached low ebb and was given new life by national campaign advertising.

Lumbermen Big Advertisers

At this period the entire lumber industry of the country was practically at a standstill. The nation-wide advertising campaigns of manufacturers of wood substitutes was partly blamed. It was about this time that C. L. Williams, a Chicago advertising man, read an article on the red gum lumber of the Mississippi valley and became so impressed with the advertising possibilities of the claims made that he took the matter up with some of the larger gum lumber companies. His suggestions finally resulted in the calling of a meeting of the gum lumber men at Memphis, the organization of the Gum Lumber Manufacturers' Association and the launching of a national direct-to-the-people advertising campaign. The campaign was a success and the cypress, pine and manufacturers of other woods shortly afterward organized and opened campaigns for reviving the lagging business of the entire lumber industry of the South.

The Gum Lumber Manufacturers' Association and the American Oak Manufacturers' Association have been amalgamated. The name of the newer organization is the American Hardwood Manufacturers' Association and its activities are going to be felt in the rebuilding of Europe.

During the recent State convention of the Texas Advertising League, held in Dallas, city advertising was one of the principal topics discussed. One speaker advocated cities of 150,000 population spending $1,000,000, smaller cities proportionately, if they wished to present their claims to strangers in a manner that would bring results.

The Fort Worth Chamber of Commerce immediately took the matter under consideration and has completed a campaign for an additional $150,000 for their yearly budget. Twenty per cent of the amount, or $30,000, will be spent in newspaper and magazine advertising. Dallas is now raising a fund for like work.

The largest single city advertising campaign under consideration in the South is that of Jacksonville. Plans of the Chamber of Commerce, Real Estate Board and Rotary Club to spend $100,000 a year for five years for advertising, have been approved by 300 representative citizens. These are only a few examples and proof of the South's belief in advertising and the reason for it.

The South has 420 daily newspapers and 2,785 weeklies out of a total of 3,789 publications.

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UNITED First On



UNITED PRESS ASSOCIATIONS

WORLD BUILDING NEW YORK CITY

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PRESS

A WEEKLY FEATURE COMPI
EDITED BY JOHN SULLI

Two Continents



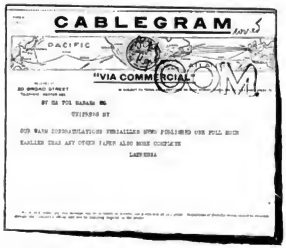
TRANSLATION

HOWARD: La Prensa first published the news of peace. Heartily congratulate you on splendid triumph of the United Press. Affectionate greetings. PAZ.

North and South America received the first news of the signing of the peace treaty through United Press dispatches.

From Montreal to Buenos Aires United Press newspapers first flashed to waiting crowds the word that peace was again restored among the great powers of the world. United Press cables were received in New York abead of the government's own dispatches at Washington.

Above are reproductions of cablegrams of congratulation from Ezequiel P. Paz, Director-General of La Prensa of Buenos Aires, South America's greatest daily newspaper, and from La Prensa of Havana, the leading afternoon daily of Cuba.



UNITED PRESS ASSOCIATIONS

WORLD BUILDING NEW YORK CITY

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A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

SOUTHERN PAPERS IN THE A. B. C.

Forty-Six Per Cent of Them Are Members—A Fine Showing

IN the A. N. A. office a few days ago we made an examination of the proportion of papers furnishing A. B. C. audits to the total number of daily newspapers in the various territorial divisions of the country. The divisions of states were Western, Southern, Central, Northwestern, Southwestern, Middle Atlantic and New England, New York and New Jersey.

It was somewhat of a surprise to find that the proportion of Southern daily newspapers that furnish A. B. C. audits was 46 per cent—6 per cent higher than the New England, New York and New Jersey section, and 24 per cent higher than the Southwestern section, the lowest in the scale.

The total number of newspapers taken into calculation was 1,631, and the total of A. B. C. membership papers was 611, the number shown in the last printed list of the A. B. C. membership.

This is certainly a good showing for the South, and is evidence of the fact, as a newspaper representative said the other day, that Southern newspaper publishers have been aggressive.

AUDITS OF NATIONAL MARKETING

THE figures given in the foregoing paragraph are not of mere academic or mathematical interest. As has been said before, the interest of the national advertiser in the work of the Audit Bureau of Circulations is first, last and all the time dictated by an essential concern in the economical and effective marketing of manufactured products.

It is this concern that makes national advertisers anxious for the success of the circulation audit movement, in which the A. B. C. is the principal operating factor.

The more complete and accurate the facts concerning circulation and distribution furnished by a newspaper, the more likely are the advertising plans of the national advertiser to be sound, and, therefore, effective. If this is true of one newspaper, or of the newspapers in one city, it is no less true in connection with all the newspapers in a marketing territory.

If there should be a doubt as to the possibilities of economical and effective marketing through newspaper advertising in two divisions of the country, other things being equal, it can readily be seen that a division in which 46 per cent of the total available newspaper information is furnished on the basis of the thorough and exhaustive audit of the A. B. C. is likely to be more acceptable and convincing to a prospective advertiser than one in which only 22 per cent of the possible information is available.

Of course, 46 per cent is something to brag about only in comparison. In itself, it is a very low figure. But in the face of necessity—assuming that there is necessity for an advertiser to use any particular medium—even as half a loaf is better than nothing, a territory that furnishes 46 per cent of necessary data is to be preferred to one that furnishes 22 per cent, 28 per cent, and 30 per cent.

It should really be the concern of newspapers that are already furnishing A. B. C. audits to see that their prospective territories furnish as close as possible to 100 per cent of information concerning circulation and distribution.

MEDICAL ADS IN THE SOUTH

THE forthcoming convention of Southern publishers at Asheville, N. C., suggests drawing attention to one form of advertising in which publications in the South are generally supposed to distinguish themselves—medical advertising.

An examination made in the A. N. A. offices not very long ago showed that in one week newspapers in Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Texas and Virginia carried 3,461 medical advertisements—passable, debatable, or bad. The average number of objectionable ads appearing in these Southern States' newspapers for one week was 346, and the average per paper 46.

Contrasting nine Northern States with these ten Southern States, the number of medical advertisements appearing in the Northern States' newspapers in one week was 4,026. The average per State was 447, and the average per paper was 32.

These figures do not seem to justify the traditional belief that a much greater quantity of medical advertisements is carried in Southern newspapers than in Northern newspapers. Owing, however, to peculiar population conditions in the South, some of the medical advertising carried there may charitably be said to be of a more brazen character than in the North.

Among the most objectionable types of ads are those that are calculated to lead Negroes to suppose that they can make their black skins light, or take the kink out of their woolly hair.

Whether the religious papers published in the South compare as favorably with those in the North, I am not in position to say, not having examined the two classes of publications thoroughly. The general supposition is that Southern religious papers reek with medical advertisements. Certainly, out of a mass of Southern religious papers examined in the A. N. A. offices only one publication could be given a clean slate. Out of forty-three advertisements carried in that publication, not one was of an objectionable character.

On the other hand, there was one publication that carried forty-six advertisements, thirty-three of which were of a conspicuous type of fake remedy, guaranteeing to effect positive cures of ailments that have for years puzzled the most skilful physicians.

A few publications carried but one advertisement that could be called objectionable. Many carried an average of twelve questionable advertisements out of an average total of twenty-nine published.

The advertisements included everything from eczema to tuberculosis cures.

DIFFERENTIATION VS. UNIFORMITY

THAT title is correct enough; it would be difficult to use another that would express concisely the burden of this paragraph, as well as two opposing schools of thought and practice in all departments of human endeavor. A somewhat sarcastic title would be "Thought vs. Non-Thought." Or, "Brain Exercise vs. Mental Inaction."

On one or two previous occasions the subject has been written upon in this page, with a view to urging newspaper publishers to sell their markets instead of assuming that national advertisers necessarily think of newspapers on the basis of a standard or a rule, or even as something apart from the merchandising possibilities of their territories.

It has been pointed out that in business there is—and must be—as infinite variation as there is generally in human life—that no two businesses can be conducted alike because there are no two of them alike in any respect. And a business, like an institution, is, throughout the whole of its history, the lengthened shadow of one man.

An A. B. C. report is a passport into the markets of a country, so to speak. The bearer of a passport does not expect to get business solely because he has that document. He has to proceed, after his entry, to sell his proposition on its merits, and on its relationship to the interests of the prospective purchaser.

There is no set or uniform method of getting business. If there were, this would be a world of fools, because there would be no necessity for individual thought and initiative and enterprise.

To suppose that the mere presentation or possession of an audit report (necessary as it is) will inevitably get business is mental inaction. It is operating—if there be an operating at all—on the uniformity basis. There is as infinite differentiation in national distribution and merchandising as in newspapers. And the way to get the national advertiser's business surely is to "get up and git"—mentally—and *sell the market.*

VARIATION AGAIN

DURING nearly two weeks recently I was chiefly occupied in visiting A. N. A. members in Middle West cities. Among the businesses called upon were establishments manufacturing shoes, soap, hosiery, motorcycles, metal goods, building products, office appliances, sanitary goods, and several other descriptions of industries. As soon as I left a building products office my mental outlook had to be readjusted to the needs of a shoe manufacturer. My name—my card—was about the only common denominational thing I could use.

As the president of one well-known concern said to me: "There are in this city twenty-five factories making our type of merchandise. And, apart from such matters as hours and wages, there are not two factories run alike, either in production or in marketing.

Then, how entirely necessary is it that newspapers not only sell their markets, but also the relation of the market and the publication to the advertiser's business.

FORMATION OF A. N. A. CHAPTER AT ROCHESTER

THE first meeting of the new Chapter at Rochester, N. Y., was held in the Oak Hill Country Club, Friday, June 27. Mr. J. C. McQuiston, manager, Department of Publicity, Westinghouse Electric & Manufacturing Company, and a vice-president of the A. N. A., outlined the meaning of the chapter idea. It is the purpose of A. N. A. Chapters to bring together representatives of national advertising concerns for the purpose of exchanging confidential information and experiences in methods of advertising and selling trade-marked products that have national or international distribution.

The following firms were represented at the meeting: Stein Bloch Company, Yawman & Erbe Manufacturing Company, Sill Stove Works, Todd Protectograph Company, Mossette, Bausch & Lomb Optical Company, Taylor Instrument Companies, Stromberg-Carlson Telephone Manufacturing Company, Adler Bros. & Co., Shinola Company.

A. E. HAWKINS, advertising manager of the Thomas G. Plant Company, Boston, has been appointed to act as the accredited A. N. A. representative.

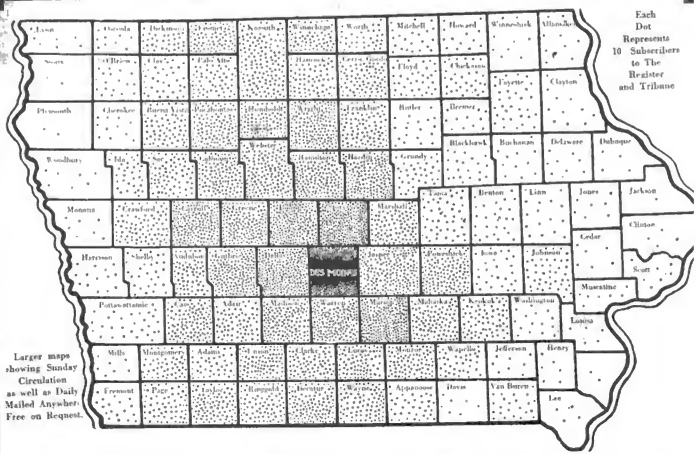
THE firm name of S. K. F. Administrative Company has been changed to E. K. F. Industries, Inc., and the offices removed to 165 Broadway, New York City.

DENIES NEWARK PURCHASE

Arthur Brisbane Says He Has Not Become Part Owner of Ledger

A report that Arthur Brisbane, editor of the New York Evening Journal and the Washington Times, had arranged for the purchase of an interest in the Newark (N. J.) Morning and Evening Ledger, was denied by Mr. Brisbane.

"I have discussed the matter with Lucius T. Rnssell, the publisher; that is all," said Mr. Brisbane. Regarding reports that he was planning to purchase newspapers in other cities, he said: "I am always open to suggestions."



To Sell Central Iowa Advertise in the Des Moines Register and Tribune

Each dot on the map represents ten subscribers to these newspapers. Note the remarkable concentration of circulation in the Des Moines Trade Territory!

OVER 100,000 DAILY

You may market anything from chewing gum to high-powered automobiles with a well-planned advertising campaign in The Register and Tribune. Around Des Moines revolves the great business of Iowa, the Greatest Agricultural State. Iowa's soil annually produces more wealth than the world's gold mines combined. For results in this territory advertise in The Register and Tribune.

The Register and Tribune maintains a well organized Service and Trade Promotion Department, which prepares and mails out dealer-broadsides, makes trade investigations, keeps in close touch with the retailer, the wholesaler and the broker. Thus, a campaign placed with these two newspapers means powerful co-operation with your advertising, and not mere white space alone.

National advertisers want steady, consistent, producing mediums! Consider the circulation of The Register and Tribune—over 100,000 daily and over 70,000 Sunday. This immense circulation covers the fertile buying field about Des Moines like a vast blanket. The clean advertising policy of these newspapers stimulates RESULTS because their readers are taught to believe what they print!

Chicago Representative
John Glass
People's Gas Bldg.

New York Representative
I. A. Klein
Metropolitan Tower

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SOUTHERN AGENCIES WORK IN HARMONY

Sectional Council of A. A. A. A. Also Will Meet in Asheville—Standards of Recognition Will Be Decided

The meeting of the Southern Council American Association Advertising Agencies in Asheville, July 7, will be the third successive annual session of this organization, which has accomplished a large volume of constructive work since its formation charter. Members include every agency in the southern territory qualified for affiliation with the national organization. Other agencies now eligible will be warmly welcomed to membership and several applications are anticipated in the early future.



JEFFERSON THOMAS,
Chairman Southern Council A. A. A. A.

The Southern Council has labored with good results for correction of improper practices on part of its members and for adoption of higher standards of service with splendid results, though naturally little publicity has been given its efforts in this direction. During the last year much attention has been paid to closer relations between organized agencies and members of the Southern Newspaper Publishers' Association, as well as with farm paper publishers of the South. A joint committee (composed of B. Kirk Rankin, Southern Agriculturist, Nashville, representing farm papers; W. C. Johnson, Chattanooga News, Daily Newspapers; and Jefferson Thomas, Southern Council, A. A. A. A.), agreed unanimously on a basis mutual relations and the report of this committee will be considered at joint sessions in Ashville.

Big Help to Business

Members of the Southern Council prepared copy and supplied plates for a series of educational advertisements, advertising, assessing themselves twice the annual dues to provide funds. The Southern newspapers generally donated space for these ads, which have aroused great interest throughout the territory and have unquestionably helped in the development of new business.

The American Association of Advertising Agencies regards the Southern Council as perhaps the most active of its branches in proportion of membership and pays it a great compliment in holding at Asheville, July 8 and 9, its quarterly executive board meeting in joint session with the Southern Newspaper Publishers' Association and Farm Paper Publishers of the South on the evening of July 8.

President Johns of the A. A. A. A. will tell what the association is doing for advertisers; Newspaper Committee Chairman W. H. Rankin will tell of its accomplishments for newspapers; Agricultural Committee Chairman Charles ahout its service to farm papers; and Executive Secretary O'Shaughnessy will outline the ways in which publishers may co-operate for greater efficiency.

O'Shaughnessy Will Tour South

Every indication now points to a large attendance and a successful gathering. The Southern Council meets first at 2.30 on the afternoon of the seventh for committee reports and action on unfinished business. At 8 o'clock that evening another executive session will discuss intimate matters on agency practice.

At 10 o'clock Tuesday morning will occur the election of officers for the coming year. Those chosen to qualify after the annual meeting of the American Association in October.

Great pleasure will be manifested by all members if Past President Massengale's health permits his attendance, which now seems probable.

Following the Asheville meeting, Executive Secretary O'Shaughnessy, of the American Association, will address the advertising clubs and civic bodies of Knoxville, Chattanooga and Atlanta and appear before the annual meeting of the Georgia Press Association at Monroe. In each city visited he will have informal conferences with newspaper publishers.

In Atlanta, Publisher W. G. Bryan of the Georgian and American, who is chairman of the advertising committee of the Southern Newspaper Publishers' Association, will entertain Mr. O'Shaughnessy and other members of the executive board of the American Association with a week-end party.

Stanch Believers in Advertising

The Southern Council of the A. A. A. A. believes in advertising as the means more rapidly developing the wonderful resources of the South and is committed to efficient methods for the benefit of clients that the volume of their business may be speedily increased through its profitably productive nature.

To this end members are working cooperatively in perfect harmony and with visibly satisfactory results. More and more southern advertisers are appreciating the character of service obtainable from home agencies and the tendency of their employment is steadily growing.

Membership in the Southern Council is now regarded as a valuable asset by every member and indications are that soon it will be sought by all reputable agencies of the territory.

While all the Southern Council meetings will be confined to the membership there will be ample opportunity between sessions for personal interviews with advertising agencies present.

Officers of Council

Jefferson Thomas, of the Thomas Advertising Service, Jacksonville, is chairman of the Southern Council. H. L. Staples, of Staples & Staples, Richmond, is secretary. In addition to these members the following are members of the Southern Council: Thomas E. Basham Company, Louisville; Cecil, Barette & Cecil, Richmond; Chambers Agency, Inc., New Orleans; Nelson Chesman & Co., Chattanooga; Ferry-Hanly Advertising Company, New Orleans; Johnson-Dallis Company, Atlanta; Massengale Advertising Agency, Atlanta; Frank Presbrey Company, Norfolk, Va.

Changes on La Porte Herald

LA PORTE, Ind., July 2.—E. M. Wolf, advertising manager of the Herald has resigned to accept a position with the Northern Indiana Gas & Electric Company, at LaFayette. R. K. MacDougal of the editorial staff will be his successor, while Russell Lynch of Racine, Wis., takes Mr. MacDougal's place. Mr. Lynch was formerly with the Racine Times-Call.

First

In six months of 1919 The New York Times published a greater volume of advertisements, and recorded a greater gain than any other New York newspaper.

—from the Secretary of the Interior:

In his annual report (December, 1918) to the President, Franklin K. Lane said, " . . . there is no one thing so supremely essential in a government such as ours, where decisions of such importance must be made by public opinion, as that every man and woman and child shall know one tongue, that each may speak to every other and that *all may be informed.*"

The daily newspaper is the University of the Masses. It is the one national meeting ground of all classes, professions, interests, the rich and the poor.

This force, national or sectional as you wish, can educate all classes to buy better merchandise,—*your* merchandise. It can be localized right where your goods are for sale and extended to keep pace with distribution.

Invest in newspaper advertising.

E. Katz Special Advertising Agency
Established 1888
Publishers' Representatives
New York — Kansas City
Chicago — San Francisco

From Printers' Ink issue of March 6, 1919

The Florida Times-Union prints the full leased wire day and night news report of the Associated Press, supplemented by a special wire giving box scores of the National and American League Baseball games also a leased wire report, (eight hours service) of another news gathering agency, also special dispatches from its Washington correspondent.

No newspaper in Florida or the Southeast receives or publishes as much general news matter as does the Florida Times-Union.

The Florida Times-Union prints all the news of Florida. Correspondents in every important town in the State send by wire the particulars of important happenings in their community. No paper in Florida publishes so complete a State News Service as does the Times-Union.

The Florida Times-Union covers the local news field thoroughly.

The Florida Times-Union prints daily a full page of editorials, not syndicate features but carries on other pages a number of special features.

Superior news service has given the Times-Union a circulation far greater than that of any other newspaper in Florida or the Southeast. The Florida Times-Union leads in City, State and Total circulation. The City circulation of the Sunday Times-Union is greater than the total gross press run of any newspaper in Florida other than the daily Times-Union.

The Florida Times-Union maintains a year around daily automobile delivery service covering a radius of one hundred miles from Jacksonville.

No newspaper in Florida or the Southeast carries so great a volume of advertising as the Florida Times-Union.

Record of advertising carried by the Florida Times-Union during the first six months.

A Gain of More Than One Million Lines

	1918	1919	Gain
January	550,270	632,033	
February	651,574	667,751	
March	646,142	830,515	
April	546,826	872,665	
May	587,128	881,027	
June	532,465	815,332	
Total Agate Lines	3,514,405	4,699,323	1,184,918

FIRST IN NEWS—FIRST IN CIRCULATION—FIRST IN ADVERTISING

THE FLORIDA TIMES-UNION

Jacksonville, Fla.

Benjamin & Kentnor Company,
New York.—Chicago.

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INDEPENDENT AGENTS PLAN ORGANIZATION

Southeastern Association May Start "Truly Democratic National Body Open to All General Agencies Recognised by Publishers"

At its Asheville meeting, July 7-9, it is quite probable that the Southeastern Advertising Agents' Association will invite all so-called "independent" advertising agencies throughout the United States to assist in the formation of what Dillard Jacobs, of Atlanta, its president, terms a "truly democratic National Association, whose membership will be open to all general agencies that are recognized as such by publishers."

In a statement of his association's plans, Mr. Jacobs said to EDITOR & PUBLISHER:

"Until such a democratic association is formed, or until the existing associations renounce their monopolistic tendencies and become truly democratic, it will be useless to expect any real and substantial progress in protecting the abuses which now exists in the general agency field.

"The Southeastern Advertising Agents Association, was organized primarily for self protection and for the purpose of opposing invidious propaganda of certain so-called National Associations of Advertising Agents, which, in our opinion, constituted cliques rather than bonafide national associations of the thousand or more general advertising agencies of the United States, only a hand full, about ten per cent, are members of any association, and until the birth of the Southeastern Association there was no truly democratic organization, which welcomed to its membership all legitimate general agencies.

"The members of the Southeastern Advertising Agents Association maintain that both the interest of the publisher and that of the advertiser, as well as the efficiency of general agency service, demand that the gate to the general field shall be held wide open on a purely democratic basis to all worthy comers, and that the publishers and not the agents' competitors should determine whether he is worthy of recognition.

"We protest against the autocratic propaganda which seems to have for its



DILLARD JACOBS.

motive the converting of the general agency business into a franchise.

"We maintain that open competition of a legitimate type is essential to the maintenance of a high standard of efficiency in the general agency field.

"We protest against any plan or basis of agency recognition which, in whole or in part, would put into the hands of his competitors the power to exclude a new agent desiring to enter the field of general advertising.

"We unreservedly condemn the efforts which are being made by certain associations to make it appear that their membership includes all of the leading representative, respectable or efficient agencies of the United States.

"We maintain that such propaganda is clearly misleading and unfair and works an unjust hardship upon about nine-tenths of the agencies of America, which are neither invited to join nor admitted to the membership of said associations."

KENNER RETURNS TO A. A. C. W.

The Sustaining Membership List Is Also Enjoying Steady Growth

H. J. Kenner, of Minneapolis, formerly secretary of the National Vigilance Committee of the Associated Advertising Clubs of the World, has rejoined that organization in his former position, succeeding G. F. Olwin, who has resigned.

Some recent additional "sustaining members" of the Associated Advertising Clubs are:

Standard Four Wheel Tire Company, Keokuk, Ia.; Little Giant Co., Mankato, Wis.; Century Rubber Works, Chicago; Fitzgerald Manufacturing Company, Torrington, Conn.; Globe Rubber Tire Manufacturing Company, New York; Hills-Varnish Corporation, Brooklyn; Kelly-Springfield Motor Truck Co., Springfield, O.; Diamond Motor Car Co., Chicago; United Security Co., Canton, O.; Harvey Pipeless & Forging Company, Racine, Wis.; McFarlan Motor Company, Connersville, Ind.; National Tire & Rubber Co., East Palestine, O.; Crocker-McElwain Co., Holyoke, Mass.; Scenic Film Company, Atlanta; Russell M. Seeds Company, Indianapolis; W. C. Ward Co., Minneapolis; American Rolling Mill Company, Middletown, O.

New "A. M." Paper for Tulsa

TULSA, Okla., July 2.—A new morning newspaper, Republican in state and national politics, will be launched here in the near future, it is announced. A group of wealthy oil men are financing the proposition and the plan is to make a paper of statewide influence. Names of the men backing the paper have not been disclosed and will not be made known 'til all plans are completed.

N. Y. German Press Writers Plan Labor Union

Will Seek Raise in Salaries as Soon as Organization Is Completed, Promoters Say

A labor union, to be composed exclusively of men employed in the editorial departments of German newspapers in New York City, editors, copy readers, reporters, proof readers and artists, is being organized among the members of the German Press Club.

Its promoters say it will be completely organized within the next two weeks, and that its membership from the start will be at least 100, or 90 per cent of the men actively employed in the editorial rooms of local German newspapers.

When organization has been perfected, it is planned to make application to the managements of the five German newspapers of New York City —the morning and evening Staats Zeitung and Morgen Journal and the Socialist paper, the Volks-Zeitung, for increased wages.

A committee, of which Theodore F. Cuno is chairman and Arnold Fueredi is secretary, is in charge of organization, and also has been conferring with a committee of Typographical Union No. 7, with a view to having the new organization affiliated with the union. Overtures by this committee to this end, Mr. Fueredi said, had met with a hearty reception.

LOS ANGELES, Cal., June 25.—F. W. Kellogg, publisher of the Los Angeles Express, is reported to be planning to start an evening daily at Pasadena in the fall.

Headline History of the World War

Copyright, 1919, New Era Features.

A DAILY cross-section of the five years of world war—decisive events for each day seen at a glance.

Readers clip it for their scrap books.

Editors find it an invaluable reference—advance notice of important world-war anniversaries.

Forty papers have booked it, among them:

Philadelphia Bulletin	Salt Lake City News
Providence Journal	Hoboken Observer
Detroit Free Press	Pasadena Star News
Albany Times Union	Gadsden (Ala.) Times News
Binghamton Press	Hot Springs (Ark.) New Era
Schenectady Union Star	Meriden (Conn.) Record
Utica Press	Moscow (Id.) Star Mirror

Other features coming. Get aboard now and have first pick. Wire for terms.

New Era Features

30 East Forty-second Street NEW YORK CITY

SOUTHERN PROSPERITY CHATTANOOGA, TENN. THE NEWS

A *TRINITY*

Never in its history has THE NEWS printed a better paper, carried more advertising—local and national—or enjoyed more prosperity.

CHATTANOOGA

A wonderful field—a more than prosperous section and—

THE NEWS

A real result producing medium of proven value.

Your market investigated—your local troubles adjusted—a complete cooperation department at your service always.

W. C. JOHNSON
CHATTANOOGA

JOHN M. BRANHAM CO.
NEW YORK ST. LOUIS DETROIT ATLANTA CHICAGO

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MODEL 20 DISPLAY LINOTYPE

MORE THAN 38,000 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS



These representative dailies now operate Model 20 Display Linotypes—producing the bulk of their display composition direct from the keyboard with straight-matter speed and economy.

Send us a copy of your paper for analysis. We will show you what percentage of display composition can be set direct from the Model 20 keyboard.

MERGENTHALER LINOTYPE CO.
New York, U. S. A.
SAN FRANCISCO CHICAGO NEW ORLEANS
Canadian Linotype Limited
TORONTO

This Advertisement is Composed Entirely of LINOTYPE *Material*

WANT CLOSER AGENCY RELATIONS

Four Asheville Conventions Will Take Up Matters of Standards of Practice to Bring About More Effective Co-operation in South

A joint committee of the Southern Newspaper Publishers' Association, Southern Farm Papers, Association of Southern Advertising Agencies, and the Southern Council of the American Association of Advertising Agencies has drawn up a series of recommendations on agency relations which have been submitted to their respective memberships for action at their annual conventions in Asheville, N. C., next week.

The purpose is to bring about closer and more effective co-operation.

The joint recommendations say:

"It must become evident to any Southern publisher who studies the advertising situation that his interests and those of the reputable advertising agencies are identical and that the closer and more harmonious his relations with such agencies, especially those located in the same section of the country, the better it is for him and for them.

"It should be equally apparent to the advertising agencies of the South that in a very considerable degree their capacity to properly develop new accounts and in an even larger measure their ability to render satisfactory service to clients is dependent upon the character of the co-operation and support they receive from the publishers of their territory.

"In order that there may be speedily attained a more intimate and mutually beneficial relationship between the publishers of the South in every field and the advertising agencies of this part of the country which operate on ethical and sound lines, we heartily recommend and urgently advise the adoption of the following practices by these closely allied business interests:

On the Part of Publishers

"Recognition.—Confining the allowance of commissions to agencies actually qualified to receive them. While it is not our purpose to advise any publisher to withdraw recognition already granted from an agency except for cause, we strongly urge that extreme care be exercised in extending it hereafter. Our services are offered publishers in helping them to determine whether or not new agencies asking recognition are entitled to it.

"Commissions.—Allowance of the standard 15 per cent. commission and 2 per cent. cash discount in cases where not already done. Agency service of the right type earns 15 per cent. on the gross, and in paying this publishers make possible the devotion of greater energy to the development of new business.

"Rate Cards.—Adoption of such forms and adherence thereto as will make these impossible of different interpretations. Up to this time the cards of a number of publications have been so confusing as to lead to many complications. The standard form recommended by the American Association of Advertising Agencies is practically proof against errors and should be universally used.

Make Rates Conform

"Local Business.—Making the rates for this conform with those at which foreign advertising is carried and allowing agencies commission on advertising originated in the home cities of publishers on which they render adequate service will encourage special attention to its development. With the possible exception of purely retail accounts, publishers will find it profitable not to discriminate against agencies on local business.

"Acknowledgment and Bills.—Orders from advertising agencies should be acknowledged in every instance or promptly returned if not acceptable. In the absence of direct information that the advertising will be carried out, a good deal of extra work is required of the agencies. Invoices should be mailed not later than the first of each month for all advertising inserted during the preceding month.

"Checking Copies.—Prompt mailing of issues containing advertisements inserted on their order to agencies at the time of publication is essential to the maintenance of pleasant relations between them and publishers and saves both from useless expense.

On the Part of Agencies

"Order Forms.—There is room for considerable improvement in the form of orders sent out by agencies as heretofore, in some instances these have been lacking in clearness of detail. The adoption generally by its members of the standard order form of the American Association of Advertising Agencies will almost wholly eliminate cause for complaint in this connection.

"Engravings and Plates.—Agencies are urged to more carefully look after shipments of engravings and plates. Often delay in receipt of these by the publishers until scheduled dates of insertion have passed entails considerable correspondence that might be avoided. Unless the agency is absolutely assured of its ability to forward plates at a given time it is better to delay mailing of orders pending definite information. Under present postal service conditions only special delivery mail can be depended upon for quick transmission.

Do More Development Work

"Development Work.—Agencies are urged to give the utmost possible co-operation to the publishers of their vicinity in the matter of development of new accounts. Some important newspapers and farm journals in the territory of the Southern Council have complained that Northern agencies will go to much further lengths in this direction than those of the South. Any 'leads' offered to Northern agencies by a publisher should be carefully investigated and at least followed by correspondence until their potentialities are uncovered.

"Organized Effort.—Since some 150 of the leading agencies of the country are working constructively and in the greatest harmony as members of the American Association of Advertising Agencies—nine of those in the Southern Council—it is urged that every agency affiliate therewith for its own benefit and for the good of the advertising profession and of the publishing business. The qualifications for membership are such as can be met by any agency capable of rendering efficient service to advertisers."

Vogue to Have Foreign Editions

Conde Nast, publisher of Vogue, New York, sailed Monday on the Aquitania with Frank Crowninshield, editor of Vanity Fair, to arrange for the publication of a French edition of Vogue, which will circulate in Russia, Italy, Sweden and Denmark. A Spanish edition of the publication is being well received in South American countries, Mr. Nast said.

In June Texas oil production reached the new high mark of approximately 259,000 barrels of crude a day.

CAROLYN WELLS
NEW DAILY FEATURE
(Illustrated by Phillipps Ward)
Release date, July 14th



Today in History
Anniversary of Fall of the Bastile
By Carolyn Wells

A furious mob of people,
Aided by fire and steel,
Maddened by righteous fury
Demolished the Bastile

They burst the iron hinges
And flung the cell doors wide,
Where anguished political sufferers
And tortured victims died.

In deepest, darkest dungeons
They plied their grievous task,
And found the moldering bones of him,
Who wore the Iron Mask.

Today (though passing bell is heard
For Martyred Delacroix),
The whole French Nation Joyously
Celebrates Bastile Day.

Copyright, 1919, Thompson Feature Service.

Proofs on Request

Thompson Feature Service
143 Fourth Ave.
New York City

The Lee Newspaper Syndicate Announces the Purchase of The Madison, Wisconsin State Journal Effective July 1, 1919.

The papers comprising the Lee Syndicate are the following publications: the Davenport, Iowa, Times; the Ottumwa, Iowa, Courier; the Muscatine, Iowa, Journal; the La Crosse, Wisconsin, Tribune & Leader-Press; the Madison, Wisconsin State Journal; the Hannibal, Missouri, Courier-Post.

The newest acquisition to this group of papers, the Madison, Wisconsin State Journal, is the second oldest newspaper in the State of Wisconsin, having been founded eighty years ago, with a present circulation of 15,000 daily. It has been all these years the leading newspaper in Madison, publishing every evening and Sunday morning. All the papers are independent evening newspapers, each thoroughly dominating its field.

The Lee Newspaper Syndicate,
E. P. Adler, President,

James F. Powell, Secretary.
Main Office, Davenport, Iowa.

The foreign representatives of the original LEE SYNDICATE NEWSPAPERS are

CONE, LORENZEN & WOODMAN

New York Chicago Detroit Kansas City Atlanta

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New Orleans, Wide-awake, Resourceful, Constructively Progressive

New Orleans people have caught the spark of the spirit and fanned it to a roaring flame. Not only the South, but the whole country has come to a keen realization of New Orleans' great marketing, shipping, and manufacturing facilities.

It is the distribution center of an enormously rich and developing section.

It is the natural commercial gateway between the United States and Central and South America, the trade with which is increasing by leaps and bounds.

It is a big, wonderful city and shows potential qualities which are daily making it more of a factor in every line of business in which the country is engaged.

Those who know assert emphatically and in such unqualified terms that modesty makes us hesitate to quote them, that no other force, factor, individual or institution has done more to bring about this state of affairs than

The New Orleans Item

Editorially the ITEM sets a national standard in its appeal to the live, alert, red-blooded and responsive people of its community. It is to this that is ascribed much of its power and influence for aggressive and progressive work.

Its policies have brought to it a tremendous circulation among the "moderns" of New Orleans, and made it the favorite newspaper of those who have a constructive voice and hand in the big things that are making the city great.

Merchandising and Advertising

Realizing that if its advertising columns are to show the greatest measure of resultfulness there must be a real tie-up between the manufacturer's advertising and the selling efforts of the retailer, the ITEM went to work with the same earnestness and unselfish devotion to a great cause that has marked it in other features.

A publication known as Merchandising and Advertising, edited with skill and care, contributed to by some of the brightest and keenest men and women engaged in business promotion, goes regularly to every merchant, big and little, in the ITEM'S territory.

News of advertising campaigns, merchandising suggestions of every kind, methods of co-ordination, of publicity and selling plans, so-called trade helps, are set forth in a way that is making more effective all advertising expenditures in New Orleans, and redounding to the profit and satisfaction of manufacturers, jobbers, retailers, and even to the consumers themselves.

The retailers of New Orleans know from constant experience that ITEM advertising "moves the goods."

ITEM readers are made up of those who have either been born in the more modern era, or who have shaken off the shackles of custom and tradition that all too often render advertising and other methods of sales introduction so slow and difficult of result.

The NEW ORLEANS ITEM has a larger circulation than any other afternoon newspaper south of the Ohio or Potomac rivers.

Its advertising columns are open only to advertisers of clean, wholesome and useful products.

Its Promotion Department, highly efficient, is at the service of such advertising.

Visit New Orleans with the A. A. C. W. Convention in September. New Orleans will make you glad you came.

THE ITEM PUBLISHING COMPANY, Ltd.

James M. Thomson, Publisher — Arthur G. Newmyer, Associate Publisher

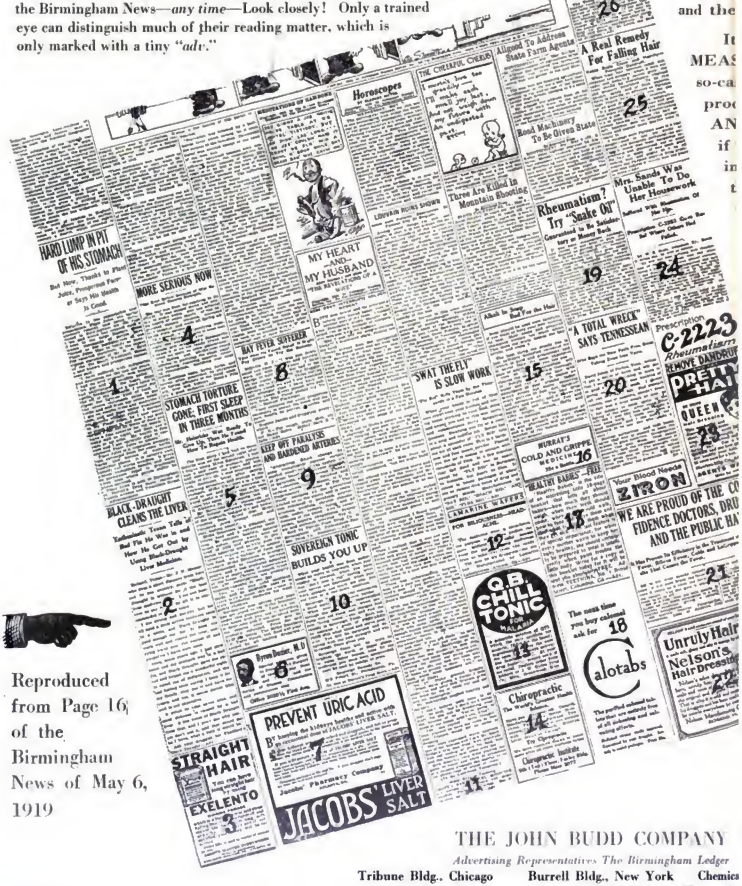
The John Budd Company
National Advertising Representatives

Burrell Bldg., New York — Tribune Bldg., Chicago — Chemical Bldg., St. Louis

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"Truth Is In No Danger, So Long

For a "Close-Up" of this "Wonderful Record-Breaker" see any issue of the Birmingham News—*any time*—Look closely! Only a trained eye can distinguish much of their reading matter, which is only marked with a tiny "*adv.*"



Reproduced from Page 16 of the Birmingham News of May 6, 1919

THE JOHN BUDD COMPANY
Advertising Representatives The Birmingham Ledger
Tribune Bldg., Chicago Burrell Bldg., New York Chemica

Digitized by Google

Reason Is Free To Combat Error"

oductions of some "wonderful" figures recently published in the Birmingham News, both in their own paper ers throughout the United States.

The News carries each month (and did in May) an immense amount of business. But with our own hands we eir "National" advertising for May, and they carried (slightly more or less) 91,522 lines (6,538 INCHES) of onal" advertising that the Birmingham Ledger declines to accept. Herewith, for instance, a photographic re-

page 16, of The News of May 6th, 1919, and THE WEEK, ANY MONTH, (now in July, ook), you can find this same class of advertis- iews. Ask your checking department to bring f any day to your desk and SEE WITH YOUR ES!

(Reprinted from a Recent *Birmingham News* Advertisement)

National Advertising For May

Here, expressed in lines, are the actual figures on the national advertising printed by the three Birmingham newspapers in May, compared with the same month of last year:

	The News	Age-Herald	The Ledger
May, 1919	299,418	180,642	110,670
May, 1918	169,834	96,950	96,894
Gain	129,584	83,692	13,776

It will be noted that The News printed 8,106 lines more national advertising than the other two newspapers combined, and that The News' gain was 32,116 lines in excess of the combined gains of the other two newspapers.

reover, the News in all its claims and advertis- diously *avoids admitting* that The Ledger is day *paper and has no Sunday edition*. Take News' Sunday figures from these "compara- claims and they don't "lead" quite so far.

Yes, The News "leads" in ADVERTISING, but not in the faith of the better class of Birmingham people and erchants. Its "lead" in some so-called advertising is SUPREME, and The Ledger for one, is glad of it.

The Birmingham Ledger bars from its columns advertising that The News tries hard to get. That's why The Ledger is booming in both clean LOCAL and NATIONAL advertising and why dollar-for-dollar spent—PAYS BEST.

Birmingham is a city of nearly 250,000 people and serves a radius in which there are probably 500,000. The claim, therefore, that "YOU can cover Birmingham at one cost by concentrating in The News" is used not for your best interest, but to get all YOUR money and prevent any other paper here from getting ANY-THING.

It's up to the high-class agencies and advertisers now—man to man. The Ledger doesn't allow questionable advertising to get in its columns and offset the claims of its HONEST advertisers; moreover, The Ledger "recognizes" and gives commissions only to high-class, competent agents—not the cut rate "sharks."

Think it over and if you want real help and cooperation in Birmingham—you can trust The Ledger.

Let us mail you a sample of The Birmingham Ledger. If you can find an objectionable advertisement of nd, we will give you a full schedule, and, to boot, your agency full commission. Try this: It's worth going after.

THE BIRMINGHAM LEDGER

J. A. ("JOE") MARTIN, Vice Prest. and Adv. Mgr.

St. Louis

Member A. B. C.

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WORLD WAR WROUGHT WONDERS IN SOUTH

After Half Century of Slow Reconstruction Her People Have Entered Upon a Period of Marvelous Development

By Meigs O. Frost

New Orleans, June 28.

"The South has found itself, and—confidentially—the South has gone back to work. That's the biggest single factor in the South's amazing prosperity today."

There's the analysis of Arthur G. Newmyer, Southern vice-president of the Associated Advertising Clubs of the World and associate publisher of the New Orleans Item.

"These people of the South lacked self-confidence—that was their chief trouble as it revealed itself to me, as well as one of my relative newness in this part of the United States could judge," said Mr. Newmyer, who has been a resident of New Orleans during the past eight years. "As a group, they were still rehabilitating themselves from the depression that followed the Civil War.

Need Is Backward No Longer

"The whole South, in the main, had the attitude of the fellow who owes the bank—whose note is coming due and who isn't quite sure of himself or his plans for meeting it. The South had its hat in its hand when it approached the remainder of the United States.

"Before the World War bursts upon us, the South was very, very gradually coming out of that class. The farmers and the small merchants were slowly getting on their feet.

"And then came the revelation of the war. It was a searchlight turned on the South whereby the South saw itself and found renewed self-respect in what it saw.

"Those farmers and small merchants —the bulk who make up prosperity, not the few who reflect it—paid their debts. They bought that new tractor for the farm. They enlarged that stock in the store.

"They had known modern possibilities before. But they had felt that they couldn't afford the investment. The South had the conservatism born of suffering. The South had been afraid to dare

Dawn of the New Day

"But the World War changed all that. The small farmer paid his debts and he bought the tools he had long dreamed of owning—but had been too conservative to 'risk' his money on. And with modern equipment he began to get modern efficiency production. That man of weather-grayed walls and wire-loop fasteners on his pasture gate began to tighten up all the loose ends. He even began to get luxuries! He painted his house and his corn-crib and his barns and his tool sheds! He bought his automobile and found that he had something to increase production and efficiency to a point where he looked at his gasoline bill exactly as he did at his bill for selected seeds. It was an investment. It paid dividends.

"From being afraid to dare, the South pocketed the rewards of daring. The Southern farmer felt he was needed by the North. He emerged from that petty pessimism under whose shadows had thrived such abominations as the 'buy-a-bale' movement. He learned that he wasn't the 'Orphant Annie' of the United States. He heard the whole nation rooting for him. Back of that rooting he heard the plea of the whole world. 'Come on, South! We need you!' was what he heard. And he came running. He found himself!

Sequels to Two Wars

"The South discovered its new self by the light of the glare of the World War. The South learned the productivity of its soil—the resources of its people. One war nearly wrecked the South. The War of Wars gave the South a new viewpoint.

"The South dropped the pity that had been riding its back like an Old Man of the Sea. The South took pride in its place. And where that pity had bowed the South's back, pride straightened it.

"Out of that renewed self-respect the South's community spirit was born. It's the community spirit of men bound together by hard work and made rich together by its rewards.

"The South still holds its respect for its ancient chivalry. The South still doffs its hat in reverence to its beauty. But the 'fine old Southern gentleman' and the 'Southern belle' of romantic idleness have ceased to dominate the whole life of the South.

"The Southern man and the Southern woman have rounded the corner of the old days when the contrast between their lineage and culture and their poverty were a national anecdote. They're ceased using their coupon-scissors on 'befo' de wah' to trim the fringe from their cuffs. They're using those scissors more to clip coupons. They're using their pens, not to write memoirs of past glories, but to make out deposit slips for their bank.

"Confidentially—the South has gone back to work. And the South has found joy and self-respect and prosperity in doing that work."

BELLMAN GIVES LAST RING

Minneapolis Publication Staff Holds Farewell Dinner June 26

Minneapolis, June 27.—With a merry ringing of his bell and a Godspeed to all friends and well wishers, the Bellman, for thirteen years a spokesman of opinion, put out his lantern and retired permanently from the field of action last night, attended by members of the staffs of the Bellman and the Northwestern Miller, representatives of grain and milling interests and of other Minneapolis publications.

William C. Edgar, editor of the Bellman and Northwestern Miller, was host. Mr. Edgar says the discontinuance is due to other professional and business engagements to which he is committed and that rather than permit the Bellman to pass into other hands and possibly, in the course of time, suffer deterioration, he and his associates preferred to discontinue its publication. Major H. A. Bellows and C. K. Michener were associate editors.

Marvin Brown Buys Ada News

Ada, Okla., July 2.—Marvin Brown, formerly of the Mcnace, has purchased a controlling interest in the Evening News and has assumed the editorial reins, succeeding Byron Norrell. W. D. Little, who was executive secretary to the State Fuel Administration during the war, is now business manager. Miles C. Grigsby, formerly business manager, is now devoting all his time to the local advertising field.

The Fayetteville Observer is North Carolina's oldest newspaper. It was established in 1817.

"You Have Done More for the Industry of Newspaper Advertising Than Has Previously Been Accomplished by Any Single Factor"

JASON ROGERS, publisher of the New York Globe, one of the dominant evening newspapers of America, in a letter to the publisher of Editor & Publisher, under date of July 1, says:

"Please accept my sincere thanks for the beautifully bound linen mounted reprints from the Editor & Publisher covering newspaper advertising rates and circulations.

"I consider that in gathering and publishing this data you have done more for the industry of newspaper advertising than has been previously accomplished by any single factor.

"The newspapers of the country should show their appreciation in substantial form, for it has remained for you to show us all how a decent, worth-while newspaper trade paper should be conducted.

"Having known you for upwards of twenty-five years, I have gone out of my way to assure other newspaper publishers that in dealing with you they are dealing with a man 100 per cent on the level and absolutely dependable."

Begins Work as Advisor to N. Y. Publishers

Lester L. Jones Will Have Title of Business Manager and Will Conduct Negotiations with Employees

Lester L. Jones, who recently was appointed business manager of the Publishers' Association of New York City, assumed his new duties Monday. Matters requiring his early attention will be considered at a meeting of the association this week or the week following.

Mr. Jones will be in charge hereafter of negotiations between the association and its employees regarding wages and conditions of employment, but the range of his activities will be considerably wider. In general, he will act as business advisor to members of the association.

For the past two years he has been in the West as owner of the Billings (Mont.) Gazette, and part owner of the Missouli Missoulian. Previously he was publisher of the Chicago Chronicle, and for eleven years was vice-president and business manager of the Chicago Journal under John Eastman.

Before leaving Billings, Mr. Jones appointed Leon Shaw, who had been managing editor of the Gazette, its general manager.

DENIES FRAUD IN WAR FILMS

Official of Committee au Public Information Replies to Reports

In discussing a report from Washington that some of the heads of the bureaus that aided in the distribution of propaganda films during the war have filed statements with a Congressional committee, accusing employes of defrauding the Government, Carl Byor, former associate chairman of the committee, said that no such statement had been prepared by former members of the Creel committee.

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.



Contracts with the advertiser commence and end together and are made for two, four weeks at a time, being renewed each twenty weeks.

The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

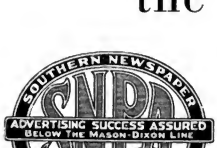
Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

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Advertising Success Sure in the Sunny South



Last year the Southern States produced enormous crops—the greatest in history. The value of the cotton, the cereals and other staples raised exceeded six billion dollars—more than the subscriptions of all the people in the United States to the Fourth Liberty Loan. Besides these billions the South received hundreds of millions every month last year for erecting cantonments, making war munitions and building ships. Ship building is still a tremendous industry in the South. No section of the country is enjoying such prosperity as is seen in the South today. The people are not only rich but responsive. The South is the ideal territory for a "try-out" or a permanent advertising campaign you can get a big share of this ready patronage by advertising your products in southern newspapers "this very now." A test will tell.

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION

You Can Make Assurance Doubly Sure by Using This Select List of Newspapers Which Are Known to Pay

ALABAMA

Anniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning & Evening Advertiser

ARKANSAS

Little Rock Arkansas Democrat
Little Rock Arkansas Gazette

FLORIDA

Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent
Tampa Daily Times

GEORGIA

Albany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian & Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald
Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal & Times
Louisville Herald

LOUISIANA

New Orleans Item
New Orleans Times-Picayune

MISSISSIPPI

Meridian Star

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Daily Mail
Charleston News & Courier
Columbia Record
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal & Carolina Spartan

TENNESSEE

Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean-American

TEXAS

Beaumont Enterprise
Dallas Morning News & Evening Journal
Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News

VIRGINIA.

Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

(Prepared by Massengale Advertising Agency, Atlanta.)

KENTUCKY REPLEDGES LOYALTY TO U. S.

Spirit of War, Just Over, Will Continue During Reconstruction, Say Editors—Need for Changes in Newspaper Advertising Practices

STAFF CORRESPONDENCE

LOUISVILLE, Ky., June 28.—The busiest mid-summer session ever held by the Kentucky Press Association was concluded here today. Delegates pledged the same loyalty to the government during the period of reconstruction as was given in troublous period of the war.

Other resolutions indorsed the Towner Bill, now before Congress, proposing to create a National Department of Education with $100,000,000 at its disposal. Of this sum $4,000,000 would come to Kentucky for the purpose of eliminating illiteracy, according to Mrs. Cora Wilson Stewart, founder of the Moonlight Schools, one of the speakers at the convention.

Other features include an address by Gov. Henry J. Allen of Kansas, who urged upon the editors their duty in warring on the anarchist and American "Red" as they exist in the persons of misinformed foreigners and members of the I. W. W.

Reforms in Advertising

Edward P. Howard, of the American Press Association, urged reforms in advertising rates.

"You Kentucky editors," he said, "have a right to expect business, but on the other hand you have got to come clean with the advertisers." A uniform rate, based on actual circulation, the speaker said, is the need of the hour and is going to benefit everybody concerned. "If your subscription rate is too low," said Mr. Howard, "raise it. Make it adequate and keep it adequate. But don't boost it out of reason."

Mr. Howard's hint found a ready indorsement in the address of Matt S. Cohen, secretary of the Kentucky State Fair, who frankly told the delegates they need not expect advertising unless they provided the fair association with sworn statements.

B. B. Corine of Shelbyville, Ky., discussing the subject of "Legal Advertising," went on record as favoring an adjustment of rates as between regular, transient and political advertising. The occasional advertiser, he contended, should pay more than the regular advertiser. Political "puffs" should cost most of all, he said.

Honorary Life Members

Gen. William B. Haldeman and Lieut. Col. Robert J. McBryde, former editor and associate editor of the Louisville Times, respectively, were elected honorary life members of the association.

At the final session of the association, B. F. Forgey, editor of the Ashland Independent, was elected president to succeed D. M. Hutton of Harrodsburg. Robert L. Elkin, editor of the Lancaster Central Record, was elected vice-president; J. C. Alcock of Danville, was re-elected secretary-treasurer, and G. B. Senff of Mt. Sterling was elected chairman of the executive committee.

A committee to meet at a future date and discuss the raising of newspaper advertising rates in a just and equable way was appointed at this meeting. The committee includes one representative from each Congressional district, as follows:

First District—Clay Lemon, Mayfield, and Henry Lawrence, Cadiz.

Second District—T. C. Underwood, Hopkinsville, and J. G. Kelley, Hawesville.

Third District—John B. Gaines, Bowling Green.

Fourth District—J. B. Gorder, Campbellsville.

Fifth District—J. C. Alcock.

Sixth District—(To be supplied.)

Seventh District—W. L. Dawson, Lagrange.

Eighth District—B. B. Cozine, Shelbyville.

Ninth District—B. F. Forgey, Ashland.

Tenth District—J. L. McCoy, Jackson.

Eleventh District—E. S. Albright, Mt. Vernon.

Jersey Editors Enjoy Outing at Lake Minnewaska

Business Meeting Combined with Pleasure Trip and New Officers Take Over Their Responsibilities

"One of the best outings and meetings yet held," was the general verdict of the 104 members, families and guests of the New Jersey Press Association who journeyed to Lake Minnewaska last Friday for the 63rd annual outing and meeting of this old association.

Business meetings were held Friday evening and Saturday afternoon, winding up with a banquet, at which the retiring president, W. B. Bryant, acted as toastmaster and the new president, Alfred Cooper, of the Cape May Gazette, was introduced.

The officers elected for the ensuing year are: Alfred Cooper, Cape May Court-Gazette, president; W. L. Tushingham, Camden Courier, vice-president; John W. Clift, Summit Herald, secretary; W. B. R. Mason, Bound Brook Chronicle, treasurer; executive committee—J. W. Naylor, Allentown Messenger; E. V. Savidge, Hopewell Herald; E. A. Bristor, Passaic Herald; John Clarey, Madison Eagle; W. B. Bryant, Paterson Press-Guardian; J. S. Demarest, Tenafly Record; W. A. Sweeney, Red Bank Standard.

WESTLICHE POST SOLD

Old St. Louis Daily Passes to Hans Hackel and Associates

BY TELEGRAPH

ST. LOUIS, July 2.—The Westliche Post, a German language daily newspaper, was sold yesterday for $300,000 by the American Press, publisher of the Times, to a group of St. Louisians of German parentage, headed by Hans Hackel, who has been editor for several years. Mr. Hackel will be president, Theodore Lange, of the Louis Lange Publishing Company (publishers of the Abendschnle), vice president, and Otto E. Schuricht, secretary and treasurer of the new company, which will be known as the Westliche Post Publishing Company. The Sunday edition is known as the Mississippi Blaetter.

The Westliche Post was founded in 1857 and is a charter member of the Associated Press. Its early owners were the late Dr. Emil Preetorius and Carl Schurz. Mr. Hackel has been identified with the paper for twenty years. He announces that the paper will be independent. Location of the publishing house has not been announced.

More Canadian News Print

MONTREAL, July 2.—The Brompton Company will soon have a new machine in operation, which will bring its production up to 125 tons a day while Spanish River Company will shortly be producing 600 tons of news a day.

LITTLE ELECTED CHAIRMAN OF N. Y. AGENTS' ASSN.

The association of New York Advertising Agencies has elected Frank H. Little of the George Batten Company, chairman for the ensuing year, and the following associate officers: Vice-chairman, Frank Finney. Storey & Finney; secretary – treasurer, W. T. Mullally, Maclay & Mullally, Inc.; executive committee, W. B. Ruthrauff, of Ruthrauff & Ryan; F. M. West, Calkins & Holden; M. P. Gould and J. A. Hanff, of Hanff-Metzger, Inc.



F. H. LITTLE.

This association has done good work in making advertising better and stronger and in bringing advertising men more closely together. "We shall continue the aims of the association—to promote good advertising—and do it with work that will be both subjective and objective," Chairman Little informs EDITOR & PUBLISHER.

Chairman Little has been engaged in the advertising agency business since he was graduated from Princeton in 1903. He started with the George Batten Company 15 years ago and four or five years later was made a director and subsequently vice-president, which office he holds now.

He has been long active in advertising association work in New York and helped from the present Association of Advertising Agents of New York, the American Association of Advertising Agencies. Last year he was vice-chairman of the New York Council of the A. A. A. A.

Explains Dr. Ellis' Detention

WASHINGTON, June 26.—Recent temporary detention in Egypt of Dr. William T. Ellis, correspondent of the New York Herald, resulted from conspicuous activities by himself and his son in connection with the nationalist movement in that country, the Senate was informed today by the State Department in response to a resolution of inquiry recently adopted by the Senate. Both Mr. Ellis and his son have since left for Constantinople, the department's letter said.

Smith Elected President

SMITHLAND, Ky., June 28.—John Smith, editor of the Livingston Banner, was elected president and George Bingham, of Hogwallow Kentuckian fame, was made secretary-treasurer of the First District Press Association, which met here yesterday. In spite of the fact that the State press association was in session at Louisville, there was a good attendance. James R. Keller, associate editor of the Louisville Times, was the principal speaker. The service the press can render the State at the present and in the future was his theme.

Campbell Leads N. Y. Golfers

Sixteen members of the New York Newspaper Golf Club qualified at Van Cortlandt Park Monday to compete at match play for the July Cup during this month. Peter Campbell led the field with a card of 88—20, 68.

"SCORED A HIT!"

In the "News Box News," house organ of the News Box Sales Corporation, there appears, under date of June 20, the following:

"The first shot of the advertising campaign has been fired in the form of a double-page ad in the International Edition of EDITOR & PUBLISHER, and, from the inquiries already received, it looks as if we had scored a hit.

"First came a telegram from the Louisville Courier-Journal, Col. Henry Watterson's famous paper, and in quick succession came letters from the Brooklyn Eagle, Chicago American, Boston Herald and Traveler, Ottawa (Ont.) Le Droit, Detroit Journal, Raleigh News and Observer (owned by Secretary Daniels), Spokane Spokesman-Review, Rockford Republic, Detroit Free Press, Jackson News, Waterbury Democrat, Buffalo Express and Syracuse Post-Standard.

"Publishers wrote direct to the Washington Times and the publisher of that paper, Edgar D. Shaw, answered these inquiries.

"Several representatives of newspapers, who have read this advertisement in EDITOR & PUBLISHER, have come direct to our office to examine the machine."

Thus it will be noted that EDITOR & PUBLISHER affords a quick road to market for those who have anything to offer to the newspapers of the country. It is equally effective in reaching the space buyers for national advertisers, carrying to them the messages of newspapers that believe in advertising their advertising.

EDITOR & PUBLISHER

1116 World Building New York City.

LITTLE INCONVENIENCE OVER ZONE INCREASE

New Second Class Postal Charges Went Into Effect July 1, but Comparatively Few Publishers Raised Prices to Meet It

From all reports received by EDITOR AND PUBLISHER, newspapers appear to have adjusted themselves to the July 1 Zone Law postal increases without much inconvenience. A number have raised subscription charges to subscribers in the zones affected in order to meet the higher mailing costs.

In New York City only one newspaper—the Times—increased its subscription prices—and this affects only that territory lying west of the Mississippi. To readers there the Times has raised the price of its daily and Sunday editions, combined, from $11 to $12 a year; of its daily edition, from $9 to $10 a year, and of the Sunday edition, from $3 to $3.50 a year.

The managements of the other New York dailies, with the exception of the American, say that they will make no increases. At the American office, the advisability of making an increase is under consideration, but no decision has been reached.

Few "Far Away" Readers

The position taken by most of the publishers of large-city newspapers is that their circulation in the 1st and 2nd zones, where the increase in postage is heaviest, is comparatively negligible and that much of their out-of-town circulation is handled by dealers to whom papers are shipped by express, and so the payment of increased postage is obviated.

The new postal rate schedule, which went into effect July 1 for the period of one year (when it will again be revised upward) provides for an increase on both reading and advertising matter. The increase in postage on reading matter is a "flat" one, without regard to zones, and is from 1¼ cents a pound or fraction thereof, to 1½ cents a pound.

In the case of the portion of any newspaper devoted to advertisements, the increase in rates per pound or fraction thereof vary in the eight different zones.

The first zone has a radius of 50 miles for the center of a given unit of area, the second zone, 150 miles; the third zone, 300 miles; the fourth zone, 600 miles; the fifth zone, 1,000 miles; the sixth zone, 1,400 miles, the seventh zone, 1,800 miles, and the eighth zone, all units of area outside the seventh zone, from 3 to 5 cents, and in the eighth zone, from 3½ to 5½ cents.

Those Raising Prices

A second and additional list of newspapers that have changed their subscription rates to conform to the July 1st increase in second-class postage enacted by the Postal Zone Law, has been compiled by the Publishers' Advisory Board. Supplementing the first list, published in EDITOR & PUBLISHER on June 12, it follows:

By States

Adrian (Mich.) Daily Telegram—
In Michigan, Wisconsin, Ill., Ind. and Ohio $5.00
Elsewhere 1.00

Ashland (Pa.) Daily News—
In Pennsylvania $4.80
Elsewhere 6.00

A VOICE

I am the New South.
I have suffered much, but when
I suffered most my eyes were
steadfast and they saw a Vision.
They saw my cities and my
countryside change amazingly
through faith and fearlessness.
And they see my Vision realized.
They see my States stand
shoulder to shoulder with sister
States, East, North and West, and
pride at their fair showing fills
my bosom.
I am proud of all my States, of
my beautiful cities.
I am proud of their stately
marts, of their bright factories,
and their whirring wheels of industry.
I am proud of my soil—and of
the sturdy sons who till the soil
and make it bear abundantly.
I am proud of my printing
presses and their power to promote prosperity, truth and the love
of life.
I am at one with ye of the East
and the North and the West—I
am Progress. D. F. M.

Columbus (Ind.) Evening Republican—
In Indiana $5.00
Elsewhere 6.00

Lafayette (Ind.) Journal—
In Indiana $4.00
In other States ..... $5 to 8.00

Nashville (Tenn.) Banner—
In Tennessee, northern Alabama and southern Kentucky $7.00
Elsewhere 10.00

Seattle (Wash.) Post-Intelligencer—
In Washington $7.00
Elsewhere 8.00

Seattle Times—
In Washington $9.00
Elsewhere 12.00

Two-Zone Basis

Austin (Minn.) Herald—
Zone 1 ..... $3.50
Elsewhere 4.00

Bay City (Mich.) Times Tribune—
Zone 1 and 2 ..... $4.00
Elsewhere 6.00

Buffalo (N. Y.) Express—
Zones 1 and 2 ..... $6.00
Elsewhere 6.00

Concordia (Kan.) Blade Empire—
Zone 1 ..... $3.00
Elsewhere 4.00

Ft. Wayne (Ind.) Journal Gazette—
Zones 1 and 2 ..... $4.00
Elsewhere 5.00

Grand Rapids (Mich.) Press—
Zone 1 and 2 ..... $4.00
Elsewhere 6.00

Janesville (Wis.) Gazette—
Zone 1 ..... $4.00
Elsewhere 6.00

Lawrence (Kan.) Daily Journal-World—
Zone 1 and 2 ..... $2.50
Elsewhere 3.00

New Bedford (Mass.) Evening Standard—
In Bristol County $6.00
Elsewhere 7.00

New Haven (Conn.) Journal-Courier—
Zones 1 and 2 ..... $6.00
Elsewhere 9.00

Norwalk (Ohio) Reflector-Herald—
In Huron County $3.00
Elsewhere 4.00

Syracuse (N. Y.) Post-Standard—
Zone 1 and 2 ..... $5.00
Elsewhere 6.00
(Effective July 1, 1919.)

Three-Zone Basis

Cohoes (N. Y.) Republican—
Zones 1 to 5 ..... $2.00
" 6 and 7 ..... 4.20
" 8 ..... 6.00

Delphos (Ohio) Courant—
Zones 1 and 2 ..... $2.00
" 3, 4 and 5 ..... 2.50
" 6, 7 and 8 ..... 2.75

Delphos (Ohio) Daily Herald—
Zones 1 and 2 ..... $4.00
" 3, 4 and 5 ..... 5.00
" 6, 7 and 8 ..... 5.50

Los Angeles (Cal.) Times—
Zones 1 to 4 ..... $10.00
" 5 ..... 11.00
" 6 to 8 inclusive 12.00

Madison (Wis.) Democrat—
Zones 1 and 2 ..... $4.00
" 3, 4, 5 and 6 ..... 5.00
" 7 and 8 ..... 6.00

Minneapolis (Minn.) Tribune—
Zone 1 ..... $4.50
In Minn. (except 1st zone), No. and So. Dakota, Iowa, Wisconsin and northern Michigan 5.00
All other points 6.00

Four-Zone Basis

Louisville (Ky.) Herald—
Zones 1 and 2 ..... $5.00
" 3 and 4 ..... 5.25
" 5 and 6 ..... 5.50
" 7 and 8 ..... 5.75

Plainfield (N. J.) Courier-News—
Zones 1 and 2 ..... $6.00
" 3 ..... 6.25
" 4, 5 and 6 ..... 7.00
" 7 and 8 ..... 7.50

Complete Zone Basis

Boston (Mass.) Transcript—
Zones 1 and 2 ..... $9.00
" 3 ..... 10.00
" 4 ..... 11.00
" 5 ..... 11.40
" 6 ..... 11.80
" 7 ..... 12.00
" 8 ..... 12.00

Indianapolis (Ind.) News—
Zones 1, 2 and 3 ..... $6.00
" 4 ..... 6.50
" 5 ..... 7.00
" 6 ..... 7.50
" 7 ..... 8.00
" 8 ..... 8.50

Jacksonville (Ill.) Courier—
Zones 1 and 2 ..... $4.00
" 3 ..... 4.40
" 4 ..... 4.80
" 5 ..... 5.20
" 6 ..... 5.60
" 7 ..... 6.00
" 8 ..... 6.80

New York Evening Post—
Zones 1 and 2 ..... $10.00
Higher rates in other zones quoted on application.

St. Paul (Minn.) Dispatch—
Zone 1 ..... $4.50
In Minn. (except 1st zone), No. and So. Dakota, Iowa, Wisconsin and northern Michigan 5.00
Special rates to other points quoted on application.

Sebastopol (Cal.) Republican Press—
In Cattaraugus County $3.75
Additional postage to other points in accordance with Zone Law quoted on application.

Superior (Wis.) Telegram—
Zones 1 and 2 ..... $4.00
" 3 ..... 4.25
" 4 ..... 4.50
" 5 ..... 4.75
" 6 ..... 5.00
" 7 ..... 5.25
" 8 ..... 5.50

The Publishers' Advisory Board has its headquarters at 200 Fifth Avenue, New York, and is very desirous of being notified of any zone basis rate change by publications not represented in the two lists already published.

SENT 800,000 WORDS BY CABLE IN 1918

Harold J. Learoyd, Editor London Times-Philadelphia Public Ledger Cable Service, Home for Rest After Strenuous Work

Harold J. Learoyd, formerly managing editor of the New York Evening Post and later of the Philadelphia Public Ledger, has returned to New York for a rest after a long engagement as London correspondent of the Public Ledger and editor of the London Times-Philadelphia Ledger cable news service during the war. Mr. Learoyd, during the year 1918, sent to this country by cable nearly 800,000 words.

Among many and varied experiences of interest while acting as an American correspondent in the famous newspaper office at Printing House Square, was an invitation to lecture at the Staff College of the British army at Camberley, near Aldershot, an unusual, indeed unprecedented privilege for a newspaper man.

There, on meeting last October, Mr. Learoyd talked for over an hour to about 140 officers of regimental rank and many of the army women of Camberley, on the subject of Anglo-American history and relations, breaking the ice with the following story:

Thought England Out of Business

"In the summer of 1914 a farmer in Ohio remarked to the country storekeeper: 'Well, Cy, I see there's another war on.' 'Yes,' said the store-keeper. 'Who's it between this time?' asked the farmer. 'Near's I can get at it,' replied the merchant, 'there's Germany on one side and England on the other.' The farmer scratched his head in astonishment, remarking: 'England! England! Why, you don't mean to tell me that old country is running yet!'"

After the illustration of the remoteness of modern America from the war in its earliest days—an illustration which was greeted with recurring waves of laughter and applause—the newspaper man had no trouble. Bringing General Haskell's presided and closed an interesting occasion with a brief word of advice to officers to remember not to magnify out of proportion the sparks that may occasionally fly in Anglo-American relations as the Anglo-American co-operation was necessary in the interests of civilization and humanity Mr. Learoyd was the guest of officer-instructors at the Staff College, while at Camberley.

Mr. Learoyd is taking a holiday at Wadsworth Hall, Arrochar, Staten Island

SOUTH CAROLINA'S NEW LAW SPELLS PROGRESS

Hon. R. A. Cooper, Governor of South Carolina, has written for this issue of EDITOR & PUBLISHER a special message, calling attention to the legislation recently enacted as evidence of the trend toward progress and fuller development. The Governor's message follows:

"Since laws are expressions of public sentiment, the present trend in South Carolina may be indicated by calling attention to some of the legislation enacted by the 1919 session of the General Assembly. Among the more important progressive measures just placed upon the statute books are a State-wide compulsory education act; an act providing for vocational training carrying with it an appropriation which will be supplemented by the Federal vocational education fund; an act establishing the budget system for the State government, and various other measures along these general lines.

"During the present calendar year eleven counties of the State will expend approximately $6,000,000 for road work, this aggregate sum being made up of special appropriations by the various counties for road building and repair. In addition to this, the General Assembly appropriated more than $600,000 for the erection or enlargement of public buildings.

"The commercial life of the State, as evidenced by the aggressiveness of the General Assembly, is decidedly wholesome. While the cotton farmer finds himself in a somewhat embarrassing position, he is, nevertheless, in more prosperous condition than formerly. Our chief manufacturing enterprises are operating on full time, I am sure, in better condition than they have ever before enjoyed."

Indianapolis After A. A. C. W. in 1920

(BY TELEGRAPH)

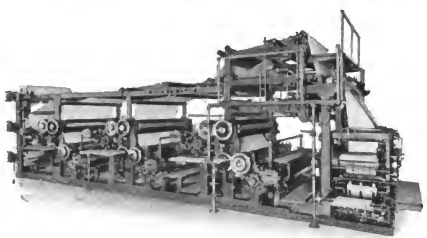
INDIANAPOLIS, June 30.—The Indianapolis Advertising Club sent telegrams to all advertising clubs in the United States advising them that Indianapolis will ask for the 1920 convention of Associated Advertising Clubs of the World. The Executive Committee of the Club is raising $50,000 to entertain the convention.

WATCH THE

INDISPUTABLE

HOE PRESSES *constitute the Best Investment from the Vi*

Operation, is afforded by the following Lists showing some c



HOE *Superspeed* Sextuple Press

This new Low-Type Unit Press is built in various designs to meet the needs of purchasers.

Actual Running-Speed Capacity

80,000 papers per hour of 4 to 12 pages
40,000 papers per hour of 14 to 24 pages
20,000 papers per hour of 28 to 48 pages

(The Hoe Superspeed Sextuples in the New York Times pressroom have turned out well-printed papers at the rate of 42,000 twenty-four-page papers per hour.)

NEWSPAPER PRESSES

DECUPLES

Baltimore Sun ..... 3—5-roll Machines

OCTUPLES

Pittsburgh Post	3 Machines	**Seattle Times**	1 Machine
Philadelphia Bulletin	2 Machines	**Washington Star**	1 Machine
Toronto Telegram	2 Machines	**Toronto Globe**	1 Machine
Los Angeles Times-Mirror	1 Machine	**Melbourne Age**	1 Machine
New Orleans Times-Picayune	1 Machine	**London, Eng., E. Hulton & Co., Ltd.**	2 Machines
Columbus Dispatch	1 Machine	**London, Eng., News of the World**	1 Machine
Atlanta Journal	1 Machine	**Boston Post**	2 Machines
Cleveland Plain Dealer	2 Machines	**Hartford Times**	1 Machine
San Francisco Chronicle	1 Machine		

The Initial Cost of Presses Built to the Hoe Standard is necessar
of Operation and Up-Keep determine

R. HOE

504-520 Grand Street,

544-546 South Clark St., CHICAGO, ILL. 7 Water St.

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LIST GROW!

EVIDENCE *that*

point of Speed, Net Output, and Ease in Running as well as Economy of the Orders for HOE Machines received in recent months

NEWSPAPER PRESSES, Continued

SEXTUPLES

Boston Globe	2 Machines	New York Times	1 Machine
Bridgeport Post	2 Machines	New York Tribune	1 Machine
Richmond Times-Dispatch	2 Machines	Jacksonville Times-Union	1 Machine
Spokane Spokesman Review	2 Machines and 1 Deck	New Orleans Item	1 Machine
Atlanta Constitution	1 Machine	Rochester Democrat and Chronicle	1 Machine
Brooklyn Standard-Union	1 Machine	Springfield (Ill.) State Journal	1 Machine
Indianapolis Star	1 Machine	Springfield (Mass.) Republican	1 Machine
Indianapolis News	1 Machine	Worcester Evening Gazette	1 Machine
Wilmington Journal	1 Machine	London (Eng.) Daily Mirror	4 Machines
New Haven Register	1 Machine	Copenhagen (Denmark) Politiken	2 Machines
Omaha Bee	1 Machine	Pontiac Press Gazette	1 Machine
New York Sun	1 Machine	Birmingham Gazette	4 Machines

SMALLER ROTARY PRESSES AND ADDITIONS

Mount Vernon Argus	1 Quadruple Machine	Rochester Herald	1 Sextuple Section
Perth Amboy News	1 Quadruple Machine	St. Louis Star	1 Octuple Section
Chicago Daily Forward	1—24-page Machine	Yonkers Herald	1—8-page Section
Ottawa Le Droit	1—24-page Machine	Kristiania, Norway, Landmandsposten	1 Quadruple Machine
Portland News	1—40-page Machine	Palermo, Italy, Il Giornale	1—24-page Machine
Amerikai Magyar Nepszava	1—24-page Color Press	Turin, Italy, Il Pacse	2—20-page Machines
Pasadena	1—24-page Machine	Havana (Cuba) El Triunfo	1—24-page Color Machine
Kingston (Ont.) Whig	1—20-page Machine	Czecho-Slovak Commercial Corp.	1—20-page Machine
St. Johns (N. F.) Daily News	1—16-page Machine	Cleveland Press	4 Octuple Sections
Baltimore Sun	2 Sextuple Sections	Toledo News-Bee	1 Octuple Section
Cleveland Plain Dealer	2 Octuple Sections	Chester Times	1 Quadruple Machine
Des Moines Capital	1—3-color Deck and Extra Cylinders	St. Catherines Standard (Ont.)	1—8-page Section
London (Ont.) Free Press	1 Octuple Section	Saginaw News-Courier	1—8-page Section & new folder
Oakland Tribune	1 Octuple Section	Smith's Weekly, Sydney, Australia	1 Quadruple Machine
Ottawa (Ont.) Journal	1—16-page Addition	Southampton Echo	1—16-page Machine
Philadelphia Public Ledger	4 Octuple Sections	and many others.	
Coatesville Record	1—20-page Machine		

MAGAZINE PRESSES

Capper Publications, Topeka	1—64-page Machine	Street & Smith, New York	2—96-page Machines
Curtis Publishing Co., Philadelphia	4—32-page Machines	Amalgamated Press, Ltd., London, Eng.	3 Machines
International Magazine Co., New York	4 Color Attachments	George Newnes, Ltd., London, Eng.	1 Machine
Progressive Farmer, Birmingham, Ala.	1—64-page Machine	Shurey's Publications, Ltd., London, Eng.	1—64-page Machine

INTAGLIO AND COLOR PRESSES

Chicago Tribune	1 Machine	Pittsburgh Post	1 Machine
Cleveland Plain Dealer	1 More Machine	St. Louis Post-Dispatch	1 Machine
New York and Chicago American	2 More Machines	London Times	1 Machine
New York Times	1 More Machine	Petit Parisien, Paris	4 Machines
Philadelphia Public Ledger	2 Machines		

y higher, but their Greater Net Output, Long Life, and Economy the Publisher who can Afford the Best.

& CO.

NEW YORK, N. Y.

BOSTON MASS.

109-112 Borough Rd., LONDON, S. E., 1, ENG.

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ADVERTISING GAINS WITH "DRY" WAVE

Prohibition Brings a New Line of Business That Will Mean Millions of Dollars to the Newspapers of the Country

"——— and then the country went dry."

That is going to bring a great many narratives to a close during the next fifty years. Sometimes it will be used with a regretful sigh as it brings back thoughts of days when the country was "wet"; other times it will be a wistful reminder of Jim or Bill who, because it was against the law, hunted for and found companionship only in hidden places; sometimes it will end the narrative of careful planning and fortune within grasp and lost. It will even be put in the middle of the story of some and the second half will be more worth telling because it will be filled with smiles and happiness.

Just what effect prohibition is going to have on the newspapers it is very hard to say, but advertising men generally agree that they are going to be richer for a time at least.

The relationship between the newspapers and liquor has been growing more distant every day for the last fifteen years. Many elements have figured in this change from what was once tolerance at least if not friendship.

Liquor Advertisements Refused

Politics probably stands first on the list of causes and was followed by local sentiment for which politics were responsible. The personal moral element from the standpoint of the publisher or editor probably did not enter seriously into the question until fifteen years ago.

Strangely enough the closing of the doors of newspapers to the liquor interests in many cases started in the business office. Many newspapers, even after adopting a policy against liquor advertising, continued to carry news favorable to the liquor interests.

"Well, what'll you have?" has continued a popular question in those sections of the country that were "dry" and used to it before July 1. It is taking millions of dollars' worth of advertising space to answer that question. The great brewing companies whose distribution was national, have become bigger users of newspaper space than ever before, with their famous "O" lines of beverages (Bevo, Famo, Pablo, etc.). This new line of advertising is welcomed by newspapers that would not accept beer advertisements from the same firms.

Ice Cream Sales Doubling

Hundreds of new firms have also entered the non-intoxicating beverage business and are making a liberal use of newspaper space to introduce their particular brands to the public. The Dallas, Tex., News gives some interesting figures on the effect of prohibition on the cold drink and ice cream business in that city, that has resulted in a heavy line of new advertising. The business has now reached a total of $8,500,000 annually in that city.

This business is divided as follows: Soda fountain fixtures and supplies, $5,-000,000; bottled non-intoxicating beverages, including the "O" lines, $1,000,000; distilled water, $600,000; ice cream, $800,000; ice, $1,000,000. Ice is included because that business is increasing at a high rate under prohibition.

The manager of an ice cream plant is quoted as saying that business is almost doubling annually. A large dealer and distributor of Dallas, who has made a study of the subject, has been quoted as saying that it is only a question of a few years until the soda water fountain business alone will equal the entire sales of beer, wines and whisky as well as the pre-prohibition volume of soda fountain transactions in the nation annually.

Prohibition is going to mean radical changes in all branches of newspaper work. Some persons believe it will make better newspapers. Others believe they will become as dry as the land. The old belief that genius only reaches its full glory when soothed by the cup that cheers and pens to July 1 is going to receive a thorough test, there is no doubt.

Great Gains in New York

Startling results in advertising gains of products directly or indirectly affected favorably by prohibition are disclosed by the figures compiled by the Statistical Department of the New York Evening Post on space measurement in New York newspapers for the month of May.

It shows a net gain on non-intoxicating beverages of almost eight times the amount of total lines of liquor advertising for the month of May, 1918, and candy and gum advertising for May, 1919, shows a gain more than six times the total amount of liquor advertising carried during the same month a year ago. Advertising men generally believe these figures are a fair indication of conditions of returns from an almost new line of business that must prevail for several years at least, or until the people are reiterated in their benefits and uses of the new drinks and sweets which the makers hope will take the place of liquors, beer and wines.

All Papers Affected

The figures show that New York morning newspapers carried: 10,452 lines of liquor advertising during the month of May, 1919, against 4,369 lines for the same month a year ago, a gain of 6,083 lines; 34,192 lines of non-intoxicating beverage advertisements against 12,236 lines for the same period last year, a gain of 21,866 lines; 13,203 lines of candy and gum advertising against 565 lines for the same period a year ago, a gain of 13,205 lines. The only morning paper included in the list that carried candy and gum advertisements in May, 1918, was the American, while the advertisements carried in May, 1919, were distributed among all morning papers.

Evening papers listed carried 6,712 lines of liquor advertising during the month of May, 1919, against 4,226 lines in May, 1918, a gain of 2,486 lines; 53,750 lines of non-intoxicating beverage advertising in May, 1919, against 10,980 lines in 1918, a gain of 42,770 lines; 63,884 lines of candy and gum advertising in May, 1919, against 20,607 in 1918, a gain of 43,277 lines.

Sunday editions listed carried 1,632 lines of liquor advertising in May, 1919, against 65 lines in May, 1918, a gain of 1,567 lines; 3,336 lines of advertising of non-intoxicating beverages in May, 1919, against 665 lines in 1918, a gain of 2,671 lines; 1,398 lines of candy and gum advertising in May, 1919, against 565 in May, 1918, a gain of 833 lines.

Restaurants Buy Space

A notable thing, in view of the contention of hotel keepers and the proprietors of large restaurants that prohibition would have disastrous effects on their business, the figures of the Post show a small net gain in this line of advertising in May this year.

Hotel and restaurant advertisements in morning papers during May, 1919, totalled 50,016 lines against 5,124 in 1918, a loss of 1,108 lines; in Sunday papers, 24,396 lines in May, 1919, against 26,567 lines in May, 1918, a loss of 2,171 lines; in evening papers, 92,730 lines in May, 1919, against 87,865 lines in May, 1918, a gain of 4,865 lines, and net gain in all of 1,586 lines.

AIR ROUTE FOR FIGHT NEWS

U. S. Postal Planes Will Rush Reports of Toledo Combat

The Post Office Department is arranging a special air-mail service between Toledo and New York City for pictures and news stories of the Willard-Dempsey fight on July 4, in time for the New York morning papers of Saturday, according to postal officials at the Newark terminus of the aerial-mail service.

The department, it is said, has obtained a special landing field near the fight arena and will have two or three planes ready to "hop off" with photographic plates and stories as soon as they are ready. It is planned to make the flight to New York in less than five hours, only one stop for gasoline and oil at Bellefonte, Pa.

May Raise N. Y. Subscription Prices

The Publishers' Association of New York may hold a meeting today to discuss the advisability of increasing the prices of New York City newspapers outside the city because of the increase in postal rates which went into effect in the different postal zones, July 1.

McKinney with Detroit Agency

DETROIT, July 2.—F. F. McKinney has joined the copy staff of Brooke, Smith & French, Inc. He served during the war as an ensign in the navy and since the armistice has been an editor of the Cadillac Motor Car Company's house organ.

COVERING MR. PESSOA'S VISIT

U. P. Sending Full Reports to South American Clients—Quick Service

During the visit of Hon. Epitacio Pessoa, president-elect of Brazil, the United Press has had a staff correspondent with him constantly, covering his movements and his public addresses for the South American newspapers in as much detail as the movements of President Wilson are covered for American newspapers. The U. P. is sending a service of several thousand words a day, by cable, to its South American clients, including with the news of the United States, that of Europe, Asia and Africa. The association is proud of its record in transmitting the news of the signing of the treaty to South America in advance of other organizations.

1. P. Company Gives 10% Increase

The International Paper Company and the labor units employed in the manufacture of paper, including the International Brotherhood of Paper Makers and the Brotherhood of Pulp and Sulphate Makers, have come to an agreement providing for a general wage increase averaging ten per cent. This marks the close of the company's labor troubles which began May 12 with a strike at five of the plants.

New Officials in Detroit Agency

DETROIT, June 30.—Heber H. Smith, late of Collier's, has been elected second vice-president of the Green-Fulton-Cunningham Agency and Howard Glenn, formerly in charge of advertising for the Detroit Stove Works, becomes advertising counsel.

GOSS

the name that stands for

SPEED, DEPENDABILITY, SERVICE

THE GOSS
"High Speed Straightline" Press
Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS
Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalogue and Magazine Work.

THE GOSS
"Comet" Flat Bed Web Perfecting Press
Prints 4, 6 or 8-page newspaper from type forms and roll paper.

GOSS STEREOTYPE MACHINERY
A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.
Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

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OHIO FIRST

Ohio is FIRST in pottery products, FIRST in the production of cigar leaf tobacco, FIRST in aviation, and FIRST in the East North Central Division of States in its number of municipalities (52), all reached by railways that make distribution easy.

The evolution and success of every business enterprise is dependent on publicity, but that publicity to be economically effective must first cover a territory showing a high average purchasing capacity and, second, be carried by a medium which has a LOCAL appeal and local confidence.

"Ohio First" answers the first as to territory and the daily newspapers listed below answer the second requirement.

In Ohio everybody can safely be classed in the buying class. Pauperism is frowned upon. A penalty of $50.00 is imposed for bringing a pauper into the State.

From Ohio's manufacturing establishments alone, salaried persons and wage-earners receive annually about $350,000,000.

To participate in this propitious territory, to reap the reward in proportion to the enormous possibilities, the shrewd National Advertiser insists that his business invitations must be kept continuously in the following list of Ohio newspapers.

	Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	29,635	.05	.05
*Akron Times (E)	20,454	.03	.03
Bellaire Daily Leader (E)	3,446	.02	.0125
*Cambridge Daily Jeffersonian (E)	8,117	.0179	.0179
Chillicothe News-Advertiser (E)	3,055	.00714	.00857
Cincinnati Enquirer, Sc. (M&S)	62,911	.12	.12
Cleveland Plain Dealer (M)	168,000	.24	.24
Cleveland Plain Dealer (S)	208,000	.27	.27
Columbus Dispatch (E)	75,402	.115	.105
Columbus Dispatch (S)	71,117	.115	.105
Columbus (O.) State Journal (M)	53,155	.10	.09
Columbus (O.) State Journal (S)	27,147	.10	.09
Dayton News (E)	38,395	.065	.065
Dayton News (S)	38,395	.045	.045
East Liverpool Tribune (M)	6,138	.015	.015
Lima Daily News (E&S)	12,549	.0286	.0214
Lima Republican Gazette (M&S)	10,008	.02	.02
Middletown Journal (E)	4,174	.0115	.0115
Newark American-Tribune (E)	6,217	.0128	.0128
New Philadelphia Daily Times (E)	4,413	.0129	.0129
Piqua Daily Call (E)	4,019	.0114	.0114
Springfield News (E&S)	13,550	.025	.025
Toledo Blade (E)	82,973	.17	.15
Warren Daily Chronicle (E)	5,200	.02	.02
Youngstown Telegram (E)	21,601	.05	.05
Youngstown Vindicator (E)	24,558	.05	.05
Youngstown Vindicator (S)	22,222	.05	.05
Zanesville Signal (E)	10,764	.025	.025

Government Statements, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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PATTERSON TESTIFIES IN FORD SUIT

Co-Editor of Chicago Tribune Denies That His Paper Was "Pro-German," But Adds That It Was Not Pro-British

The first principal in the Ford-Chicago Tribune million dollar libel suit to take the stand appeared this week in the person of Captain Joseph Medill Patterson, co-editor of The Tribune, who, with his cousin, Colonel R. R. McCormick, is a defendant. This is the eighth week of the trial.

Captain Patterson stated that the Tribune and President Wilson had always differed on the Mexican problem and still differ. In 1911, at the climax of the Madero revolution, he testified, his paper believed that the Mexicans could solve their own problems. By 1914, however, this opinion underwent a change by reason of the continued disorder and disorganization south of the Rio Grande.

The Tribune editors then became convinced that only armed intervention, such as that employed in Cuba, could bring order out of chaos. The editors believed that such action would be to the interest of the United States and Mexico alike.

Were Not "Pro-British"

"And you thought it would please Germany to have the United States occupied with Mexico?" asked William Lucking, attorney for Henry Ford.

"Yes; I think so."

Captain Patterson would not admit pro-Germanism, though frequently pressed by his inquisitor.

"Well, you were not pro-Ally?" insisted Mr. Lucking.

"It might be said that we were not pro-British," replied Captain Patterson.

He said that he did not see the editorial headed "Ford Is An Anarchist," on which the suit is based, before it went into the paper. He was a National Guardsman and had gone to Springfield following the mobilization of the guard for service on the border.

Didn't "Capitalize" Suit

"We weren't thinking much about newspapers at that time," he said.

Clifford Raymond, who wrote the editorial that branded Ford as an anarchist, was on the stand the day preceding. He told of finding on his desk a telegram from the Tribune's Detroit correspondent which said that the Ford Motor Company would not reinstate their men who did border duty or assist their families in any way.

He denied that the Tribune had set out to capitalize the libel suit or that he had said to a group of club friends that the short editorial would be worth $2,000,000 in advertising.

He was asked to explain an editorial attacking Theodore Roosevelt for utterances a week after the Lusitania was sunk.

"We deplored Mr. Roosevelt's utterances at that particular time when the Government was deciding whether or not it was to enter the great struggle against Germany," he said.

Watson Joins Star-Telegram

Fort Worth, Tex., June 24.—Kent Watson, well-known Texas newspaperman and former Associated Press editor, has returned from seven months' service in France and is now on the city desk of the Star-Telegram. Watson wrote feature stories for a number of Texas newspapers while overseas.

HOW A MILLION MEN GOT ACQUAINTED WITH THE SOUTH

By W. A. Elliott,

Jacksonville (Fla.) Times-Union

During the war a million or more men from the North and the West who had never visited the South, many of whom had erroneous ideas about our climate, about our negro situation and about our industrial life, were stationed in Southern camps for weeks and some for months at a time. Many of them visited more than one camp and they became well acquainted with Southern people, and I believe that at least in most cases the prejudice that may have enlisted against the South was wiped away. This in my opinion will mean that many men from other parts of the country will look to the South for their future homes and that we will gain many substantial citizens who will do much toward further developing the industries of the Southern States and in establishing new ones.

FOR INTERCHANGE OF STAFF MEMBERS

British Committee of Publishers Formed to Consider Editor Blumenfeld's Plan for Better Understanding Between English and U. S. Press

Ralph D. Blumenfeld, editor of the London Daily Express, whose plan for an interchange of staff men for short periods between leading British and American newspapers was presented in the recent Victory Number of Editor and Publisher, has already started the movement in England looking to the attainment of that purpose.

In a cablegram to his New York representative he states that a committee of leading publishers of the British Isles has been formed, for the purpose of considering the proposition and of conferring with a committee of American publishers on the details. It is anticipated that this American committee will shortly be formed, through the initiative of Hon. Frank P. Glass, president of the American Newspaper Publishers' Association, who has expressed his cordial approval of Mr. Blumenfeld's idea.

Old Postage Standards Return

The two-cent postage stamp came into its own again to carry first class mail and the three-cent stamp went out of service on July 1. The one-cent post card also came back. Since the three-cent stamp was issued an extra $15,000,000 has been collected on first class mail. The 1912 revenue act extending the franking privilege to the A. E. F. will continue. Three-cent stamps which have not been used may be changed for twos and ones.

Will Distribute Peace News

The Government's Committee on Public Information will retain its American headquarters in the Whitehall building in New York City during the next five or six weeks, in charge of Perry Arnold, acting director, in order to supply newspapers of this country with news received by cable from the Official Peace Mission Bureau in Paris.

Two thousand one hundred and forty-four Southern towns and cities have newspapers.

DIFFERENT SEEDS DEMAND DIFFERENT SOIL

INDIANA Newspapers, like Indiana farms, are productive and profitable producers of wealth for Advertisers who cultivate them consistently and intelligently.

NATIONAL Advertisers desiring to reach Indiana's 1,131,375 thrifty inhabitants can get quickest recognition by appealing to the people through their home papers.

DURING the war Indiana's 215,485 crop-producing and stock-raising farms did their "bit" and earned rich reward, as is testified by the savings banks.

INDIVIDUALLY and collectively, Indiana people have money to spend for home improvements and for everything that contributes to home comfort and individual content.

A SPRING try-out campaign in the following list of Newspapers will prove that Indiana is responsive to any reasonable appeal, and quickly responsive.

NO HOME in Indiana is beyond the reach of these closely read Newspapers, and by using them the Advertisers can overthrow and outclimb a competitor who does not.

AND this is but natural. Indiana people are guided mainly in their purchases by their own papers, because in their home papers they place implicit confidence.

Indiana Newspapers for Indiana Trade

	Circulation	5,000-line rate
Anderson Herald (E)	5,797	.0125
Elkhart Truth (E)	8,205	.0215
Evansville Courier (M)	*23,893	.04
Evansville Courier (S)	*20,987	.04
Fort Wayne Journal-Gazette (M)	29,236	.05
Fort Wayne Journal-Gazette (S)	24,350	.05
Indianapolis News (E)	123,473	.16
Indianapolis Star (M)	92,851	.11
Indianapolis Star (S)	106,381	.1471
Kokomo Dispatch (M)	5,400	.0171
Lafayette Courier (E)	*8,994	.02
Lafayette Journal (M)	10,415	.02143
La Porte Herald (E)	3,376	.01286
Logansport Pharos-Reporter (E)	6,621	.015
Muncie Press (E)	9,646	.01786
Muncie Star (M)	26,858	.05
Muncie Star (S)	16,818	.05
Richmond Item (M)	8,225	.025
Richmond Palladium (E)	11,096	.03
South Bend Tribune (E)	*17,136	.035
Terre Haute Star (M)	26,945	.04
Terre Haute Star (S)	19,422	.04
Terre Haute Tribune (E)	24,845	.04
Terre Haute Tribune (S)	19,192	.04
Vincennes Capital (E)	1,049	.01071
Total Daily Circulation and Rate	446,522	.71396
Total Sunday Circulation and Rate	207,150	.36

*A. B. C. Report, April 1st, 1919
Government Statement April 1, 1919.

LEE SYNDICATE BUYS STATE JOURNAL

Daily Paper at Wisconsin's Capital Added to Strong List—I. U. Sears Is Business Manager—R. L. Jones to Enter Larger Field

MADISON, Wis., July 1.—The Wisconsin State Journal today was sold by Richard Lloyd Jones to the Lee Syndicate. Mr. Jones announces that he intends entering a larger newspaper field and will be accompanied by T. F. Me-



I. U. SEARS
Business Manager Wisconsin State Journal.

Pherson, business manager of the State Journal. The sale was effected by Harwell & Cannon, newspaper brokers, of New York.

E. P. Adler, president of the Lee Newspaper Syndicate and publisher of the Davenport (Ia.) Daily Times, will be president of the Wisconsin State Journal Company; James F. Powell, secretary of the Lee Newspaper Syndicate and publisher of the Ottumwa (Ia.) Courier, will be vice-president; A. M. Brayton, publisher and editor of the La Crosse, (Wis.) Tribune and Leader-Press, will be publisher and editor of the State Journal, dividing his time between the two cities.

I. U. Sears, business manager of the Davenport Daily Times, will be business manager of the State Journal, while Frank H. Burgess, business manager of the La Crosse Tribune and Leader-Press, will be a director and stockholder.

Mr. Brayton has been continuously engaged in newspaper publication for twenty years. He is a graduate of the University of Wisconsin, class of '97, and has spent most of his life in Wisconsin journalism.

Lee Syndicate History

Mr. Sears began his newspaper career in the circulation department of the Chicago Daily News, and the Chicago Record. Seventeen years ago he became circulation manager of the Davenport Daily Times, of which newspaper he was subsequently made business manager, a post which he leaves after a successful administration to become business manager of the Wisconsin State Journal. Mr. Sears is a figure of note among the circulation men of the country, having served in 1918 as president of the International Circulation Managers' Association.

The Lee Newspaper syndicate was founded in 1899 by A. W. Lee, and was originally composed of a group of Iowa evening newspapers, comprising the Davenport Times, Ottumwa Courier and Muscatine Journal. The success which these papers attained encouraged Mr. Lee and his associates to further extend their activities, and in 1907 they purchased the La Crosse Tribune, La Crosse, Wis., and the Hannibal (Mo.) Courier-Post. In 1917 the La Crosse Tribune purchased the Leader-Press and were combined as the Tribune and Leader-Press. Following the death of Mr. Lee in 1907, Mr. Adler, then vice-president, became president of the Lee Syndicate, and James F. Powell became vice-president and secretary, and both have been continued in office to date.

Built Up by Mr. Jones

Eight years ago Richard Lloyd Jones purchased the Wisconsin State Journal, going to Madison from Collier's Weekly, of which he was associate editor for nine years. Prior to his Collier's connection, Mr. Jones was editor of the Cosmopolitan Magazine.

The Wisconsin State Journal played a large part in the patriotic education of a state which numbered among its population a large percentage of hyphenated citizens. Mr. Jones organized the Wisconsin Patriotic Press Association, which joined all the patriotic English newspapers of the state into a powerful force for Americanization.

It is understood that the Wisconsin State Journal, under Mr. Jones's administration, developed commercially to the extent that Mr. Jones transferred his stock to the Lee Syndicate on terms that were better than two to one of the par value of the capital stock of the company.

In this development Mr. Jones was ably assisted by T. F. McPherson, his business manager.

Texas leads the South with daily newspapers, having 108. Mississippi is lowest on the list with a total of 15.

ANTICIPATES NORTHCLIFFE'S SPEEDY RECOVERY

Joseph T. Gleason, American representative of the Amalgamated Press, Limited, the corporation which publishes the great list of periodicals known as the Northcliffe group, sailed yesterday for England. He will remain abroad for about two months. In the prewar period Mr. Gleason spent someime each summer with Lord Northcliffe, and with Mr. Sutton, executive head of the organization, planning the details of the work here in connection with the various publications.

EDITOR & PUBLISHER requested Mr. Gleason, on the eve of his departure, to make some statement in regard to rumors current here as to the serious nature of Lord Northcliffe's illness, and the many conjectures as to the nature of the recent operation for a throat affection. Mr. Gleason said:

"I have a letter from Lord Northcliffe, written shortly before he returned from France. It is optimistic to a degree. He did not consider the impending operation as at all serious. He has recently purchased a new home and is greatly interested in planning contemplated improvements in connection with it. As always, he is in close touch with all of his great business interests. I have reason to hope for his early restoration to his usual good health."

Booming Business in New Jersey

In every branch of retail trade, reports come of flood-tide trade. Records are being made in volume of sales despite high prices. The cry is for high grade goods—and still higher grade.

Factories, stores, houses are bringing higher prices and bigger rentals than were ever before known.

People are flocking to New Jersey to place themselves with one of the many prosperous, great industries. The demand for homes is unprecedented.

All of which, good friend Advertiser, we put in evidence to prove that money is flowing freely in this wonderful little state, and if you want a share of it you should

Put New Jersey Newspapers on Your List

	Circulation.	Rate 5,000 Lines
Asbury Park Press (E)	7,122	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A.B.C.)	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken)	43,000	.07
Passaic Herald (E)	8,535	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

EDITORIAL

THE SOUTH'S NEW DAY

THE South is not "newly rich." She is merely utilizing and developing the assets which have always been hers. And this accounts for the magnificent prosperity her people are now enjoying and which is but the harbinger of what is to come.

It is fortunate for the nation that the South is now coming into her own in a material way—fortunate that her long dormant resources are now being conceived into national wealth.

For Southern prosperity cannot be fenced in. It overflows the old boundaries of states and sections, and enriches all who have the vision to understand and to participate in this great industrial development. The products of her soil, and of her forests, mines and factories, now made available for her own people and for the people of the world, bring to her, properly, a flood of gold. But they add as well to the sum of the nation's wealth, and become a part of the basic treasure of the Republic.

In this new day of the world, which witnesses the passing of the old order, a revivified Southland is playing a momentous part. The old lethargy is no more, the old barriers to a full and free commercial expansion have been destroyed. In the industrial transformation now going on the South loses nothing—she merely finds herself. She sacrifices no cherished tradition, abandons no high ideal. The grandsons of Pickett's men hold to their heritage of chivalry and courage. In the great war for world freedom they have added new lustre to a record which has always been spotless. Southern women are quite as beautiful and charming as were their grandmothers who ministered with unmatched devotion to the soldiers who fought under Lee. They are worshipped as of old. The day of chivalry has not passed in the South. But the day of commercial and industrial greatness has dawned.

The publishers of Southern newspapers who are to meet in convention at Asheville within a few days have ample reason for pride and satisfaction—pride in the mastery of unrivaled service to the section's cause in the war and satisfaction because of the turn of the wheel of life which brings the South into the enjoyment of its inheritance. Southern newspapers are growing rapidly into the full stature of dominant American publications. They are putting behind them the old, slow processes. They are marching with the procession, will up toward the front. They are reflecting Southern life and aspirations and interpreting the new order in the world's life with understanding and clarity. They have made great forward strides within a few years. They will attain to new and higher levels of accomplishment.

IT often stated that salaries of editors and news writers have remained, during the war period, practically at the old standards, in spite of the fact that a dollar is worth today only about half as much as in 1914. The reporter or copy desk man who earned $40 a week four years ago is, in many instances, earning little more today. The average of increase is very small. To be logical, this increase should be one hundred per cent. Such many working newspaper men are inclined to demand increases, however, which would match the advanced costs of living. This policy has been left to organized workers. Publishers are having their troubles meeting mounting costs, and should show a deep appreciation of the spirit of these men, who are content to labor for smaller pay than skilled men in the mechanical departments receive. This appreciation, obviously, should take the form of salary increases up to the limit of the ability of the publications to pay. Editorial and news men are, proverbially, heedless in money matters. But they are human. They have dependents, they have personal needs. They must earn a living wage.

LOCAL merchants are not alone responsible for the "heavy" and "light" advertising days in newspapers. National advertisers often specify publication of their copy on Thursday and Friday only—when their products are on sale every day of the week. General advertisers and agency men should realize the value of a better balance of advertising volume in the newspapers, and should co-operate to bring this about.



THE TEST AT VANCOUVER

WHAT should be thought of the matter if a committee of employers, whose men were on strike, should insist upon placing a censor in the newspaper offices to decide upon what news should be printed of that strike?

In the Vancouver strike the printers insisted that one of their number should censor all strike news before it could be published. The alternative for the publishers was "the cessation of work" by the union printers.

The Vancouver strike affected every line of industry in the city. All business men, all citizens, were parties in interest. Yet no demand was made by organized bodies of business men that the power of press censorship should be given to them.

It may be held that the comparison is not fair, in that the printers were acting as employees of the newspapers, and could not observe good faith to their union if they aided and abetted in the publication of garbled news of the strike.

Business men, the merchants, the advertisers, were all concerned quite as directly. The integrity of the newspapers is as vital to them, for business reasons, as to the employers of own employees. They represent the principal sources of the newspapers' revenues. In turn, the publication—without interruption or alien control—of the newspapers is essential to them if they are to continue in business. Yet these men made no effort to exercise a censorship over the papers. That unhappy adventure was left to the union printers.

The test at the head of the I. T. U. acted energetically to put an end to this impossible situation. The papers are now being issued—without the aid of a censor.

We hear much of capitalistic control of our newspapers. In almost all instances this talk is pure moonshine, without any substantial basis whatever. The newspaper which should submit to class control, either by capitalists or by laboring men, would quickly lose all importance as a newspaper, and would have no influence either for good or evil. The effort at Vancouver was to apply, openly, on behalf of the labor unions, a press gag which agitators have long contended that the capitalists secretly use.

The effort has failed—properly, logically, happily. The cause of unionism has, unfortunately, been injured because of this mad attempt to "socialize" the press—in the interests of a class. But the level-headed leaders of the labor union hosts will lose no opportunity to denounce as un-American and unthinkable this outburst of Sovietism. The test has been met, apparently. It is not expected that other publishers will be compelled to meet the ugly situation which faced the newspapers of Vancouver—for union printers, as a rule, are highly intelligent and balanced men, who hold contracts inviolate and who have no use for professional agitators.

ARE you advertising your advertising as effectively as your biggest merchant is advertising his store and his goods?

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OVER THE TOP

SOMETIMES facts and figures are so eloquent that comment is in the nature of an anti-climax. One must feel that this is true when considering the gratifying gains in advertising lineage made by the New York newspapers during the month of May over the same period of a year ago.

The Times printed during May, in the week-day issues, a total of 1,669,932 lines of advertising, as compared with 1,210,616 in May, 1918. The Sunday issue carried 591,676 lines as against 464,535 of May last year. This shows a net gain of 586,457 lines.

The World, week-day morning issue, carried, in May, 1919, 1,601,328 lines of advertising as compared with 1,347,380 in same period last year. The evening World printed in May, 1919, 725,742 lines; in same period last year, 482,165. The Sunday World, in May, 1919, carried 535,946 lines; in same period last year, 458,828. Here we have a net gain of 604,643 lines.

The American printed in May, 1919, 905,192 lines; in May, 1918, 837,292. The Evening Journal, May, 1919, 868,787 lines; in May, 1918, 691,809. The Sunday American, May, 1919, 449,992 lines; in May, 1918, 372,863. Total net gain, 242,007 lines.

The Herald, morning, May, 1919, 788,450 lines; May, 1918, 596,721. Sunday, 362,054, as against 275,396. Evening Telegram, 907,412, compared with 758,892. Sunday afternoon issue, 119,912 as compared with 92,690 in May of last year. Total net gain, 449,130 lines.

The Sun, morning week-day issue, May, 1919, 583,340 lines; May, 1918, 319,324. Sunday issue, 192,390 as against 125,702. Evening Sun, 732,380, compared with 498,741 in May, 1918. Total net gain, 564,343 lines.

The Tribune, week-day morning, May, 1919, 730,402 lines; May, 1918, 377,906. Sunday issue, May, 1919, 228,638, as compared with 136,394. Total net gain, 444,740 lines.

The Globe, six-day Evening, May, 1919, 786,704 lines; May, 1918, 446,697. Total gain, 342,007 lines.

Evening Post, six-day evening May, 1918, 418,168; May, 1918, 379,568. Total net gain, 38,200 lines.

Brooklyn Standard Union, week-day evening, May, 1919, 623,750 lines; May, 1918, 460,003. Sunday issue, May, 1919, 139,580; May, 1918, 94,560. Total net gain, 188,767 lines.

Brooklyn Eagle, six-day evening, May, 1919, 1,048,962; May, 1918, 779,239. Sunday, May, 1919, 349,700; May, 1918, 276,672. Total net gain, 342,751 lines.

Thus six morning, eight evening and nine Sunday newspapers of New York and Brooklyn show a combined gain of 3,981,255 lines in May, 1919, a combined gain of 3,976,664 lines in May, 1919, to the Statistical Department of the New York Evening Post.

The figures constitute in themselves an impressive editorial presentation of "the state of business" just now with newspapers.

EDITOR & PUBLISHER'S Washington correspondent notes much opposition to Senator Cummins' bill for the establishment of a Government Publicity Bureau—opposition based upon the confusion sure to result through linking departmental "publicity" with departmental advertising. It is believed that such a bill, creating an advertising bureau and policy for the Government, and divorcing advertising from publicity, would find general acceptance and have an excellent chance of passage. Senator Cummins may render a real service to the nation by so amending his bill that this distinction may be made definite.

GEN. PEYTON C. MARCH, chief of staff of our Army, has won the high regard of all Washington correspondents through his frankness with them and his confidence in their judgment as to the treatment of the news which he made available to them during the progress of the war. He has contributed, through this policy, to the establishment of right relations between the army staff and the press. No national interest was ever endangered through his personal contact here with the correspondents. National morale was strengthened. The confidence of the people in their sources of news was augmented.

PERSONALS

IN THE EDITORIAL ROOM

Robert M. Collins, chief of the London Bureau of the Associated Press, has been awarded the honorary degree of Doctor of Laws by Middlebury College.

Lucien Hubbard, formerly night city editor of the New York Tribune, has become associate editor of the Vitagraph Film Company, New York.

Evyling Carpenter, reporter on the Cleveland Plain Dealer, has resigned and gone to California.

Kenneth Craig, city hall man for the Cleveland Plain Dealer, has resigned and gone with the realty department of the United States Steel Corporation and will probably be located in Pittsburg. Up to six months ago Mr. Craig was engaged in propoganda publicity work in Italy.

Floyd Barker, city editor of the Toledo Times, is spending his vacation in Cleveland, a scene of former labors.

David A. Cronin, who has been engaged in reportorial work for the Bridgeport (Conn.) Times, has swung his shingle from a lofty window in the city's largest office building and will begin the practice of law at once. He was admitted to the bar several weeks ago.

Lieut. Thomas F. Flaherty, who was City Hall reporter for the Bridgeport (Conn.) Times and Farmer until Uncle Sam took him to Camp Devens, Mass., is back again with the Times.

John Stone Pardee, for twenty years a widely known newspaper man of St. Paul, Kansas City and Duluth, has returned to the latter, his home city, from Washington, D. C., where he was connected with the educational division of the Food Administration.

Hassal T. Sullivan has resigned as assistant telegraph editor of the Indianapolis News to become news editor of the Milwaukee Journal.

J. G. Cummings, city hall man for the Cleveland News and Sunday Leader, has been appointed publicity representative of the Universal Film Company's Cleveland branch.

Eugene E. Early, for the past four years financial editor of the New York Globe, is now connected with the stock exchange firm of Chandler Brothers & Co., New York.

Hugh Dorigan, who is spending his vacation at Lewiston, Pa., sent a box of fish to his fellow members of the New York Tribune staff this week. When the box was opened and carefully unpacked the fish were finally located in a smaller box inside. It was labeled "Parked in Norway." Logan Miller took it home.

James G. White, former political editor of the Boston Herald, in now in Poland as a member of the Polish-American commission, which has been summoned to Warsaw by Prime Minister Paderewski.

Roy Alden is back on the staff of the Seattle Times after roaming about the world in a navy uniform for a year.

Kent Watson, late of the Associated Press and recently returned from overseas service, has been appointed director of publicity for the American Legion of Texas, instead of Silliman Evans, as previously reported. Mr. Watson is now with the Fort Worth Star-Telegram.

William W. Campbell, one of Schenectady's old time newspaper reporters, retired July 1 and entered law practice.

James J. Neville, recently connected with the Syracuse (N. Y.) Herald, has been appointed publicity agent in the State Highway department at Albany.

Clarence W. Higgins and L. L. Perrin, political writer and news editor, respectively, of the St. Paul Dispatch-Pioneer Press, is each the father of a newly arrived son.

William Kane, reporter on the St. Paul Daily News, has returned to work after an operation.

THE BUSINESS OFFICE

Roy G. Watson, president and publisher of the Houston (Tex.) Post, is now installed in his new $20,000 office, said to be the finest in the Southwest. The office is finished in black walnut and fumed oak.

E. H. Rudd, of the Illustrated Daily News and Sketch, London, is visiting the United States until July 12, when he will sail for home on the Carmania.

Sidney D. Long, business manager of the Wichita (Kans.) Eagle, who has been ill for quite some time, will possibly be able to resume work in the fall, according to a letter from Marcellus Murdock, publisher of the Eagle, to EDITOR & PUBLISHER.

J. L. Mayo, owner of the Greenville (S. C.) Daily News and the Washington Daily News, has been in New York City on business.

Mrs. Mae Penfield, who with ear at 'phone has been soliciting advertising contracts and taking want ads for the St. Paul Dispatch-Pioneer Press, has resigned to undertake new work with the Railroad Administration.

Fred A. Clough, associated with the Lewiston (Me.) Sun for eight years, has become assistant advertising manager of the Lewiston Journal.

George H. McCormick, manager of the promotion department of the Houston Post, has resigned to go into the life business for himself at Wichita Falls, Tex.

J. P. O'Furey, publisher of the Hartington (Neb.) News, has been spending a few days in New York calling upon agency men and national advertisers.

Van Lear Black, principal owner of the Baltimore Sun and vice president of the Fidelity Trust Company, is slowly recovering from a sprained ankle.

WITH THE AD FOLKS

A. H. Campson has become advertising manager of the White & Wyckoff Manufacturing Company, Holyoke, Mass.

Walter J. Healy, late of the Montreal Gazette and Toronto Saturday Night, has started a marketing service in Montreal.

George W. Rowell has been appointed advertising manager of the Lloyd Manufacturing Company, Menominee, Mich., manufacturing baby carriages.

Herbert B. Wilkinson has been promoted to be art director of the Frank Presbrey Company, New York.

Rossiter Holbrook has been appointed New York manager of Nelson Chesman & Co., St. Louis. He has been with the New York Tribune.

C. G. Howell is now in charge of advertising for the Gates Rubber Company, Denver.

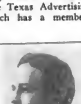
J. P. H. Perry, contract manager in charge of sales and advertising for the Turner Construction Company, New York, has been appointed a vice-president of the firm.

George L. Welp has joined the staff of the Blackman-Ross Company, New York. He has been with the Metropolitan Magazine in charge of promotion and service.

B. G. Owens has succeeded Charles A. Sherwood as manager of the special edition department of the Chicago Herald and Examiner. Charles E. Martin has become assistant to Mr. Owens.

LOWRY MARTIN HOLDS DOWN THREE BIG JOBS

BESIDES serving his second term as president of the Texas Advertising Club-at-Large, which has a membership scattered throughout the state composed of progressive advertising men whose cities do not have individual advertising clubs, Lowry Martin is business and advertising manager of the Daily Sun and Semi-Weekly Light, in the thriving and oil-famed city of Corsicana, a some 20,000 inhabitants located in the heart of the rich black land belt of Central Texas, and is also president of the local Chamber of Commerce.



LOWRY MARTIN.

Mr. Martin's association was one of the first to pledge support to New Orleans and the South as the 1920 convention city of the Associated Advertising Club of the World, at which it will be strongly represented next September.

J. C. Hindle has resigned from the H. E. Lesan Advertising Agency, to become space buyer with the Harry Porter Company, New York.

George A. Cummings has become business manager of the Hargrove Advertising Agency, Oakland, Cal. He is a former New Yorker and for the past two years has been manager of the Cooperative Credit Association, in Oakland.

Frank E. Duggan of the Gundlach Advertising Agency staff, Chicago, and Miss Jessie Marguerite Kaiser have been married.

Lieut. Frank E. House, Jr., and Daniel R. Ellinger have resumed their duties with the Powers-House Company, Cleveland, after service in the Army.

Samuel R. Hutton, former advertising manager of the Delaware & Hudson Railroad, Albany, N. Y., has been elected a director of the Southwestern Advertising Agency, and will be in charge of the Oklahoma City office.

George H. Phelps, advertising manager for Dodge Brothers, automobile manufacturers, has just published a new "pep" book entitled "Go." The book is dedicated to the man who is "working for better things instead of wishing for them."

Lieut. W. W. Anderson has joined the commercial department and Miss Margaret Hurst has been added to the editorial department of Mallard, Mitchell & Faust, Chicago.

Penny Ross, Chicago Tribune cartoonist and the creator of "Mamma's Angel Child," with Philip T. Friedlander, advertising manager for Mayer Brothers, has incorporated the Penny-Ross Advertising, Inc. With them will be associated William F. Koehne.

Willard F. Elliott, formerly art production manager of the company's Kansas City office, and J. B. Bishop, formerly director of the advertising and sales promotion departments of the American Druggists' Syndicate of New York, are now with the Ferry-Hanly Agency's New Orleans office. Mr. Bishop for five years was a member of the staff of the Ferry-Hanly Company in its Kansas City office.

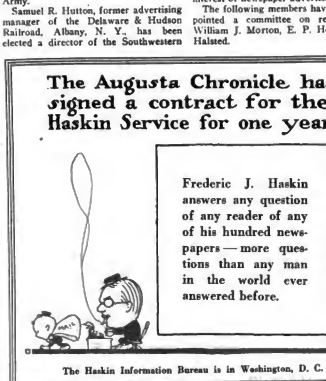
Lieut. Philip Burbank has returned to Boston after spending eight months in the tank service in France, and has joined the selling staff of the Thomas Dreier Service. Mr. Burbank was with the Hearst organization in Boston, both in the editorial and the promotion end.

6-PT. LEAGUE AIDS NEW AGENTS

Nomes Committees to Deal with Them and Help Recognition

Because of the entrance of many new agencies into the field and the desire of its members to obtain quicker and more uniform action on the question of recognition than now prevails, the Six-Point League of New York has appointed a committee to investigate the credit and status of new agencies and not only recommend action to members but also help and facilitate securing recognition of these agents with other publishers' organizations, thereby furthering the interest of newspaper advertising.

The following members have been appointed a committee on recognition: William J. Morton, E. P. Hotz, H. G. Halsted.



FLOOD GATES OF GOLD OPENED TO SOUTH

(*Continued from page 6.*)

the movement in all departments has been in the one direction—forward.

Building Through Faith

The new prosperity of the South is not the direct result of the war, as some persons have contended, but is the reward for more than ten years of education, hard work and advertising which was made possible solely by the South's traditional faith in the South.

Experts on the conditions deny that boom conditions exist or that the flood gates of prosperity have yet been opened wide. They claim that the dawn of their new day is just beginning and that it was merely hurried by the war and not created by it.

Large and small factories are springing up in every part of the South for the manufacture of finished articles of trade at the bases of supply of raw products. The launching of new enterprises that will help the South take her place in the markets of the world are chronicled daily, but the faith of the South and the heart of the South is still in the soil and climatic conditions.

A Golden Era

When the United States Government began to pour millions into the South in carrying on preparations for the coming of the Northern soldiers and mobilizations of the South's own heroes, resources and industries for their great share in the world conflict, that land had already entered its golden era.

The mills of Birmingham and other industrial centers were working overtime; New Orleans, Baltimore, Savannah, Norfolk, Jacksonville, Charleston, Galveston and other gulf and coast cities were already reaching into the trade centers of South America for the business that rightly should come to the United States; her coal mines had been brought to a state of high development; fortunes were flowing daily from the oil wells of half a dozen States; diversified farming had become an established fact; dairy and stock farms had sprung up throughout the land, and Memphis, Atlanta, Nashville, Richmond, Fort Worth, Dallas, Houston, Louisville, Lexington, Macon, Augusta and dozens of other cities had become busy marts, filled with plenty and in every way comparable to the half-century-prosperous cities of the North.

Towns Are Transformed

The South is today dotted with bustling towns of from 3,000 to 6,000 persons that ten years ago were struggling, ill-kept villages of a few hundred persons. In many cases, these new cities have no "war factories," received no "war contracts," and their development and prosperity were affected only indirectly by the great conflict, as they are the natural result of the introduction of diversified farming and the introduction of the most modern methods of agricultural expansion.

The boll weevil, the great enemy of the cotton grower, has played an important part in this new development of the land. Ten years ago the small cotton grower gave all of his attention to that crop. When his crop failed, or prices were down, he experienced a year of poverty. The introduction of the dairy cow for commercial purposes took place first, about eight years, in an effort to save the Southern farmer from poverty, following the ravages of the boll weevil.

The question of pasturing and feeding the dairy herds revolutionized methods, introduced diversified farming, brought about the beginning of the destruction of the soil, and placed the Southern farmer in the class that has money to spend all the year round—every year—and who demands the best of all things in life, including good schools, good roads, news of the world the day it happens, automobiles, electric lights, amusements, electric irons and safety razors.

Increase of Creameries

There is one State in the South which did not have a single creamery eight years ago that today has 23. It is only one example; there are many other States like it. This development is only starting, for, with its rapidly increasing fields of alfalfa, the South is still unable to supply even its own demands and is still buying mid-West butter, although it has the longest pasturing season of any section of the country.

Pure-bred cattle were rare in the South ten years ago, but during the last three months $300,000 worth of pure-breds were sold at auction sale at Memphis, and this was only one of many of a series of sales that have been conducted in every section.

When free range was cut off in the West, some cattle men were attracted to the South by climatic conditions that assure a long pasturing season and a large carrying capacity per acre.

More Cattle and Hogs

Cattle and hog-raising has developed rapidly in the ten-year period. The big meat packers have already established plants, and smaller independent plants are being erected in some communities. The cattle and hogs now bring highest market prices, and prices are not shaded as they were a few years ago.

One Southern State in which a buyer could not have found a single car of hogs fit for market seven years ago, shipped 65,000 head in the month of March. Hog-raising has made unusual strides in a short period, partly because of the climatic conditions that make possible two litters a year.

Billions from Crops

Cotton is and will continue the staple crop of the South, but it is no longer depending upon it, tobacco and sugar cane. The crops of corn, wheat, oats, soya beans, potatoes, cowpeas, alfalfa, clover, vetch, fruits, rice and lespedeza are increasing each season.

Thirty bushels of wheat has been harvested to the acre; there are lands where seven cuttings of alfalfa have been made in a year; one farmer is reported to have sowed wheat in the fall, planted corn in the stubblefield and gathered the second crop before the first frost.

A total valuation of $14,090,769,000 has been placed upon the 1918 crop of the entire United States by the Bureau of Crop Estimates of the Department of Agriculture, and a valuation of 55,063,-471,000 on the crop of the South alone, more than one-third of the wealth produced by the soil, and experts say that she has only started—that less than 35 per cent of her best land is under cultivation.

Millions for Roads

Throughout the South the one-teacher school, usually a shack, is giving way to modern community schools located at central points and housed in buildings of brick and concrete.

Improvement of schools is keeping pace with the development of a comprehensive system of good roads. The newspapers of the South tell the story of this movement daily as a part of the

(*Continued on page 39.*)

ADVERTISEMENT No. 19

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other National Advertisers and

Advertising Agents

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

James O'Shaughnessy, Amer. Ass'n Adv. Agencies, New York City.

Dauchy & Co., New York City.

George W. Adams, Adams Adv. Agency, Mobile, Ala.

The Fawcett Adv. Agency, Colorado Springs, Colo.

Lewis Service, New York City.

W. W. Sharp & Co., Inc., New York City.

Snowden Adv. Agency, Inc., New York City.

The Advertising Service Co., San Francisco, Calif.

Albany Adv. Agency, Albany, N. Y.

The Willis Sharpe Co., Binghamton, N. Y.

P. B. Bromfield Adv. Agency, New York City.

Bush Adv. Service, New York City.

Barrows & Richardson, Philadelphia, Pa.

Mr. George H. Mead, Dayton, Ohio.

John T. Holden Adv. Service, Sacramento, Calif.

Miller Agency Co., Toledo, Ohio.

E. E. Martin Service, San Diego, Calif.

L. R. Fisher Agency, San Francisco, Calif.

Hall & Emory Agency, Portland, Ore.

F. Gelberson, Philadelphia, Pa.

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

FLOOD GATES OF GOLD OPEN TO THE SOUTH

(Continued from page 38.)

regular news and it has ceased to be unusual news.

Reading at random we find: From January 1 to June 1 this year, 65 Texas counties voted more than $60,000,000 for good roads; eight townships of Union county, South Carolina, have voted a total of $1,175,000 for road improvements this year; Gov. Davis of Virginia has called a special session of the legislature to take up the question of good roads; Glynn county, Georgia, in a general election, voted $1,850,000 for good roads, and not a dissenting vote was recorded; McDowell county, North Carolina, has completed plans to spend $300,000 in the construction of a central highway.

Many Markets Are Strong

The Birmingham iron market is feeling the effects of the new prosperity that is coming with reconstruction and reports a noticeable improvement, and many Northern buyers in the field. Many new coke ovens are under construction and the iron and steel industry of the South is already stepping forward to meet half-way the assured prosperity of peace.

Representatives of the great lumber industry of the South are already in Europe, and their mills at home are already starting to supply their share and more of the materials necessary to rebuild the sections devastated by the war. Probably the most significant happening in recent months was the action of the Cotton Convention, recently held in New Orleans, in organizing an Export Corporation with an authorized capitalization of $100,000,000.

To Seek World's Trade

Stock ownership is restricted to Southerners, and the purpose of the organization is to be the expanding of the cotton markets of the world. This is to be done in various ways: first, by lending money to aid in rehabilitating the spinning industry, particularly in the Old World.

Right now practically the entire South is giving its attention to the housing and homebuilding problems which are among the most serious with which the country must deal. Every commercial body of the South has had the matter before them in some way, and in many cases associations have been organized to finance homebuilding operations.

The immediate return to the South from the millions spent by the Government during the war is in no way comparable to the lasting good that is already resulting from the first-hand knowledge of the lands, opportunities and its people gained by the thousands of men sent there from the North and the West for military training during the war. The South opened its doors to them and many of them, looking for fortune and happiness in attainment, are today turning their eyes southward.

People Demand the Best

During the war period the railroads of the South were brought to a high point of efficiency to meet the demands of troops, munitions and farm products that insure a transportation system that will keep step with the prosperity of the land it serves. Ships are now plying from the land's port cities on the gulf and Atlantic coast to South America and Europe. The South is entering the new era to win

Bank deposits have trebled in many sections of the South during the last few years. Her people have money to spend and they are able to demand the very best. A few days ago a popular-priced eatinplace in Louisville, that was established just about a year ago, discarded its gas ranges and equipment and installed all electrical appliances.

DECIDES STATUS OF NEWSBOYS IN LAW

Commissioner Roper Says Youngsters Under 16 May Be Employed in Early Hours Away from Office of Publication

Through the efforts of members of the Southern Newspaper Publishers' Association an opinion has been secured from the U. S. Commissioner of Internal Revenue, Hon. Daniel C. Roper, as to the application of the Child Labor Law to the employment of newsboys and carriers.

In response to an inquiry addressed to him by Congressman I. C. Copley, Mr. Roper says:

"My Dear Mr. Copley: In response to your personal inquiry concerning tax on the employment of child labor and its relation to newspaper carriers, I have the honor to advise you that under the provisions of Section 1200, Title XII, Revenue Act of 1918, the tax is imposed on every person operating a mine or quarry in which children under sixteen years of age are employed or permitted to work, and on every person operating a mill, cannery, workshop, factory, or manufacturing establishment in which children under 14 are employed or in which children between 14 and 16 are permitted to work more than eight hours in any day, or more than six days in any week, or before 6 a. m. or after 7 p. m.

"A newspaper publishing company is a manufacturing establishment within the meaning of the law, and the employment of children in newspapers with the manufacturing process contrary to the standards laid down would subject the person operating the establishment to the tax imposed.

"It is held, however, that the employment of children in the distribution of papers outside and away from the manufacturing establishment does not come within the taxation intent of the law."

This ruling clarifies Section 1,200 of the Revenue Act of 1918. Its effect will be to establish the status of newsboys and carriers under the law. Carriers under 16 cannot be employed before 6 a.m. in the mailing rooms as helpers in stuffing or similar work, but may deliver their papers as usual.

NEW AGE OF PROSPERITY DAWNS IN DIXIELAND

(Continued from page 5.)

a discussion of the suggestion of the Post Office Department that pink wrappers be used in order to designate newspaper mail. As white waste is generally used for wrappers it is estimated that the pink wrapper plan would involve an additional expense for most newspapers which would be considerable.

No special railroad rates have been granted to delegates this year. The matter of hotel accommodations has been brought to the attention of members, with the admonition to reserve rooms in advance at the Grove Park Inn, as it is expected that convention week will test its capacity.

In addition to the convention of the S. N. P. A., there will be two meetings of advertising agents held at the Inn July 7 and 8. The Southern Council of A. A. C. of W. will bring to Asheville several prominent agency men of New York and Chicago, and the annual meeting of the Southern Advertising Agency Association will be attended by the leading agency men of the South.

Stanley Clague, managing director of the Audit Bureau of Circulations, and Jason Rogers, of the New York Globe, will be speakers

Iowa

The world's stock of cattle, sheep and swine has decreased

110,000,000

since the beginning of the war.

Meanwhile Iowa has advanced to ***first*** place among the states in the value of its livestock on farms.

By last reports Iowa farm livestock was worth nearly

$800,000,000

And they're multiplying.

YOUR advertising dollar spent in Iowa's daily newspapers will bring your message to the best average of ***buying*** readers in this country, who know their wants and can afford them.

It will cost you ***little*** to make a good try-out in these newspapers:

	Circulation	Rate for 5,000 Lines
Boone News-Republican ..... (E)	3,636	.0121
Burlington Hawkeye ..... (M)	10,908	.03
Burlington Hawkeye ..... (S)	12,116	.03
Clinton Herald ..... (E)	7,553	.02
Council Bluffs Nonpareil ..... (E & S)	16,228	.03
Davenport Times ..... (E)	25,643	.05
Des Moines Capital	60,655	.08
Des Moines Sunday Capital ..... (S)	46,668	.08
Des Moines Register and Tribune .... (M & E)	111,517	.14
Des Moines Sunday Register ..... (S)	70,745	.12
Dubuque Telegraph-Herald ..... (M & E)	16,078	.04
Dubuque Telegraph-Herald ..... (S)	16,037	.04
Fort Dodge Messenger and Chronicle..... (E)	8,762	.03
Marshalltown Times-Republican ..... (E)	13,781	.028571
Mason City Globe-Gazette-Times..... (E)	9,602	.03
Muscatine Journal and News-Tribune..... (E)	8,331	.02
Ottumwa Courier ..... (E)	13,606	.035
Sioux City Tribune ..... (E)	51,342	.08
Waterloo Evening Courier ..... (E)	14,484	.03

Government Statements, April 1st, 1919.

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TIPS FOR THE AD MANAGERS

N. W. AYER, 300 Chestnut street, Philadelphia. Placing orders with some Pennsylvania newspapers for C. A. Gambrill Manufacturing Company.

GEORGE BATTEN COMPANY, Fourth Avenue building, New York. Making 5,000-l. contracts with some Southern and Western newspapers for Novo Engine Company.

BURNET-KUHN COMPANY, 39 S. La Salle street, Chicago. Placing orders with some New York City newspapers for Illustrated Daily News.

COWEN COMPANY, 50 Union Square, New York. Renewing some newspaper contracts for Lorillard Tobacco Company.

CRAWFORD ADVERTISING AGENCY, 306 Van Antwerp building, Mobile, Ala. Reported will later use newspapers for Gordon Smith.

CRITCHFIELD COMPANY, Brooks building, Chicago. Placing orders with some Ohio newspapers for Wildar Company.

GEORGE L. DEATEL COMPANY, 1210 Munsey building, Baltimore. Placing the advertising for Goslin Ginger Ale.

DIFFEY & AITKIN, 12th and Filbert streets, Philadelphia. Will handle the advertising for G. H. P. Cigar Company.

ERICKSON COMPANY, 381 Fourth avenue, New York. Making 1,000-l. contracts with some Western newspapers for General Fire Extinguisher Company.

EVANS & BARNHILL, 33 W. 42nd street, New York. Reported will later make up lists, using newspapers for A. P. Babcock Company.

FEDERAL ADVERTISING AGENCY, 6 E. 39th street, New York. Again placing a few orders with newspapers for Standard Music Roll Company.

HOWE, MURRAY & Co., 30 E. 42nd street, New York. Placing copy with newspapers on contract for American Ever Ready Works.

HOYT'S SERVICE, 120 W. 32nd street, New York. Placing orders with some New York City newspapers for Cutter Desk Company.

H. J. KLEINMAN ADVERTISING AGENCY, Philadelphia. Making new contracts with newspapers for Interstate Drug Company.

LORD & THOMAS, Times building, New York. Placing orders with newspapers for Barkers Original Bakeries System.

LYDDON & HANFORD, 200 Fifth avenue, New York. Reported will shortly place orders with newspapers for Qualtop Beverage, Inc.

ROBERT M. MCMULLEN COMPANY, Cambridge building, New York. Reported, but not verified, that they are placing advertising with newspapers for S. M. Bixby & Co.

B. G. MOON COMPANY, Proctor building, Troy, N. Y. Reported will make up lists during September using newspapers for Hall, Hartwell & Co.

CHARLES F. W. NICHOLS COMPANY, 20 E. Jackson Boulevard, Chicago. Placing orders with newspapers for Ambassador Hotel.

HARRY PORTER COMPANY, 18 E. 41st street, New York. Will place orders with magazines and trade papers for National Fire Proofing Company.

E. M. POWER COMPANY, Oliver building, Pittsburgh. Placing orders with newspapers for L. E. Smith Glass Company.

RUTHRAUFF & RYAN, 404 Fourth avenue, New York. Make up lists monthly using newspapers for American School of Correspondence.

FRANK SEAMAN, INC., 470 Fourth avenue, New York. Will gradually extend the advertising for Fifty-Fifty Corporation.

VANDERHOOF & Co., Marquette building, Chicago. Will place orders with agricultural publications for Colonial Salt Company.

TRACY-PARRY COMPANY, Lafayette building, Philadelphia. Making 5,000-l. contracts with some mid-West newspapers for J. Mogel & Co.

WALES ADVERTISING COMPANY, 110 W. 40th street, New York. Placing orders with a few Eastern newspapers for Stanley Soap Company.

WOOD, PUTNAM & WOOD, 111 Devonshire street, Boston. Again placing orders with newspapers for Botany Worsted Mills.

MALLORY, MITCHELL & FAUST, Securities Building, Chicago, sending out copy on a big campaign in leading Texas newspapers for Armour & Co.'s (Chicago) "Veribest" milk; also using large space in leading Middle Western newspapers for Iglehart Brothers, Evansville, Ind., "Swan's Down Cake Flour."

NORRIS-PATTERSON, LTD., 10 E. Adelaide street, Toronto, Can. Starting an advertising campaign to promote sale of Stillman's Creameries products (Stratford, Ont.), milk, butter, ice cream; will also use space in newspapers and magazines for Lincoln Electric Company of Canada and the Standard Silver Company, both new accounts.

EASTON & WASEY, 58 East Washington street, Chicago. Will soon start a national advertising campaign on typewriter ribbons and carbon papers made by Ault & Wiborg, Cincinnati.

CHAMBERS AGENCY, Maison Blanche Bldg., New Orleans. Starting a newspaper campaign on "Tulane Coffee" and another on "Peach Blo," a face rouge.

GEIG & WARD, 104 S. Michigan Boulevard, Chicago, now placing newspaper and trade paper orders for Cohn, Rissman & Co., "Stratford Clothes," Chicago.

U. S. P. O. Report
For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET . NEW YORK CITY

PUBLIC ACCEPTS 5-CENT SUNDAY "P. M." PRICE

New York Evening Telegram Satisfied with Month's Experiment, Which May Mean Starting of Other Sunday Afternoon Editions

Can a Sunday afternoon metropolitan newspaper be sold successfully for five cents in a city that is used to paying no more than two cents for its evening newspapers?

The New York Evening Telegram, which has been trying the experiment since June 8, has answered the question, affirmatively, to its own satisfaction—a piece of news which should prove interesting to the proprietors of numerous six-day newspapers in other cities who are known to be contemplating similar ventures.

The prevailing belief among these publishers, and they include men who own six-day newspapers in St. Louis, New Orleans, Buffalo, Chicago, and Detroit, is that, owing to the present high cost of paper and wages, it is not worth while to enter the Sunday afternoon field unless they can sell their papers for five cents a copy.

Inquiries for New Service

A number of them have been sufficiently interested in the Evening Telegram's experiment to ask for quotations on Sunday afternoon telegraph news services and to make other tentative plans for issuing Sunday afternoon papers, if the Telegram won out.

"We are very well satisfied with results since we raised the price of the Sunday Evening Telegram from three to five cents," S. H. Summers, managing editor, tells EDITOR & PUBLISHER. "There has been some falling off in circulation, naturally, at the start, but it does not affect our belief that the venture has proved practical. We are confident we will pick up rapidly from now on the circulation we have lost, and it is not large."

When the Telegram raised the price of its Sunday afternoon edition to five cents, it printed an editorial, giving the reasons why. The editorial read, in part:

"High cost of production. Nothing else.

"Newsprint paper, formerly $42 a ton, now costs $96 a ton.

"Wages have been raised in the various departments. Substantial increases have been awarded linotype operators, stereotypers, photo engravers and the lower grades in the press room, mailing and circulation departments.

"Work on Sunday commands double pay.

"The Evening Telegram also realizes that newsboys and newsdealers are as much affected by the high cost of living as any others and that they are entitled to a fair allowance for their day's labor. More favorable rates have been arranged and new and important adjuncts are coming, so at best but a moiety of the increased price will go to relieve the burden of production.

"With this frank statement of affairs, we ask the consideration of the reading public and confidently await its verdict."

The Origin of Edition

The Evening Telegram began printing a Sunday afternoon edition, July 16, 1911, after the owner, James Gordon Bennett, had become convinced that there was a profitable field for it. Says the Evening Telegram editorial previously quoted:

"He put the case in substance thus: The daily papers go to press about three o'clock in the morning. There are no afternoon or evening papers on Sunday. Therefore from three o'clock Sunday morning until three o'clock Monday morning, twenty-four hours, no matter what happens, the public can know nothing of it until the papers are circulated Monday morning.

"The idea that Sunday is a day of rest when nothing happens has been dissipated."

Other metropolitan newspapers which now print Sunday afternoon editions are the Washington Times, the Baltimore News, the Boston Record, and the Westerly (R. I.) Times. The Westerly Times, however, does not print an edition on Saturday, its owner, former Governor George V. Utter, being a Seventh Day Adventist.

The Augusta Chronicle is the only Georgia paper in the second century of its existence. It was established in 1785.

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

The Pittsburgh Post has the second largest morning and Sunday circulation in Pittsburgh.

prestige

You buy more than so much circulation when you purchase News advertising. You buy real reader interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.

The Indianapolis NEWS

FOR 50 YEARS A NEWSPAPER

Charter Member A. B. C.

(280 x 150)

THE DETROIT NEWS

93% of total paid circulation is in Detroit and suburban territory within 30 miles.

Member Audit Bureau of Circulations.

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined

HUMORISTS IN ANNUAL GAY "CONVENTION"

Hold to Unwritten Law of Accomplishing Nothing Except Elect Officers and Select Next Year's Meeting Place—Alexander Chosen Head

PHILADELPHIA, June 28, 1919.—The thirteenth annual convention of the American Press Humorists' Association ended in this city today with an unblemished record.



"Grif" Alexander

The members accomplished absolutely nothing in their five days of meeting. Oh, yes—they elected Grif Alexander, of the Philadelphia Public Ledger, president, and named Indianapolis as the next meeting place. That ends the news feature of the story.

The town loosened up in its greeting to the delegates. At least four good-sized clubs held meetings in their honor and the local "government" assigned the City Statistician to stick close to the visitors. Incidentally, the visitors admitted that the statistician—Dr. F. J Cattell—was some funmaker himself.

Plenty of Entertainment

The Kiwanis Club held a meeting that overflowed into the Bellevue-Stratford hall on Tuesday at noon, the Rotary Club repeated the greeting on Wednesday at noon, the Poor Richard Club did the honors on Thursday at noon and the Pen and Pencil Club had a special program on Thursday night starting at 11 o'clock.

But the best party of all was the association's banquet last night. Everybody said something, everybody laughed, and Tom Daly and Grif Alexander cried.

The tear stuff was the only depressing incident of the convention and served to emphasize the full hearts of the humorists. H. U. Higginbotham of Detroit announced that two trifling gifts had been chosen by the convention for Tom Daly and Grif Alexander. He forthwith handed to Daly a five-pound box of sweet things for Tom's growing family of seven and to Alexander a comfortable looking pipe. Daly and Alexander acknowledged the gifts in proper terms of gratitude.

Delegates Show Gratitude

Higginbotham, however, was not through with the presentation, and he would not let the formal addresses of gratitude halt the presentation ceremony. He proceeded to present to Daly an order on a big local department store for $50 as further expression of the delegate's gratitude for Daly's work in preparing for the convention, and he did similarly for Alexander.

Daly couldn't stand it. He withdrew from the table to a window nearby. His frame shook as the tears welled up from fast-swelling eyes. His handkerchief was inadequate, so he commandeered his sleeve. Alexander glanced at his fellow-beneficiary and hopped over to his side. They conferred.

Should they make another speech of gratitude on account of the second gifts or should they not? They decided on a course that would probably get over all right and they returned to the table. Daly wiping the tears from Alexander's eyes.

"Gentlemen," they began, "we are dumb gratefel."

"Looks as if the dam's busted," retorted Higginbotham, and the banquet proceeded.

Chestnut Tree Plan "Busted"

The association's annual ceremony of planting a chestnut tree did not come off this time according to program. Christopher Morley, of the Philadelphia Evening Ledger, preceded the funmen to Penn Treaty Park, which had been chosen for the planting. Nobody was there but Dr. Cattell, who was named to accept the tree for the city.

They waited and waited, the little tree all ready to be returned to its nature. Finally Morley and Cattell, fearful lest the ceremony might have to be postponed for lack of participants, took the matter in their own hands and planted the tree

J. U. Higginbotham of Detroit was elected vice president; Kin Hubbard, of Indianapolis, secretary; Don Herold, of New York, chairman of the Executive Board, and A. J. Taylor, Los Angeles; R. L. Pemberton, of St. Mary's O., Charles Leedy, Youngstown, O., and J. A. Waldron, New York, members of the executive board.

New Ad Manager in Houston

HOUSTON, Tex., July 2—James P. Needham of Washington, D. C., is the new advertising manager of the Houston Post. Mr. Needham has been connected with the Albert P. Hill Advertising Agency and was a charter member of the Committee on Public Information, during the latter months of the war, handling advertising copy for Roger W. Babson, director general of the information and education service of the Department of Agriculture. He is a graduate of Georgetown University.

The Huntsville (Ala.) Mercury was established in 1816 and is the oldest paper in the Gulf Coast States.

THE ELLIS SERVICE
Swarthmore, Pa.
Offering Two Weekly Features
1 · *A "Different" Sunday School Lesson*
2 · *The Religious Rambler*

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

GEN. DU PONT HOST TO N. Y. AD MEN

Work of American Association of Foreign Language Newspapers Discussed at Luncheon at Bankers' Club—Miss Kellor Reports Progress

Gen. Coleman Du Pont was host at a luncheon for advertising men of New York on Monday. The luncheon was at the Bankers' Club on the 39th floor of Gen. Du Pont's Equitable Building. Its purpose was to bring about a better understanding of the plans and objects of the American Association of Foreign Language Newspapers.

After a short talk by Gen. DuPont, in which he assured the fifty or more advertising men present of his full faith in the mission of Americanization of our foreign-born peoples, Miss Frances A. Kellor, president of the association, delivered a most interesting address. She told of the effort that was being made to place the foreign language publications on a business basis which would enable them to prosper in the American way and to develop among their readers a demand for American products in preference to exclusively old-world commodities.

She related some of the difficulties faced in doing business with newspapers, many of them accustomed to making rates in a haphazard way and to keeping circulation facts under cover. Great progress toward sounder business methods has already been made, according to Miss Kellor. Publications able to afford the expense were being urged to join the A. B. C., while others were asked to submit sworn statements subject to verification by the auditors of the association.

A general discussion followed, in which suggestions were made for the development of the work on progressive lines. James O'Shaughnessey, executive secretary of the A. A. A. A., gave a brief talk in which he assured Miss Kellor of all possible co-operation from the agencies in the matters of standardizing rate cards and contracts.

The McCLURE Newspaper Syndicate
supplies continuous daily and weekly services that make and hold home circulation
ALSO
Big Special Features on Timely Topics by Leading Writers
Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.
N373 Fourth Ave., New York

Time and Money
Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up *for themselves* a service of increasing value.
Write or wire for terms of membership. Only a few cities now open.
The Associated Newspapers
170 Broadway New York

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

READY FOR WATER POWER BILLS

Congress Believed About to Give Attention to Needy Legislation

WASHINGTON, June 29.—Western and Southern Senators and Representatives, pressing for water-power legislation to unlock the resources of their states, expect to win their fight in Congress during the next few weeks, after years of effort. The support of Western and Southern members seems to be rentering around the Esch and Jones bills with the expectation that they will be consolidated.

Out of the consolidation the supporters of water-power legislation expect to get a measure which, being the same as was approved by Congress at the last session, will still be indorsed by Secretaries Lane, Houston and Baker, who compose the Interdepartmental Water-power Committee.

Can You Write?
Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market conditions of copy. We consider the work of experienced writers only. Write us for particulars.
WILDER & BUELL
225 Fifth Avenue New York

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages for black and white.
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 37TH ST. NEW YORK

T. HART GIVEN DEAD AT 66 YEARS

Chief Proprietor of Post and Sun Rose from Errand Boy to Place in Front Rank of American Financiers and Industrial Leaders

PITTSBURGH, June 28.—Thomas Hartley Given, owner of the Pittsburgh Post and Sun, died suddenly tonight. He began his career as errand boy in the Farmers' Deposit National Bank, later becoming its president. He was 66 years old.

Mr. Given was prominently identified with the business and industrial interests of Pittsburgh, and for years had been a financial leader and pioneer in the development of the city along many lines.

Mr. Given, among his other numerous activities, was president of the Farmers' National Bank; president of the American Window Glass Company, the Post Publishing Company, the Sun Publishing Company, the Allegheny Plate Glass Company, the Suburban Rapid Transit Street Railway Company; vice-president of the Reliance Life Insurance Company, a member of the Pittsburg Clearing House Committee, and a director of the Crucible Steel Company of America, Gulf Oil Corporation, Pressed Steel Car Company and Baragua Sugar Company.

Mr. Given became chief owner of the Post and Sun on November 25, 1911, and since then had given a large part of his time to the newspapers, in addition to his many other interests, although the active management has been vested in A. E. Braun, vice-president and general manager.

Under Mr. Given's ownership, no money nor pains have been spared in the improvement of the Post and Sun. New news services were added and machinery installed and special attention given to promoting the interests of the community in educational and civic ways, as well as industrially. Politically the Post and Sun have waged vigorous warfare against factionalism, and it has kept watch on the public service of the community with a readiness to aid in constructive suggestions as well as to condemn what it has believed to have been wrong.

Obituary

EDWARD C. CARTER, racing writer for the New York Times and formerly for years sports editor of the New York Sun, died June 28 of meningitis. Mr. Carter was 56 years old. He was born at Clifton, a suburb of Brighton, England, March 24, 1863. He was one of the world's greatest runners, ranking second, in his time, to A. B. George. After he quit the cinderpath Mr. Carter took to newspaper work and met with success in this profession. His writings on athletics were accepted as authoritative. His recent years he devoted to writing on horse racing.

Beloit, Wisconsin

is almost exclusively American. It led all Wisconsin in the percentage of people who bought Liberty bonds

The BELOIT DAILY NEWS, a paper ably edited carrying full leased wire service and appealing features.

Net paid circulation, 5,200. Rate, 2¢ cents per inch flat.

D. B. WORTHINGTON,
Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO — Chicago, Marquette Bg. — Detroit, Kresge Bg.

PAYNE BURNS & SMITH — New York, 5th Ave. Bg. — Boston, Advertisers Bg.

MRS. L. V. RIDDLE, wife of Edwin B. Riddle, who was formerly with the New York Tribune, died June 22 in Bay Ridge, N. Y.

JAMES STRONG JUDD, of the business department of the Motion Picture News, died in New York June 25. He was a son of the late Orange Judd of the American Agriculturist.

LIEUT. SHELLEY M. WATSON, a former member of the Houston Post circulation force, was killed at Rye Beach, N. Y., June 25, when his aeroplane caught fire and fell.

WILLIAM J. CROUCH, who was connected with the composing force of the Baltimore American from 1858 until 1911, when he was retired with a pension, died June 16. Gen. Felix Agnus and a number of prominent citizens attended the funeral.

THEODORE T. LOW, a compositor on the New York Times, died June 25, aged 56 years.

WALTER HAYWARD, connected with the Providence (R. I.) Journal since 1885 as reporter, editorial writer and more recently exchange editor, died June 26. He was born in Providence October 10, 1862.

GEORGE E. BOWERS, publisher of the Ahon (Ia.) Democrat, died suddenly last week while on a vacation fishing trip at Lake Karonis, Minn.

CHARLES E. PIERCE, a director of the E. Anthony & Sons, Inc., publishers of the New Bedford (Mass.) Standard, is dead at the age of 72 years. He is survived by his wife and one daughter.

CHARLES N. FRAME, for over 43 years circulation manager of the Reading (Pa.) Eagle, is dead, aged 71 years. He had been in ill-health for several years.

GORDON GARDNER SAPP, for fourteen years president of the Chicago publishing house bearing his name, died June 21 of uraemic poisoning. He was born in Princeton, Ill., in 1875.

MRS. LILLIAN LEASE MOOAR, wife of ERNEST E. MOOAR, a Pittsburgh newspaper man, died last week.

James Martin, telegraph editor of the Newark (N. J.) Ledger, was drowned in Raritan Bay June 29, when his canoe capsized.

Form New Missouri Association

CARLINVILLE, Ill., July 2—The Macoupin County Press Association has been reorganized here with C. J. Lumpkin, editor of the Macoupin County Enquirer, as president.

THE CHICAGO EVENING POST is the one indispensable financial medium among Chicago's daily newspapers.

¶ THE STAR LEAGUE consists of the Indianapolis, Star, Terre Haute Star and Muncie Star—each leads in its field and is invaluable in covering Indiana.

¶ THE ROCKY MOUNTAIN NEWS and DENVER TIMES, unbeatable in their field, are Denver's premier newspapers.

¶ THE LOUISVILLE HERALD has by far the largest circulation and practically no advertising competition in the morning newspaper field of Louisville.

The Shaffer Group

W. M. CLEMENS JOINS ATLANTA GEORGIAN

Prominent Southern Newspaperman Becomes Managing Editor of Mr. Hearst's Dixie Daily—Has Held Many Important Posts

W. M. CLEMENS has been appointed managing editor of the Atlanta Georgian and American. He entered upon his new duties July 1. Mr. Clemens has been, for the past three years, general secretary of the Mobile Chamber of Commerce, the organization to which the citizens of Mobile accord the chief credit for the recent tremendous growth of that city. Mobile has, within two years, added twenty-five per cent. to its population and trebled its payrolls.



W. M. CLEMENS.

W. M. Clemens entered the newspaper field in Louisville in 1895. A little later he joined the Cincinnati Post, becoming city editor. He was called to Indianapolis subsequently, where he served as managing editor of the Sentinel until that paper was absorbed by the News. He then went South, becoming general manager and managing editor of the Memphis News Scimitar, moving from that position to the managing editorship of the Birmingham News, a post which he held for several years.

Before entering commercial work as general secretary of the Chamber of Commerce he had served as editor of the Mobile Item and had become an enthusiast on the subject of Mobile's commercial possibilities. Upon returning to newspaper work Mr. Clemens carries with him a deep interest in civic work and in the great opportunities for industrial and commercial development open to commerce organizations. He believes that these civic bodies should have the fullest co-operation from the newspapers and is glad to be in a position to further their work as an executive of the Hearst organization.

M. P. Linn Marries

ST. LOUIS, June 27.—M. P. Linn, general manager of the St. Louis Republic, and Mrs. Daisy Roe Lee, daughter of Mr. and Mrs. W. D. Goodell of Effingham, Ill., were married today at the home of the bride's parents. Mr. and Mrs. Linn will be at home after July 10, at 5330 Pershing avenue.

Pallen Leaves St. Louis Republic

ST. LOUIS, July 2.—Gaty Pallen has resigned as political editor of the Republic to become secretary of the Democratic League of St. Louis. Pallen has been writing political news for St. Louis newspapers for fifteen years.

65%
of the book and stationery advertising

45½%
of the financial advertising in Cleveland newspapers during April appeared in the PLAIN DEALER.

The intelligent, substantial people in Cleveland and Northern Ohio read

THE PLAIN DEALER
Largest Morning Circulation Between New York and Chicago

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report
for Six Months ending Apr. 1, 1919
35,247
Its sales promotion department is at the service of advertisers. And it really promotes.
Member A. B. C. — Publisher.

The Pittsburgh Dispatch
has been a potent factor in the success of Pittsburg's big stores.
WALLACH G. BROOKS
Brunswick Building, New York
THE KELLY-SMITH CO.
Peoples Gas Building, Chicago
H. C. BOOK
Real Estate Trust Building, Philadelphia

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York — Chicago — St. Louis

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue — Lytton Building
NEW YORK — CHICAGO

The Choice Of the West
The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.
The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.
Daily Circulation
139374

BALL WINS SUIT FROM STAR LEAGUE

Court Enjoins Publishing Company from Asserting Stock Has Been Redeemed and Orders Payment on Dividends for 1916-18 and Future

(BY TELEGRAPH)

INDIANAPOLIS, June 26.—A ruling enjoining the Star Publishing Company, publishers of the Indianapolis Star, Muncie Star and Terre Haute Star from attempting to assert that preferred stock in the company held by Frank C. Ball of Muncie has been redeemed or is subject to redemption, without the consent of Ball, and asserting that any steps taken in redeeming the stock are void was made by Justice Hays in Superior Court yesterday in deciding Ball's suit against the publishing company for an injunction and for dividends.

Not only is the publishing company restrained from redeeming the preferred stock held by Mr. Ball without his consent, but the company is ordered to pay him a sum between $35,000 and $40,000 as dividends on his stock for the years 1916, 1917, 1918, the court ruled.

And in the future, as long as he shall hold his shares of preferred stock, Mr. Ball shall receive dividends on this stock at the rate of 5 per cent. annually and larger dividends in the event larger dividends are paid on the company's common stock, held principally by John C. Shaffer of Chicago, president of the publishing company. Mr. Ball shall retain all rights as a stockholder in the company, the court ruled.

Exceptions Will Be Taken

Judge Hays' ruling was made on issues presented in the trial of the case in February. James W. Noel, attorney for the publishing company, said exceptions to the court's ruling will be filed and a motion for a new trial of the case will be presented. Mr. Noel asserted that the court should not have ordered the payment for dividends for 1916 on the ground that $145,000 was taken from the company's earnings for that year for the retirement of preferred stock, as it has not been shown as evidence that the $145,000 had been taken from the earnings of 1916.

Judge Hays in reply said the money came from earnings during the period from January 1, 1916, to April 4, 1917.

The suit was filed by Mr. Ball on July 28, 1917, asking that the action of the company in April and May of that year, in declaring his stock redeemed, to be declared void and asking for an accounting to demonstrate the net earnings of the company during the preceding years since 1908.

Four overall factories in Dallas, Tex., manufacture more than $2,500,000 in overall products annually, according to an official of one of the factories that has been in operation there for 20 years.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

BRIEFS

LIEUT. CLIFFORD T. CRUDGINGTON, formerly managing editor of Bridgeport Standard, is home, but has not decided on future plans.

WEDDING BELLS ARE SOON TO CHIME FOR two Bridgeport (Conn.) newspapermen. Herbert F. Plank, feature writer for the Sunday Herald, is to wed a New Haven girl. Arthur S. McCrea, assistant city editor of the Evening Herald, is to wed Miss Helen Plumbley.

RECEPTION WAS GIVEN JUNE 29 BY THE management of Baltimore Sun to its returned soldier and sailor employes.

DEWITT L. HARRY, FORMERLY ON PORTland (Ore.) Telegram, who served with Canadians in war, has resumed newspaper work in Portland. He bears eleven bullet wounds.

HOUSTON (TEX.) POST HAS INSTALLED universal copy desk, marking a decided departure from usual methods of handling copy in south Texas. The Chronicle is planning to install one soon.

ALBANY (N. Y.) JOURNAL IN WEEK'S campaign raised $5,000 for two-month-old daughter of Albany fireman who lost life in fire here. Alex Sayles, sports editor, was in charge.

INTERNATIONAL PRESS CENSORSHIP WAS abolished in Italy, June 26.

VINCENT S. SEXTON, NEWSPAPERMAN and globe trotter, who has been in service since the initial Villa chase, is home again in Bridgeport, Conn., with an aviator's wings and a lieutenant's commission.

BUSINESS NOTES

CONNERSVILLE (PA.) DAILY NEWS HAS changed from afternoon to morning field. Joseph H. Thompson is editor and manager.

E. C. MILLER HAS BOUGHT WINCHESter (Ind.) Democrat from D. W. Callahan, who, in turn, bought Elwood Record.

J. S. DILLON HAS BOUGHT LAPONTAINE (Ind.) Herald from Vivian Neal.

LOUIS ZORICHER HAS SOLD JASPER (Ind.) Herald to company of local men. Albert Rumbach will be editor.

F. F. MCNAUGHTON, WHO RECENTLY bought Bicknell (Ind.) Herald-News and consolidated it with Monitor, announces he will start a daily.

The Newark (N. J.) Ledger
beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.
L. T. RUSSELL, Publisher.

Summer In New London, Conn.
is the season of social activities and big business that assure success for the advertiser who uses
The New London Telegraph
Advertise your goods at dawn and sell them before dark.
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

WILLIAM G. GLOVER HAS SOLD LAWrenceburg (Ind.) Press to D. Paul Ziegler and James Ryan.

FORT WORTH (TEX.) RECORD-SUN Antonio Express Houston Post leased wire service will be discontinued July 15, as Express has entered into leased wire arrangement with the Dallas and Galveston News.

TROY (N. Y.) PAPER COMPANY SUFfered heavily in a warehouse fire last week.

EASTERN OFFICE OF ST. LOUIS GLOBE Democrat has moved from Room 302 to Room 410 Tribune Building, New York. F. S. John Richards is manager.

EXTRA EDITIONS ARE BEING MADE to linotype and stereotype plants of Baltimore News.

ART & LIFE IS NEW NAME FOR LOTUS Magazine, New York, of which Gardner Teall is editor.

CLEVELAND PLAIN DEALER IS INSTALLing a new press to meet growing demands.

FRED I. KING AND MORTON STULTS, former publishers of Wabash (Ind.) Plain Dealer, on August 1 will begin publication of Viewpoint, weekly illustrated magazine.

ASSOCIATION NEWS

JUNE MEETING OF CONNECTICUT EDItorial Association was held in East New Haven, June 20.

BROOKLYN (N. Y.) PRESS CLUB GAVE dinner June 25 to Eric H. Palmer, former president, just home from Sweden, where he represented U. S. Committee on Public Information.

NEW OFFICERS OF CLEVELAND ADVERTISing Club will be installed during outing and meeting at Cleveland Yacht Club, Rocky River, July 16.

MEMBERS OF NEWSPAPER SECTION OF THE Canadian Pulp & Paper Association have been inspecting government's nurseries at Gerthier, P. Q.

STAFF CHANGES

ROSCOE SHIPLEY, HEAD OF BALTIMORE News photo-engraving department, has resigned to take charge of Sun's photogravure plant.

MISS MARION S. PHELAN, FORMERLY society editor of Bridgeport (Conn.) Times, is now with Sunday Post.

ARTHUR J. GOODE IS RESUMING EDITORship of Bridgeport (Conn.) Times. He has been in Uncle Sam's service.

STREET GEORGE J. FINLEY IS BACK WITH Bridgeport (Conn.) Herald, as managing editor, succeeding Alfred S. O'Brien, resigned.

THE CLARKSBURG TELEGRAM
Gained 36%
in advertising May, 1919, over the same month of last year, publishing a total of 627,000 agate lines.
"It pays to advertise in West Virginia's Leading Newspaper."

The Dominating Force
in a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post Standard-Telegram
Not only dominates this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency
BOSTON NEW YORK CHICAGO

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency *Checking Copies* by "S & M Insured Agency Delivery Service."
SOME SERVICE USERS

New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-Staats	Ithaca Journal
Mail-Express	Bridgeport
Eve. World-Sun	Post-Telegram
Washington	Sioux City, Iowa
Journal-News	Argus Leader
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Times
Herald-Traveler	New Haven Reg.
Post-Transcript	ister

[*Send for full particulars of S & M Service.*]
Co-operative Advertising Service of Handel Inc.
450 Fourth Ave. N.Y. 7705-7706 Mad.Sq.

You can reach
Albany, Troy and Schenectady with one paper
The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

As long as men must eat and rest Monmouth County must please and prosper.
The Asbury Park Press
IN THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THE NEW JERSEY COAST.
Evening and Sunday Editions.
Associated Press, A. N. P. A. and A. B. C. Membership.
As this service produces the kind that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but with no readjustment problems.
J. LYLE KINMONTH, Publisher
Asbury Park New Jersey

Reaching the MOST Buyers at the LEAST Cost
Govt. Statement For Six Months Ending April 1st.
BOSTON AMERICAN
301,270
The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
I. A. KLEIN JOHN GLASS
Metropolitan Tower, Peoples Gas Bldg.
New York. Chicago

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SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

AD VOLUME AFFECTS PAPER MARKET

Demand for Extra Newsprint Tonnage Depletes Reserves — Many Papers Operating on Day-by-Day Supplies—June a Big Month

Reports coming to EDITOR & PUBLISHER indicate that the consumption of newsprint for the month of June has been the largest in the history of newspaper making for that month.

At the time the armistice was signed the publishers had on hand a reasonable reserve, but the great volume of advertising and the increase in the size of newspapers resulting from this flood of business have served to wipe out these reserves.

The mills are shipping well up to maximum production, yet find themselves unable to meet the full demand. It had been expected that the light months, June, July and August, would enable the mills to pile up a surplus for the fall needs, but there has been no slackening in demand during June.

A man well informed as to conditions, particularly as to the newspapers of New York state, tells EDITOR & PUBLISHER that a Rochester daily only the other day was compelled to have a carload of newsprint shipped by express in order to meet urgent requirements. A New Jersey daily was forced to have the day's supply shipped from New York by automobile trucks. It is the opinion of this man that a majority of the state's dailies have practically no reserve, depending upon shipments arriving on time for their daily supply. He predicts that, if the volume of business continues big through the summer, newspapers will find it very difficult to secure adequate supplies in the fall. Prices are still holding, he says, as much of the output is sold under contract, at rates conforming generally to the standards fixed by the Federal Trade Commission. However, in his opinion, a four cent minimum, at the mill, is not unlikely for next year's contracts.

The chief present difficulty, it would seem, does not so much concern the price of newsprint as the limited supply. Papers working under contract allotments are requiring large additional tonnage to meet the immediate needs, and this extra paper is hard to secure. Instances have been mentioned where manufacturers have sought out and purchased quantities of newsprint in the hands of jobbers in order to resell to contract customers.

New Position for Turin

ST. LOUIS, July 2—Francis E. Turin, who has been connected with the Western Advertising Company, St. Louis, since his discharge as a captain of Marines, has been placed in charge of the membership publicity department of the Convention and Publicity Bureau of this city

Yazoo County, Mississippi, has shown a per capita increase in wealth of $500 during the last twelve months.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

Typesetting Machines

For Sale: cheap; six No. 1 Mergenthaler single letter linotypes in good condition. Can be seen in operation. Dispatch Printing Co., St. Paul, Minn.

For Sale

Scott Rotary eight column, eight page press. Foley Railway Printing Co., Parsons, Kansas.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

Wanted

Eight or twelve, seven or eight column turtles and Stereo chases. Address A-170, care of Editor and Publisher.

RECENT INCORPORATIONS

NEW YORK—Cinema News Publishing Company; $10,000; H. S. Hochheimer, M. Oppenheim, I. Bernstein, 220 West 42d street.

Visigraph Typewriter Manufacturing Company; capital reduced from $600,000 to $60,000.

Welcome Publishing Company; $50,000; I. E. Schwartz, W. A. Lesser, A. Matthews, 431 West 131st street.

Reliance Mill & Trading Corporation; paper pulp and products; active capital, $5,000; U. M. Waite, J. Tatlock, H. Lyon 37 Wall street.

L'Echo de la Mode; to publish fashion magazine; $50,000; L. and A. Kateman, L. Blume, 140 Wadsworth avenue.

Charlot Printing Company; $10,000; C. F. McClure, E. N. Florant, J. Kerr, 136 West 90th street.

Vanity Fair Publishing Company, capital increased from $400 000 to $700,000.

University Printing Office, Inc., dissolved.

Pejepscott Paper Company (Maine corporation) authorized; $300,000; representative, W. Glasson, 111 Broadway.

International Association of Machinists Publishing Company; $10,000; E. R. Glass, T. Morrison, Jr., B. Scheiber, 263 Henry street.

Carey Show Print; capital increased from $100,000 to $200,000.

HOUSTON, TEX.—Gulf Publishing Company, publishing Oil Weekly, increases capital stock from $100,000 to $200,000; dividend of 100 per cent has been declared.

ELLENSVILLE, N. Y.—Journal Printing Company, $15,000; R. M., R. B., and S. M. Taylor.

Printers Need Education

MINNEAPOLIS, June 27.—Results of the recent Minneapolis survey of the printing business were reviewed by 150 printers and supply men at a mass meeting of the Minneapolis Typothetae yesterday. An intensive educational scheme known as the "three year plan" was decided upon by unanimous vote. Don V. Gerking, special organizer of the United Typothetae of America, declared the printing business of Minneapolis was suffering from lack of knowledge of costs, lack of proper estimating knowledge, lack of proper accounting methods and lack of proper selling methods.

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products Printers and Bookbinders Machinery of Every Description

CONNER, FENDLER & CO.
96 Beekman St. New York City

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to ½ or ¼ page size at 4,500 per hour.

A good press at a reasonable price.

Walter Scott & Company
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

There's Always Someone Who Wants and NEEDS Your Used Equipment!

Unprecedented advertising volume and general business reorganization have made such a demand for more modern newspaper making that YOUR abandoned equipment will find ready sale with the smaller publishers who have not yet reached your standard.

Look 'round your "shop" and see if you haven't some used newspaper-making equipment for which you have no present need which may be turned into good money by advertising it on this page.

The rate is 30c per agate line for displayed advertisements.

Also 30c per line for 6 point Roman type—six words to the line.

EDITOR & PUBLISHER
WORLD BUILDING NEW YORK CITY.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad in every issue for nine may strike home with something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count the words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

To the Publishers and Business Managers of Daily Newspapers in the United States and Canada:

Never in the history of daily papers has the outlook for business men been as bright as it is at present.

Newspapers are today carrying more advertising than they have carried for years and all signs point to a steady increase in business.

So that you will be in a position to secure your share of this advertising, it will be necessary to have your share of the circulation in your field.

To get this circulation, you must have a good circulation manager. If you haven't one, the General Welfare Committee of the I. C. M. A. can put you in touch with the man you want.

Some of our members have been returned service; others are seeking a change, while some have been out of employment due to the suspension or consolidation of newspapers.

All dealings in strictest confidence. H. A. Wedge, Chairman, General Welfare Committee, International Circulation Managers' Association, care of The Post-Star, Glen Falls, N. Y.

Business or Advertising Manager

Newspaper man with twenty years' experience as business and advertising manager desires change in present position. Knows the game from start to finish. Has built up two rundown papers to paying basis. If you want a high-grade, clean, steady, aggressive advertising manager would be glad to furnish references. Address A-769, care of Editor & Publisher.

Newspaper and Advertising Man

With valuable city and country experience, seeks position immediately as editor, manager or advertising manager of daily or weekly; also have had metropolitan trade paper experience. Good general advertising copy writer. Formerly capable advertising and job compositor. Good personality and appearance best. High-est references. F. Todd, 391 West Water Aves., Muskegon, Mich.

Business Manager

Connection as business manager, daily in city of 25,000 to 50,000; or advertising manager with opportunity of advancement. Had valuable experience on successful middlewest dailies. Want something more than position; could invest share can have some stock. Don't answer unless you are willing to pay for results. Address A-774, care of Editor and Publisher.

Advertising Salesman

High-class of proven ability open for engagement. Twelve years experience in general and trade publication fields, including charge of advertising department. Eastern office; wide acquaintance New York City and Connecticut territory; best credentials. Replies held confidential. Address A-776, care of Editor and Publisher.

Business Manager.

Business manager, thoroughly competent man; wide successful experience as business manager; has an unusual knowledge good size dailies, seeks engagement for new or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

Live Wire Newspaper Man

now city editor morning daily in city of 175,000 desires change of location. Fifteen years' experience in every newspaper department, and as managing, telegraph and city editor successively. Prefers editorial work. Good habits. Nothing considered under $2,500 a year. Position guaranteed. Must be permanent. Can come in thirty days. Address A-773, care of Editor and Publisher.

Managing Editor

Managing Editor and editorial writer of leading Ohio daily and Sunday newspaper in city of 75,000 population, desires to change location, and will consider substantial offers from owners of live newspapers. A splendid opportunity for some progressive man who is a live wire executive and editorial writer, or special feature writer of ex-cellence. Married, no disciplinary habits. Address "B. R.," care of Editor and Publisher.

SITUATIONS WANTED

Editorial Executive

Formerly connected with leading dailies in New York and Philadelphia, keen news sense; expert makeup and typographer; frequent contributor to Collier's and Leslie's Weeklies, Saturday Evening Post, Scribner's and Century; now independent; etc.; has specialized in dramatic, financial and foreign fields; can write some advertising; now publicity manager for large advertising organization, desires to return to newspaper work on afternoon paper within 100 miles of New York City. Address A-776, care of Editor and Publisher.

Circulation Manager

Circulation manager with eighteen years' ability and successful experience in newspaper circulation work, desires to make change. Thoroughly trained in every angle of the business of circulation building and maintenance. Best of references as to reasons for change. Address A-772, care of Editor and Publisher.

Mr. Publisher

I want to work with you, and not for you! Where it will be of mutual benefit. Reliable, energetic and intelligent young man, full of pep and ambition, with executive, mechanical, circulation and general clerical experience, and systematic. Can come at once. Address C. F. Greenberg, 182 Bergen St., Newark, N. J.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; is young college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Reporter

University graduate, woman, trained in Journalism, desires position as a reporter and paper in town of about $6,000. Address A-748, care of Editor & Publisher.

Reporter and Desk Man

Young college man, experienced on desk and outside at best assignments, desires position. Single, temperate, married, reliable; A-1 references. Address A-768, care of Editor and Publisher.

Cartoonist

Young man who is destined to become one of the leading cartoonists, desires a position. Good location required. Samples, references and information on request. Address A-771, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Advertising Solicitor and Writer

Good opportunity for first class man, experienced in soliciting advertising and writing copy on a morning paper of 15,000 circulation in a live Pennsylvania city. Reliable, with best of references. State experience and salary expected in first letter. Address A-773, care of Editor and Publisher.

Classified Advertising Manager

Wanted: Classified advertising manager for daily newspaper in city of 150,000. Must have experience in classified advertising business. Will be given complete charge of department. State reference and salary expected. Address A-777, care of Editor and Publisher.

Managing Editor Wanted

The leading daily in a field of 130,000 people requires the services of a managing editor and editorial writer. Only those of the strongest type need take bold immediately, who has ideas and one can fill in with your labor. Write in full details qualifications, salary and experience in first letter. Address A-769, care of Editor and Publisher.

Circulation Man

Wanted: Young man with knowledge of circulation and circulation building methods on small daily. Eight-page A. P. paper, N. J. Must be willing to specialize daily with big field, little competition. Write stating previous experience and references as to character, etc. Must be hustler and succeed; to grow with the proposition. The Evening Telegram, Rocky Mount, N. C.

HELP WANTED

Circulation Managers

Members of the I. C. M. A. who are out of employment or seeking a change, should get in touch with H. A. Wedge, Chairman, General Welfare Committee, care of The Post-Star, Glen Falls, New York.

Newspaper Reporter and Writer

Permanent home for young man of ability, college graduate preferred, who is capable of eventually taking Editor's chair. Chance to buy part interest on easy terms. Boss opportunity to get in business for yourself with old established daily and weekly paper. Write in detail when answering and send samples of work if possible. The Herald, Austin, Minnesota.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

For Sale

Unusual circumstances place on the market for immediate sale daily doing $65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-154, care of Editor & Publisher.

LEGAL NOTICE

INTERNATIONAL PAPER CO.

New York, June 28th, 1919.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this Company, payable July 16th, 1919, to preferred stockholders of record at the close of business July 7, 1919.

OWEN SHEPHERD, Treasurer.

ILLINOISANS START 1920 POLITICAL WORK

New Republican and Democratic Organizations Started by State Press Association—Wheat Gov. Lowden and Champ Clark to Run

CHICAGO, June 29.—The Illinois Press Association, at its convention here yesterday, attended by 318 state editors, adopted resolutions asking Gov. Lowden to become a candidate on the Republican ticket for the presidency of the United States. The members also organized the Republican Editorial Association of Illinois and the Democratic Editorial Association of Illinois, the organizations being effected in two secret meetings during the evening session.

Officers selected by the Republican body are A. T. Spivey, of East St. Louis, president, and Michael Walsh of Harvard, secretary.

Endorse League of Nations

The newly-organized Democratic Editorial Association of Illinois elected E. E. Campbell of Alton, president; J. M. Sheets, secretary, and S. P. Prescott, treasurer. The only official action taken during their meeting was the passage of a following resolution endorsing the administration of President Wilson and heartily approving of the League of Nations.

Although no really official action was taken by the Democratic editors present, in a 1920 presidential candidate, a formal request to Champ Clark that he enter the race was circulated by Mr. Campbell, who was Clark's campaign manager in Illinois during the 1912 campaign.

Declares Press "Most Potent Factor"

The convention closed with a banquet, at which the principal speakers were Senator Harold Kessinger, former Speaker F. D. Shurtleff, J. H. Harrison, Congressman William B. McKinley, and others.

$5,000 or less cash for investment in a small southern, southwestern or Pacific Coast daily. Proposition S. W.

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Newspaper and Magazine Properties
Times Building New York

ROTOGRAVURE IN HOUSTON

Both the Chronicle and the Post Introduce It to Readers

HOUSTON, Tex., July 2.—Weekly rotogravure sections have been added as Sunday features to the Post and the Chronicle, and it may be somewhat of an innovation in Texas much interest is being manifested in them.

The Chronicle's section, which is printed in New York City, consists of eight pages. George R. Cottingham handles the local copy. Three or more pages are devoted to news and feature pictures of Houston.

The Post has a four-page section, of which one page is devoted to local news pictures. Bert Blessington, cartoonist, handles the local end. The section is printed in St. Louis.

ILLUSTRATED NEWS TO IMPROVE

Management of New York Pictorial Reports Satisfactory Circulation

The Illustrated Daily News, the six-day pictorial which the Chicago Tribune began issuing in New York City last Thursday, is having at least a circulation as was hoped for at the start, the management reports, and when the press work has been improved, a much larger circulation is expected.

"The Illustrated Daily News, as we told you the other day, has been the worst printed paper in New York," reads an editorial in Tuesday's issue. "And as we say this it is soon going to be the best printed paper in New York.

You have already seen the improvement in the printing and it is going to continue to improve. Also every other feature of the paper is going to improve."

Herald-Examiner Opens N. Y. Office

The Chicago Herald & Examiner will establish July 7, an independent Eastern office in the Astor Trust Building, New York, with W. P. Trefny in charge and V. S. Anderson as assistant. M. D. Hunton will continue to represent the Boston Advertiser, Boston Sunday Advertiser-American, San Francisco Examiner and Los Angeles Examiner. W. W. Chew will remain with Mr. Hunton.

PRESS OPERATORS GET BIG WAGE INCREASE

News Services' Scale Highest Ever Paid Telegraphers — Affects Associated Press, United Press, International News and Universal

Telegraphers employed by the Associated Press, the United Press Associations, the International News Service, and the Universal Service, have just obtained the biggest increase in wages ever granted press association telegraphers at any time, anywhere—not on their own terms but as the result of schedules prepared or being prepared by their respective employers. All have come to an agreement with their men. The total increase in wages is more than a million dollars for the ensuing year.

While the United Press Associations, the International News Service and the Universal Service and their union telegraphers were deadlocked in efforts to avert a strike by agreeing on a new wage scale for the coming year, the executive committee of the Associated Press held a meeting and authorized an increase in the compensation of every operator in its service, to be effective this week. It will affect 700 operators. These men are not organized and have no contract with the Associated Press.

A. P. Raise Voluntary

The new A. P. wage schedule will, like those of the United Press, the International and the Universal, provide for a graduated increase in wages, based on town population and consequent variance in the cost of living. It will equal that of the three other organizations mentioned.

The controversy between the United Press and its 200 or more union telegraphers throughout the country over the demands of the men for a flat increase in wages during one year from July 1 of approximately 9? per cent., resulted in a victory for the U. P., although a costly one. It means that the United Press will pay its telegraphers during the coming year about $100,000 more in wages than it did during the year preceding. This increase was offered the employees by the United Press in lieu of their own larger demands.

Strike Vote Taken

A vote on the question whether to strike or not to strike was taken by the operators by telegraph last Friday, when negotiations between a committee representing the union and the heads of the United Press had reached a deadlock.

Before the controversy went to a strike vote, the representatives of the United Press made one concession. They had previously offered to increase the minimum wage schedule in small towns from $30 to $31 a week and they offered to make a further increase to $32.50.

Late last Friday afternoon, the representatives of the United Press and the union received the complete returns on the strike vote by wire in the U. P. offices. The vote was so close that the union committee practically were obliged to use their own discretion whether to accept the U. P.'s terms or call a strike. After a brief conference, they decided to take what was offered them.

The original demands of the union men were that the minimum salary of any Morse day operator should be $45 a week instead of $30, that the salary of all receiving operators and automatic machine attendants employed in cities having a population of 100,000 or more should be $46.50 a week, that the salary of bureau operators and automatic machine attendants should be $50 a week, and that operators acting as chief operators with jurisdiction over one circuit should receive $55 a week, and those with jurisdiction over more than one circuit should receive $60 a week.

U. P. Stood "Pat"

The United Press submitted a counter-proposal, on which it stood pat, which provided for a graduated increase in salaries, based on town population and consequent variance in the cost of living, which ranged from 8 to 26.66 per cent. It is estimated that this schedule, which the union accepted and which is now in force, calls for salary increases $115,000 less, annually, than that which the union sought to have accepted.

The basic scale of the new agreement is from $32.50 to $40 for the smallest city points, but differentials in the scale are big factors in bringing up the total. For instance, it is possible for bureau operators and relay operators in the larger cities to average as much as $65 weekly, counting in their usual overtime.

The position taken by the International News Service and the Universal Service, day and night Hearst service, respectively, in their negotiations with their union telegraphers, was that they would duplicate the most favorable schedule of wages that union telegraphers were able to obtain from any rival organization.

Other Services Agree Also

When it became known that the United Press and its union telegraphers had come to terms, representatives of the International News Service and the Universal Service arranged a meeting with representatives of their respective union employees for last Monday. At that time, contracts, covering a period of one year from July 1, and fixing the same schedule of wages for day work granted its employees by the U. P., and one with proportionate increases for night work were signed. Thus the new International schedule is identical with that of the United Press schedule.

As for the Universal's new schedule, it provides for an increase in the minimum wages paid for leased wire night work in towns under 100,000 population, from $35.50 to $39.50 weekly, and in towns over 100,000, from $40.50 to $46, excepting Morse operators of leased wires in New York and Chicago, who will receive an increase from $48.50 to $52.50. Literally, the operators in these cities have been receiving only $43.50 previously, but the Universal has been paying them a weekly bonus of $5.

A. P. Continues Pension Plan

Associated Press operators, besides receiving the same increase in wages as the operators of the other press associations, will continue to enjoy the benefits of a pension fund, insurance and disability benefits established by the organization for its employees. A report just issued by the A. P. shows that during the year ending July 1, 1919, there was paid out in pensions $9,048.48; in disability benefits, $17,330.32, and in insurance, $41,107.44.

DEMAND PAY FOR ALL POLITICAL MATTER

N. Y. State Press Association Urged to Raise Price of Dailies to 3 Cents and to Stop Printing Free Plate Matter

SARATOGA SPRINGS, N. Y., June 28.—Editors and publishers of the state who attended the 65th annual convention of the New York Press Association went on record as favoring charging for all political matter as straight advertising. A resolution to this effect was presented by Walter B. Sanders of Nunda, Charles H. Betts of Lyons and Daniel B. Frisbie of Schoharie,, and unanimously adopted.

The election of officers resulted as follows: President, Gardner Kline, Amsterdam; vice-presidents, Walter B. Sanders, Nunda; Wallace Odell, Tarrytown, and P. A. Blossom, Brockport; secretary and treasurer, Elias Vair, Waterloo.

Urges 3-Cent Price

The most important paper of the meeting was read by Frank E. Gannett of Rochester, whose topic was "The Future of the Newspaper." Mr. Gannett said that an advance in subscription and advertising rates would be a necessity and he urged the publishers to advance the price of the papers to 3 cents a copy, as a matter of self-preservation. Touching on the labor question the speaker said that wages would undoubtedly higher. He referred to the scarcity printers and said this was due to a l of apprentices. He urged that me young men be made interested in t printer's trade. Mr. Gannett touched the print paper situation, which he sa did not show any signs of improvemc

He declared that the session laws a a menace to the publisher and ought be abolished. He characterized it "political pap" and said it usually ke two papers alive where there ought be only one.

A paper on "Free Plate" written C. H. Skelton of Canastota, who w unable to be present, was read. He sa that free plate ought to be abolished. 12,000 publishers were annually givit away $8,000,000 worth of advertising.

SOUTH CELEBRATES PEACE

184-Page "Victory" Supplement Issue by New Orleans Item

NEW ORLEANS, June 30.—To con memorate the signing of peace the Ite yesterday published a 184-page "Vi tory" tabloid supplement to its regula edition. The supplement, exclusive c the Item's regular Sunday issue, cor tained more than 625 columns of ad vertising matter.

The Florida Legislature has petitione Congress to make Jacksonville a fre port.

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That are Real Subscription Producers
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NEW YORK CHICAGO

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
brings toto being the most powerful advertising medium to the Jewish field.
דער טאג
The National Jewish Daily

Canadian Press Clippings
The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 90 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at our head office,
76-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's PRESS CLIPPINGS
Tenth Avenue at 45th Street
New York

Have You "Discovered" Canada in a Market Way?

Out of her Provinces of Ontario and Quebec, Canada could create TWENTY-THREE STATES each equal in area to the state of New York!

These Provinces of themselves constitute a domain whose treasuries of natural wealth have hardly been touched, but whose 4,500,000 people are fully awake to the unexampled opportunities for industrial and commercial development now opening to them.

The after-war flood of capital is already pouring into this Land of Promise, and the tide will not turn back again until it has accomplished that whereunto it was sent—the full development of the almost unappraisable riches of a great empire.

Canada has returned to the tasks of peace with the same devotion she gave to the tasks of war. She is building her house to conform to the new standards of expansion.

Her people live and think as we do. They are one with us in their ideals of life. They buy our goods and sell us theirs. The boundry lines between Canada and the United States are political and geographical. There is no more hostility between Canada and the United States than between New York and Pennsylvania.

The products which may be sold in New York or New England may be sold just as readily, and through the same sort of selling campaigns, in Canada. These millions across the border—all of them Americans, all of them responsive to the appeal of good advertising—constitute a potential LIST OF CUSTOMERS for any and every desirable product. The newspapers listed below cover this great domain effectually, affording to advertisers a channel of communication with the people of every part of it.

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	12,403	.03	.03
†Brantford Expositor (E)	10,160	.025	.025
†Brockville Recorder-Times (E)	4,225	.0179	.0107
Chatham Daily News (E)	2,472	.01	.0071
*Galt Reporter (E)	2,955	.015	.0125
Guelph Mercury (E)	3,315	.015	.01
*Hamilton Spectator (E)	30,357	.055	.05
Hamilton Times (E)	11,200	.035	.03
Kingston British Whig (E)	6,257	.02	.015
London Free Press (MN&E)	41,610	.07	.06
Peterborough Examiner (E)	5,900	.0193	.015
St. Catharines Standard (E)	8,006	.0275	.0175
*Toronto Globe (M)	87,296	.15	.11
Toronto Star (E)	85,077	.14	.11
Toronto Star (S)	65,763	.105	.09
Toronto World (M)	26,608	.09	.06
Toronto World (S)	92,128	.12	.09

Government Statement, April 1, 1919.
*A. B. C. Report, April 1, 1919.
†Publishers' Statement, April 1, 1919.

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000
Montreal Gazette (3c-$8 yr.) (M)	32,183	.085	.07
Montreal La Presse (2c. per copy) (E)	154,905	.13	.11
*Montreal Star (E)	111,151	.13	.11
Quebec Le Soleil (E)	41,863	.06	.06

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THE NEW YORK GLOBE

Has been built up to its present point of efficiency by rigid adherence to basic principles recognized as fair and equitable by readers and advertisers.

Newspaper Principles

1—A complete, accurate, dependable newspaper.

2—A fearless and independent newspaper.

3—An interesting newspaper.

4—An uncontrolled newspaper.

5—A newspaper ever seeking improvement.

6—A newspaper made primarily for those who buy it.

7—A newspaper with intelligence and with a soul and a heart.

8—A progressive newspaper.

9—An optimistic newspaper.

10—A successful and prosperous newspaper beyond temptation.

Advertising Principles

1—Definite proved circulation.

2—Same rate for like service to all.

3—Effective co-operation to make advertising most productive.

4—Protection to agents against direct commission to advertisers.

5—Increased commission to agents to meet rising costs.

6—A willingness to pioneer the road to greater efficiency.

These are big basic principles too often ignored by many newspapers unable to see that in progress success is achieved.

Member A. B. C.

THE NEW YORK GLOBE

Now 180,000 a Day

JASON ROGERS, Publisher

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EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.

Weekly: $3.00 a Year; 10c. Per Copy — NEW YORK, THURSDAY, JULY 10, 1919 — Vol. 52, No. 6

1919 BOOK OF FACTS

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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The Chicago Tribune believes in:—

Chicago
The Chicago Territory
Newspaper Advertising
Morning Newspaper Advertising
Truth in Advertising
Merchandising Service
The Chicago Tribune

To make plain the solid foundation upon which is based this faith of The Tribune in itself and its methods and its market, the BOOK OF FACTS is printed. The contents page here reproduced shows the scope of this compilation. It will be sent free to any agency, manufacturer or selling organization if requested on business stationery.

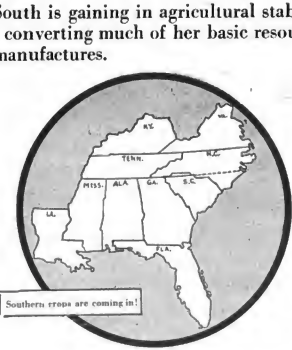
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Government reports show that the value of plow lands is steadily increasing, that the greatest increase during the past year occurred in the SOUTH Atlantic states.

Great is Cotton, but the South has outgrown dependence on Cotton or any other one crop.

The SOUTH Atlantic states, for 1918, by Government estimates had $2,293,975 value in crops, compared with the yearly average from 1910-1914 of $859,780. Of this great aggregate *cotton* represented 27% in the year just passed.

The South is gaining in agricultural stability while converting much of her basic resources into manufactures.



Probably no territory or division of states shows more promise and assurance against great changes or reactions than the ten states in the circle.

National advertisers seeking safe investment for their appropriations can be SURE that the GOOD WILL advertising will build up for them in the South is grounded upon STABILITY.

These are the Pick of the Southern Daily papers, *at your Service* in a territory of over 20,000,000 people!

		Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA				
Birmingham Age-Herald	(M)	28,500	.07	.06
Birmingham Age-Herald	(S)	26,795	.07	.06
Birmingham Ledger	(E)	38,022	.07	.07
*Birmingham News	(E)	46,121	.08	.08
*Birmingham News	(S)	46,586	.10	.10
*Mobile News Item	(S)	10,795	.03	.03
Mobile Register	(M)	25,179	.05	.05
Mobile Register	(S)	23,048	.06	.06
Montgomery Advertiser	(M)	24,258	.05	.04
Montgomery Advertiser	(S)	24,258	.06	.05
FLORIDA				
Jacksonville Metropolis	(E)	19,317	.045	.045
Florida Times-Union, Jacksonville	(M&E)	30,425	.06	.06
Pensacola Journal	(M)	5,610	.0172	.0172
Pensacola Journal	(S)	5,597	.0172	.0172
Pensacola News	(E)	5,000	.02	.02
GEORGIA				
Atlanta Georgian	(S)	49,441	.06	.06
Atlanta Sunday American	(S)	65,878	.12	.12
Augusta Chronicle	(M)	12,248	.03	.03
Augusta Chronicle	(S)	10,651	.033	.033
Augusta Herald	(E)	17,413	.033	.033
Augusta Herald	(S)	12,913	.033	.033
Columbus Ledger	(M&S)	7,362	.0275	.0275
Macon Telegraph	(M)	23,450	.04	.04
Macon Telegraph	(S)	19,321	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,380	.04	.04
KENTUCKY				
*Louisville Herald	(M)	52,450	.06	.06
*Louisville Herald	(S)	48,787	.06	
Paducah News Democrat	(M&S)	7,062	.0225	.018
LOUISIANA				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.12	.12
New Orleans Daily States	(E)	41,994	.10	.08
New Orleans Daily States	(S)	43,675		
*New Orleans Item	(E)	73,906	.12	.12
*New Orleans Item	(S)	73,906	.12	.15
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	9,734	.025	.025
Asheville Times	(E)	10,087	.05	.05
Charlotte News	(E&S)	11,566	.05	.025
Charlotte Observer	(M)	19,217	.055	.05
Charlotte Observer	(S)	19,217	.055	.04
†Durham Sun	(E)	5,000	.02	.02
Greensboro Daily News	(M)	18,905	.045	.035
Greensboro Daily News	(S)	12,495	.06	.04
Greensboro Record	(E)	16,956	.045	.035
Raleigh News and Observer	(M)	21,299	.05	.04
Raleigh News and Observer	(S)	21,340	.05	.04
Wilmington Dispatch	(M)	8,996	.02	.02
Wilmington Dispatch	(S)	5,306	.02	.02
Winston-Salem Journal	(E)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,000	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,680	.0175	.0175
Charleston American	(M)	7,588	.025	.025
Charleston American	(S)	10,451	.025	.025
*Columbia Record	(E)	18,700	.06	.06
*Columbia Record	(S)	11,700	.03	.03
*Columbia State	(M)	16,914	.06	.06
*Columbia State	(S)	24,680	.06	.06
*Greenville News	(M&S)	10,876	.035	.03
Greenwood Index Journal	(E)	2,345	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	5,878		
Spartanburg Herald	(M)	4,886	.03	.03
Spartanburg Herald	(S)	5,473		
TENNESSEE				
*Chattanooga News	(E)	17,262	.04	.04
*Chattanooga Times	(M)	30,406	.06	.06
*Chattanooga Times	(S)	30,866	.06	.04
Knoxville Sentinel	(E)	24,022	.06	.045
*Knoxville Journal-Tribune	(M)	24,828	.06	.045
*Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	62,276	.15	.12
Memphis Commercial Appeal	(S)	118,148	.17	.15
Nashville Banner	(E)	49,890	.08	.07
Nashville Banner	(S)		.08	.06
Nashville Tennessean	(M)	34,349		
Nashville Evening American	(E)	15,196	.06	.06
Sunday Tennessean & American	(S)	34,051		
VIRGINIA				
‡Bristol Herald-Courier	(M&S)	11,094	.04	.04
Danville Register and Bee	(M&E)	10,699	.03	.03
*Newport News Times Herald	(E)	13,087		
*Newport News Daily Press	(S&M)	9,463	.04	.04
Norfolk Ledger Dispatch	(E)	46,890	.06	.06
Roanoke Times	(M&S)	11,306		
Roanoke World-News	(E)	11,288	.06	.04

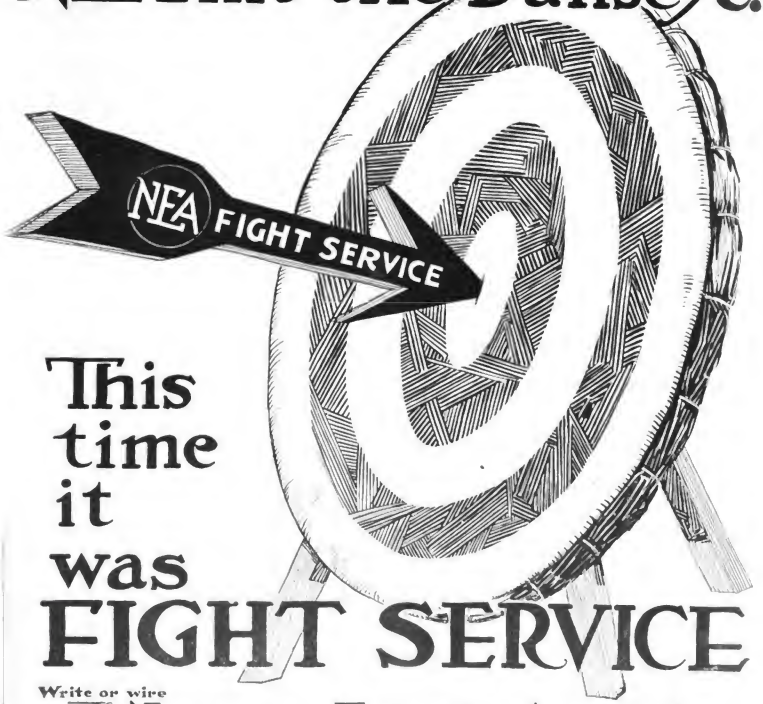
Government Statements April 1st, 1919.
*A. B. C. statement, April 1st, 1919.
†Publisher's statement, April 1st, 1919.
‡Includes Bristol, Tenn.

You can advertise in every English language daily in the South—of which there are 239—every week in the year, with a conspicuous space, for about a third of a cent per *habitant* of *this territory*.

The South HAS bought luxuries and conveniences lately, more probably, in proportion, than has happened elsewhere. But she can afford them.

AS USUAL

NEA hit the Bullseye!



This time it was FIGHT SERVICE

Write or wire

The Newspaper Enterprise Association

(A Service — not a Syndicate)

Cleveland, O.

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Philadelphia

is the third largest city and the second greatest port in the United States

George S. Webster, Director of the Department of Wharves, Docks and Ferries of the City of Philadelphia, reports that Philadelphia is the second port of the United States.

Twenty-one regular steamship lines now operate out of Philadelphia for European, South-American, Asiatic and African destinations.

During the first four months of 1919 the value of exports and imports at the port of Philadelphia was $204,907,041, while during the same period of last year they were $176,856,919.

Philadelphia's people are at work, its ship-yards, locomotive and other big mechanical plants are all busy, and "nearly everybody" is buying the things they want for house, home and self.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for June 447,401 *Copies a Day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

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EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52. NEW YORK, THURSDAY, JULY 10, 1919 No. 6

CONVENTION OF SOUTHERN PUBLISHERS MOST NOTABLE IN ORGANIZATION'S HISTORY

Attendance Sets New Record and Discussions of Problems of Immediate Import Carried on with Earnestness and Candor—Better Pay for News and Editorial Men Urged

(STAFF CORRESPONDENCE, BY TELEGRAPH.)

ASHEVILLE, N. C., July 9.—Mid scenes of homelike splendor, in the shifting shadows of Sunset Mountain, newspaper publishers, editors, managers and agency leaders gathered here—in Col. Fred L. Seely's famous hostelry, Grove Park Inn—this week for the most largely attended meeting of its kind in the history of the South and discussed problems of the dawning golden era.

Laughter of children intermingled with the sighing of soft southern breezes through the pines of the Carolina mountains, and gayly dressed women of the South added color to the ever changing scenes from the windows of the great basement convention hall where the leaders to the better day gathered July 7, 8 and 9—for Southern publishers have not forgotten the traditional Southern way of mixing joy of living with daily labor.

Prosperity of Whole Nation the Keynote

Not only were news service—service to the public—circulation and advertising discussed at the gatherings of members of the Southern Newspaper Publishers' Association, Southern division of the Associated Press, the Executive Board of the American Association of Advertising Agencies, and the Southern Council of the A. A. A. A., as one great meeting, nor relationship to the South as a section, for the United States and its prosperity was the keynote of every movement advocated.

Good fellowship—truly Southern and of another day—prevailed. Evening, in the twilight that hid Mount Pisgah in a hazy mist, golfers, tennis players and wanderers along the by-ways of this fairyland park of E. W. Grove's, found their ways to big blazing log fires to the strains of Beethoven's "Andante con Moto" that drifted to the night and was drowned by the tunes of "Old Zip Coon," "The Mocking Bird" and "Massa's in the Cold, Cold Ground," until Texas reached the hand of Tennessee and all—the representatives of the whole South—caught up the rhythm of the steps of today.



J. H. ALLISON.
NEW PRESIDENT OF THE S. N. P. A.

The Opening Session

Daytime is worktime, but all work is better if mixed into playtime, and the newspapermen of the South, with wives, sons and daughters, keeping the best of the old and taking the real of the new, made the conventions just closed the most helpful and most instructive in the history of Southern journalism and advertising.

A ringing note of confidence in President Wilson and the League of Nations, reports of unbounded prosperity in all corners of the field—despite increasing costs of publishing and iniquitous postal laws and unpromising conditions in the

(Continued on page 6)

New Officers Chosen by S. N. P. A.

ASHEVILLE, N. C., July 9.—The S. N. P. A. this afternoon elected the following officers for the ensuing year:

President—J. H. Allison, of the Fort Worth Record.

First vice-president — Marcellus E. Foster, Houston Chronicle.

Second vice-president—W. A. Elliott, of the Jacksonville Times-Union.

Secretary and treasurer—Walter C. Johnson, Chattanooga News.

Member of Executive Committee—Mrs. Lois K. Mayes.

NAVY PLANS TO SPEND $200,000 IN PAPERS

Preliminaries of Recruiting Campaign to Be Discussed This Week in Conference Between Secretary Daniels, Agencies and A. N. P. A.

(BY TELEGRAPH.)

WASHINGTON, July 8—Impressed by results achieved by the War Department in obtaining recruits through newspaper advertising, the Navy Department has determined to spend approximately $200,000 in a similar campaign of its own and has enlisted the co-operation of the American Association of Advertising Agencies and the Bureau of Advertising of the American Newspaper Publishers' Association. Preliminaries of the campaign will be discussed at a conference here between Secretary Daniels and representatives of these organizations on Friday.

Will Reduce Other Expenses

After the Secretary of the Navy decided about three weeks ago to include paid advertising in the Navy's recruiting program, as exclusively announced in EDITOR & PUBLISHER, suggestions were made to him through Commander Emory Winship, chief of the recruiting division, Bureau of Navigation, that the leading experts of the country should be consulted before a definite program was outlined.

Commander Winship informed EDITOR & PUBLISHER today that the $200,000 to be spent in the Navy's initial campaign will come out of the general navy appropriation for "recruiting and transportation," the sum made available this year by Congress being the same as in previous years. Accordingly, the Navy, in order to find the $200,000, will have to reduce some other expenditures.

The story is told that when Secretary Daniels appeared recently before a committee of Congress to advocate certain appropriations for his department, he discussed the question of the number of men the Navy needed and told of his difficulties in getting the desired quota.

Why Not Advertise!

Much to his astonishment, it is said, the Congressional committee asked him almost unanimously and in quite a matter-of-fact way:

"Why don't you advertise for them?"

The Secretary's astonishment was attributed to the obvious change in sentiment in Congress regarding the practicability of government advertising—a change of sentiment due, presumably, to results attained in Liberty Loan campaigns, in resort advertising on behalf of the Railroad Administration and in the Army recruiting campaign.

BOSTON NEWS WRITERS' STRIKE IS AVERTED

Long Existent Union Suddenly Comes Back to Life, Demanding Higher Pay and Shorter Hours—Agreement Appears Probable

(BY TELEGRAPH.)

BOSTON, Mass., July 8.—As a result of a conference between the Boston Publishers' Association, representing nearly every Boston daily, and the Wage Conference Committee of Newswriters' Union No. 1, the threatened strike of the news gathering organization, which was believed to be imminent by both sides, has probably been averted on the Boston newspapers.

It is understood that both sides, with the adjournment of the conference held this afternoon, realize the gravity of the situation and are nearer to a settlement than at any time for the past three months.

The following announcement, issued by the Wage Conference Committee of the Union, following the meeting with the publishers today, was placed on the bulletin boards in the various newspaper editorial rooms tonight:

Proposal by Union

To members of Newspaper Writers' Union No. 1:

At a conference held today between the conference committee and Boston newspaper publishers, the following clause was presented by the Committee:

"It is expressly understood and agreed that the news and editorial policies of the newspapers, parties to this agreement, shall at all times be exclusively and completely determined by the publishers or their authorized representatives, and such policies shall not be subjects for discussion or action by the union.

"Members accepting employment shall be available for any service necessary for maintenance of the established standards and policies of the newspaper employing them, and failure to loyally and intelligently perform such service shall be sufficient reason for discipline or discharge."

The publishers present agreed to submit the clause to Gen. Charles H. Taylor of the Globe, E. A. Grozier of the Post and William B. Hearst of the American for consideration.

The committee agreed to send for President Scott of the International Typographical Union to give an official ruling on the application of the I. T. U. law as applying to news writers.

Your committee reports today's conference the most satisfactory yet held.

A meeting of the union, called for 11:30 o'clock this morning, was called off upon request of the publishers made late last night. Business scheduled to come up at this meeting was postponed pending the result of today's conference.

It was declared by members of the union tonight that but for the calling off of the meeting today, hardly a late afternoon paper would have gone to press. At the present time the organization claims a membership of

(Continued on page 26)

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SCENE OF SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION MEETING



DIXIELAND NEWSPAPER AND ADVERTISING MEN ON THE GOLF LINKS AT GROVE PARK INN, ASHEVILLE, N. C.

CONVENTION OF S. N. P. A. MOST NOTABLE

(*Continued from Page 5*)

news print situation—marked the opening sessions of the convention of Southern Publishers at Grove Park Inn on Monday and Tuesday.

There were 100 members present out of a total membership of 157.

The high lights of these sessions were vigorous denunciations of the Burleson and Kitchin attitudes and policies in regard to newspaper legislation, eloquent addresses by Llewellyn Pratt, of the A. A. C. W.; Thomas H. Moore, associate director of the Bureau of Advertising, A. N. P. A.; Jason Rogers, publisher of the New York Globe, and Marcellus E. Foster, editor of the Houston Chronicle.

There was a free and frank discussion of intimate problems of publishing, and it was developed that many publishers favor a general policy of higher salaries for editorial and news writers as a recognition of not only present day economic conditions but of the loyalty and high capacity of these members of the craft.

Marcellus E. Foster declared for a minimum wage of $5 per day for men and women of like capacity in all departments.

The sentiments of members toward President Wilson and his achievements was unanimously expressed in the following telegram, sent at noon on Tuesday:

"To the President of the United States:

"The Southern Newspaper Publishers' Association, comprising all of the daily newspapers of all the Southern States, extends its heartiest congratulations to the President of the United States upon his safe return, and upon the success of the mission which took him to Europe and which, we believe, will bring enduring peace and prosperity to all the world.

"(Signed) F. G. Bell, President."

President Frank G. Bell, editor of the Savannah Morning News, in his annual address, declared that there is money everywhere in the South. "It is fairly oozing out at all points," he declared. "We are witnessing the beginning of an era of prosperity which will have no end. The South is, indeed, coming into its own. Newspaper men did not win the war, but they have done their duty to their government during the crucial days of warfare, and it is pleasant for me to report that this association is better off than it has ever been before, due to a number of causes, but to none more than the splendid work of Secretary Walter C. Johnson. Only a man who loves his work and this association could aid as he has done."

Mr. Bell expressed his opinion very frankly concerning government treatment of men who are publishing newspapers. Denying any desire for preferential treatment, he nevertheless demanded a fair deal of the government which, he said, is giving publishers most unfair treatment. He urged his hearers to continue to bring such pressure to bear on their Congressmen as will result in revision of present iniquitous postal rates. He emphasized the importance of careful consideration of increasing costs, and stressed the urgent necessity for fair wages to editorial men and other unorganized employees who contribute so largely to the success of daily newspapers. He also urged aggressive editorial support for all good road movements.

Growth in Membership

Secretary Walter C. Johnson, of the Chattanooga News, reported that the membership of the organization has increased from 68 three years ago to 157 at present. He stated that the membership embraces 95 evening newspapers and 62 morning papers, with total combined circulation of 2,546,348. He said that North Carolina and Texas have the largest representation, each having 21 members, Georgia next with 19, while Tennessee is 100 per cent., every daily in the State being a member. Receipts for the year amounted to $3,200; disbursements, $2,100; cash on hand, over $2,000.

Walter G. Bryan, publisher of the Atlanta Georgian, and chairman of the advertising committee, reported the South greatly benefited by the advertising campaign in which eighty-five newspapers co-operated this year, as compared with sixty last year. Copy was confined to Southern newspapers, and Printers' Ink, Editor & Publisher and Associated Advertising. Besides these advertisements circulars were sent out and a handsome booklet was prepared by the Massengale Advertising Agency and sent to all advertising agents and newspaper publishers.

The committee reported that the campaign represented an investment of $7,000, and expressed belief that the campaign for next year would very likely exceed $10,000, as newspapers throughout the territory have prospered to an unusual degree. Gains in advertising in Southern newspapers, especially in foreign advertising, have been unprecedented.

Charles I. Stewart, of the Lexington Herald, chairman of the committee on newsprint conservation, urged the maintenance of a legitimate price for newspaper circulation, and the use of 6-point type with standard margins.

How Profits Count

Mr. Stewart's declaration that the average member of this association, publishing a seven-day paper, will consume about 100 pounds of news print per subscriber, occasioned an interesting discussion.

"Not many of us are having print paper put into our press rooms for less than four cents per pound, when we add freight, cartage and waste to time lost. We are now paying 1½ cents a pound for postage, and this means that the average seven-day paper costs in white paper and postage $5.50 per subscriber. Newspaper profits are measured in dollars and cents. Measured in commodities they have to be very much larger now than in an era of low prices. Newspapers that made a profit of $15,000 in 1914 or 1915 is doing no more this year than then if it makes $25,000."

Exorciates Postmaster-General

W. T. Anderson, of the Macon Telegraph, emphasized the wisdom of Mr. Stewart's recommendations that publishers charge what their commodity is worth, without regard to what the "other fellow" is doing, and paid his respects to "Mr. Burleson, the inefficient Postmaster-General," in no uncertain terms.

Mr. Anderson quoted the Postmaster-General's indictment of all publishers as grafters, and characterized him as "the most nonsensical nincompoop who has ever occupied a governmental position."

"In return for the support we gave the Government during days when an enemy was at the throat of the nation, support which we gave gladly and without stint, support for which we claim no credit because we are American citizens, who would have been unworthy of the name had our action been otherwise, we are held up by this incompetent from Texas as a lot of grafters. And the government which we have upheld now prepares to upset the arrangements of all publishers in America. It is another case of the public paying. My paper, the Macon Telegraph, will not lose one cent as a result of Burleson's policy of financial rumination. We will pass the cost along to the subscriber, have done so already in fact. But it is so grossly unfair that the public will soon realize who is the victim of the revision of postal rates on newspapers—upward revisions when all other postal rates are being decreased."

Marcellus Foster, of the Houston Chronicle, rose to remark that, whereas Burleson is a Texan, he is in office by appointment, and that he could not be elected to any office within the gift of the people of that commonwealth.

Commends Editor & Publisher

On the subject of a fair rate per line per thousand of circulation, there was an entertaining and enlightening discussion, participated in by Messrs. F. C. Withers, Columbia State; W. A. Elliott, Jacksonville Times-Union; Victor H. Hanson, Birmingham News; Arthur G. Newmyer, New Orleans Item; George E. Katz, New York special representative; W. G. Bryan, Atlanta Georgian; H. C. Adler, Chattanooga Times; W. H. Bagley, Fort Worth Record, and Major J. S. Cohen, Atlanta Journal. The consensus of opinion was that scientific cost finding should ascertain the cost per line, which might differ with every member of the association, and to which should be added 10 to 15 per cent. to cover profits.

Editor & Publisher's constructive work in ascertaining cost per agate line, per class, state, and nationally was very generously commended.

(*Continued on Page 8*)

PAID ADVERTISING CAMPAIGN CUTS COST OF SECURING ARMY RECRUITS ONE-HALF

War Department's Campaign a Triumph for Sound Policy---More Than 200 Newspapers in 56 Cities Carried Copy---In Future Lists May Include Papers in Smaller Cities, Covering All Branch Recruiting Stations---Capt. Keeler Optimistic.

RETURNS on the Government-paid advertising campaign in newspapers during the last two weeks in June for army recruits are still incomplete, but the results attained have been sufficiently analyzed for EDITOR & PUBLISHER to announce, exclusively, on the authority of Captain Floyd Keeler, the War Department official advertising, that in charge of this



CAPT. F. V. KEELER.

department and

in fact as least cut in half the previous cost of obtaining recruits.

"A much better showing is expected when the reports on the campaign are complete," said Captain Keeler.

"For instance, we have no reports on enlistments received on the last day of the campaign.

Full Reports Lacking Yet

"Furthermore, we have no reports on enlistments received either at the recruiting stations or at army headquarters the week following the campaign, when undoubtedly there was a considerable increase over the normal number of enlistments, due to momentum previously acquired through our advertising.

"Then, there also remains to be taken into consideration the vast number of applications for enlistment we received during the campaign, many of which will be turned into enlistments during many weeks hereafter."

While Captain Keeler could not speak authoritatively as to what further use would be made by the War Department of newspaper advertising to obtain recruits for the army, since no official action has been taken regarding this as yet, it is his opinion that such advertising will be continued indefinitely.

In other words, if newspaper advertising will reduce the cost of obtaining recruits for the army by at least one-half, there is small likelihood of going back to less effective and more expensive methods.

Should Aid Cummings Bill

Another inference to be drawn from results attained through newspaper advertising in the army recruiting campaign is that considerably less opposition will be encountered in Congress henceforth to the proposal of EDITOR & PUBLISHER, in its issue of April 21, 1917, that the Government establish a Department of Advertising. A bill recently introduced in the Senate by Senator Atlee S. Cummings of Iowa, providing for the establishment of such a department, is now in committee.

This bill supersedes one introduced by Senator Cummings in August, 1917, to establish in the Department of Commerce a "Bureau of Publicity," to administer the advertising of the Government, which received scant consideration at the hands of a war-time Congress

Public Must Not Be Solicited for Funds to Pay for Government Advertising, War Department Warns Recruiting Officers

HEREAFTER nobody must presume to put Uncle Sam in the false position of panhandling for newspaper advertising. The old gentleman appreciates all the financial aid that was given him gladly by his nephews in advertising his earlier Liberty Loans, before he adopted the more sensible and dignified plan of personally-paid advertising, but the big success he attained through this latter plan in the recent campaign for army recruits has convinced him that nobody should be asked to pay his way into print for him hereafter.

Such is the conclusion to be drawn from a bulletin just issued by order of Secretary of War Baker from the office of Adjutant General R. J. Herman, signed by the latter, and addressed "To all officers in charge of recruiting districts. The subject of this bulletin is "Discontinuance of solicitation of funds for advertising.'" The first paragraph reads:

"The solicitation, by anyone on recruiting duty, of funds for advertising or other purposes, is prohibited. That this can only react to the detriment of the service is illustrated by the following quotations from letters received in reply to one sent out by a sergeant without authority from this office in a laudable but ill-advised effort to secure the maximum number of recruits for his local station."

The sergeant, it appears, wrote business men in the city where his recruiting station was located, as follows:

"In an effort to stimulate recruiting for the Army in this city, it is desired to start an advertising campaign, funds for which are to be raised by voluntary contribution. We respectfully request that your firm contribute as much as convenient and thereby assist us to secure the necessary number of recruits.

"If possible, we desire to have a full-page advertisement in the two local papers, giving due credit to the contributors as sponsors for the advertisement. For this, it is necessary to secure about $175 and if this is not forthcoming, we will have to content ourselves with smaller advertisements"

The reaction that the enterprising sergeant got from this letter indicates that the public no longer associates patriotism with paying for Uncle Sam's advertising. Two letters, received by the sergeant in reply to his appeal are included in the Adjutant General's bulletin. One reads as follows:

"The enclosed copy of a letter this day received seems to indicate the Government appropriation for this purpose is insufficient."

[NOTE.—As a matter of fact, the War Department spent only $174,000 of the $184,000 that was authorized for the recruiting campaign.]

"It seems to me that if more advertising should be done, the Government should pay for it. If the Government does not wish to pay for more advertising, no more should be done than is now being done."

The second letter quoted in the Adjutant General's bulletin reads:

"Enclosed herewith you will find an original letter (which you need not return), and as the letter indicates, authorized by the War Department.

"The manufacturers of this community, and of the state, generally, have during the period of war activity, generously responded to calls for contributions of almost every sort. They waived any disposition to criticise calls which were in reality relieving the Government of responsibility and expense.

"Most of us were glad to do this, because these calls were made, not directly by the Government, but by volunteer agencies doing their mightiest to help at a time of great stress.

"This is different.

"It proceeds from a Government department, asking individual manufacturers to assume a part of its function—a not altogether consistent feature, when as one peruses the fine law, it is discovered that such contributions are not deductable as a part of ordinary business expense.

"Even of that, however, we manufacturers are not complaining, because as 'you remarked on the platform at Rochester,' 'I do not propose to discuss consistency—there is no telling where it might lead.'

"But as an American who wants to be proud of his country, and his Government, I do complain of mendicancy. And as it proper to inquire how long it might take for such calls issued in the form of requests to evolve into demands.

"The letter referred to is sent you in the hope that it may be the means of bringing the matter to the attention of the proper department, to the end that, seeing how the act is viewed (and I speak not solely for this company) a different policy may be pursued."

The Adjutant General's bulletin concludes with the following comment:

"The above extracts are quoted to illustrate clearly the damage which may be done to the service by such ill-advised actions.

While the new bill retains the title and provisions of the first one, there is a strong sentiment generally that in its final form it should differentiate between "publicity" and "advertising."

In the army recruiting campaign during the last two weeks in June, four pieces of copy were used, two full pages and two pieces of 1,310 lines each, these being placed exclusively by Frank Seaman, Inc., in all English newspapers in cities where recruiting stations were located. More than 200 newspapers in 56 cities printed such advertising.

Plan of Copy Explained

If the newspaper advertising for army recruits is continued, it is probable that the media used will be newspapers in towns where branch recruiting stations are located.

Some of the main recruiting stations have as many as fifteen or more substations in nearby towns, but none of the newspapers in these towns were included in the initial campaign, for lack of enough recruiting officers to follow up the inquiries or "prospects" that such advertising would have developed.

"In order to get the best results, we were obliged to concentrate our efforts to obtain recruits at the main stations," Captain Keeler explained.

"The plan was not a perfect one, but having established the general rule to advertise only in cities where there was a main recruiting station, we were obliged to adhere to it.

"For instance, there is a main recruiting station in Minneapolis but none in its twin city, St. Paul. So we used the Minneapolis papers, but none in St. Paul. Likewise, we used San Francisco papers but none in Oakland, although the latter has a branch recruiting station and is a manufacturing town where prospects were plentiful.

Why Some Papers Received No Copy

"Naturally, this led to much misunderstanding on the part of newspapers which thought they were being slighted, and we were kept busy throughout the campaign explaining in detail why we were not putting advertising in these papers. Our explanations, I may say, were received in good spirit, invariably.

"The fiscal year of the War Department ended June 30, and if there is another appropriation for the ensuing year for a recruiting campaign through advertising we may conduct a newspaper campaign, lasting three weeks, in each of the towns where a sub-station is located. If this were done we would send most of the recruiting officers from the main recruiting stations to the substations to aid in obtaining recruits while the advertising campaigns were on there."

Begin Star-Telegram Building

FORT WORTH, TEX., July 5.—Ground has been broken for the new building of the Star-Telegram, at the corner of Seventh and Lamar streets. It will be four stories high, with a basement, and is expected to be ready for occupancy by March 1, 1920.

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CONVENTION OF S. N. P. A. MOST NOTABLE

(Continued from Page 6)

The feature of the Monday afternoon session was the appearance of four noble old Romans, who explained the postal and paper situation to the convention. These were Major E. Stahlman, chairman of the Nashville Banner, chairman of the Postal Committee of the S. N. P. A., and member of the A. N. P. A. committee; Col. Lonis J. Wortham, of the Fort Worth Star-Telegram; Urey Woodson, of the Owensboro Messenger, and A. F. Sanford, of the Knoxville Journal and Tribune.

Why Postal Fight Failed

Major Stahlman, who is young and vigorous, with a voice like a bell at the age of 75, said that the committee had failed because of lack of interest of Eastern newspapers, and opposition and propaganda by the magazines. The Southern papers and the Inland Daily papers stood strongly in favor of zone system, he said. On two occasions the A. N. P. A. had gone on record as favoring zone system in principle.

He asserted that the fight would have been won if the committee had rested its case on facts brought out by the Southern papers. He pointed out that express companies will carry 100 pounds of expensive silks 100 miles, insure, call for and deliver, at a rate of $1. With the newspapers the Government does not handle papers being delivered to mail car, and agents call for them, the Government assuming no responsibility.

Major Stahlman pointed out the increases now effective and scheduled under the Burleson taxation measure, and said such treatment isn't honest or fair.

An interesting discussion ensued between the chairman, Major Stahlman, and Col. L. J. Wortham, C. I. Stewart and Urey Woodson. The committee finally left to the Legislative Committee to confer and report back to the convention. Indications are that former postal or legislative committees will be continued at the expense of the membership and urged to pursue the matter aggressively.

In the matter of news print federal agreement and hearings, Major Stahlman said a grave injustice had been done American newspaper publishers by Government agencies declining to follow the matter up for lack of funds. It was suggested that Congress should be asked to appropriate funds to carry on the investigation.

Mr. Rogers' Address

The address of T. H. Moore, associate director Bureau of Advertising, was well received. He told of Government advertising and how it is making good. He outlined prospects for an advertising campaign on the Navy and other Government departments. He said the bureau stands in opposition to free publicity and urged a larger measure of support for extension of bureau efforts to Chicago and San Francisco.

Jason Rogers held the interest of the crowd for nearly an hour. He told of his standard cost accounting system, how that he had requested forms of fifty papers, then turned expert accountants loose on them, and how they had received this standard system, duplicate copies of which he is sending all daily newspapers within the next few weeks. He showed a vest pocket memo. book containing all Globe earnings and cost figures for a period of seven years.

Mr. Rogers made a plea for one rate and liberal treatment of advertising agents, saying that in the final analysis the advertiser pays the commissions. He told of his belief that there is a volume of business totaling hundreds of millions of dollars awaiting newspapers that clean up and encourage the advertiser to use the newspaper both locally or nationally. He outlined a plan, in co-operation with Enton & Publisher, for printed maps of dailies by States showing circulation rates, etc.

Labor was the chief theme for discussion Tuesday morning. Col. W. C. Dowd, of the Charlotte News, told of his experience. He said the News had experienced a complete walk-out ten years ago. The morning and evening newspapers got together and fought it out, and never missed an issue. W. L. Elliott told of conditions in the largest open shop in the South. He explained that most of the linotype operators and stereotypers worked right up to the Times-Union plant. Mr. Elliott made an earnest plea for higher salaries for advertising solicitors, reporters, editorial people, and the forces making it possible to pay such high wages to union help.

Problem of Linotype Operators

W. T. Anderson proposed a school for apprentices, under the assistance of members, pointing out that under existing union rules only one boy is allowed to five journeymen, and in some cities only one boy to seven. The only apprentices in the field now are in country offices.

On invitation of President Ball, Walter H. Savory, general sales manager of the Mergenthaler Linotype Machine Company, told of school maintained by that company in New York, Toronto, Chicago, New Orleans and San Francisco. He also told of training at technical schools, including Carnegie Institute, Pittsburgh. He explained that graduates of these schools were slow operators, say, 2,800 ems per hour. Mrs. Noyes, of the Linotype Company, spoke about sending two of her boys off to a Chicago linotype school for the five or seven weeks' course.

Urey Woodson, of the Owensboro Messenger, asserted that the lure of the big cities attracted the youths sent to Chicago or New York schools, and on graduation they found that they could get jobs at excellent wages without any difficulty, hence they did not desire to return to their old field. He thought Mr. Anderson's suggestion was the right lines. Col. Wortham urged that the propulsive force of public opinion be used in the education of legislators, assuring the addition of linotype instruction in all vocational and technical schools, and said this would solve this vast economic problem.

Reasonable Zone Rate Favored

The following resolution was adopted, regarding postal matters:

"Be it resolved, that the Southern Newspaper Publishers' Association, in annual convention assembled, at Asheville, N. C., declares its adherence to the zone system on postal rates on second-class matter as the only system whereby rates may be adjusted in such manner as to keep the government rate of postage in keeping with the service rendered and the cost of said service to the government.

"Resolved, further, that this association opposes the return to the flat rate system of postage because of its unfairness to newspaper publishers and to the government.

"Be it further resolved, that in keeping with this belief, this association reaffirms its former declaration in favor of the principles embodied in what is known as the McKellar amendment, and urges the provisions of this amendment as the proper ones to remove oppressive provisions of the act of 1918, insofar as said act applies to newspapers.

"Be it further resolved, that the President of the American Newspaper Publishers' Association be requested at once to fill the vacancy on the Postal Committee of the association caused by the resignation of George McAneny of the New York Times and expresses the hope and belief that this vacancy should be filled by the appointment of Major E. B. Stahlman, one of the most active and loyal members of this association, who will give intelligent direction to the work required to be done to have the law of October, 1918, amended so as to give relief to the newspapers of the country from oppressive and unjust provisions of said act, and thus carry out the wishes of this association and the American Newspaper Publishers' Association as expressed in the resolution unanimously adopted at the annual meetings of the associations in 1918 and 1919."

CO-OPERATION, THEME OF JOINT MEETING

Southern Newspaper Publishers, Executive Committee and Council of A. A. A. and Southern Paper Owners Discuss Common Problems

(By telegraph.)

Asheville, N. C., July 8.—Co-operation between agencies and publishers was the theme of a joint meeting of the Southern Newspaper Publishers Association Executive Committee of the A. A. A. and Southern Council and of the A. A. A. A., the newly organized association of Southern Farm Paper Publishers at Grovepark Inn, Tuesday evening.

About one hundred prominent publishers agents, and farm paper men were present when President Ball introduced Jefferson Thomas of Jacksonville as Chairman of the Joint Meeting.

Paul E. Faust, a member of the firm of Faust, Mitchell and Faust, of Chicago, very ably presented a paper written by William H. Johns, of the George Batten Co., of New York City, the President of the American Association of Advertising Agents, who was detained in New York by jury service.

"The public at large is wholesome and wants wholesome things," wrote President Johns, former chairman of the Government's Division of Advertising.

Fair Play for Agencies

"The spirit of world-fraternity is now in the air. Don't listen to pessimists. I am an optimist. The newspaper is destined to become more an important medium than ever before."

Mr. Johns' plea was for compensation and protection for agencies that have proved themselves worthy, with refusal of agency commissions to agents not properly accredited.

Members of the A. A. A. A. placing over $125,000,000 yearly in advertising, want just recognition and co-operation," he wrote. "Ninety-eight and one-half per cent of the magazines co-operating on such a basis have found the plan profitable.

"We want two things. First, complete support with no commission to advertisers direct, even to the refusal of business; second, a universal commission of 15 per cent. on gross rates to agencies, which are investing more and more in service and taking away all the risk and gamble in advertising. Southern publishers show the biggest improvement."

Victor H. Hanson moved and the joint meeting carried unanimously a motion to send the address to all members of the Southern Newspaper Publishers Association.

H. H. Charles made a notable address on farm papers as profitable mediums. He explained the work of standardizing the sizes of pages of farm papers in the South, where practically all are of standard size. He had found 13 different column sizes in 46 farm weeklies, whereas the pages of all but one of the 105 poultry journals were standard. He advocated a standard rate card and a standard order blank.

Seeks Standardization

Secretary James O'Shaughnessy of the A. A. A. A. made a powerful appeal for sympathetic interest and wholehearted co-operation in standardization. He said:

"The A. A. A. A.'s plan is to gather together all agencies of standing and character.

"The association now represents 95 per cent. of the total national advertising, and 99 per cent. of ethical appreciation.

"The association does not put up the bars to any agency. It is as democratic as the best interest of the advertiser and publishers can make it. We have not refused recognition to a single agency. Of every dollar we produce, 85 cents goes to you. Ten cents for service is essential, leaving but a net five cents smaller than that enjoyed by any other business, and the fiscal responsibilities are entirely upon our members. All we have is on the table for your protection.

"Our members have no other calling, and our minds no other interests."

Mr. O'Shaughnessy described the publishers by declaring that agents want

(Continued on Page 36)

DISCUSS AGENCY RECOGNITION

Executive Committee of S. A. A. Says That Publishers Should Decide

(By telegraph.)

Asheville, N. C., July 8.—The Executive Committee of the Southeastern Advertising Agencies consisting of Dillard Jacobs, of Atlanta, chairman, Rufus S. Freeman, of Richmond, vice-chairman, and William Adler, of Atlanta, secretary-treasurer, held a meeting at Grove Park Inn, Monday, and resolved that the policy of deciding whether an advertising agency should be recognized as such, rests with the publishers themselves, irrespective of the opinion of any organization of agencies.

The Southeastern Agencies will present this principle to Southern publishers for action.

Best South Carolina Meeting

(By telegraph.)

Edgefield, S. C., July 9.—The Forty-Fifth Annual Session of the South Carolina Press Association, held in Greenville, June 30 and July 1 and 2, was the largest and in many respects the best meeting held within the past decade. The business sessions were well attended and were full of interest and real profit. The following officers were elected: A. B. Jordan, of Dillon, President; H. G. Osteen, of Sumter, First Vice-President; Rion McKissick, of Greenville, Second Vice-President; Mason Brunson of Florence, Secretary and August Kohn of Columbia, Treasurer.

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REVISED ROSTER OF SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

City and Title.	President.	Manager.
Anniston Star	Harry M. Ayers	Harry W. Ayers
Atlanta Constitution	Albert Howell, Jr.	E. Stow
Atlanta Georgian and Sunday American	W. G. Bryan	W. E. Miller
Atlanta Journal	John S. Cohen	Charles D. Atkinson
Americus Times-Record	W. S. Kirkpatrick	Lovelace Eve
Albany Herald	H. H. McIntosh	J. A. Davis
Athens Herald	Bowdre Phinizy	E. W. Carroll
Athens Banner		
Augusta Chronicle	T. W. Loyless	R. S. Carver
Augusta Herald	Bowdre Phinizy	J. C. Harrison
Asheville Citizen	George Stephens	P. M. Burdette
Asheville Times	Charles A. Webb	T. W. Chambliss
Ardmore Ardmorite	Ed Gish	H. T. Nisbett
Anderson Daily Mail	G. P. Browne	G. P. Browne
Austin American	Kendall B. Cressey	Kendall B. Cressey
Birmingham Age-Herald	E. W. Barrett	R. A. Mullins
Birmingham Ledger	Robert S. Hiden	F. W. Orlemann
Birmingham News	V. H. Hanson	Buford Goodwin
Baton Rouge State-Times		Charles P. Mandslup
Beaumont Enterprise	W. J. Crawford	J. L. Mapes
Beaumont Journal	Charles L. Schless	Charles L. Schless
Brownsville Sentinel	H. M. Skelton	H. M. Skelton
Bristol Herald-Courier	E. Munsey Slack	Charles B. Dove
Clifton Forge Review	George O. Greene	M. Botts Lewis
Columbus Enquirer-Sun	R. L. McKenney	M. L. Wallis
Columbus Ledger	W. E. Page	W. E. Page
Charlotte News	W. C. Dowd	W. M. Bell
Charlotte Observer	Walter B. Sullivan	A. W. Burch
Concord Tribune	J. B. Sherrill	J. B. Sherrill
Charleston American	W. F. Livingston	Clifford Thompson
Charleston News & Courier	James Simons	Charles Robertson
Charleston Evening Post	A. M. Marigault	Hall T. McGee
Chattanooga News	George F. Milton	W. C. Johnson
Chattanooga Times	H. C. Adler	W. S. Weitzell
Columbia (Tenn.) Herald	J. I. Finney	W. D. Hastings
Columbia Record	E. W. Robertson	W. O. Boger
Columbia State	A. E. Gonzales	F. C. Withers
Clarksville Leaf-Chronicle	W. W. Barksdale	W. W. Barksdale
Corpus Christi Caller	Robert J. Kleberg	Frank B. Harrison
Daytona News	T. E. Fitzgerald	T. E. Fitzgerald
Dayton Journal		F. D. McDonald
Dublin Courier-Herald	Frank Lawson	W. H. Hinn
Durham Herald	E. T. Rollins	E. T. Rollins
Durham Sun	W. W. Weaver	H. R. Weaver
Dallas News		W. B. Benners
Dallas Times-Herald	Edwin J. Krist	Edwin J. Krist
El Paso Herald	H. D. Slater	J. C. Wilmarth
El Paso Times	Frank Powers	S. L. Davis
Fort Smith Times-Record	John F. D. Aue	John D. Aue
Frankfort State Journal	Graham Y. Yeeland	James L. Newman
Fort Worth Record	W. H. Bagley	J. H. Allison
Fort Worth Star-Telegram	Louis J. Wortham	A. G. Carter
Gadsden Journal	C. A. Ver Beck	A. W. McCulloch
Gadsden Times-News	Charles A. Meeks	J. L. Meeks
Gainesville Sun	W. M. Pepper	W. M. Pepper
Gainesville (Tex.) Register	J. T. Leonard	C. H. Leonard
Greensboro News	E. B. Jeffries	E. B. Jeffries
Greensboro Record	Parker R. Anderson	Parker R. Anderson
Greenwood Index-Journal	H. L. Watson	J. S. Bailey
Greenville News	R. B. Perry	R. B. Peace
Greenville Piedmont	J. Rion McKissick	George R. Koester
Galveston News		John F. Jubben
Galveston Tribune	C. H. McMaster	T. E. Gaffney
Hattiesburg American	H. S. Stevens	Thomas St. John
High Point Enterprise	R. D. Perry	J. P. Rawley
Hickory Record	E. Lyerly	J. C. Miller
Houston Chronicle	Marcellus E. Foster	Fred Fox
Houston Post	Roy G. Watson	L. J. Van Laeys
Jacksonville Metropolis	W. R. Carter	Rufus A. Russell
Jacksonville Times-Union	Willis M. Ball	W. A. Elliott
Jackson News	Frederick Sullens	Walter C. Johnson
Jackson Sun		Jesse C. Long
Johnson City Staff	E. Munsey Slack	E. Munsey Slack
Kinston Free Press	N. J. Rouse	H. Galt Braxton
Knoxville Journal & Tribune	A. F. Sanford	Fred T. Bonham
Knoxville Sentinel	Curtis B. Johnson	H. A. Rouser
Little Rock Democrat	Elmer E. Clark	K. A. Engel
Little Rock Gazette	J. N. Heiskell	Fred W. Allsopp
Lexington Herald	Desha Breckenridge	C. J. Stewart
Lexington Leader	John G. Stoll	F. B. Wachs
Louisville Courier-Journal	Robert W. Bingham	Robert E. Hughes
Louisville Herald	J. C. Shaffer	C. F. Gladfelter
Louisville Post	Richard G. Knott	W. W. Stouffer
Louisville Times	Robert W. Bingham	Robert E. Hughes
Lake Charles American Press		
Lynchburg News	Carter Glass	M. K. Duerson
Montgomery Advertiser	C. H. Allen	R. F. Hudson
Montgomery Journal	E. H. Miller	F. H. Miller
Mobile Item	Frederick I. Thompson	R. G. Rapier
Mobile Register	Frederick I. Thompson	
Miami Herald	Frank B. Shutts	E. Taylor
Miami Metropolis	S. Bobo Dean	S. Bobo Dean
Macon Telegraph	W. T. Anderson	P. T. Anderson
Macon News	R. L. McKenney	R. K. Wallis
Meridian Dispatch	Ray F. Frazier	Duncan M. Gray
Meridian Star	Ralph S. Bevinger	Ralph S. Bevinger
Monroe News-Star	J. W. Smith	C. E. Faulk
Memphis Commercial-Appeal	W. J. Crawford	J. W. Hayes
Memphis News-Scimitar	Sam E. Ragland	Bernard E. Cohn
New Orleans Daily States	Robert Ewing	M. Beyersdorfer
New Orleans Item	James M. Thomson	A. G. Newmyer
New Orleans Times-Picayune	L. R. Nicholson	J. L. Ebaugh
Nashville Banner	E. B. Stahlman	E. M. Foster
Nashville Tennessean	Luke Lea	Luke Lea
Norfolk Ledger-Dispatch	S. L. Slover	P. S. Huber
Norfolk Virginia Pilot	L. D. Starke	R. E. Turner
Orlando Reporter-Star	R. B. Brosser	J. C. Brosser
Owensboro Enquirer	Mrs. S. W. Hayes	W. B. Hayes
Owensboro Messenger	Trey Woodson	G. M. Poma
Oklahoma Oklahoman	E. K. Gaylord	Charles W. Boggs
Orangeburg Times-Democrat	James Izlar Sims	James Izlar Sims
Palm Beach Post	Joe L. Earman	Joe L. Earman
Palatka Press	H. P. Yarnell	H. P. Yarnell
Paris (Tex.) News	Sayers Boyd	Sayers Boyd
Pensacola Journal	Lois K. Mayes	W. A. Kindel
Pensacola News	Percy S. Hayes	Percy S. Hayes
Paducah Sun	Edwin L. Paxton	Edwin L. Paxton
Petersburg Progress		Clifford L. Snowden
Rome Tribune-Herald	J. L. Johnson, Jr.	Mrs. J. L. Johnson
Raleigh News & Observer	Josephus Daniels	V. C. Moore
Raleigh Times	John Parks	John Parks
Rocky Mount Telegram	J. L. Horne, Jr.	J. L. Horne, Jr.
Rock Hill Herald	J. T. Fain	J. T. Fain
Richmond Times-Dispatch	J. O. Winston	C. P. Hasbrook
Richmond News-Leader	John Stewart Bryan	Allen Potts
Roanoke Times	J. B. Fishburn	W. E. Thomas
St. Augustine Record	Harry Brown	Harry Brown
St. Petersburg Independent	L. B. & L. C. Brown	Lew B. Brown
Savannah Morning News	P. G. Bell	P. G. Bell
Savannah Press	Pleasant A. Stovall	Burton C. Maxton
Shreveport Journal	S. B. Hicks	D. Attaway
Salisbury Post	J. F. Hurley	J. F. Hurley
Spartanburg Herald	F. C. Withers	W. W. Holland
Spartanburg Journal	C. D. Hearon	W. W. Holland
San Antonio Express	F. G. Huntress, Jr.	F. G. Huntress, Jr.
San Antonio Light	Charles S. Diehl	Charles S. Diehl
Sumter Item	C. P. Osteen	H. G. Osteen
Tampa Times	Charles K. Mullen	A. H. Reagin
Tampa Tribune	W. F. Stovall	W. F. Stovall
Thomasville Times-Enterprise		W. D. Hargrave
Temple Telegram		J. P. Black
Wayerose Journal-Herald		Jack Williams
Washington Daily News		James L. Mayo
Winston-Salem Journal	N. L. Cranford	N. L. Cranford
Winston-Salem Sentinel	Rufus A. Shore	Rufus A. Shore
Wilmington Dispatch	Parker R. Anderson	Parker R. Anderson
Wilmington Star	J. E. Thompson	W. S. Bernard
Waco Times-Herald	George Robinson	C. J. Glover, Jr.

STRENGTHEN FRIENDSHIP BONDS

U. S. Correspondents Dine British Co-Workers at Paris Conference

(BY RADIO)

PARIS, July 1.—American newspaper correspondents in Paris attending the peace conference last night entertained the British correspondents at dinner. Nearly 100 prominent journalists were present at the function. Departing from the conventional the banquet was more like the famous "gridiron" dinners in Washington. There was diversion of stunts of a theatrical character that made the dinner unique even in Paris.

The committee that arranged the dinner was made up of Lincoln Eyre, New York World; Charles S. Smith, Associated Press; Elliot Shepard, New York Evening Mail; Florence O'Neil, Pittsburgh Dispatch, and Henry E. Wales, Chicago Tribune.

Herbert Swope, New York World, acted as toastmaster, and the leading speech for the American hosts was made by Richard V. Oulahan, of New York Times. George Adamson, London Times; Sidney Dark, London Daily Express; George Sait, British Government Press Bureau, and George Knox, London Morning Post, made delightful addresses for the guests.

Agency Changes Name

CHICAGO, July 8.—The advertising service agency of Gray & Benjamin, Transportation building, has changed its title to the Charles J. Benjamin Agency, named after its principal owner.

Warns Against "Legion" Swindlers

ST. PAUL, Minn., July 8.—Major Harrison Fuller, editor of the Legion Outpatch, and chairman of the American Legion in Minnesota, has issued a warning against swindlers who are soliciting and selling subscriptions for a so-called soldiers' magazine. Major Fuller explains that no advertising is being solicited for the American Legion Weekly, official organ, which began publication in New York June 28, and no attempt made to circulate it among persons who were not in the military or naval service.

CENTRALIZATION OF CIRCULATION ACCOUNTING IS EMPHASIZED

Expert Presents System That Will Fulfill All Requirements and Give Check on Print Paper Used—All Are Separated—Saving Can Be Effected.

By F. R. White.

SOME newspaper publishers do not appear to realize the value of a system of circulation accounting that will provide a complete record of the distribution of all perfect printed copies and account in full for circulation earnings and cash receipts.

A system that will fulfill these requirements, as well as furnish a check on print paper used, is not necessarily complicated, and can be devised to suit the needs of a newspaper of any size. The question of cost is not prohibitive, even for a small paper, as frequently only a little additional clerical work is necessary to make the records complete, and every publisher should know exactly where he stands on circulation and the earnings therefrom and be able to substantiate his claims as to paid circulation.

Controlling Accounts of Vital Importance

The general books should provide an arrangement of accounts conforming with the various divisions of paid circulation. These accounts in the general ledger are called controlling accounts and contain the final figures covering charges for earnings, and credits for cash receipts, returns and allowances, as well as the number of copies represented, which figures are taken, through monthly entries, from subsidiary circulation records representing the respective classes of paid circulation.

As it devolves upon the circulation department to account for all perfect printed copies, a check of print paper used and the production of printed copies therefrom may be considered in connection with circulation records.

Monthly Check on Paper Rolls

A receiving book, in bound or loose leaf form, should be kept, which will show car number, date received, mill roll number, size and mill weight (and if facilities are available, the publisher's weight) of all rolls received. This record may be used as a book inventory by showing the date each roll is taken out of stock or put on the presses, and a check on the accuracy of the record used for this purpose can be obtained by a comparison of the roll numbers not used with an actual count or listing of rolls on hand once a month. The book inventory and actual count will also serve as a check against the print paper valuation figures shown by the monthly ledger balance. A receiving record is also invaluable in furnishing support for vouchers issued in payment of paper invoices, and may be used by the bookkeeping department in working out a proof of paper production.

Some newspapers maintain a check on the stock weight of print paper used by making frequent tests of the weight of an 8-page sheet on finely balanced scales. The average newspaper, however, may obtain a good check for each month or individual car load by computing the weight of paper required to print the 8-page equivalent as shown by the press room report (see illustration) by using a formula based upon the stock weight of paper purchased. Thirty-two pound stock weight paper means 500 sheets 24"x36" should weigh 32 pounds, and to ascertain the weight of 1,000 8-page papers the following formula is used:—(assuming a 4-page sheet measures 23½"x36") 23½x36x2x2x32÷864 (24x36) or 125.33 pounds to 1,000 8-page papers.

After deducting the weight of white waste, cores and wrappers from the gross weight of paper used, divide the weight remaining by the weight of 1,000 8-page papers and the result should approximately equal the 8-page equivalent of gross press run. If the test is correctly made, and the theoretical outturn is greater than the actual number of copies produced by the presses, the discrepancy probably indicates that the paper is running heavier than 32 pounds, and consequently the printing surface of the paper purchased is correspondingly reduced.

Daily Circulation Report Important

This test can be made in the reverse order by multiplying the 8-page equivalent by the same formula and the result should equal the weight of paper used on the presses, less the weight of white waste, cores and wrappers. In either calculation paper sold or used on job work must be considered.

A daily circulation report (see illustration) should be prepared by the circulation department as the initial step in keeping a comprehensive record of circulation. This report should be made up within a day following the date of issue, while the day's developments are fresh in mind, as it sometimes happens that extra supplies of papers are sent out without a proper record being taken. Information for the report is obtained from delivery room slips, carriers' wagon deliveries, or the daily totals from dealers' and carriers' draw books, and from suburban and country dealers' blotters, mailing room reports, daily report from mail subscription department, etc. Figures showing the circulation by editions under the various captions furnish invaluable information in accomplishing the desired distribution of each issue.

The Record Book

The Circulation Record Book is provided with column headings corresponding to the daily circulation report, and the total circulation of each issue, as shown by the daily report, is copied into the record on a separate line for each day. A page should be allotted to each calendar month and Morning, Evening and Sunday issues kept separate and the totals brought down and proved promptly each month. Additional columns may be provided for city, suburban and country returns and allowances, which are deducted from gross paid circulation.

This record corresponds in importance to a general ledger; and as far as the divisions of circulation go, forms the basis of circulation accounting, the dealers' and carriers' ledgers, circulation cash books, draw books, etc., being segregated in conformity with the divisions of paid circulation as shown by this book. The value of this idea in facilitating a verification of circulation and earnings is obvious.

Where city circulation is handled on the metropolitan plan, and publishers have no knowledge of the proportion of paid circulation distributed through carriers, dealers or newsboys, the most successful system employed appears to be the driver agency plan, whereby all city circulation is charged to individual drivers who are responsible for the distribution of papers and the collections therefor. The individual accounts with the dealers and carrier boys are kept by the driver, some times with the assistance of office clerks, who write up route books, or other records necessary for the drivers' use. If it is not practicable to handle dealer circulation in outlying city territory in this manner, draw sheets and a ledger account with each dealer are used.

City driver circulation is represented on the general ledger by a controlling account to which is charged the total draw at the driver's rate, and which is credited with cash paid, returns, allowances, etc., each month; the balance due, as shown by this account, equalling the total drivers' balances outstanding, as shown by the individual ledger accounts.

If city carrier service is maintained and separate circulation figures are desired, draw books and ledger accounts are necessary where the carriers do their own collecting and keep the profits for their services, and where carriers work on salary and office men make collections, substribers' card accounts take the place of ledger accounts. Carriers' ledger accounts are handled practically the same as dealers' accounts, which are

(*Continued on page 24.*)

NAME OF NEWSPAPER

DAILY CIRCULATION REPORT

Date.....19..

Editions.	Noon.	Home.	5 o'Clock.	Final.	Extra.	Total.
Paid Circulation						
City—Carriers						
Dealers ...						
Street Sales						
Counter ..						
Mail						
Total						
Suburban—						
Carriers ..						
Dealers ...						
Mail						
Total						
Country—						
Dealers						
Mail						
Total						
Total Paid...						
Unp'd Circulation						
Service—						
City Employees						
R. R. & P. O. Employees ...						
Correspondents						
Advs. and Advc. Agents						
Exchanges						
Complimentary ..						
Sample Copies...						
Office Use and Files						
Total Unpaid.						
Total Distribution						
City — Drivers' excess returned unsold						
Left over						
Unaccounted for.						
Spoiled—Mailing Room						
Net Press Run...						
Perfect Print ..						
Spoiled on Press.						
Gross Press Run						

This form may be reduced in size by eliminating any paid or unpaid captions not required, or by combining some of the unpaid captions; or by leaving out "Spoiled on Press" and "Gross Press Run," which are shown on Press Room Report.

The full issue only may be shown in one column with adjoining columns for "same day last month" or "year ago." Such changes however would destroy one of the most valuable features of the report as left overs, unaccounted for, etc., could not then be readily traced to the various editions, and necessary information would not be available (unless other records are kept covering this matter) for an intelligent distribution of the various editions.

Provision may be made at the bottom of this report for indicating the weather conditions of the day, also the important news items of the day.

Signed.....

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51.5%

of the Advertising Published in All Baltimore Newspapers in June Appeared

IN THE

BALTIMORE SUN

MORNING EVENING SUNDAY

Gains in June

Morning Issue (including Sunday)...358,500 lines
Evening Issue .....312,900 lines

Total Gain for the Month

671,400 Lines

The Sun has gained more than 2,000 columns each month for the past three months, and the gain has not been less than 1,300 columns a month since January 1st.

Total Gain First Half of 1919

3,400,000 Lines

The Greater Part of the Advertising of All Baltimore Merchants Appears in The Sun. They Know Home Delivery Circluation Pays.

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EXTENDS POWER OVER PAPER MAKERS

Bill Introduced in Canadian Parliament Is Given First Reading After Spirited Debate Between Champions of Newspapers and Manufacturers

(BY TELEGRAPH)

OTTAWA, Ont., July 7.—A bill providing for the extension of powers and jurisdiction of the Commissioner and Controller of Paper after peace is declared, as well as for an extension of the authority of the Paper Control Tribunal was given its first reading in Parliament today, after spirited debate between speakers who favored the newspapers, and others who took the side of the paper manufacturers.

Sir Thomas White said the object of the resolution was to enable the commissioner and the Paper Control Tribunal to complete all matters undertaken and to determine all questions which had arisen prior to the declaration of peace. There was no intention of continuing the powers of the commissioner or the tribunal after this work had been cleaned up, he said.

He explained that the commissioner had been appointed under the war ministry act and that the tribunal was constituted under the same bill. Therefore, unless Parliament made provision, their powers would collapse with the declaration of peace.

Protection for Publishers

In reply to a question as to why the commissioner was appointed and at whose request, Sir Thomas replied that he had been appointed by the government to insure a supply of news print to papers at a fair profit during the war. The appointment had been made on the representation of certain Canadian newspapers that they would have to suspend publication if the high prices of news print continued.

During the war, he said, the press performed a most important function. Not only did it disseminate news, but it rendered high service in encouraging the people and in maintaining the spirit so necessary to successful prosecution of the war. Therefore, it was essential that the press should be assisted in getting news print at a fair rate. No one had been hurt by the government's action.

A. R. McMaster protested against the government's action in assisting the papers. He thought a manufacturer should be allowed to charge their own prices, and if they made excessive profits the government could take it out of them by taxes.

Newspapers Had Suffered

H. C. Hocken declared that if any industries had suffered during the war, it was the newspapers. Several papers in Ontario had been forced out of business. If the government was going to start limiting profits, news print manufacturers were good people to start on, he said.

Mr. Richardson said action had been taken by the Federal Trade Commission of the United States against a combine of news print manufacturers, and that some of the members of the combine were fined $2,500. As a result of the combine, the prices of news print had been enormously increased. Manufacturers had made large dividends, of which a large portion had been paid on pure "water."

Francis McCrae, himself a paper manufacturer, charged that practically without any hearing being given the manufacturers, the Minister of Finance had fixed the price of news print at $50 a ton. The manufacturers had asked for an investigation, and Mr. Pringle found that the average cost of production was $50 to $70, but the manufacturers were forced to sell at $50.

Manufacturers, he said, had asked that the profits of publishers likewise be investigated. Many publishers were able to pay a good deal larger dividend than before the war, but nothing was heard about them, he said. He declared that the president of the Privy Council had written to Commissioner Pringle, telling him not to investigate the publishers. This statement was afterward denied by Hon. N. W. Rowell.

Sir Thomas White challenged the statement that the price of $50 was fixed without giving the manufacturers opportunity to state their case.

Manufacturers Were Obdurate

Sir Thomas declared that when he was notified that a number of newspapers might have to go out of business, he called manufacturers and publishers together and for five weeks tried to bring them to an agreement. The manufacturers refused to meet the situation.

Sir Thomas referred to a statement of the financial standing of the Laurentide Paper Company. This statement showed that conditions in this company were most satisfactory. But in the next column of the same page appeared a complaint of one of the officials of the company that the government was treating news print manufacturers unfairly.

Mr. McCrea charged that the Canadian manufacturers of paper had been forced to supply paper to publishers at less than cost, and that the press of Canada had been bought and paid for with the money of Canadian news print manufacturers.

Ad Club Elects Nimmo

LOS ANGELES, Cal., July 8.—Officers have been elected as follows by the Advertising Club of this city: President, Ray E. Nimmo; first vice-president, A. D. Smith; second vice-president, Bert Butterworth; third vice-president, W. E. Sibertson; secretary-treasurer, Wm. C. Kottemann; club manager, C. M. C. Raymond. Directors: P. C. Miller, A. T. Tarbell, Arthur M. Loomis, Chas. L. Lewin, Frank A. Greth and Harry S. Carroll.

Pacific Ad Agents Organize

PORTLAND, Ore., July 8.—The Pacific Coast Advertising Agents' Association has come into existence as an outgrowth of the recent convention of the Pacific Coast Advertising Men's Association, one of the qualifications being membership in a club belonging to the P. C. A. M. A. The officers are: President, Frederick T. Hyskell, Portland; secretary, K. L. Hamman, Oakland; treasurer, E. E. Brisacher, San Francisco.

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines af advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.



Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

FIRST

IN six months of 1919 The New York Times published 8,797,937 agate lines (29,722 columns) of advertisements, recording a gain of 2,143,649 agate lines (7,242 columns) over the corresponding period of last year—a greater volume and a greater gain than any other New York newspaper.

In June The New York Times published 1,733,450 agate lines of advertisements—the greatest volume printed in a single month in the history of The New York Times, recording a greater gain than any other New York newspaper.

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"A TALE of Two Cities" And a Third A-HEAD

In recent issues of trade journals there appeared the following advertisement in full page space:

"A Tale of Two Cities and of Two Newspapers"

"THE NEW YORK TIMES, first newspaper in America's first city, in a page advertisement in Editor & Publisher for June 5 announced a *gain of 1,535,457 lines* of advertising for the first five months of this year and declared this *'represents by far the greatest growth of any New York newspaper.'*

THE BIRMINGHAM NEWS, in a double page advertisement in Editor & Publisher for June 12, announced a *gain of 1,740,886 lines of advertising* for the first five months of this year, *205,429 lines more than the New York Times gained in the same period.*

and now for the third—THE FORT WORTH STAR-TELEGRAM, the fastest growing newspaper in the Southwest, announces a gain of *1,951,942 lines of advertising* for the first five months of this year—*416,485 lines more than the New York Times gained* in the same period, and *211,056 lines more than the Birmingham News gained.*

FORT WORTH STAR-TELEGRAM gained 2,432,660 lines for the first SIX months of 1919 over the same peroid of 1918.

HERE IS THE ANSWER

FORT WORTH is the gateway to the tremendous TEXAS OIL FIELDS, WITH A PRODUCTION THAT WILL RUN CLOSE TO TWO HUNDRED MILLIONS OF DOLLARS ANNUALLY. Grain, cotton, livestock and other resources, of which there are a multitude in this territory, make Fort Worth territory an unexcelled, potential buying market.

—and the Fort Worth Star-Telegram absolutely dominates this wonderful market.

—cultivate this great and rich section by including us in your Fall lists. You can absolutely dominate the field with one newspaper—

FORT WORTH STAR-TELEGRAM

Member A. B. C.

OVER 65,000 DAILY — Second paper in Texas. — 70,000 SUNDAY

More than 2½ times the circulation of any other Fort Worth paper.

A. G. Carter, V. P. & Gen. Mgr. — A. L. Shuman, Advertising Manager.

EARLY RELEASE FOR LUDENDORFF STORY

Inside History of War from German Side to Be Ready for American Newspapers Early in August—Manuscript Now on Way

P. C. Eastment, vice-president of the McClure Newspaper Syndicate, informs Editor & Publisher that the Ludendorff story of the war will be ready for release to newspapers early in August.

It is expected, according to Mr. Eastment, that the manuscript will reach here within a few days. A good deal of interest has been aroused by the announcement of this story of the German side of the war by the man in whose brain originated the plans of campaigns and into whose hands was placed the virtual control of military operations of the late Central Empires.

Shortly before the signing of the armistice, when he recognized that the struggle was over, Ludendorff went to Stockholm, taking with him a great mass of records. Upon this task he has concentrated his whole time for the intervening months, and his story is expected to be a close-up history of the German effort to dominate the world.

"There will be about one hundred daily installments of approximately 2,500 words each," said Mr. Eastment. "The serial publication in the newspapers will be in advance of the publication of the manuscript in book form. This will be done in October.

"Lord Northcliffe has purchased the serial rights for the British empire, except Canada. The biggest cash advance ever made in the history of the publishing business has been made to the Swedish publishers who represents Ludendorff in the matter. The story will carry a large number of illustrations."

It is said that the story has been written with the approval of the present German government.

Charged with Sedition

SCRANTON, Pa., July 7.—Nickolai Howwich, editor of the Novy Mir, a New York publication, is held under bail on charges of seditious utterances. He was arrested following a radical speech at a mass meeting in which he advocated the use of force. He claims he is a personal friend of Lenine and a former co-worker of Trotzky, although a naturalized American citizen.

BRAUN ELECTED BANK PRESIDENT

Will of T. H. Given Gives no Details of Estate Value

PITTSBURGH, July 9.—The will of T. H. Given, president of the Pittsburgh Post and Sun Publishing Company, just filed for probate, makes no estimate of the value of the estate. The executors are A. E. Braun and George C. Moore. It is understood that Mrs. Anna Given Kerr, surviving sister of Mr. Given, has a life interest in the estate, and that the executors have authority to dispose of the varied interests of the decedent as may be deemed best by them.



A. E. BRAUN

Owing to Mr. Given's death, a reorganization of the Farmers' Deposit National Bank of Pittsburgh was affected, and Arthur E. Braun, vice-president and general manager of the Pittsburgh Post and Sun, was elected president. Mr. Braun, while a young man, has been associated with Mr. Given and his banking and commercial interests for 25 years.

Plan New Copyright Law

OTTAWA, Ont., July 7.—"A complete study of relations of the governments of Canada and the United States on the subject of copyright" will be undertaken this summer by a special committee of Parliament, and it is expected that a bill, embodying its recommendations will be passed in the fall. The majority of influential Canadian newspapers are supporting the Authors' and Composers' Association in its fight for a revision of the present law.

GO AND GET IT!

More Foreign Advertising Through Intensified Representation

Our experience in Eastern advertising circles convinces us that we can produce abundantly for publishers who will contract for our representation.

Immediate action on your part if you need new or added representation will assure you of intelligent and faithful effort on every foreign account.

Write or wire for terms or to arrange for personal interview.

HAMILTON-DeLISSER, Inc.
Publishers' Representatives
347 Fifth Avenue, New York

J. B. Hamilton, Former Foreign Advertising Mgr. New York Morning Sun
L. A. N. DeLisser, Former Advertising Manager New York Evening Sun



Musings of a Married Man
by One of Them

The three most delightful feminine occupations are changing her clothes, her mind and her name.

A bachelor can never understand why a six-months-old baby can't be taught to sit up on its hind legs and beg.

Here is our "littlest one."
Written by one of the wittiest of the humor men—Robert W. Jones—whose work you have seen in "Life" and "London Punch." Always good natured, never sarcastic.

Six-times-a week (only 25 inches, single column) and your readers wouldn't miss a line of them for a farm.

Proofs and price upon request.

Thompson Feature Service
443 Fourth Ave. NEW YORK

WE HAVE JUST COMPLETED THE

Biggest Month of June

IN THE HISTORY OF THE

Boston Evening American

Beating All Records for June

The advertising figures for June rounded out six months of substantial increases. The gains over 1918 figures of display advertising have been as follows:

January	Gain	84,548 lines
February	"	65,091 "
March	"	29,541 "
April	"	95,859 "
May	"	80,086 "
June	"	123,962 "
Total for 6 mos...	Gain	479,087 lines

Most advertisers recognize the superior selling power of evening paper circulation. The Boston Evening American has the largest evening circulation in New England and the fifth largest in the entire United States.


Harvey O'Higgins.


Sinclair Lewis.


Sir Arthur Conan Doyle.


Booth Tarkington.


Rupert Hughes.


Sir Oliver Lodge, F.R.S.

LIFE AFTER DEATH

DO THE DEAD COMMUNICATE WITH THE LIVING?

The War and the Influenza Epidemic Brought This Question to the Fore

HAS IT BEEN ANSWERED?

Yes	*No*	*Perhaps*
Sir Arthur Conan Doyle	Rupert Hughes	Booth Tarkington
Sir Oliver Lodge	Sinclair Lewis	Harvey J. O'Higgins
James H. Hyslop, Ph.D., LL.D.		Ollah Toph

EIGHT FULL PAGE ILLUSTRATED ARTICLES BY THESE WRITERS

(By arrangement with the Metropolitan Magazine)

Release Dates Begin SUNDAY, AUGUST 3rd, 1919

Editors may divide the articles as they see fit, using each in its entirety on a given Sunday or through the week.

WHAT THE SERIES COVERS

The scope of the articles is explained in the following introduction to the first article of the Series, which is by Sir Arthur Conan Doyle:

Since the Great War, the peoples of the world have turned with a quickened interest and an almost insatiable curiosity to the eternal and unsolved problem of ages—after Death, what?

You—all of us—have a deep-rooted and instinctive human longing for light on the subject. Call it an intensification of Spiritualism, Occultism, Mysticism, Psychic Phenomena, what not, the fact remains that man today as never before is reaching out, groping as it were, in an endeavor to break down the barrier separating this, the finite world, and what we have come to call the World Beyond.

Only a few years ago the persons chiefly concerned with such a subject, or in any event those conspicuously identified with it in general public knowledge, were professional mediums, fortune tellers, clairvoyants, tricksters, stage performers. But that order has changed. Today, some of the world's best intellects are giving serious and scientific consideration to the matter.

Some of them believe they have found the answer; they are convinced not only that proof of life after death has been scientifically adduced, but of the ability of the departed to communicate with the living. Others remain skeptical, yet wavering towards conversion. Still others are scoffers, obdurate and unconvinced.

In view of the widespread interest in the subject The..... begins today the publication of an unusual group of articles. All deal with some phase of what, for lack of a better term, has come to be called Spiritualism. Roughly, they range themselves in three groups—For, Against, Neutral. Thus the series—there will be eight articles in all, appearing consecutively—will be in effect a debate. * * * *

LETTERS FROM YOUR READERS

No subject has a wider human appeal than this. It will bring hundreds of letters from interested readers. Nearly everybody has at sometime or other had an experience that he regards as supernatural. Some editors may care to offer prizes for the best communications received. This is of course a matter of individual taste and preference.

The Release Date of the First Article, SUNDAY, AUGUST 3rd, is near.

You may have this striking group of articles in the form of copy and photographs, copy and mats of cuts, copy and electros of cuts, full page mats of copy and cuts.

For territory and terms wire

THE METROPOLITAN NEWSPAPER SERVICE, 432 Fourth Ave., New York

MAXIMILIAN ELSER, JR., General Manager FRANK B. ELSER, Editor

This advertisement concerns only one of the special features of the Metropolitan Newspaper Service. Do you know what else we are distributing?

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TELLS HOW LIBERTY LOANS "SOLD" NEWSPAPERS TO ADVERTISERS

Remarkable Success of Campaigns Convinced Business Men that They Should Use Same Media For Themselves, T. H. Moore Declares at Southern Publishers' Convention.

ASHEVILLE, N. C., July 9.

THE remarkable results achieved through newspaper advertising in Liberty Loan campaigns have made newspaper advertising one of the commodities that is today most easily sold to the big business men of America, Thomas H. Moore, associate director of the Bureau of Advertising of the American Newspaper Publishers Association, declared in an address at the convention of the Southern Newspaper Publishers Association here Tuesday.

Mr. Moore also announced in his address that the new plan of the Bureau of Advertising for determining membership fees on a basis of line rates of newspapers for advertising rather than on city population, had proven an unqualified success. It is confidently expected that the increase in dues will enable the Bureau to open the needed branch offices in Chicago and San Francisco.

Opposition in Congress Proved Helpful

"Times certainly have changed," he said, in discussing the efficiency of newspaper advertising in the Liberty Loan campaigns. "The mention of advertising in Washington two years ago was like waving a red flag at a bull. If you gentlemen have read some of the debates in Congress on the subject of advertising, you doubtless have gotten a few good laughs, even if you did wonder how it were possible for human heads to contain such a lack of information.

"We don't wish to criticise Congress, however. We ought to give them a vote of thanks, because the past attitude of Washington in regard to advertising is one of the things that is enabling you gentlemen to show 100 per cent. increases in your advertising totals at the present time.

A Profitable Object Lesson

"When Congress did not provide money for advertising Liberty Loans, that money had to be raised elsewhere. Accordingly, as you know, great patriotic movements were set afoot and contributions were gathered in from business men, from bankers and from corporations.

"Business men, having contributed the money to pay for advertising, were naturally interested in the results, and, having seen the wonderful sales due to Liberty Loan advertising, they were quickly convinced that advertising would be a good thing for their own businesses.

"And today newspaper advertising is one of the easiest commodities to sell to big business men.

"Big business and little business were ready to advertise the day the armistice was signed, and the volume has today assumed such proportions that the newspapers will in 1919 carry $120,000,000 worth of national advertising.

"Less than five years ago they carried about $45,000,000 worth of national advertising and thought they were having big years.

Is Solving Reconstruction

"So far as this country is concerned, advertising has pretty nearly solved the immediate problems of reconstruction without waiting for the statesmen to find out just what was the right thing to do.

"Business is good in the United States at the present time, and some of the great retail centres like New York and Chicago are having enormous business. Many New York states at this moment are selling 50 per cent. more goods than they did one year ago.

"There is no problem of unemployment that I know of—certainly none indicated by the pages of help wanted ads, the newspapers are carrying. There is considerable hand-to-mouth buying, yet the demand in every line of commodity is in advance of supply.

"I am told that many of your newspapers are running as much as 100 per cent. ahead in foreign advertising. This is remarkable, but at the same time it merely reflects the pace shown everywhere. The immediate outlook for fall advertising is very bright. There are enormous plans under way in every part of the country. So far as you publishers are concerned, you are in for a boom year.

A Few Pessimists

"There are some pessimists, however. There are some men who believe the present situation is too good to be true. At a dinner of big business men the other night, Charles M. Schwab said he predicted good times for the immediate future. At the same time, however, he added that he would give a liberal discount for advance payment on his prediction.

"It is up to you men to help make the advertising pay if you want it to continue. It is up to you men to close the door on the quack and the fraud and the faker. It is up to you to stop knocking. It is up to you men to surround your advertising with the element of confidence.

"It is up to you men to see that your local dealers are alive to the advantage of having manufacturers advertise their goods in your columns. It is up to you men to close the doors on the free publicity seeker and keep them closed for all time.

Newspapers Should Wake Up

"And, more important, it is also up to you men to catch the spirit of the times and to advertise. The poorest advertisers today are the publishers of dail newspapers.

"The magazines are at this tim spending millions of dollars advertisin in the daily newspapers. This figure not an exaggeration. I have befo me statistics from various cities ind cating that the amount of money spe by the magazines in newspaper adver ing during the five months just pass ranges from $100,000 to several hundr thousand dollars per city.

"Out of all the newspapers publishe in this country I can think of just or that pursues a definite policy of new paper advertising. That particul newspaper will spend perhaps $100,0 this year advertising in other new papers, and advertising according to fixed and definite plan. As a result will show some very marvelous increas and something like $2,000,000 worth new business.

Indications of Progress

"The average newspaper, when it do advertise, usually contents itself by say ing that it is carrying so many millio more lines than its contemporary acro the street, or it assures the advertis that he need only use one newspaper t cover a city.

"Meetings such as this are a step fo ward, and the Southern Newspape Publishers' Association is to be co gratulated on the progress it has mad

(*Continued on page 32.*)

SMASHING ALL RECORDS!

During June

The Corpus Christi Caller

(TEXAS)

has carried a total of—

	Lines
Local advertising	222,592
National advertising	160,000
TOTAL	382,592

A net gain over June, 1918, of 225,000

The Caller during the past months of March, April, May and June, has shown a *greater gain in advertising than any newspaper published in a Southern City of less than 50,000 population.*

The net paid circulation of The Daily and Sunday Caller during June has shown an increase of 21 per cent.

The Caller enjoys the good will and confidence of the people of Corpus Christi and the Texas Gulf Coast Section, and is the acknowledged newspaper leader of a territory radiating from Corpus Christi for a distance of 125 miles.

—send out two salesmen

Let one say, "Our goods are *nationally* advertised."

Let the other say, "Our goods are advertised *locally* right here in your home newspaper."

Which one will get the intial order? Which will get the repeat orders?

If you were a salesman, which argument would *you* prefer?

If you want only to load up your dealer, advertise nationally. If you want to unload him, advertise *locally*.

Invest in Newspaper Advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York — Kansas City

Chicago — San Francisco

From Printers' Ink, issue of March 13, 1919.

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HERE'S THE LATEST

Daily Comic Hit!

A New Six-Column Strip Entitled

TOOTS AND CASPER

BY J. E. MURPHY

This is the high class daily comic you have been looking for! Exceptionally well drawn! Fascinatingly funny! With humor of the clean, wholesome kind that will appeal to everybody. Your readers will enjoy Toots and Casper. So will your circulation department when it begins to see what dandy little boosters they are. Get it EXCLUSIVELY in your territory.

Toots and Casper is for Release July 14
Wire Quick for Reservation and Terms

M. Koenigsberg, Pres. KING FEATURES SYNDICATE, Inc. 241 W. 58 St. N. Y. C.

TOOTS AND CASPER BY J. E. MURPHY



NEWSPAPERS MADE BIG AD GAINS OVER FIRST SIX MONTHS OF 1918

Figures Compiled by EDITOR & PUBLISHER Show Increases of Millions of Lines and Testify to Unexampled Activity In All Branches of American Commerce.

THE newspapers of the country have made, generally speaking, such notable gains in advertising volume in the first six months of 1919 over the same period of last year that it is safe to say that all previous records have been shattered.

The figures showing comparative volume of advertising, in agate lines, for representative newspapers, as published herewith, are compiled from reports from publishers and advertising managers sent to EDITOR & PUBLISHER within the past week. They tell a heartening story of growth all along the line. They indicate that optimistic forecasts of the business in prospect for the newspapers in the present year, made in these columns after the signing of the armistice, were well founded.

Gains running into millions of lines for a six months' period are eloquent testimony as to the unexampled business activity in all commercial lines and of the growing trend toward the newspaper as the primary medium for all advertising.

1919 is to be the banner year for newspaper advertising, truly. Yet the story is but half told. That the remaining months of the year will show a still greater volume of gain over the ame period of 1918 is assured.

The records of representative daily newspapers throughout the United States follow:

Newspaper.	First Six Months, 1918.	First Six Months, 1919.	Gain.
Albany Knickerbocker Press (MS)	2,585,338	3,094,540	509,202
Atlanta Journal (ES), semi-weekly	3,716,370	5,937,414	2,221,044
Baltimore News (ES)	4,508,821	6,154,249	1,654,428
Baltimore Sun (MES)	9,174,901	12,585,629	3,410,728
Birmingham News (ES)	3,904,188	6,015,394	2,111,256
Boston Post (MS)	3,921,123	5,367,706	1,446,583
Buffalo News (E)	.....	.....	1,346,247
*Buffalo Times (ES)	3,205,076	4,351,494	1,146,418
Chattanooga News (E)	1,958,691	2,369,962	411,271
Columbus Dispatch (ES)	5,915,490	7,679,920	1,764,430
Dayton Herald (E)	3,277,246	4,532,654	1,255,408
Dayton Journal (MS)	2,992,797	4,180,316	1,187,519
Des Moines Capital (E)	2,735,118	3,168,242	433,124
Des Moines Register (MS)	2,756,796	3,369,842	613,046
Des Moines Tribune (E)	2,754,584	3,605,980	851,396
Detroit News (DS)	8,765,766	11,771,284	3,005,518
Elizabeth Journal (E)	2,832,630	3,474,590	641,970
Erie Times (E)	3,091,473	3,933,910	841,437
Fort Worth Record (MS)	1,981,644	4,306,190	2,324,546
Fort Worth Star-Telegram (ES)	3,041,262	5,474,422	2,432,660
Harrisburg Telegraph (E)	2,740,116	3,504,544	764,338
Houston Chronicle (ES)	3,836,448	6,003,410	2,166,962
Indianapolis News (E)	5,584,952	8,786,718	2,201,766
Jacksonville Times-Union (MS)	3,514,405	4,699,323	1,184,918
Johnstown Tribune (E)	3,496,360	3,713,430	217,070
Kansas City Star	8,329,151	10,919,084	2,569,933
Louisville Courier-Journal (MS)	2,607,536	3,928,478	1,320,942
Louisville Times (E)	2,898,744	3,742,650	843,906
Lowell Courier-Citizen (ME)	2,215,535	3,012,730	797,195
Memphis Commercial Appeal (MS)	4,550,518	6,450,976	1,900,458
Milwaukee Journal (ES)	4,512,659	6,347,957	1,835,298
Minneapolis Journal (ES)	5,201,084	6,449,758	1,248,674
Newark News (E)	5,233,800	6,930,996	1,697,196
New Orleans Times-Picayune (MS)	5,819,471	5,722,968	1,903,497
Norfolk Ledger-Dispatch (E)	4,292,530	6,500,942	2,218,412
Philadelphia Bulletin (E)	5,729,556	7,431,477	1,701,921
Philadelphia Press (MS)	3,027,300	3,418,200	390,900
Providence Journal and Bulletin (MES)	5,920,295	7,748,053	1,827,758
St. Louis Post-Dispatch (ES)	5,522,440	7,957,320	2,434,880
St Paul Dispatch-Pioneer Press (EMS)	6,227,368	8,134,980	1,907,612
San Diego Union (MS)	6,500,130	7,505,232	1,005,102
San Francisco Chronicle (MS)	3,925,838	4,858,982	933,044
Sioux City Tribune (E)	1,930,637	2,911,916	981,279
Spokane Spokesman-Review (MS)	3,540,964	4,078,438	537,474
Terre Haute Star (MS)	155,995	192,849	36,853
Toledo News-Bee (E)	5,331,942	5,998,566	666,624
Troy Record (ME)	2,345,126	2,803,906	458,780
Washington Star (ES)	6,891,392	8,983,250	2,383,858
Waterbury Republican (MS)	2,754,514	3,484,600	730,086
Wichita Eagle (MS)	2,937,574	3,360,068	422,944
Worcester Gazette (E)	212,598	268,091	55,493

*Display only.

The Evening Star

WASHINGTON, D. C.

6 Months Advertising Record

	Agate lines
January 1 to June 30, 1919	8,983,250
January 1 to June 30, 1918	6,599,392
Gain	2,383,858

The Star is one of the great advertising mediums of the United States.

If YOU want to enter this great market at the NATION'S GREATER CAPITAL write for any specific information or trade report and we will look into the situation for you.

Address, ADVERTISING MANAGER

The Evening Star

Washington, D. C.

Eastern Representative
DAN A. CARROLL,
Tribune Building,
New York, N. Y.

Western Representative
J. E. LUTZ,
1st National Bank Bldg.,
Chicago, Ills.

A RECORD—*and* AN OFFER

Population considered, the BLADE has the Largest Evening Circulation in the United States, with only one exception.

In the first six months of 1919 the BLADE carried 6,131,423 *lines of Advertising*

Newspaper history holds no parallel to the extraordinary achievement of the

TOLEDO BLADE

The circulation of the BLADE for six months ending April 1, 1919, was

82,973

(U. S. Government Report)

Only a few years ago it was 50,000

The BLADE'S Gain in Advertising in six months of 1919 over six months of 1918 was

593,355 *lines*

In Toledo the BLADE IS *FIRST—FIRST* as a NEWSpaper, *FIRST* in CIRCULATION, and *FIRST* in ADVERTISING.

So tremendous is the burden of its business on the BLADE'S mechanical facilities that it has been necessary to install three huge, high-speed octuple presses, to replace present equipment—with a capacity of 108,000 32-page papers per hour. And now the BLADE offers—

FOR SALE

TWO HOE SEXTUPLE PRESSES, with color decks. Are in first-class condition, and can be seen any week-day printing the regular editions of the BLADE. They can be purchased at a reasonable price. Address H. D. BRADLEY, Toledo Blade, Toledo, Ohio.

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The Box Score Of Any Old B

The Birmingham News Lines In June—Four St

Ask any wise sporting editor how a baseball battle was won or lost and he'll refer you to the well-knov "frame." And the same thing is true, of course, of any other game—the score tells it all. Therefore, with a mark in advertising, gaining 370,370 lines over the corresponding month of last year, which was the best prev newspapers, we'll let the "Box Score" tell the rest of the interesting story—in lines:

In Total Advertising

	June, 1919	*June, 1918*	*Gain*
The News . . .	1,069,166	698,796	370,370
Age-Herald . . .	639,436	469,686	169,750
Ledger	417,410	324,198	93,212
Excess of The News' total over totals of Age-Herald and Ledger combined.....			12,320 *Lines*
Excess of The News' gain over gains of Age-Herald and Ledger combined.....			107,408 *Lines*

In Local Display Advertising

	June, 1919	*June, 1918*	*Gain*
The News . . .	687,610	493,402	194,208
Age-Herald . . .	363,832	295,708	68,124
Ledger	267,554	217,280	50,274
Excess of The News' total over totals of Age-Herald and Ledger combined.....			56,224 *Lines*
Excess of The News' gain over gains of Age-Herald and Ledger combined.....			75,810 *Lines*

The Birmingham News in June printed 16,318 separate and distinct Classified Advertisements—a gain o month by this newspaper, was approximately double the largest number ever printed in a single month by any o newspapers combined. The News' gain for the month was approximately three times the combined gains of both a winning baseball team is a good advertisement for the home town. How about a newspaper that never loses?

Member Audit

Advertisers Can Dominate Birmingham—At ONE COST—By Concentrating In The News

Ask to see the A. B. C. Audits on the three Birmingham newspapers.

The Birmin

The South's

Digitized by Google

Tells the Story
seball Game—

ts Out Another Million
ghts In Four Times Up!

re. Come to think about it, that's the answer—the whole story is written within the four corners of the official ntroduction to say that in June The Birmingham News, for the fourth successive month, passed the million-line in its history, and that The News' total exceeded by 12,320 lines the combined totals of the other two Birmingham

In National Advertising

	June, 1919	June, 1918	Gain
The News . . .	260,400	129,528	130,872
Age-Herald . . .	171,234	108,976	62,258
Ledger	99,008	65,940	33,068
Excess of totals of Age-Herald and Ledger combined over The News			9,842 *Lines*
Excess of The News' gain over gains of Age-Herald and Ledger combined			35,546 *Lines*

In Classified Advertising

	June, 1919	June, 1918	Gain
The News . . .	121,156	75,866	45,290
Age-Herald . . .	104,370	65,002	39,368
Ledger	50,848	40,978	9,870
Excess of totals of Age-Herald and Ledger combined over The News			34,062 *Lines*
Excess of gains of Age-Herald and Ledger combined over The News' gain			3,948 *Lines*

er June, 1918, or 123 per cent. This was the largest number, by several thousand, ever printed in a single ingham newspaper, and was exactly 4,284 more than were printed in June by the other two Birmingham r Birmingham newspapers. The News gained 101 per cent in National Advertising for the month. They say

of Circulations

ham News

Newspaper

Kelly-Smith Co., Foreign Representatives
Marbridge Bldg., New York; Lytton Bldg., Chicago

J. B. KEOUGH, Southern Representative, Candler Bldg., Atlanta, Ga.

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AIR SERVICE BECOMES NEWSPAPER MAKERS PROBLEM OF FUTURE

Airplanes Used in Race for "Beats" With First Pictures of Dempsey-Willard Fight—Bundles of Extras Dropped from the Clouds for Ohio Fans.

WHILE the part that air transportation will play in the newspaper publishing business in the near future is very problematical, it has reached a point where it is a publisher and editor's question. It is bouttd to grow more important each day and demands study on the part of the man who wishes to keep with the eaders.

Three efforts to use air transportation as a means of quick dispatch of news pictures during the past week were, in part, at least, failures. The dirigible R-34 brought pictures of the signing of the peace treaty but on the trip did not equal the time of the faster of the ocean grey-hounds.

Dirigibles Impractical as News Bearers

Viewed from every angle, the dirigible does not enter into newspaper making for the present. They are too expensive to float, twice as expensive to anchor and almost impossible to hold.

A large dirigible that was being used by newspaper photographers making pictures of the Willard-Dempsey fight at Toledo on July 4 broke from her anchorage and finally landed in Lake Maumee. Dirigibles, to date, have a habit of running away, and even when securely fastened on the ground need a guard of several hundred men.

Airplanes Aid Distribution

The seaplane and airplane, however, have already reached a point of development where they have been of real service in registering newspaper enterprise, and to many persons who have made study of the subject, it is only a question of months until the heavier-than-air machines will prove of real value, in quick newspaper distribution at least.

Within the last two years airplanes have been used pretty freely in all parts of the country for the distribution of newspapers merely for advertising purposes. In each case the purpose at least was accomplished.

When the Willard-Dempsey fight ended at Toledo on July 4, two airplanes, one flying for the New York American and the other the New York Herald, were waiting in a nearby field to carry pictures for the following morning's editions.

The flight of the American was to be a straightaway from Toledo to New York. The pictures for the Herald were to be carried in three relays. The New York American airplane, driven by Lieutenant Kenneth M. Murray, formerly of the United States air service, made a clean getaway, but the machine carrying pictures for the Herald was wrecked on the takeoff. This race with pictures was sport, and, to many, more thrilling than the fight itself.

Forced to Descend

Lieutenant Murray's motor started to behave badly shortly after he got under way with the photographers' plates for the American. At Clearfield, Penn., he was compelled to make a landing. His machine was badly damaged, and after placing it under guard he began a wild automobile ride to Tyrone, where he made train connections for New York, arriving shortly after 6 o'clock Saturday morning.

The plates he carried were rushed to the office of the American and turned over to the Journal, William Randolph Hearst's evening newspaper. The Journal scored a distinct scoop by the publication of the pictures, the first to reach New York, in all editions that followed.

Following the wrecking of the first machine, carrying pictures for the New York Herald, a special messenger was placed aboard the Twentieth Century Limited of the New York Central Railroad. He carried the plates to the first relay point, Erie, Pa., and then turned them over to the waiting aviators, who again took up the race. The Herald pictures reached New York hours before their delivery would have been possible by the all-rail route, and were used in all Sunday editions of that paper.

Cleveland Press Scores

On a shorter run, 120 miles from Toledo to Cleveland, the Cleveland Press scored a notable beat by the use of airplanes in carrying pictures. In one hour and twelve minutes after Dempsey was declared winner an airplane carrying Clarence Stieglitz, Press staff photographer, landed in Cleveland with pictures of the three rounds; fifteen minutes later the pictures were in the Press office and in record time an extra was on the streets that contained six pages of pictures and a complete story of the fight.

The Press had used an earlier plane to carry pictures of the preliminaries and they were used in earlier editions. Ben E. Ling, of the Press editorial staff, was in charge of the first pictures. The success of the Press demonstrated that airplanes are practical where speed is the first consideration for short distances. The success of airplane mail service, which has become so regular and uneventful that it no longer attracts attention, has demonstrated that the day of distribution by airplane is possible, and if put into practice will by its speed widen the circulation field of all big city dailies.

Toledo News Bee's Extra

One of the most notable uses made of the airplane for the purpose of quick distribution of newspapers was made in connection with the same event. Immediately after Willard tossed his towel in the ring, the Toledo News Bee presses began to grind out fight extras, containing pictures and the story. Waiting airplanes on non-stop flights, augmented by motor trucks and motorcycles, in record time, made a complete distribution in all territory within a radius of 70 miles.

W. G. Chandler, business manager of the News Bee, says the venture by airplanes was in every way a success. The bundles of papers were dropped through a shute while the machines were traveling at high speed. Each bundle was attached to parachutes, which brought them gently to the ground.

The dirigible R-34 brought a great many news stories for the news associations and newspapers. Many of their stories were put on the wire with the by-line "By Transocean Airship" and "By R-34 Air Route." The International News Service issued to their clients a mail extra that contained only news received by the air route.

BINGHAMTON REPUBLICAN SOLD

New Owners are G. F. Johnson and Representative W. H. Hill

BINGHAMTON, N. Y., July 9.—The Republican, the only morning newspaper in the city, has been bought by George F. Johnson, millionaire shoe manufacturer, and Congressman William H. Hill. The sale came as Messrs. Johnson and Hill were about to start plans for establishing a new morning paper.

The money involved was not announced, but an estimate by persons here set the price at $150,000.

Representative Hill obtained control of the Republican organization in this vicinity last fall.

There is only one other newspaper in Binghamton, the Press, an evening paper, owned by Willis Sharpe Kilmer. The Press is independent in politics. For many years Representative Hill has published the Johnson City Record. Before America entered the war steps were taken to turn this newspaper into a daily, with a Binghamton edition, or to purchase the Republican and convert the two into a strong two-city newspaper.

Australians Seek Plant Ideas

KANSAS CITY, Mo., July 9.—A. G. Wise, general manager, and Robert Nicholson, works manager of the Herald and Weekly Times, Ltd., Melbourne, Australia, were among the recent visitors at the plant of the Kansas City Star and Times. The two men are on their way to London and stopped off at Kansas City en route from San Francisco to Chicago. They will visit Detroit, Pittsburgh, Philadelphia, Washington and New York, before sailing for home. Messrs. Wise and Nicholson are gathering data for the erection of a new plant.

Seattle Celebrates Peace

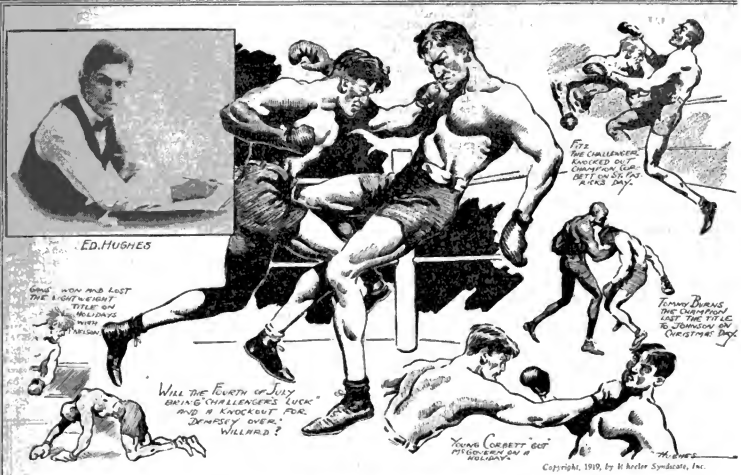
SEATTLE, July 7.—Deafening bombs were hurled high into the air from the roof of the Seattle Times Building at intervals for nearly two hours while the Times' powerful whistle blew almost continuously during this time when news of Germany's formal acceptance of the peace treaty was received over the wires. The Times also staged a gigantic July 4th pyrotechnic display and a public street dance in Times Square.

We are not getting "swelled up" about it, but there's nothing in Brooklyn growing faster than the Standard Union.

For instance:

May, 1919, 631,370 lines
May, 1918, 484,875 lines
Increase 146,495 lines

Why not fish where the fishing is good, in live water?



IS ED HUGHES IN YOUR CITY?

A New Tri-Weekly Sports Feature Which Has Met With Instantaneous Success

Many leading newspapers throughout the country wired in their orders as soon as they saw samples of this new service.

It consists of three five-column cartoons a week, for release on Tuesdays, Thursdays, and on Saturday or Sunday at the option of the newspaper.

The Tuesday and Thursday releases are each accompanied by a 500-word story dealing with the same subject matter as the cartoon.

The week-end cartoon is accompanied by a 1,000-word article.

All are up to the minute, and deal with events of outstanding interest in baseball, football, boxing, tennis, golf and other sports.

Mr. Hughes for years has been known to readers of newspapers as one of the best sports cartoonists in the country. He recently has returned from service in the army and his new work is even better than that which he did before the war. He himself is an athlete and sportsman and has a wide and thorough knowledge of the subjects on which he draws and writes.

This feature cannot help but give that pulling power to your sports page which all editors seek.

One of the features of this series will be Mr. Hughes' cartoons on "The Dauntless Division—Fistiania's Own", drawings of great champions of the ring, showing how they won and lost their titles. Other drawings, besides those of spot news interest, will include sketches of great baseball players, tennis champions, and others.

SOME TERRITORY IS STILL OPEN—YOURS MAY BE

Wire for Prices

THE WHEELER SYNDICATE, Inc.

373 FOURTH AVENUE NEW YORK CITY

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URGES CENTRALIZATION OF ACCOUNTING

(*Continued from page* 10.)

explained in a subsequent paragraph. The card accounts are filed by routes and the number of subscribers on each route should be periodically compared with the carriers' draw and route list and all differences corrected in order to assure correct carrier circulation figures and protect the publishers against loss due to the carrier boys drawing more papers than the cash collections cover.

With the office collection carrier system a controlling account is particularly valuable in order to learn the total amount of uncollected subscribers' accounts outstanding each month. The controlling account can be charged with the total monthly carrier circulation at the subscription rate or wholesale rate paid by the boys, and credited with all collections and allowances. The balance in this account should be periodically compared with a list of the total balances shown on carriers' ledger accounts or subscribers' card accounts, as the case may be, and any differences located and adjusted.

Sales Should Not Be Divided

Street sales are usually handled on a cash basis, being paid for on delivery or on the following day. In some instances all street sales in the city, or in certain sections of the city, are handled by one dealer, or agent, and in such cases settlement may be made once or twice a week and ledger accounts are required. The figures shown in the daily circulation report may represent the net sales, after deducting unsold copies; or the gross draw with returns shown in the returns column of circulation record book. The controlling account in the general ledger may show the value of net sales charged and cash credits, or value of gross sales and credits for cash, returns, etc.

Counter sales are negligible, as a rule, and can be combined with street sales, consideration being given to the fact that counter sales are made at the retail price, whereas street sales are made at wholesale rates.

Bulk sales, or special sales of five or more copies of one issue, usually at the retail price, are shown separately on the daily circulation report, but may be combined with counter sales for accounting purposes. A complete record should be kept of the date, price, amount and purchaser of such sales.

City, Suburban and Country Dealers should be segregated in accordance with the divisions shown in the circulation record book, with a separate controlling account in the general ledger for each division; unless on account of the comparatively small number it is desired to combine Suburban and Country Dealers. Where the number of accounts is not large, one binder with proper divisions may be used.

Listing Dealer Charges

In ruling the ledger accounts provision should be made for showing the copies and value charged, and the cash, returns and allowances credited, with a column for the monthly balance. The charges are posted from the draw books or blotters and the total copies charged in all accounts for one month should agree with the circulation record book and form the basis of the controlling account entry. If more than one wholesale rate is charged the bookkeeper's working sheets should furnish proof of the accuracy of the monthly charges by listing each dealer's total draw under the proper rate, the total amount of monthly charges thus arrived at equalling the charges to dealer's accounts.

Allowances for returns, short in bundles and delayed or missed copies should be covered by allowance vouchers, consecutively numbered, showing the date, name of account, copies, amount, etc., and properly O.K.'d by someone in authority. All vouchers should be listed in consecutive order in an allowance journal provided with the necessary columns, with separate sets of columns showing copies and amount of allowances for each division of circulation represented by controlling accounts. From this journal postings are made to the dealers' accounts and the monthly totals are credited to the various carriers' or dealers' controlling accounts, and earnings account (which was originally credited with the gross draw) is charged. The total number of copies represented being deducted from the dealers' gross draw, as shown by the circulation record book, to arrive at the net paid circulation.

Mail Subscriptions

The number of mail subscribers is ascertained from a count of the list or galley, and changes in the list are added to or deducted from the count from day to day to obtain the figure for the daily circulation report. The list should be recounted once a month and any necessary adjustments made in the circulation figures; and a complete galley should be carefully bound together and preserved each month for future reference.

For a proper accounting of all mail subscriptions a subscription register, or circulation cash book, it recommended. This book contains a record of all mail subscriptions received, showing the name, address, term of subscription, amount of money received commission allowed, subscription price and any other information desired, in separate columns. Each day's cash total is carried to the general cash book, and to this extent the register becomes a subsidiary cash book. The entries are numbered consecutively, and this number is used on the stencil or slug which prints the address label or wrapper. The same number is stamped, or written, on the subscription order and the orders are filed consecutively. If an order covers more than one subscription the same number can be given to each subscription on the list.

A card system may be maintained showing subscriber's name and other particulars, filed in accordance with expiration dates. But the cards may be dispensed with where the subscription number and expiration date are clearly shown on the galley; and the expirations can be pulled by going over the lists once a week, or oftener, and marking the expired subscriptions.

The method of numbering mail subscriptions, as outlined above, is practically the equivalent of a ledger or card account with each subscriber, as the subscription number found on the galley or address label is the key to the various records covering transactions with subscribers. On account of the ease and facility with which subscriptions can be traced and complaints adjusted under this system, it has been found by experience to be the best adapted for this purpose. The subscription register can be installed at any time, and in the course of the average period covered by subscriptions, most of the list will have been given numbers, and maintenance thereafter will be an easy matter.

The Annual Inventory

Several methods are employed to arrive at the accrued monthly earnings from mail subscriptions, but this question is complicated by the various rates in use and terms of subscription. An accrual register, similar to an insurance

(*Continued on page* 32.)

NAME OF NEWSPAPER

DAILY PRESS ROOM REPORT

Date.....19..

Edition	Pages	Press Start	Press Stop	Gross Press Run	Spoiled Copies	Net Press Run (Perfect Print).	8-Page Equivalent of Gross Press Run	Remarks
Noon								
Home	[It is essential that this information be furnished to the manager's office for bookkeeping department promptly each day. And a copy of this report, or report showing editions, pages, press start, press stop, and net press run should be furnished to the Circulation Department by either the Press Room or Bookkeeping Department.]							
5 o'Clock								
Final								
Extra								
Total								

PAPER USED

Roll No.....	Size	Mill Weight	Press Room Weight	Wrapper Waste	Cove Waste	White Waste	Remarks
	[Paper used can be reported on a separate form if desired.]						

Confidence means selling power, and the acknowledged selling power of

THE PHILADELPHIA RECORD

is due to the fact that readers know its advertising as well as its news is

"Always Reliable"

Foreign Advertising Representatives
STORY, BROOKS & FINLEY
CHICAGO, People's Gas Bldg. NEW YORK, Fifth Ave. Bldg.

NEW YORK STATE

An International Market

New York is an entertaining state—perhaps the most entertaining state in the Union

More people visit New York either in the cities or in the country every year than go to any other state.

These people come from everywhere—not only throughout America but Europe, Asia, Africa, Australia and South America.

Merchandise introduced and popularized in New York has its fame automatically spread in every direction.

Try your selling campaign in a given territory. Let New York be that territory. Concentrate your selling efforts. Use these daily newspapers. Tell the visitors just where in New York they can find your goods to take back home. You will be surprised at results.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,559	.07	.07
Albany Knickerbocker Press (S)	43,957	.07	.07
Albany Sunday Telegram	27,959	.05	.05
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
*Brooklyn Daily Eagle (E)	46,902	.18	.18
*Brooklyn Daily Eagle (S)	69,046	.18	.18
*Brooklyn Standard-Union (E)	53,264	.15	.15
*Brooklyn Standard-Union (S)	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier & Enquirer (S)	115,359	.17	.15
Buffalo Evening News	105,654	.16	.16
Buffalo Evening Times (E)	56,961	.10	.10
Buffalo Sunday Times (S)	71,435	.10	.10
Elmira Star-Gazette (E)	25,889	.06	.05
Glens Falls Post-Star (M)	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)	6,245	.03	.02
Ithaca Journal (E)	6,791	.025	.025
*Jamestown Morning Post (M)	9,131	.025	.02071
*Mount Vernon Daily Argus (E)	7,193	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M)	305,241	.50	.41
New York American (S)	941,270	.75	.65
New York Globe (E)	179,906	.39	.36
†New York Herald (M)	107,642	.40	.36
†New York Herald (S)		.50	.45
New York Evening Journal (E)	675,118	.75	.75
New York Post (E)	32,369	.25	.20
New York Sun (E)	194,695	.39	.36
†New York Sun (M)	117,414	.39	.36
†New York Sun (S)			
†New York Telegram (E)	190,681	.342	.315
†New York Telegram (S)		.346	.325
New York Times (M)	350,598	.50	.485
New York Times (S)	500,000	.55	.5335
New York Tribune (M)	100,011	.22	.22
New York Tribune (S)			
New York World (E)	355,069	.40	.40
New York World (M)	334,513	.40	.40
New York World (S)	569,762	.40	.40
Niagara Falls Gazette (E)	12,454	.03	.03
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E)	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E)	17,660	.08	.04
Syracuse Journal (E)	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E)	3,640	.0178	.0178

*A. B. C. Statements April 1st, 1919.
Government statements April 1st, 1919.

Total Circulation	6,914,295
10,000 Line Rate	9.4766
2,500 Line Rate	10.3097

†Seven-day average.

KANSAS SAGE TURNS TO LYRIC STUNTS

William Allen White, Yielding to Lure of Summer in London, Writes Ode to His New Straw Hat—Lofty Inspiration

(SPECIAL CORRESPONDENCE)

PARIS, June 30.—At last the Peace Mill at Paris turns out a thriller. The newspaper men have long insisted that one of their number would be responsible for a break in the succession of events that were being decided behind closed doors with no real announcements following.

It took one of their number to break the silence of what started as the Big Thirteen, then the Big Ten, later the Big Five, still latter the Big Four, and at last writing, the Big Three, and come out in the open. William Allen White, of the Emporia Gazette, creator of the "Court of Boyville," "Stratagems and Spoils," "In Our Town," "A Certain Rich Man," "The Old Order Changeth," and "God's Puppets," has broken into verse.

While he hied himself away modestly to woo the Muse in London town, it was here in Paris this poetic child of his brain was first set before the eyes of his fellow craftsmen. This was fitting, for here in Paris it was that the talented Kansan, covering the Peace Conference for a syndicate of American newspapers, undoubtedly got the inspiration for the epic that now reaches a public overfed on the self-determination of peoples and open covenants openly arrived at, and on decidedly slim poetic rations these many moons.

The reader will be quick to detect in Mr. White's poem the lofty inspiration that could only have come from such historic surroundings, the elbowing of the world's roster of statesmen, the impress of an epoch-making event.

Anyway all will admit its timeliness. Here it is:

An Intermezzo for the Fourth Act

If my peculiar putchritude in Paris seems to please,
Upon the Champs-Elysees 'neath the blooming chestnut trees,
Or if about the Ritzell in a bell's melange of dress,
Which bobbled in the war-bow you observe me now and then,
Or, if the picture rising of my pale pekoy form,
A-doffin' deep the Boulevards should make your heart grow warm,
O Phidias, wipe that plaster from your memory cold and flat,
You should see me in my new straw hat.

For I'm in London now, my dear, in my London old and grey,
And seeing is feeling in the past and summers under way.
But London by a decent town, polite, and snug and cozy,
It breaks my heart to friend and foe break hat like to this,
And she rocks and how she frets and yet she is nice as she was awed,
So I'm here in London town to give the poor a treat,
And if I'm middle aged and bald, slow and rather fat,
You should see me in my new straw hat.

Perhaps we are not immortal, lass, but oh, I wish we were,
Though not to save some pretty saint or pale philosopher,
I want to find those lads whom life's sweet polgnant beauty wrenched,
Who had to duck and leave the show before the second act,
Say Shubert, Keats or Phidias, those olden, golden boys,
And tell them something of the play and how it never stops,
For I have seen three acts and now I'm fifty—but at that,
You should see me in my new straw hat.

(Signed) W. A. WHITE.
Rockland's Hotel,
Brook Street,
London.

London, June 3, 1919.

Prizes for Best Ads, A. A. C. Week

NEW ORLEANS, July 7.—The Item is offering cash prizes of $500 to the writer of the best advertisement to be printed in the columns during the period of the Associated Advertising convention—September 21 to 25. Two hundred and fifty dollars will go to the writer of the best local advertisement, and a like amount to the writer of the best piece of foreign copy. The judges will be William C. D'Arcy, chairman; O. C. Harn and Stewart O. Landry.

BOSTON NEWS WRITERS' STRIKE IS AVERTED

(*Continued from page 5*)

close to 90 per cent in the Boston field.

The agreement which the publishers are asked to sign, calls for present working conditions, which are considered fair, there being a six-day week and a virtual eight-hour day already in operation, and approximately a 25 per cent increase over the wages paid when the contract was submitted three months ago.

Since that time, however, according to the union officials, substantial increases in wages have been obtained on all papers, except in the Hearst organization, and on The Record. This 25 per cent increase will be equivalent to $38 for reporters and $45 for copy desk and re-write men.

One incident in connection with the controversy was the action of the Allied Printing Trades Council recently, in voting to instruct the secretary, Daniel J. McDonald, to revoke the Allied Printing Trades Label carried by the oston American and the Boston Record, for violation of contract.

Although the News Writers' Union of Boston has been in existence for 23 years, it is the first time in its history that veteran copy desk, re-write and star staff men have shown any enthusiastic interest in the organization.

The Wage Conference Committee, handling the interests of the union in its dealings with the publishers, consists of William S. O'Connor, president; M. J. Flynn, secretary and business agent; Edward J. Kenny, Walter L. Fogg, Florence Cowles and George E. Richards.

Joseph Dallas, New England representative of the International Typographical Union; M. J. O'Donnell, president of the Boston Central Labor Union, and P. Harry Jennings, business agent of the latter body, have also assisted the newswriters' committee.

The Boston Central Labor Union has taken action on the controversy by adopting resolutions condemning the publishers for failing to recognize the union. Moral and financial support was pledged the writers, and a committee was named to confer with the publishers in an attempt to bring about recognition.

This committee is composed of a representative of the teamsters, wagon drivers, electricians, engineers and firemen, and the business agent of the Central Labor Union.

In the event of no progress being made and the publishers remaining opposed to the News Writers' Union, the Central Labor Union, in its resolutions adopted today, promised "unreserved support" to the newsmen.

Brunson and Gardiner Buy Paper

FLORENCE, S. C., July 7.—Mason C. Brunson and Charles S. Gardiner have purchased the Daily Times. They have both been with the Times for several years. Mr. Brunson, who was formerly business manager of the Charleston News and Courier, will be editor, while Mr. Gardiner will be business manager. The latter is just out of the army.

WEST VIRGINIA

tripled its production of

Canister in 1918!

Do you know what that means?



Perhaps you are NOT very well posted on West Virginia, do not realize to the full what it means to be the richest area of its size in the world, in natural resources!

West Virginia is a territory by itself and in itself, *American* white, well-balanced in industries, agriculture, manufactures, mines, railroads, schools, and trade distribution. It will take whatever sells generally (nationally) if advertised in the newspapers and carried by the stores.

A little money placed in these papers makes a BIG advertiser in West Virginia. A column every week for a year in all the English language dailies would cost only about a cent per inhabitant.

	Circulation.	Rate for 5,000 lines.
Bluefield		
*Telegraph ...(M)	5,463	.02142
Charleston		
‡Gazette .....(M)	11,410	.03
‡Gazette .....(S)	11,700	.02
†Mail .....(E)	9,336	.025
Clarksburg		
†Telegram ....(E)	7,864	.025
†Telegram ....(S)	8,351	.025
Fairmont		
*W. Virginian .(E)	5,192	.02
Grafton		
*Sentinel .....(E)	2,275	.014
Huntington		
†Advertiser ...(E)	8,524	.02
†Herald-Dispatch ....(M)	11,165	.02
†Herald-Dispatch .....(S)	11,599	.02
Martinsburg		
†Journal .....(E)	3,249	.0129
Moundsville		
‡Echo	1,660	.0089
Parkersburg		
*News .....(M)	6,239	.02
*News .....(S)	6,239	.02
†Sentinel .....(E)	6,695	.017
Wheeling		
†Intelligencer .(M)	10,139	.0325
†News .....(E)	14,749	.01
†News .....(S)	17,800	.05

*Government statement, April 1, 1919.
‡A. B. C. statement, April 1, 1919.
†Publishers' statement, April 1, 1919.

File the facts for reference

EDITOR & PUBLISHER Q & A

Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—What is a "Heeler," in newspaper parlance? H. T. M.

A.—The cub reporters for college dailies are known as "heelers." In some offices cubs are called "legs." This because of the nature of the assignments generally given to beginners—running about verifying addresses, securing photos, etc. The college journalists evidently consider "heeler" as a more expressive term.

Q.—What is meant by "spot news?" Adams.

A.—The first news of an event of real interest is usually called "spot news." A report of a scheduled event is not, generally speaking, to be classed as spot news. The term applies to first stories of happenings, such as disasters, murders, elopements, accidents, deaths, etc.

Q.—Who owns a newspaper advertisement? What should be the ethics in the following situation:

A certain firm takes an ad. in a newspaper. The editor of the newspaper, on the request of the firm, drafts an ad. suitable to the particular firm, which is very pleasing to that firm. Along comes a man who gets up a booklet of the town, paying for the same by ads. When the booklet appeared the ad. made by the editor and running in his paper appeared in all its features in the booklet. Neither the firm nor the booklet maker have ever said "scat" to the editor. Who owns a newspaper advertisement?

Thanking you for your interpretation of this situation, I am, G. F. A.

A.—When special copy is prepared in a newspaper office, either at the request of the advertiser or for submission to him on approval, it is the custom to regard such copy—after its publication in the newspaper for which it was prepared—as the property of the advertiser, to be used wherever he may elect. In most instances the preparation of special copy for advertisers by a newspaper's service department is in line with its policy of developing the account on right lines. Unless, therefore, a special understanding exists, the advertiser owns the advertisement.

Q.—The Eagle, a county seat daily, can guarantee to its advertisers a net, paid, delivered circulation exceeding 9,000 copies. Please tell us the generally accepted net, local, advertising rate for such a paper.

B. L. W.

A.—Circulation is not the only determining factor in fixing advertising rates. Quality is a distinct value. In the Pennsylvania Territorial advertisements, note the variety of rates.

Fix an advertising rate by the same means that a manufacturer fixes the sales price of any manufactured product by determining the overhead expense, adding a reasonable profit on investment. From this basis work out an advertising rate that assures profit.

Circulation revenue should at least cover paper cost, press room salaries and circulation department overhead.

EDITOR BEFORE PARLIAMENT

J. R. Robinson Defies Attempt to Make Him Explain Editorial

OTTAWA, Ont., July 8.—A spirited time such as is seldom experienced by a commission of Parliament resulted when the Cost of Living Commission, consisting of members of the House, summoned John Ross Robinson, editor of the Toronto Telegram, to give evidence. Marquis of Queensbury rules threatened to prevail when the militant editor was asked to "explain" a recent editorial in which he declared that the manager of a pork-packing concern had "outbrained" the committee, withholding certain facts which he should have furnished the committee.

Mr. Robinson took the ground that if he had said anything libelous, he was responsible to the courts and he did not propose to be placed on trial by the committee.

New Orleans Item Buys Land

NEW ORLEANS, La., July 7.—The Item has completed the purchase of property running from Union to Perdido street, between St. Charles and Carondelet streets, and intends to publish there as soon as possible. The ground area is about 14,000 square feet. The Item also has leased the Joseph Schwartz building, on Baronne street. The plan is to build a fireproof building on the Perdido street end of its property, housing therein the mechanical departments and other departments. The two-story building facing Union street will be altered, the ground floor to be occupied by the advertising and business department, and the upper floor by the editorial department.

Big Men Welcome Legion Paper

Messages from Lord Northcliff and from Gen. John J. Pershing are features of the first number of the American Legion Weekly, official magazine of the national organization of veterans of the great war, which was issued in New York for the first time July 4. Other features for the new paper are William H. Taft and articles by Major Rupert Hughes, the novelist; Franklin K. Lane, secretary of the interior, and Walter Camp.

Capper Men in Annual Conference

TOPEKA, Kan., July 8.—The annual conference of the advertising and editorial forces of the Capper Publications, just held, closed with a dinner given by Advertising Counselor Hugh McVey and Mrs. McVey at their home.

ILLINOIS

Illinois has over 250,000 farms.

Illinois has the second largest city in the United States.

Illinois is the third largest state in point of population in the United States.

The farm lands of Illinois are the highest in point of value in the United States.

Illinois has 18,500 factories and the value of its products exceed $2,000,000,000 annually.

Illinois presents ideal territorial market conditions and the daily newspapers listed here can work wonders in helping you popularize your products.

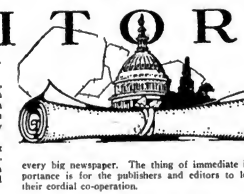
A concentrated campaign in Illinois will prove a wonderful eye opener. It will demonstrate the fundamental soundness of putting all your eggs in one basket and marketing that basket.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	16,000	.01	.01
Bloomington Pantagraph (M)	17,233	.035	.035
Champaign Daily Gazette (E)	4,605	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M)	289,094	.38	.31
*Chicago Herald-Examiner (S)	596,851	.53	.46
Chicago Daily News (E)	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	15,086	.03	.03
*Elgin Courier (E)	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	52,738	.045	.04
Quincy Journal (E)	*8,501	.025	.025
Rockford Register-Gazette (E)	13,477	.03	.03
Sterling Daily Gazette (E)	5,072	.02	.02

Total Circulation 1,892,419. Rate per line, $2.3303.
Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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EDITORIAL



FOR AN INTERCHANGE OF STAFF MEN

THE idea proposed by Ralph D. Blumenfeld, editor of the London Daily Express, through the Victory Number of Editor & Publisher, for an interchange of staff members by leading British and American newspapers, is now being earnestly discussed on both sides of the ocean.

Upon his return to England Mr. Blumenfeld took up the proposition with leading British newspapermen and so favorably was the idea received that a committee of editors and publishers was formed to consider details.

Last week Mr. Leavis, of the British Newspaper Publishers' Association, cabled Hon. Frank P. Glass, President of the A. N. P. A., stating that plans had been about matured for an exchange of staff men with American newspapers. The details of these plans are to be made known shortly.

Mr. Glass informs Editor & Publisher that he is taking up the matter with the Board of Directors of the A. N. P. A., and expects to be authorized to appoint an American committee. He has not yet had an opportunity to test the sentiment of American publishers and editors fully, but personally is in entire sympathy with Mr. Blumenfeld's plan.

Readers of Editor & Publisher will recall that Mr. Blumenfeld urged that the plan be considered on a large scale, so that it would from the beginning operate effectually to establish better understanding and relations between the press of Great Britain and America. "The thing is in the nature of scholarships," he explained, "and it is certainly worthy of the attention of newspaper proprietors both from the point of view of betterment in journalism and betterment in international relations."

Mr. Blumenfeld has called attention to the fact that petty animosities often arise from trifling mistakes due to ignorance—that little items appearing in British newspapers often carry grotesque notions to readers about American affairs, and that the same thing applies to the treatment and interpretation of British news by American papers. It would be the business of visiting staff men to study the people, institutions, viewpoints, national policies, public men and movements of Great Britain and the United States. After a year's experience on an English newspaper an American newspaperman would have acquired such familiarity with British affairs that he would be considered a safe, sane, trustworthy as an authority on foreign news and would be able to largely eliminate from the columns of his paper, those foolish things which make only for prejudice and misunderstanding between the people of England and America. A year's experience on an American newspaper would accomplish the same thing for the British journalist.

The plan, in its conception, is big with promise. The development of its details will require vision and courage. For, like all innovations, it must win, if at all, through the enthusiastic support of those who believe in its usefulness.

Let us assume, for example, that the London Times and the Philadelphia Public Ledger should agree to exchange staff men, one or more from each newspaper, for the period of a year. Obviously, neither Lord Northcliffe nor Cyrus H. K. Curtis would consider such a plan unless they were assured, through contracts with the men selected, of their services to their newspapers for a reasonable period following this adventure in newspaper training. It would appear, however, that the matter of financing such interchanges should be simple. By agreement between the publishers the men could be paid salaries equivalent to their present earnings. By contracts with the men they could be assured of increased salaries upon their return to their home offices. The actual expense of the participating newspapers would be represented in transportation costs and perhaps incidental items.

The opportunity for a year of actual experience on a big newspaper abroad would appeal to the ambitious men of our calling very strongly. Particularly would it appeal to the younger men who aspire to real distinction in their profession. They would feel that, in a sense, they had been selected for an important, historic interchange mission—that it had been given to them to share in an adventure of far-reaching possibilities. It is certain that the right men may be found for this service on the staffs of every big newspaper. The thing of immediate importance is for the publishers and editors to lend their cordial co-operation.

REPRESENTATIVE MONDELL

EDITOR & PUBLISHER is not a partisan newspaper. In the past we have criticised Hon. Claude Kitchin, Democratic leader of the House, because of his reactionary views as to postal legislation—not because he is a Democrat.

It seems proper, therefore, to sound a note of appreciation just now of the new House leader, Hon. Frank Mondell—not because he is a Republican, but because he has progressive and broad ideas on postal matters.

Mr. Mondell has introduced a bill for the repeal of the zone postal rate law, and has stated, in an interview for Editor & Publisher, his purpose to fight for its passage. He does not see in the present law any virtue as a revenue enactment, for the reason that its zone provisions impose upon the Government great extra administrative expense and difficulties in making collections.

The defects of the law have been pointed out repeatedly in these columns and require no reiteration at this time. The repeal of the measure, which should be followed by an exhaustive investigation of postal costs by the division of second class mail, would be an act of simple justice to the publishers of newspapers. As the matter stands, the newspapers have been convicted, on ex-parte evidence, of subsidy-grabbing; and the zone law was conceived for the purpose of imposing a penalty for an alleged offense.

Mr. Kitchin, who championed the zone law, has not even claimed to know what it actually costs the Government to carry the newspapers through the mails. Mr. Burleson is equally in the dark. Yet these two men succeeded in having a law enacted carrying not only additional postal charges for newspapers but provisions for a wholly unsound and unjust zone tax on newspaper advertising. The argument was made—and prevailed—that the Government had long been the victim of newspaper publishers who were receiving an annual bounty amounting to more than seventy millions of dollars. This in spite of the fact that the postal establishment shows a profit, not a deficit; and in spite of the fact that all classifications of postal matter are interdependent.

The publishers of newspapers rightly contend that they should not be penalized for a system of accounting in the postal department which credits profits to one class of mail and losses to another without clear justification by the actual facts. And the facts are still to be ascertained. Pending their determination it is only just that the cumbersome and burdensome law should be repealed.

Mr. Kitchin has been deposed from House leadership, but still dominates the minority. True to his record and his convictions he will fight against the repeal of his favorite measure. Let us hope that the new House leader, Mr. Mondell, may prove to be just as tenacious and effective a fighter for progressive ideas as Mr. Kitchin has been for his own theories.

JOHN SULLIVAN POINTS THE WAY

JOHN SULLIVAN, secretary-treasurer of the Association of National Advertisers, whose weekly page of news and views in Printer's Ink Publisher is always alive with both inspirational and practicable ideas, has just revealed a secret.

In last week's issue he told how a newspaper may get business from national advertisers. His solution of this problem is simple and sensible. It is comprehensive and obviously sound. If the publishers of the country shall be wise enough to act upon his suggestion—to make it a working policy and a dominant one in their promotion—they will profit accordingly.

Those who have followed Mr. Sullivan's writings will have noted his insistence upon the fact that national advertisers are interested primarily in MARKETS—secondarily in advertising mediums through which these markets may be developed. He has pointed out that there is just as great a variance in markets and marketing conditions as in newspapers, and that national advertisers nowadays must be sold on market possibilities before they are ready to go into the matter of a selection of advertising mediums. He says:

"There is an infinite differentiation in national distribution and merchandising as in newspapers. And the way to get the national advertiser's business surely is to 'get up and git'—mentally—and *sell the market*. . . . It is necessary that newspapers not only sell their markets, but also the relation of the market and the publication to the advertiser's business."

Here we have the conclusion of the whole matter. Publishers, in their promotion advertising, should adhere to the policy thus outlined. They should give facts and figures which a national advertiser may accurately appraise a city or territory as to its market possibilities for his product—linking up with such surveys the facts and figures showing the relation of the newspaper to its field.

The national advertiser wants to know all about newspaper circulation, of course—quantity, nature of distribution, character of the paper's appeal to its readers, its commercial standing with other papers in the field as to distribution, volume of advertising carried and the facts as to its GROWTH in both circulation and advertising. But before he considers these factors as to any medium he must have been sold on the opportunities presented by that special market for the development of his business. Thus a publisher may, through his advertising to national advertisers, render a distinct service while presenting a sales argument.

MAYOR Hylan, of New York, denounces the newspapers for printing crime stories of a nature to encourage crooks in the belief that New York is defenseless against them. It may be said that the crook who would seriously consider such a suggestion, and act upon it, is entirely too simple-minded to thrive in his somewhat over-crowded vocation.

MANY newspapers are urging that Mr. Burleson should go. It is natural that the Postmaster-General should construe this demand as a partisan one, and that he should decline to accede to the wishes of his supposed political foes. There is, however, a thoroughly non-partisan sentiment that Mr. Burleson should GROW.

THE opportunities for American trade expansion in Mexico are greater now than at any recent period in the history of our Southern neighbor republic. They are interestingly told in a notable Mexican article in this number.

AN Omaha maker of awnings, having something to sell to every business man of his city, is advertising his business through the direct-indirect method of advertising the businesses of his prospective customers in large space in the World-Herald. And he is making it pay.

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James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: H. C. Ribout.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. J. Cass.
San Francisco: R. J. Bidwell.
Boston: Lee A. Thayer.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

PERSONALS

IN THE EDITORIAL ROOM

Major General Sir David Watson, who commanded the Fourth Canadian Division overseas, has just returned home. In pre-war days General Watson was editor and proprietor of the Quebec Chronicle. He went over as colonel and won promotion and decorations on the field.

George W. B. Britt, a former New Bedford (Mass.) newspaper man who has been overseas 23½ months, has returned. He will go to Washington as first assistant secretary to Senator Lodge.

Miss Lucile Saunders, for the past 14 months telegraph editor of the Salem (Ore.) Statesman, has joined the local staff of the Portland Oregonian.

Basil E. O'Mara has returned from war service abroad, and will rejoin the local staff of the Ottawa (Ont.) Citizen.

Capt. Ernest Cinq-Mars, just home from four years' war service abroad, has resigned as King's Printer for Quebec Province to resume work as representative in the House of Commons' press gallery for La Presse, Montreal.

John Knott, Dallas Morning News cartoonist, is instructing a class in commercial drawing at the Dallas Business Women's Club, a branch of the Dallas Advertising League.

William H. Engel, who held down the Troy (N. Y.) Record's city desk for 20 years, has been named telegraph editor of the afternoon edition. A. P. Warner, formerly of the Albany Knickerbocker Press, has been named assistant city editor of the afternoon. William Gilligan has joined the reporting staff.

Herbert Selby, Samuel Smith, "Doc" Cook and John Ball, just out of Uncle Sam's army uniform, have been appointed to the Des Moines Capital staff.

Miss Antoinette Donnelley, feature writer for the Chicago Tribune and handling the beauty department under the pseudonym of "Doris Blake," was married this week to Lieut. Hamilton of the British recruiting mission in Chicago.

Miss Ethel M. Colson, former book editor of the old Chicago Herald and lately doing Sunday feature work for the Chicago Tribune, was married this week to Frank Brazelton, of the copy desk of the Chicago Journal.

"Jimmy" O'Neill, prior to 1917 office boy for the old Chicago Examiner, returned to the Chicago Herald and Examiner offices this week a captain in Uncle Sam's overseas service uniform, wearing the shoulder cord citation of the 18th regiment.

J. P. McEvoy, rhyming colymist of the "Slams of Life" for the Chicago Tribune, is the author of two new humorous illustrated booklets called "The Sweet Dry and Dry" and "Smokes Next."

Nobe Taylor, a member of the Washington staff of the United Press, has been appointed its representative at Rio Janeiro, Brazil, and sailed for his new post on the battleship Idaho July 3. He formerly was employed on the Indianapolis Star and the Louisville Herald.

Brewster S. Beach, formerly assistant night city editor of the New York Sun, is now with the General Electric Company, Schenectady, N. Y., as general publicity representative with the advertising department. While on the Sun, Mr. Beach served as reporter and assistant dramatic editor before going to the city desk. During the war he was an ensign in the Naval Reserve.

Robert Mehaffey has transferred from the reportorial staff of the Chicago Herald & Examiner to that of the Evening Post.

H. E. Keister, former Topeka newspaper man, is now president of the Keister-Hall Seed Company, of Waterloo, Ia. He was publicity director of two Liberty Loan campaigns in Iowa.

Lawrence T. Smyth, managing editor of the Bangor (Me.) Daily News, is spending a vacation in Portland and vicinity. It is his first relief from newspaper work for six years.

Capt. Ferd W. Parker, city editor of the Portland (Me.) Daily Press, has recently returned from duty overseas with the 56th Pioneer Infantry. He will spend the summer at one of the beaches near Portland before resuming newspaper work.

George H. Scruton, editor of the Sedalia (Mo.) Democrat, who went to France twenty-two months ago as a captain, has been promoted to lieutenant-colonel in the quartermaster corps.

C. F. Ward, editor of the Plattsburg (Mo.) Leader, has been appointed a regent of the Missouri Normal School.

Woodbury F. Howe, assistant sporting editor of the Portland (Me.) Express-Advertiser, and for New Hampshire State College in the fall as assistant director of athletics.

James S. Benn, for 16 years city editor of the Philadelphia North American, has resigned his post to accept an appointment to the Public Service Commission of Pennsylvania. Charles Christman, a veteran North American reporter, has been named acting city editor.

Ray Colvin, recently with the Associated Press in Denver, has been appointed city editor of the Denver Rocky Mountain News, succeeding William C. Shanklin, who becomes news editor.

THE BUSINESS OFFICE

W. G. Naylor, newspaper promotion man of Olean, N. Y., is spending a fortnight in Kentucky and Tennessee, where he is leasing oil lands for a newly formed company in Olean and incidentally covering the situation in Kentucky and Tennessee for several newspapers. Mr. Naylor has leased a thousand acres near Lexington, Tenn.

David Chapman, Howard Slocum and William T. O'Heaney, formerly of the Albany (N. Y.) Knickerbocker Press, and Doll and Smith Advertising Agency of New York, have joined the advertising staff of the Schenectady Union-Star.

Joseph Lipshie has been promoted from the classified to the display advertising department of the Des Moines Register and Tribune.

Carlos Avery, publisher of the Hutchinson (Minn.) Leader, has been reappointed State Game and Fish Commissioner. Though he is a Democrat, he enters his second term under a Republican administration.

Elmer E. Adams, owner of the Fergus Falls (Minn.) Daily Journal, banker and leader of the State Legislature at the last session, is chairman of the local tornado relief commission, a large part of his town having been destroyed.

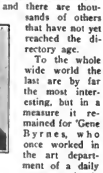
WITH THE AD FOLKS

E. I. Kenady, secretary and advertising manager of the Wolff Clothing Company, St. Louis, and Miss Lida Campbell, head bookkeeper of the same firm, were married July 2.

Lieut. W. J. Betting, of St. Paul, first president of the Associated Advertising Clubs of Minnesota, has returned from France.

"REG'LAR FELLER MAKES 13 COMICS A WEEK

There are hundreds of city directories that are partly filled with the names of "reg'lar fellers," and there are thousands of others that have not yet reached the directory age.



GENE BYRNES

To the whole wide world the last are by far the most interesting, but in a measure it remained for 'Gene Byrnes, who once worked in the art department of a daily newspaper, but is now a newspaper artist, to discover their daily whims and laughs for other "reg'lar fellers" living in big towns and little towns from the Atlantic to the Pacific.

Byrnes is pretty regular himself as newspaper artists go who have signed their lives away for a fortune a year and have nothing—absolutely nothing—to do but draw a couple of laughs from the public daily, and their pay.

He lives in the kind of an apartment that straggling young financiers dream about, answers his own doorbell, remembers the first names of all the fellows he knew when $60 a week was his ambition, revels with his collar off, eats regular food—and lots of it.

His daily inclination is to go fishing, and his present ambition is to own a many-guest-roomed bungalow near a fin family inhabited lake.

Thirteen is Gene's lucky number, and he likes it so well that he works every day on the collection that makes it—two comic strips each week day and a full page of "Wide Awake Willie" for Sundays. The other, "It's a Great Life If You Don't Weaken" goes well with "A Reg'lar Feller."

Keith Jones, who has been with the editorial departments of the Chicago Daily News, the City News Bureau, the old Chicago Herald and other newspapers, and more recently discharged from the United States aviation service in France, has joined the staff of the Gundlach Agency, Chicago.

Alfred Eddy, formerly with the Chicago Evening Post, and recently returned a lieutenant in the overseas balloon branch of the Signal Corps, has joined the staff of the Erwin & Wasey Advertising Agency, Chicago.

Charles McHardy, previously connected with the Otto J. Koch Agency, Milwaukee, has become connected with the copy and merchandising departments with the Charles L. Benjamin Agency, Chicago.

George Dorsey, formerly a member of the Chicago Tribune editorial department and recently discharged from the United States overseas aviation service with three Hun planes to his credit, has become connected with the advertising department of Marshall, Field & Co., Chicago.

C. M. Thomas is now advertising manager of the Essenkay Products Company, Chicago. He has been with Marshall Field & Co.

Amos H. Barnett has been appointed a vice-president of the advertising agency of Maclay & Mullally, Inc., New York. Mr. Barnett was for sixteen years with the New York Evening Post, but obtained leave of absence from that publication in order to work in the Advertising Bureau of the Liberty Loan Committee. He had entire charge of the newspaper layout department in that bureau during the third loan, and was promoted to chief of the copy division of the fourth and fifth loans. He also assisted on the first and second loans.

James L. Hutchinson has been appointed assistant manager of the Johnston Overseas Agency, New York. He has been with the advertising department of the British-American Tobacco Company.

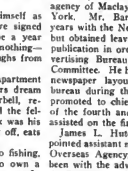
J. E. Stevenson has been appointed director of advertising in Rochester, Buffalo and Pittsburgh for the Alling & Cory Company. He is succeeded as sales manager in Pittsburgh by A. H. Seyler.

S. N. Rosenstein has been appointed advertising manager of the Art Metal Works, Newark, N. J.

Capt. Warren Orday has resumed his duties as advertising manager of the Hanson Company, Boston.

Walter Painter has been appointed to the staff of the Erwin & Wasey Agency, Chicago.

The Des Moines Citizen has signed a contract for the Haskin Service for one year



It should not be a matter of surprise if one so familiar with governmental agencies as Frederic J. Haskin should be caught frolicking with the Washington Monument.



His daily letters and answers to questions come from Washington.

BRIEFS

EMPLOYES OF LAWRENCE (KAN.) JOURNAL-WORLD formed "shock squads" and devoted their evenings recently to saving the wheat crop on nearby farms. One squad shocked sixteen acres in four hours.

LESTER H. DODD HAS BEEN MADE publicity agent for the Kansas City (Mo.) Portland Cement Company.

MCKEESPORT (PA.) DAILY NEWS treated fourteen members of its staff to a trip to Pittsburgh to see the "Pirates" and "Cubs" baseball game July 4.

EMPLOYES OF A. H. BELO & CO., OF Dallas and Galveston were guests of the company at a picnic last week.

TULSA (OKLA.) TIMES-DEMOCRAT EMPLOYES and their families to the number of 300, picnicd at Sand Springs Home for Children, conducted by Charles Page, owner of the two papers.

BUSINESS NOTES

DAILY CHEER-UP IS A NEW NEWSPAPER with telegraphic service, at Upper Saranac, N. Y.

WESTERN ADVERTISING AGENCY, RACINE, WIS., HAS BEEN granted recognition by the A. N. P. A.

J. W. BARBER ADVERTISING AGENCY, Boston, has moved to 80 Boylston street.

HOLLAND'S RURALIS, PUBLISHER OF Oil Trade Journal, has sold his interest to Sprague & Co., of New York.

C. J. BYRNE AND M. N. HOLTON HAVE established Byrne-Holton Advertising Studio in St. Paul. Mr. Byrne has been local manager and Mr. Holton chief designer of Northern Display Advertising Company. Homer P. Thomas succeeded Mr. Byrne.

A WEEKLY NEWSPAPER IN THE INTEREST of packing house employes in Union Stock Yards, Omaha, Neb., will be established by Amalgamated Organization of Butcher Workmen. It will be printed in Polish and English.

ASSOCIATION NEWS

FORT WORTH AD CLUB STAGED JOINDAY luncheon and meeting in the county jail, several members being "arrested" and given mock trials on various charges.

"A PLAN TO PREVENT STRIKES" WILL be discussed by B. C. Forbes at luncheon of Editorial Conference of New York Business Publishers' Association at Automobile Club Friday.

DALLAS ADVERTISING LEAGUE WILL send large delegation to Associated Advertising Clubs of the World convention at New Orleans.

Mrs. Watson Heads Woman Writers

LOS ANGELES, July 7—Mrs. Mary Clough Watson has been re-elected president of the Southern California Woman's Press Club; Mrs. Georgiana S. Townsend was elected first vice-president; Mrs. Dora Oliphant Coe, second vice-president; Mrs. Parthenia F. Harrison, corresponding secretary; Miss Helen Gary Allingham, recording secretary; Mrs. Ida Randall Simoneau, treasurer; Mrs. Myra Caine Grant, auditor, and Mrs. Emma Sickles Marshall, historian.

Begin Work on Neff Hall

COLUMBIA, Mo., July 5.—Work has been begun on the new Jay H. Neff Hall, which will house the school of journalism at the University of Missouri here. The building is a memorial to the late Jay H. Neff, of Kansas City, founder of several stock yards papers.

Obituary Notes

EDWIN SHERWOOD PEARL, 51 years old, manager of the advertising and farm machinery departments of Fairbanks, Morse & Co., St. Louis, died July 4 in that city of acute indigestion. Pearl was vice-chairman of the educational committee of the Advertising Club of St. Louis, of which club he was long a member. For several years he conducted a class in advertising at the Young Men's Christian Association, and had lectured frequently before various organizations on advertising topics. He is survived by his widow and three children.

WARREN CRANDALL, 81 years old, died in St. Louis July 1. He was a native of New York, and went to Brookfield, Mo., in 1867, when he established the Brookfield Gazette, the first Republican newspaper published in Linn County.

FRANK F. TOWN, coast editor of the Portland (Ore.) Telegram, died June 25, after a month's illness from heart disease.

JOSEPH D. MCARDLE, 56 years old, of the New York City News Association, died Sunday. He had been in failing health for several months. He was born in San Francisco, and his first newspaper work was done there. Subsequently he was with the Portland Oregonian, the old Chicago Chronicle, the Associated Press in Cleveland, the New York Morning Telegraph and motion picture productions of Thomas Dixon.

JAMES PIERRE HALL, aged 70 years, formerly on the editorial staff of the New York Tribune, died at a New York sanitarium last week.

HARRY J. RICHMOND, owner and editor of the Independence (Kan.) Free Press, died June 25 following an operation for appendicitis. Mr. Richmond was born in Salt Lake, Utah, in 1869. He was for years telegraph editor of the Topeka State Journal, later joining the Scripps-McRae staff. He covered the Colorado Fuel & Iron Company strike for that service. He later founded the Scripps-McRae paper in Dallas, Tex. Seven years ago he founded the Free Press. A widow, one son and a daughter survive.

JOHN M. RODDY, for 25 years superintendent of the press room of the Kansas City Journal, died June 25, following a six months' illness from a complication of diseases. He joined the staff of the Chicago Tribune in 1867 and later went with the National Playing Card Company at Cincinnati. In 1886 he became connected with the Goss Printing Press Company and superintended the installation of its first web press. He joined the Journal in 1894. Two daughters, one son and his widow survive. Mr. Roddy was 74 years old.

LEN GOHEEN, editor of the Dexter (Kan.) Observer, died June 28. A widow and two children survive.

WARREN D. CRANDALL, founder of the Brookfield (Mo.) Gazette, died in St. Louis July 1, aged 81 years.

SOLOMON MOORE, who founded the Hume (Mo.) Telephone in 1889, died recently. In 1907 he retired, transferring his paper to his son, Lewis Moore. Mr. Moore was 69 years old.

Consolidation in Moberly

MOBERLY, MO., July 5.—The Monitor-Index, a consolidation of the Index, and the Monitor, appeared July 1. W. C. Van Cleve and James Todd purchased the interests of A. L. Preston of the Index some time ago.

"I Want a Copy for Every Member of our Advertising Staff and Certain of our Editors!"

The Globe

77 June, 1919

Mr. J. W. Brown,
THE EDITOR & PUBLISHER,
World Building,
New York City.

My dear Brown,—

Please enter our order for 25 copies of The Editor & Publisher every week commencing July 1, 1919. I want a copy for every member of our advertising staff, and certain of our editors.

I am growing tired of their coming to my office to borrow my copy and troubling you for back dates to keep my file complete.

I already believe that every newspaper man is a better newspaper worker for reading The Editor & Publisher. It shows him the broader aspects of a most interesting business and should fill him with greater ambitions.

The same rule holds good for the workers in advertising agencies and advertising departments, and some day executives will see the light.

Yours truly,

The progressive publisher of the New York Globe voices, in the above letter, his estimate of the value of EDITOR & PUBLISHER to the men who are engaged in newspaper work and in advertising.

If Jason Rogers finds it advisable to enter his order for 25 subscriptions for members of his staff, you ran see that the same policy should apply to YOUR OFFICE.

EVERY MAN ON YOUR PAYROLL, upon whose knowledge of advertising and newspaper making problems you must rely, should be a subscriber to EDITOR & PUBLISHER. Not a single one of your department heads, for example, can keep in touch with forward-moving events and trends in advertising and newspaper making WITHOUT READING EDITOR & PUBLISHER. No man would be worth much in your organization if he could not find anything of interest to him in this journal.

HOW MANY MEN AND WOMEN OF YOUR ORGANIZATION SHALL WE ENROLL AS SUBSCRIBERS?

EDITOR & PUBLISHER
1116 WORLD BUILDING NEW YORK

TIPS TO THE AD MANAGER

CORNING-FIRESTONE AGENCY, Merchants Bank Building, St. Paul. Placing ads. in South Dakota papers preliminary to a trade tour by the St. Paul Association of Business and Public Affairs; placed copy in Southern newspapers for the Ten Thousand Lakes of Minnesota Association; placed Duke of Parma and El Firma cigar space for Hart & Murphy, of St. Paul, in North Dakota papers.

WILLIAM H. RANKIN COMPANY, 104 South Michigan avenue, Chicago. Added the Chicago Scale Company, same city, to list of customers, and are now preparing a national campaign.

VANDERHOOF & Co., Marquette Building, Chicago. Secured advertising account of the Ideal Laboratories, 430 East 41st street, Chicago; list of newspapers in Chicago and the State of Illinois will be used.

MORGAN, TUTTLE & JENNINGS, 44 East 23d street, New York. Will hereafter handle accounts of John Ward's Shoes and American Thread Company, New York.

MCCONNELL & FERGUSSON, Dundas and Market streets, London, Ont. Starting advertising campaign for the Imperial Extract Company, Toronto on "Shirriff's Jams."

TORONTO RETAIL COAL DEALERS' ASSOCIATION, Toronto, Ont. Has started advertising to educate consumers in most efficient use of coal.

LORD & THOMAS, Mallers Building, Chicago. Will institute national advertising during the coming year for King's Food Products Company (dehydrated fruits and vegetables), which has just succeeded the Wittenberg-King Company.

DETROIT ADVERTISING BOARD, Detroit. Just organized to handle advertising for all city departments.

OSTENSHEIMER AGENCY, 25 East Jackson Boulevard, Chicago. Beginning an extensive newspaper campaign on "Green River," a soft drink made by the Peter Schoenhofen Brewing Company, Chicago.

SEHL AGENCY, 139 North Clark street, Chicago. Preparing a newspaper campaign for the Remmers Soap Company, Cincinnati, a new account.

GREIG & WARD, INC., Chicago, are now placing newspaper orders for Caron Spinning Company, Rochelle, Ill., manufacturers of "Caron Yarns."

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Reported will make up a list of newspapers during August for Jordan Motor Car Company.

BLOSSER COMPANY, 82 North Pryor street, Atlanta. Reported will make up a list of newspapers during the latter part of this month.

WENDELL P. COLTON COMPANY, 165 Broadway, New York. Reported to be signing on a newspaper list for Porto Rican & American Tobacco Company.

DAUCHY COMPANY, 9 Murray street, New York. Will make up a newspaper list during the fall months for Hiscox Chemical Company.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Reported will make up list during next thirty to sixty days for Bellver Trunk & Bag Company. Again placing copy with newspapers for Corn Products Company.

FEDERAL ADVERTISING AGENCY, 6 East 39th street, New York. Placing orders with Ohio newspapers for Blud Wine.

GUNDLACH ADVERTISING COMPANY, 122 South Michigan avenue, Chicago. Reported will make up list of farm papers during fall months for Blatchford Calf Meal Company.

Dean of American Editors Is Honored by Belgians for His Devotion

LOUISVILLE, Ky., July 5.—"As a token of appreciation shown the cause of Belgium," King Albert has awarded the decoration of the Order of the Crown to Col. Henry Watterson, lately editor emeritus of the Louisville Courier-Journal, who now is living in quiet retirement at his home in Jeffersontown, Ky. Notification of the award came to Col. Watterson from C. Symons of the Belgian Legation in Washington. The letter reads:

Legation de Belgique,
Washington, D. C.,
June 26, 1919.

Sir:

I have the honor to inform you that His Majesty the King of the Belgians has been pleased to bestow upon you the dignity of Officer in the Order of the Crown (officier de l'Ordre de la Couronne) as a token of his appreciation of the devotion you have shown to the cause of Belgium.

The Belgian Minister, Mr. E. D. Cartier, has wished to request me to convey to you his most sincere congratulations and I beg to present to you my own felicitations.

I expect that the insignia and brevet will reach me within a few weeks and it will give me great pleasure to transmit them to you.

Yours sincerely,
C. Symons.

Colonel Henry Watterson,
Louisville, Kentucky.

HANFF-METZGER, INC., 95 Madison avenue, New York. Placing orders with Greater New York City newspapers for Beechnut Packing Company.

LORD & THOMAS, Mallers Building, Chicago. Placing orders with newspapers for National Coal Association; reported will make up lists next month, using newspapers for American Flyer Manufacturing Company.

H. K. MCCANN COMPANY, 61 Broadway, New York. Reported to be making up a newspaper list for Standard Oil Company of New Jersey.

MCJUNKIN ADVERTISING COMPANY, 5 South Wabash avenue, Chicago. Reported will make up list of newspapers during August for Orange Crush Company.

O'HARA ADVERTISING AGENCY, Waco, Tex. Placing orders with newspapers for Circle Ginger Ale.

FRANK PRESBREY COMPANY, 456 Fourth avenue, New York. Placing 25-1 5-t orders with newspapers generally for Prudential Insurance Company.

SCOTT & SCOTT, 144 East 32nd street, New York. Placing extra copy on contracts for E. J. Woods Company.

F. P. SHUMWAY COMPANY, 453 Washington street, Boston. Again placing orders with newspapers for Kapo Manufacturing Company.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York. Placing orders with newspapers for American Beverages Conservation Company.

WOOD, PUTNAM & WOOD COMPANY, 111 Devonshire street, Boston. Will handle the advertising for McCormick & Company.

STREET & FINNEY, 171 Madison avenue, New York. Are placing orders with newspapers for Beechnut Packing Company.

Suspends Publication for "Fourth"

BRIDGEPORT, Conn., July 5.—The Evening Herald suspended publication for July 4. The Bridgeport Post, evening; the Farmer, Times, evening, and the Standard-Telegram, morning, all appeared.

Come and See

Wisconsin!

THESE are the days when Wisconsin opens its door to the vacationist and tourist. And they come in thousands.

Every mile is a mile of beauty or a mile of riches and some of them are both.

Here in this beautiful rolling country, with hundreds of charming lakes and mineral waters, palatable and salubrious, picture the grazing herds that bless Wisconsin with 10,000,000,000 pounds of milk every year, and the fields of towering grain that make it a leading state in the value of its farm crops!

Remember that Wisconsin not only grows the crops and makes the cheeses famous the world over, it also manufactures much of the machinery to cultivate and harvest.

It ranks *high* among the states in manufacturing.

What are you doing in this prosperous territory to advertise and sell your goods?

If you are not active you are letting the other fellow beat you to it.

The quick way, the easy way, and the profitable way to sell your goods in Wisconsin is to advertise them in the Wisconsin daily newspapers.

The cost of a whole year's advertising—every week—is only about 2½ cents per habitant family for all the English language dailies.

And you can try it out *first* in these:

Papers	Circulation	Rate for 5,000 lines
Beloit News (E).....	4,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E).....	*6,037	.025
Green Bay Press-Gazette (E).....	10,096	.025
Kenosha News (E).....	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,561	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S).	†10,891	.03
Milwaukee, Wisconsin-News (E).....	*62,000	.10
Milwaukee Journal (E).....	113,830	.14
Milwaukee Journal (S).....	93,830	.14
Milwaukee Sentinel (M&E).....	81,752	.11
Milwaukee Sentinel (S).....	67,162	.11
Racine Journal News (E).....	7,666	.025
Sheboygan Press (E).....	6,693	.0214
Superior Telegram (E).....	15,153	.035
Wausau Record-Herald (E).....	5,353	.01785

Government Statements, April 1, 1919.
*Publisher's Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919

LIBERTY LOANS DID MUCH FOR NEWSPAPERS

(Continued from page 16)

in bringing you representative men together.

"The South as a section has been poorly advertised. Its agencies and its business will show a smaller percentage of advertising than any other section in the country. Part of this has been your fault. You are just waking up to the fact that dollars come in to the man who is prosperous rather than the man who is hard up.

Promoting Harmony

"The South is waking up and is letting the rest of the country know it is awake. It is a hopeful sign. I touch on the lack of harmony that has existed in the newspaper business, because I wanted to say a word about the work that I particularly represent, the Bureau of Advertising of American Newspaper Publishers' Association.

"For five years the Bureau of Advertising has been working in the national field to present newspapers to national advertisers as the greatest medium in the world. It is one of the solicitors for newspapers that has never founded a newspaper. It is an organization that has been able to go to national advertisers and agents and show them what a big thing the collective newspapers of this country were.

A Comparison of Values

"It has shown the advertiser that newspaper rates are so foolishly low today that a man can send two pages of advertising to twenty-eight million people for less money than he can send a postal card to each one of the same people.

"If newspaper rates were twice as high as they are today the newspaper would still be the most valuable and cheapest advertising medium in this country.

"There are meeting here with you in Asheville the heads of the American Association of Advertising Agencies. These gentlemen represent an organization that spends from $300,000,000 to $300,000,000 in advertising. They are the leaders in the advertising business. They are the men who know the problems of national advertising. They are the men with whom your Bureau of Advertising comes in contact.

"Instead of standing here and telling you incidents of what your Bureau is doing, I am going to ask you gentlemen to talk with some of these agents while they are here. Ask them what they think of your Bureau of Advertising. Ask them if it is doing good work.

Advantages of The Bureau

"Ask them whether your newspaper is losing anything by not being a member. If you do, I am reasonably sure that when this meeting adjourns 100 per cent. of the members of the Southern Newspaper Publishers' Association will join the Bureau of Advertising.

"While the Bureau does not solicit for any individuals or group of newspapers, there is a distinct advantage to those newspapers who do belong, because they participate in the Bureau's trade surveys which get their market directly before advertisers. In other words, the Bureau's members are joining to advertise newspaper advertising and incidentally advertise themselves.

A Plea for Support

"The Bureau of Advertising is making a special plea for support at the present time. Demands have been made upon it by the Newspaper Representatives of Chicago, and by the publishers of the Pacific Coast that its facilities be doubled and that it establish offices in the Middle West and on the Pacific Coast for the development of business. Plans toward this end are now under way, and are entirely depending upon the ability of the Bureau to raise the necessary funds.

"A new schedule of dues has been adopted which is equitable to every newspaper. The plan is based upon the advertising rate of each paper, and it means that the newspaper that receives the largest revenue pays the largest share of expenses. It means, on the other hand, that the paper whose rate is low and whose income is proportionately low, pays a smaller share. The plan is the most equitable one ever brought out, and should bring into the Bureau of Advertising 100 per cent. of the newspapers that are worth while.

Obtains Many New Members

"Aside from our own efforts the Newspaper Representatives of New York and Chicago are making a special drive for Bureau members. New members are coming in at the rate of 15 or 20 a week, and our old members are changing over to the new assessment plan with gratifying rapidity. The first papers to sign were papers whose dues had been increased the most. One of these papers voluntarily doubled even the increased assessment, because of its interest in getting this work started.

"These new plans will increase the Bureau's efficiency several hundred per cent. Even on the new basis the Bureau will not be as large as it should be. For a business with $100,000,000 in sight and many more millions waiting for it as soon as it wakes up sufficiently to go after it, an organization as large even as the enlarged Bureau is not commensurate with the situation.

"Some of you gentlemen are poker players. There is an adage among poker players that the proper time to play your cards is when luck is running with you.

"Gentlemen, luck is running with you at the present minute, and this is the time when you want to get behind every possible force there is that will develop advertising and keep it going at its present rate.

"It is the time of all times for you gentlemen who are not members of the Bureau of Advertising to come in, and it is the time for you members of the Bureau who have not taken advantage of the new assessment plan to get behind it with your support."

URGES CENTRALIZATION OF ACCOUNTING

(Continued from page 24)

premium accrual register, is sometimes used. The subscriptions are taken in groups according to the date received, or cash book page, and spread across the register, and the accrued earnings are provided automatically each month. Some newspapers take an inventory of unexpired, paid in advance subscriptions once a year and set up a liability therefor; the approximate earnings for the year are then determined by considering the inventories at both ends of the period and the subscription receipts during the year. The yearly inventory can be simplified considerably by grouping expirations by months and using the 15th of the month as the average expiration date.

Cash received from circulation should be segregated in separate books or separate columns, in accordance with the divisions observed in the other circulation records in order that separate cash totals may be obtained for credit to the respective controlling accounts, and for obvious advantages in circulation accounting.

Every Paper Must Be Checked

Without a more or less complete system of press room and circulation records no publisher is in a position to effect a saving of unnecessary waste in the press room or the waste of printed copies through inefficient circulation methods.

It is essential that the responsibility for keeping circulation records be centralized as much as possible, and the duties not divided in the hands of various departments to such an extent that thoroughness and accuracy will be impaired.

It may be stated in conclusion that all newspapers with proper accounting systems, particularly the larger ones, account for practically every copy printed, even to charging the free circulations to whatever department is benefited, and the circulation records and general books tie up with each other absolutely.

ADS WIN SHRINERS' MEETING

Up-to-Date Business Methods Victorious for Portland, Ore.

PORTLAND, Ore., July 9.—Newspaper advertising played a big part in landing for Portland the next annual convention of the Shriners, one of the largest fraternal gatherings in the country. During the recent Indianapolis meeting the Portland Shriners used five full-page advertisements in three days. Every morning each representative at the convention found a newspaper, folded to the Portland advertisement, under the door of his hotel room.

The advertising stunt that won out for Portland was engineered by W. J. Hofmann, Imperial potentate of Al Kader Temple of Portland, who is also advertising manager of the Oregonian.

Miss Martha Porter, just home from 18 months' Salvation Army canteen work in France, will resume her old work with the Des Moines Register and Tribune as soon as she is released by the "S. A."

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET NEW YORK CITY

U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

WINSTON-SALEM North Carolina

City of Diversified Industries

Largest weekly pay-roll of any city between Richmond and Atlanta.

The home of the

TWIN CITY SENTINEL

The Newspaper that leads all North Carolina dailies in HOME circulation.

First in Volume of Local Advertising First in Volume of Foreign Advertising

The SENTINEL maintains a SERVICE department co-operating with the general advertiser.

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

supremacy

The Indianapolis News carries practically as much space both from local and national advertisers as all other Indianapolis papers combined including Sunday editions. It has been doing this for fifty years.

THE INDIANAPOLIS NEWS

Charter Member A. B. C.

for 50 years a Newspaper.

(280 x 150)



THE QUESTION

How to cover Detroit thoroughly at one cost, a low rate per thousand circulation, avoiding wasteful duplication.

THE ANSWER

THE DETROIT NEWS

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

ARMY SCHOOLS TAUGHT MEN JOURNALISM

Many Men Active in Newspaper Work Before the War Enrolled in Government School in France—Captain Fogg Returns Home

One of the most interesting acts of the American Army behind the lines in France was the establishment of the American E. F. University. The fact that journalism was one of the twelve courses offered attracted a great deal of attention, especially among newspapermen everywhere, at the time it was announced.



CAPT. M. M. FOGG

Capt. M. M. Fogg, Army Educational Corps, director of the College of Journalism, has just returned from France and is enthusiastic over the demands that were made on the college at Beaune, Cote d'Or, by the soldier-student body.

Over 500 Students Enrolled

"We all very much regretted the order to close the college on June 7," said Capt. Fogg. "We had just completed our first term of twelve weeks, which was in every way a success, and we were preparing to enroll students for the second term.

"During our first term we had 523 students registered in the seven courses, and a surprising thing was that more than 50 of them had been engaged in newspaper work before the war started. Our faculty came from the A. E. F. and was composed of 17 practical newspaper men, three of whom were American college professors before they entered the army. We invited many of the newspaper men stationed at Paris to come down and address our student body, and among those to respond were William Allen White, Reginald Wright Kaufman and De Witt MacKenzie.

Decorated for Work

"Our courses of study were divided as follows: Newspaper writing; newspaper editing; agricultural journalism; the special article; the editorial; advertising copy, and the short story. The study body was in charge of all work in connection with the A. E. F. University News, a four-page paper without advertisements which numbered among its features a 1,000-word daily radio service from Paris that came to us through the United States Signal Corps. We were preparing to install our own printing plant when the college was ordered discontinued."

Capt. Fogg, who was given just three weeks to have his college ready to receive students, expects to be mustered out of service within a few weeks, and in the fall will return to his duties in the School of Journalism of the University of Nebraska. With the directors of the other eleven colleges of the American E. F. University, he was decorated by the French Republic with the Palmes Academique, making him an officer de l'Academie for the educational service he rendered. The decoration, consisting of a green, with purple ribbon, was bestowed by the French Minister of Public Instruction, L. Lafferre.

Capt. Fogg said that one of the most pleasant features of his period in France was his visits with General Pershing, who he knew as a friend in Lincoln, Nebraska, before the world war. The following is a list of the members of the faculty of the College of Journalism, American E. F. University:

The Faculty

Prof. M. M. Fogg (Brown, Harvard), director. Professor of Journalism and in charge of the Course in Journalism, University of Nebraska; state director, Committee on Public Information.

Major Frank Luther Mott (University of Indiana), 158th Infantry, assistant director, Kansas City; Star and Kansas City Journal.

First Lieut. George Gitmes (University of Nebraska, Ex-'13, Cornell, '15), 360th Infantry. Assistant director (returned to United States). The Lincoln (Neb.) Daily Star; now Omaha World-Herald.

First Lieut. Benjamin A. Rosh, 125th Infantry (Washburn College of Law). Supply officer.

Private Waldo Arnold (University of Wisconsin, Course in Journalism), Company H, 4th Provisional Regiment, American Embarkation Service, Brest. Editor, author, the Milwaukee Journal.

Prof. Nathaniel W. Barrow (Columbia), assistant professor of Business Administration, University of Chicago School of Commerce and Administration.

First Lieut. Rex J. Ballard (University of Wisconsin, Course in Journalism; Kenyon College), Findlay (Ohio) Republican.

Prof. Fred W. Beckman (University of Iowa), director of agricultural journalism and editor of Experiment Station and Research Bulletins, Iowa State College.

Second Lieut. W. K. Charles (Kansas Agricultural College), Ait Service.

Private Herbert M. Davidson (Columbia School of Journalism), 4th Corps Artillery Park, Kansas City Star.

Private Stewart M. Emery (Williams College, '20), 304th M. P. Company. Copy-reader and editorial-page verse-writer, New York Herald.

Capt. Lauren Foreman (Emory College), Q. M. C., Motor Supply Train 414. City editor, the Atlanta Constitution; publicity agent, Southern Railway System.

Capt. Herbert D. Graham (University of Kentucky), Instructor in Journalism, University of Kentucky.

Private Herman J. Mankiewicz (Columbia University), Hdqr. Co., 5th Regiment, U. S. Marines. City and dramatic staff, New York Tribune.

Second Lieut. Louis Mann (Columbia School of Journalism), Co. A, 304st Machine Gun Battalion, Telegraph editor and editorial writer, the Manchester (Conn.) Evening Herald.

Corp. Joseph Pekar (University of Nebraska), Medical Unit, 350th Infantry. Managing editor, the Ord (Neb.) Journal.

Corp. Winthrop Williams (University of Pennsylvania), associate city editor, Philadelphia Evening Ledger.

Sergt. Major Guy D. Wilson, 6th Regiment Marine Corps. Telegraph editor and news editor, Fort Worth (Texas) Record.

PREMIUMS

That are Real Subscription Producers

S. BLAKE WILLSDEM

Manufacturer and Publishers' Representative

1006 Heyworth Bldg.

29 E. Madison St. Chicago

CRITICISM NOT BASIS FOR PRESS LIBEL

Missouri Supreme Court Upsets Practice of Suing Newspaper Critics of Public Officials — Important Decision Rendered in Kansas City

KANSAS CITY, Mo., July 7.—Public officials can no longer base suits for libel on the grounds that newspapers attack their public record for political reasons, according to the State Supreme Court in the suit of D. C. McClung, former Warden of the State Penitentiary, against the St. Louis Post-Dispatch.

In a decision handed down today the Court said:

"There can be no question at this time that the citizens of this State, through newspapers and otherwise, have the right to criticise the official acts of public officers of the State. The rules relating to defamation, where the party alleged to have been defamed is an individual in private life, do not apply where the individual alleged to have been libeled is a public official and where the alleged libelous matter is as to the conduct of the individual as a public official."

Will Issue Morning Edition

FREDERICK, Okla., July 9.—The Leader Publishing Company in the immediate future will begin publication of a morning edition. About eighteen months ago the Leader began publishing an afternoon daily, which will be continued. The papers will carry full Associated Press and United Press reports.

The McCLURE Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our stor features, including **Frank H. Simonds, Montague Glass and Sewell Ford.**

N373 Fourth Ave., New York

PRESTIGE

The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.

On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.

Write us now for rates.

The Associated Newspapers

170 Broadway New York

ROGERS RETURNS FROM PARIS

Director of Government's News Service Ends His Labors Abroad

Walter S. Rogers, director of the Government's Cable and Radio News Service, and adviser to the American Peace Commission on matters pertaining to the transmission of news of the Peace Conference, has returned to New York City from Paris, his labors there having ended.

Under Mr. Rogers' direction news and editorial comment was sent daily from this country by wireless to the American delegation to the Peace Conference, and news transmitted from the Conference to the news distributing agencies and newspapers here.

Frank E. Long Heads Association

CHICAGO, July 3.—The Agricultural Publishers' Association has elected the following officers: President, Frank E. Long; first vice-president, W. A. Whitney; second vice-president, E. T. Meredith; treasurer, J. C. Feeley; secretary, J. Lewis Draper; directors: E. C. Davidson, J. Lewis Draper, J. C. Feeley, H. C. Klein, Frank E. Long, A. K. Lovrein, E. T. Meredith, S. R. McKelvie, Marco Morrow, James M. Pierce, B. Kirk Rankin, William A. Whitney; managing director, Frank B. White.

New Era Features

30 East 42nd St., New York City

Forty Leading Papers Print Our Service.

Send for our Headline History of the World War

WE SPEND MORE THAN $500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service

246 West 59th Street

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

O. J. BOSMAN, Editor

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The True News FIRST

Always—Accurately

International News Service

World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE. Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. ROENIGSBERG, Manager

241 WEST 58TH ST. NEW YORK

GREATEST GROUP OF PROPHETS EVER ASSEMBLED



MORE sport writers gathered in Toledo on July 4 for the Dempsey-Willard fight than have ever before been brought together for any sporting event in this country. Every section of the nation was represented at the ringside by sporting editors whose names are well known among all readers of fan food. The picture above was made at Toledo for EDITOR & PUBLISHER and shows a few of the men who witnessed the shortest championship battle in ring history and below is a partial list of those present with the names of the papers they represented:

Amory Beacon-News, John Lorkey.
Albany Times Union, John Carey, Dan Carroll.
Akron Press, Thos. B. Insley.
Associated Press: Edward B. Moss, Howard W. Blakeslee, Charles W. Dunkley, C. H. Hagerty, Walter Doerge], J. M. McGuire.
Buffalo Courier, Wm. J. Kelly, Walter C. Kelly.
Buffalo News, J. B. Parke.
Buffalo Times, E. W. Mills.
Buffalo Express, Horace Lytle.
Buffalo Express, Edw. Treatner.
Buffalo Commercial, C. J. Murray.
Binghamton Press, Gordon Williams.
Binghamton Republican Herald, Homer Thorn.
Bridgeport Herald, Dick Howell.
Brooklyn Daily Eagle, Abe Yager.
Brooklyn Times, L. Wooster.
Boston Post, Howard Reynolds.
Boston Record, Edward F. Hurley.
Boston Globe, Lawrence J. Sweeney.
Boston American, J. B. Gilhooly.
Baltimore American, W. B. Clark.
Boston Traveler, S. I. Mahoney-Sparso.
Boston Herald, W. A. Hardison.
Chicago Journal, Sherman Duffy.
Chicago Herald-Examiner, Sam Hall.
Chicago Daily News, C. H. Dennis.
Leslie's Weekly, P. Hanford.
Chicago Evening Post, A. H. Spink.
Chicago Tribune, Ray Pierson.
Chicago Jewish World, H. Stein.
Chicago Post, H. Hochstadter.
Inter-News Service, L. A. Huston.
Canton Daily News, W. R. Stong.
Canton Repository, Monte Cross.
Columbus Citizen, Clyde Tetts.
Columbus Dispatch, Harvey Miller.
Cleveland Press, W. D. Bangs.
Central Press Association, N. E. Brown.
Newspaper Enterprise Association, Fred Turbesville.
Cleveland Plain Dealer, Jas. H. Lanyon.
Cleveland Press, Rose Henry.
Chillicothe Camp-Sherman News, O. F. Storm.
Cincinnati Times-Star, Jos. Garretson.
Cincinnati Commercial-Tribune, Bob Newhall.
Dayton Daily News, Jerry Cunneen.
Dayton Journal, Ben Bridwell.
Des Moines Register, Sec. Taylor.
Detroit Free Press, Harry Bullon.
Detroit News, H. G. Salsinger.
Detroit Times, H. W. Wilson.
Denver Post, Billy Gardner.
Dallas Dispatch, C. H. Sewell.
Erie Times, Jos. C. Martin.
Elkhart Review, Fred Palmer.
Elmira Herald, Thos. Wrigley.
Ft. Wayne Journal Gazette, R. J. Stirk.
Ft. Smith Southwest American, Jack Decker.
Grand Rapids News, F. J. Mullen.
Grand Rapids Press, P. W. Nickel.
Grand Rapids Herald, E. W. Dechenbach.
Hartford Courant, John Donahue.
Hoboken Hudson Observer, Jos Eagan.
Havana El Mundo, Victor Munoz.
Hamilton Republican News, W. Tobey.
Indianapolis Star, Jno. W. Head.
Indianapolis News-Herald, Mal McGilvery.
Johnstown Leader, M. C. Beck.
Kalamazoo Gazette, John R. Walsh.
Kansas City Star, Clyde McBride.
Kansas City Post, Otto Floto.
Lincoln Star, U. S. Sherman.
Lincoln State Journal, Wm. E. Christenson.
Louisville Post, Harry Salmon.
Lynn Telegraph-News, Francis O'Neill.
Lima Republican-Gazette, D. W. Campbell.
Los Angeles Examiner, H. M. Walker.
Los Angeles Herald, Pete Norton.
Minneapolis Journal, C. M. Allen.
Minneapolis Tribune, Fred Coleman.
Minneapolis Daily News, Geo. Barton.
Cumberland Daily News, H. S. Hayward.
Milwaukee Leader, Tom Andrews.
Milwaukee Wisconsin News, A. F. Schinner.
New York Police Gazette, Wm. Rafter.
New York Morning Telegraph, Joe Masterson.
New York Morning Telegraph, Weed Dickinson.
Colliers, E. D. Casey.
Tucker, Jim Rice.
Central News, Edw. Rascover.
New York Evening Mail, Ed Thompson.
New York World, Geo. Bailey.
New York Sun-Globe Syndicate, Harry Fink.
New York Evening Sun, Joe Vila.
Special Service Syndicate, Glen F. Wood.
New York Herald, F. A. Steimer.
New York Sun, Nat Fleischer.
New York Telegram, Billy Wathey.
Bell Syndicate, Otto F. Wood.
New York Tribune, W. O. McGeehan.
Evening World, Frederick McNitt.
Universal Service, Frank Menke.
International News, Jack Dillon.
Newspaper Feature Service, Grover Patterson.
Newark Star-Eagle, Bert Bodge.
Newark Ledger, J. P. Norton.
Newark Evening Ledger, J. Bendell.
Hoboken Hudson Dispatch, Jack Farrell.
Hoboken Observer-Jersey Jour., W. R. Hamilton.
Niles Daily News, H. A. Keenwiesser.
Omaha World Herald, Gene Griswold.
Omaha Daily Bee, Kid Graves.
Philadelphia Press, Thos. Richter.
Philadelphia Bulletin, Wm. I. Haig.
Philadelphia Evening Ledger, W. R. Maxwell.
Philadelphia Inquirer, M. N. Rawlins.
Philadelphia Public Ledger, Wm. Rocap.
Philadelphia North American, Jas. C. Isaminger.
Portland Oregonian, Harry Grayson.
Pittsburgh Sun, James Long.
Pittsburgh Press, Ralph Davis.
Pittsburgh Chronicle-Telegraph, Havey Boyle.
Pittsburgh Gazette Times, L. C. Caveon.
Pittsburgh Dispatch, Wm. Fret.
Pittsburgh Leader, Doug Gory.
Peoria Journal, French Lane.
Penn Press, Ed Macchetto.
Pontiac Press-Gazette, Glen Birchard.
Racine Times-Call, Art C. Gras.
Richmond News Leader, W. C. Harper.
San Francisco Chronicle, Harry B. Smith.
San Francisco Call, Edgar Glennon.
San Francisco Examiner, H. C. Coleman, L. C. Joy.
Syracuse Herald, R. G. Henefick.
Syracuse Journal, Sydney B. Whipple.
St. Paul Dispatch, F. K. Ingram.
St. Louis Times, Sid Keener.
Springfield News, Jos. A. Reed.
Springfield Sun, L. O. Harshaman.
Seattle Times-Intelligencer, Geo. O. Huten.
Scranton Scrantonian, Dan Lenihan.
Terre Haute Tribune, Ralph White.
Toronto World, Ill. Goss.
Trenton Times, W. B. Clayton.
Washington Star, Denman Thompson.
Washington Times, Lou Daugherty.
Washington Post, J. B. Fitzgerald.
Winnipeg Free Press, W. J. Finley.
Worcester Gazette, Geo. Tenbey.
Wheeling Intelligencer, H. W. Rafferty.
Watertown Daily Times, James A. Moore.
Madison State Journal, T. F. McPherson.
Warren Chronicle, Geo. U. Marvin.
Youngstown Telegram, M. J. Hale.
Ward Syndicate, Frank B. Ward.
Daily Item, Neal Jones.
Toronto Star, W. A. Hewitt.
Fort Worth Carter Star, A. C. Carter.
Cincinnati Post, F. W. Rostock.
Louisville Courier Journal, Sam McMeekin.
Atlanta Constitution, E. C. Bruffy.
Pittsburgh, Harry Burke.
Syracuse Post Standard, P. Lynch.
Wheeling News, A. J. Mills.
Universal News Service, H. Gray.
New York Globe, Walter St. Denis.
New York Evening World, Bob Edgeen.
New York American, Damon Runyon.
St. Louis Sporting News, Taylor Spink.
St. Louis Globe-Democrat, B. Sheridan.
Milwaukee Journal, N. W. Rowland.
Columbus State Journal, Joseph F. Carr.
Chicago American, Fob Smith.
Buffalo Commercial, C. Postel.
Bridgeport Herald, Jack Malvihill.
Portland Telegram, Mike Butler.
Chicago News, Bat Weiss.
Chicago News, Lambert Sullivan
Danbury News, Capt. Gritz.
Pittsburgh Post, Frank Moroso
London, Eng. Sport-Life, Jackey Mugan.
Norwalk, S. Nor. Hour, Tom Walsh.
Bridgeport Post, Jackson Jamesran.
New Haven Times Leader, Harry Robison.
New Haven Journal Courier, Dave Fitzgerald.
New Haven Republican, Joe Stinsatt.
United Press Associations, H. C. Hamilton.

Beloit, Wisconsin

the heart of the richest agricultural and dairy region of the United States. THE BELOIT NEWS is read by 1,500 rich farmers. Net circulation 4,850. Net paid circulation 6,500. Rate 28 cents per inch flat.

D. R. WORTHINGTON,
Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO.	PAYNE, BURNS & SMITH
Chicago, Marquette Bg	New York, 5th Ave. Bg
Detroit, Kresge Bg	Boston, Advertisers Bg

THE Indianapolis Star

IS THE FAVORITE PAPER OF THE INDIANA FARMER

The rural route circulation of THE INDIANAPOLIS STAR is appreciatively more than that of the other two Indianapolis papers combined.

THE INDIANAPOLIS STAR publishes no per-lated editions. THE STAR goes to the farmer the same day it is published.

Its market quotations are the most complete and reliable published by any Indianapolis newspaper, and are everywhere accepted as authoritative.

THE STAR is the only Indianapolis newspaper which makes a special feature of poultry and farm news and advertising.

Foreign Representatives

KELLY-SMITH CO.
220 Fifth Ave. New York City

JOHN GLASS
Peoples Gas Building Chicago

R. J. BIDWELL CO.
742 Market St. San Francisco

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation
139374

52% INCREASE

in foreign advertising during May, 1919, over May, 1918, shows what national advertisers think of

THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago

The Pittsburg Dispatch

has always been a big factor in the successful exploiting of good merchandise.

WALLACE G. BROOKE
Brunswick Building, New York
THE ROBERT A. BOOTH CO.
Peoples Gas Building, Chicago
H. C. BROOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member A0011 Bureau of Circulations,
Sworn Net Circulation for 6 Months Ending April 1st, 1919
43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data on application.

The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

BUFFALO NEWS

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

SAYS TRIBUNE DIDN'T "STIGMATIZE" FORD

"Characterized Him Unfavorably," Seeking to Induce Him to Change His Attitude on Government's War Policy, Says Writer

MOUNT CLEMENS, Mich., July 9.—Tiffany Blake, chief editorial writer of the Chicago Tribune, who was on the witness stand two days this week in the $1,000,000 libel suit brought by Henry Ford against the newspaper, denied that the paper had decided to "stigmatize" Mr. Ford. Rather, it had "characterized him unfavorably," seeking to induce the manufacturer to change his attitude on the Government's war policy.

Editorials were read by Alfred Lucking, chief of counsel for Mr. Ford, to show that in the early days of the Mexican War the Tribune had advocated that the Mexicans be allowed to work out their own destiny.

"Then there was a considerable faction opposed to war as Mr. Ford opposed it?" questioned the attorney.

"There certainly was. Mr. Wilson ran for re-election on a platform that kept us out of war, and won a victory at the polls."

Concerning a series of articles written by a Tribune staff correspondent, excerpts from which formed the basis of an editorial, Mr. Blake said:

"Mr. Ford told Mr. Wheeler that he didn't believe in intervention. I was for it. We thought this was the mark of an ignorant man, and that it explained his ill-founded arguments. Mr. Ford was, by reason of his wealth, in a powerful position, and in dealing with him editorially we sought to weaken his influence."

Mr. Lucking asked where the witness had read that Mr. Ford said that the word "murderer" should be embroidered on the breasts of every soldier. Mr. Blake could not remember.

"And don't you know," asked the lawyer, "that the statement was made by Jane Addams, one of the greatest women in the United States, and was put in Mr. Ford's mouth by an interviewer?"

"I know Miss Addams well, and I don't believe she made such an outrageous statement," answered Mr. Blake.

The Tribune meant to characterize Mr. Ford as an anarchist, said Mr. Blake, "because his position opposing defense measures in a time of danger was notorious. He was for pulling down the flag. He said patriotism ought to be abolished. His attitude was notorious; everybody knew it. It was a background of his position so familiar to the public that it didn't need to be repeated."

"Mr. Ford's ideas on war and patriotism were as well known as the automobile manufactured by him. He couldn't make such utterances without its being known from one end of the country to the other. These core things which stamp the public's imagination."

The "dark dye stuff" editorial, Mr. Blake explained, was written because he though Mr. Ford was doing a great injury to the country, that he must be an ignorant man, and that the Tribune wanted to show they were not expressions of a wise man.

"Did you comment editorially on the 'Every soldier a murderer' remark attributed to Mr. Ford?" Mr. Lucking asked.

"No, I thought he was 'just talking,'" said the witness.

Press Rotarians Divide Into Two Sections

Newspaper and Trade Press Members Separate—M. J. Hutchinson and W. I. Ralph Prospective Chairmen

SALT LAKE CITY, July 4.—Thirty-six representative newspaper managers, editors and publishers represented their profession at the tenth annual convention of the International Association of Rotary Clubs at Salt Lake City June 17 to 20. These men came from all parts of the United States and a few from Canada.

M. J. Hutchinson, publisher of the Edmonston (Alta.) Bulletin, chairman of the section, presided at a luncheon given by A. N. McKay, general manager of The Tribune.

A division was made at the meeting between the representatives of newspapers and of trade publications. In making the change it was pointed out that the interests of the newspaper men and the trade publications representatives are in many ways identical, but that for all to secure the greatest possible benefits from the discussion of sectional meetings and correspondence the separation was necessary.

W. I. Ralph, of New York City, was unanimously chosen director of the new trade publication division. M. J. Hutchinson, of Edmonton, Alberta, Canada, was re-elected chairman of the newspaper section, and F. S. Brandenburg, of the Madison (Wis.) Democrat, elected secretary.

GEORGIANS READY FOR MEETING

Monroe to Be Scene of Important Convention of Daily and Weekly Publishers Next Week—Advertisers Also to Take Part

MONROE, Ga., July 9.—Publishers of daily and weekly newspapers of Georgia will hold their annual meeting here next Monday, Tuesday and Wednesday. Corresponding Secretary Hal M. Stanley, of Atlanta, reports assurance of the largest advance list of attendance in the association's history.

President Paul T. Harber of the Commerce Observer has prepared a program of genuine interest to publishers who take the newspaper business seriously. He has eliminated all propagandists, politicians and others who would exploit the association for selfish purposes. Only newspaper makers and advertising men have been placed on the program for speeches.

Wright A. Patterson of Chicago, editor of the Western Newspaper Union, is one of the principal out-of-state speakers for the convention. His subject will be "The Place of the Rural Press in American Civilization." Another specially national fame is James O'Shaughnessy, secretary of the American Association of Advertising Agencies, who will discuss "Enlarging the Power of Advertising and Increasing the Net Profit to Publishers"; Mrs. Edith O. Sussong, editor of the Greenville (Tenn.) Democrat, has been invited to discuss "How to Get Advertising from Home Business Enterprises." E. E. Dallis of the Johnson-Dallis Advertising Agency, Atlanta, will speak on "The Country Weekly from the Advertising Agent's Viewpoint."

More than a dozen of the leading publishers of weekly and small daily newspapers also will discuss live topics of vital interest to the newspaper profession.

An important discussion will be, "The Aims and Status of the Select Newspapers Association of Georgia." Weekly newspapers organized last February for the purpose of obtaining a full share of foreign advertising.

President Harber has extended an invitation to the Alabama, Mississippi, Florida, Tennessee and South Carolina associations to send a delegate to the Georgia press meeting in order that a better understanding and mutual cooperation along constructive lines may be brought about by the newspaper men of the states mentioned.

Also, an invitation has been extended to the various advertising agents located in Georgia and to President Jefferson Thomas of Jacksonville, president of the Southern Council of Advertising Agencies, to be present.

Monroe, the entertaining city, is making great preparations for the approaching gathering. An informal alfresco party, a reception, a picnic dinner and a barbecue dinner are among the entertainment features planned. An eight-piece orchestra from Atlanta will render music during the entire gathering.

Farm Press Club in Houston

HOUSTON, Tex., July 5.—A press club was permanently organized here today with a charter membership of 25, "safe and conservative journalism" for its slogan and "a good time all times" as its motto. Officers are: President, George W. Dixon; vice-president, A. J. Haslet; secretary, Jules Effenbein; treasurer, K. P. Baldini. Directors: H. L. Mills, Frank Noel, R. L. Dudley, R. E. Conner, J. T. McCully and R. B. Niese, Jr.

As long as men must eat and rest Monroe County must please and prosper.

The Asbury Park Press

IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THE NEW JERSEY COAST.

Evening and Sunday Editions
Associated Press. A. N. P. A. and A. B. C. Memberships.

As this section produces the food that succeeds, and not the powder that destroys, the end of the war finds us not only prosperous, but with an unparalleled problem.

J. LYLE KINMONTH, Publisher
Asbury Park — New Jersey

The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where two million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency.
BOSTON — NEW YORK — CHICAGO

The Pittsburg Press Has the LARGEST

Daily and Sunday
CIRCULATION IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives.
I. A. KLEIN — JOHN GLASS.
Metropolitan Tower, New York. — Peoples Gas Bldg. Chicago.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue New York City

Summer In New London, Conn.
is the season of social activities and big business that assure success for the advertiser who uses
The New London Telegraph
Advertise your goods at dawn and sell them before dark.
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Newark (N. J.) Ledger
beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.
L. T. RUSSELL, Publisher.

THE CLARKSBURG TELEGRAM
Gained 36%
in advertising May, 1919, over the same month of last year, publishing a total of 621,040 agate lines.
"It pays to advertise in West Virginia's Leading Newspaper."

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency *Checking Copies* by "S & M Insured Agency Delivery Service."

SOME SERVICE USERS	
New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-Staats	Tribune Journal
Mail-Eve. Sun	Bridgeport
Eve. World-Sun	Post-Telegram
Wilmington	Sioux City, Iowa
Journal-News	Argus Leader
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Times
Herald-Traveler	New Haven Reg-
Post-Transcript	ister

[Send for full particulars of S & M service.]

Consolidated Service of Mandel Inc.
450 Fourth Ave. N.Y. 2705-7200 Mad.Sq.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

CO-OPERATION—THEME OF JOINT MEETING

(Continued from page 8)

publishers to collect short rates within 60 days, and to adopt the A. A. A. A. standard rate cards and other blanks, eliminating "jokers" and verbiage. He cited cities that have been eliminated from schedules because of profitless quarrels between publishers of newspapers.

Chairman Thomas then introduced the following men, who made brief addresses: Major Jesse F. Matteson, of the Gundlach Agency, Chicago; J. W. Barber, of the J. W. Barber Co., Boston; W. H. McLain, of the McLain, Haddon, Simpers Co., Philadelphia; M. P. Gould, of the M. P. Gould Co., New York City, Creator of the Gould Chart of Analysis; Harry Dwight Smith, of Fuller & Smith, Cleveland; Stanley Resor, of the J. Walter Thompson Co., New York City, and Mr. Nerms, of Progressive Farmer, the new president of the Farm Paper Section.

STANDARD RATE CARD ENDORSED BY S.N.P.A.

Agencies Must Use More Space Hereafter in Southern Newspapers, Paul E. Faust Declares Before the A. A. A. A. Executive Board

(BY TELEGRAPH.)

ASHEVILLE, N. C., July 9.—Closer co-operation with publishers was brought about by the National Executive Board of the American Association of Advertising Agencies in its joint session with the executive committee of the Southern Newspaper Publishers' Association this afternoon. This was a sequence to the joint open session of the publishers and agency men the night before.

The standard rate card was formally endorsed and commended to all publishers by the S. N. P. A. This was done as the first step in standardization of methods in the relations of the publishers and the agencies.

Paul E. Faust, vice-president of the American Association of Advertising Agencies, said that the purpose of the executive board of that organization in coming to Asheville was to study the southern newspaper situation at close range.

"We recognize the vital importance to advertising in having all the potentialities of the southern newspapers brought into fullest activity," said Mr. Faust.

"We must use more and more space in the southern newspapers in order to bring this market into its greater values. The great buying power of the South compels an appreciation of the southern newspapers.

"We are certainly delighted with the enterprising spirit of the southern publishers and happy in feeling that in them we have such fine co-operation."

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

Typesetting Machines

For Sale; cheap; six No. 1 Mergenthaler single letter linotypes in good condition. Can be seen in operation. Dispatch Printing Co., St. Paul, Minn.

For Sale

Scott Rotary eight column, eight page press. Foley Railway Printing Co., Parsons, Kansas.

For Sale

About 200 pounds 6-point brass slugs and 200 pounds brass 3-point leads, ranging in size from six picas to seven columns. Column measurements, 12 picas wide, nonpareil column rule. The Post Standard, Syracuse, N. Y.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

Wanted

By Coast publisher, used sixty or seventy-inch horsepower motor and control in good condition for Hoe sextuple; alternating current, 220 volt, three-phase sixty cycle. Address A-784, care of Editor and Publisher.

Wanted

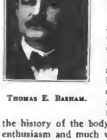
Routing machine wanted for curved plates. Will pay cash or exchange Bochus gas engine. Also have linotype gas pots and double steam table for sale. The Times, Raleigh, N. C.

BASHAM IS PRESIDENT SOUTHERN A.A.A.A.

Division Will Continue Advertising Advertising in Newspapers—Bad Practices Corrected—Loving Cup to Jefferson Thomas

(BY TELEGRAPH)

ASHEVILLE, N. C., July 8.—The Southern Council of the American Association of Advertising Agencies elected officers today as follows: President, Thomas E. Basham, Louisville, Ky.; vice-president, E. R. Dallis, Atlanta, Ga.; secretary and treasurer, S. O. Landry, New Orleans; Henry L. Staples, Richmond, Va., member executive committee. The attendance was the greatest in the history of the body and unbounded enthusiasm and much work marked the two-day sessions.



THOMAS E. BASHAM.

Through the influence of the council during the year under administration of Jefferson Thomas of Jacksonville, retiring president, many so-called "bad practices" that had crept into the Southern agencies have been corrected and closer relationship established between the publishers and the agents.

The council will continue to advertise

(Continued on page 37)

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders' Machinery of Every Description

CONNER, FENDLER & CO.
14 Beekman St. New York City

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-4-8-10 or 12-page paper to ½ or ¼ page size at 4,500 per hour. *A good press at a reasonable price.*

Walter Scott & Company
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

EXCHANGE

What You Have
FOR
What You Need

The newspaper equipment and machinery lying around your shop for which you have no present use may be exchanged for the money to buy the equipment you may need by advertising it on this page.

Display ads 30c Agate Line
Classified ads 30c per line—set in 6 pt. type —6 words to the line.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any used mechanical equipment for which you have no present need. "For Sale" ad of sixty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line. Count six words to the line. For those unemployed, set in exceed 50 words, two insertions FREE.

To the Publishers and Business Managers of Daily Newspapers in the United States and Canada:

Never in the history of daily papers has the outlook for increased business been as bright as it is at present.

Newspapers are today carrying more advertising than they have carried for years and all signs point to a further increase in business.

So that you will be in a position to secure your share of this advertising, it will be necessary to have your sheet with the circulation in your field.

To get this circulation, you must have a good circulation manager. If you haven't one, the General Welfare Committee of the I. C. M. A. can put you in touch with the man you want.

Some of our members have just returned from service; others are seeking a change, while some have been out of employment owing to the suspension of many publications of newspapers.

All these in strictest confidence. H. A. Wenige, Chairman, General Welfare Committee, International Circulation Managers' Association, care of The Post-Star, Glen Falls, N. Y.

Advertising Salesman

High-class or proven ability open for engagement. Twelve years experience in general and trade publication fields, including charge of advertising in Southern and Eastern office; wide acquaintance in New York City and thoroughly Eastern territory; best credentials. Replies held confidential. Address A-176, care of Editor and Publisher.

Business Manager

Connection as business manager, daily paper, 5,000 to 15,000 or 20,000 advertising manager with opportunity of advancement. Have had experience with successful middlewest dailies. Want somewhere better than present position, only where can have some stock. Don't answer unless willing to pay for results. Address A-774, care of Editor and Publisher.

Business Manager

Business Manager on daily of 2,000 circulation or over, or assistant on large daily; non-producing client; wants real, self-producing record; systematic, aggressive. Let me write your ads. Address A-775, care of Editor and Publisher.

Editorial Executive

Formerly connected with leading dailies of New York City and Philadelphia, various news areas; expert makeup and typography; present contributor to Collier's and Leslie's Weeklies, Saturday Evening Post, Scientific American and Trained Nurse; has specialized in dramatic, financial and foreign fields; now open for engagement; best of publicity manager of international organization, desires to connect with newspaper where ability will be appreciated; let me write you. Address A-725, care of Editor and Publisher.

Circulation Manager

Circulation manager with eighteen years' general and successful experience in newspaper circulation work, desires to make change. Thoroughly trained in every angle of the business of circulation building and management. Best of references and reasons for change. Address A-752, care of Editor and Publisher.

Mr. Publisher

I want to work with you, and not for you. Prove it will be of mutual benefit. Reliable, energetic and intelligent young man of 29 with ten years' practical, executive, business, circulation and general mercantile experience, and systematic, capable of handling help. F. Greenberg, 158 Ridge St., Newark, N. J.

Agency Man

Young man, 21, several years experience in agency work, whites position in either advertising agency or advertising department of large concern. Thoroughly understands all detail work and can assist production manager. A personal interview will convince as to ability. Address A-780, care of Editor and Publisher.

Cartoonist (With "Pep")

Young man, experienced, who can do clean strips, single cartoons, assignments, etc; wishes position. Address A-781, care of Editor and Publisher.

SITUATIONS WANTED

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 21 years old, college graduate; can write to suit your style, will come on probation. C. J. T., care Editor & Publisher.

Newspaperman

A New York newspaperman with several years experience as a reporter and writer for the Yellow Dog papers, recently discharged from the army, desires to connect in a city editorial capacity, or editor, with a daily in Southern New England; New Jersey or Westchester County, N. Y. State. Address, A-778, care Editor and Publisher.

Reporter

University graduate, woman, trained in journalism, desires position as a reporter on daily paper in town of about 20,000. Address A-748, care of Editor & Publisher.

Reporter and Desk Man

Young college man, experienced on desk and capable at both assignments, shows position on afternoon sheet; married, reliable; A-1 reference. Address A-765, care of Editor and Publisher.

Cartoonist

Young man who is destined to become one of the leading cartoonists, desires a position. Present position unsatisfactory; references and information on request. Address A-771, care of Editor and Publisher.

Circulation Manager

Circulation manager, now employed in large city, seeks position change. Over 15 years experience, circulation doubled in present position. Would like west and has aggressive organization where talent for circulation getting management work would be an outlet. Familiar with all phases of circulation work. Have been in the west and have put over many plans resulting in great increase in both morning, evening and Sunday editions. Married. Recommendations from present and former employers. Address A-782, care of Editor and Publisher.

Sport Writer

Sport writer and reporter, five years' experience, seeks position with Eastern daily of importance. Address A-783, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty cents per line. Count six words to the line.

Advertising Solicitor and Writer

Good opportunity for first class man, experienced in advertising solicitation and writing copy on a morning paper of 15,000 circulation. Must be able to furnish A-1 reliable, with best of references. State experience and salary expected in first letter. Address A-773, care of Editor and Publisher.

Single Mail Man

WANTED—Man to wire, single mail, circulation man by large successful newspaper in southern Illinois city.

Must be result producer, write business getting letters, be able to systematize and develop department.

Successful applicant will probably be cashier.

Successful single mail man on daily paper who has made good and is moving built up large mail circulation.

2. Chief requisite is such a man who has himself been a large factor in such development and has acquired the necessary training to start for himself, or

3. Wishes permanent and not mail order advertising man who understands and has successfully handled both mail and office selling.

Successful candidate will probably make a life connection at an attractive salary if he can produce results.

Write fully of training, age, experience and salary. Correspondence of work and data which will be treated in confidence. Address A-785, care of Editor and Publisher.

Circulation Managers

Members of the I. C. M. A. who are out of employment or seeking a change, should get in touch with H. A. Wenige, Chairman, General Welfare Committee, care of The Post-Star, Glen Falls, New York.

Circulation Manager

Wanted—Circulation Manager. Give age, experience and wages wanted. The Journal, Sioux City, Iowa.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

For Sale

Unusual circumstances place on the market for immediate sale daily doing $65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-754, care of Editor & Publisher.

LEGAL NOTICE

INTERNATIONAL PAPER CO.

New York, June 25th, 1919.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of the Company, payable July 15th, 1919, to preferred stockholders of record at the close of business July 7, 1919.

OWEN SHEPHERD, Treasurer.

R. F. D. ROUTES TO BE RESTORED SOON

Department Officials, at Hearing in Washington, Express Desire to Meet Wishes of Northern New York Farmers—Victory for Barnum

The farmers of northern New York have won a signal victory in their fight to have restored to them the rural routes which were merged and consolidated at the direction of the Post Office Department on May 1. This fight, in which officers of the farmers' organizations and newspapermen have led, was resumed before the sub-committee on Post Offices and Post Roads at Washington on Tuesday.

Fourth Assistant Postmaster-General Blakeslee appeared before this committee, and Grange officials from various states, as well as a special delegation from Syracuse, led by Jerome D. Barnum, publisher of the Post-Standard, were present. Mr. Blakeslee took occasion to extend the thanks of the department to Mr. Barnum for the efforts he has made to secure better service for the farmers, and assured the committee that at the earliest possible time the abandoned routes would be restored and that the R. F. D. system would afford to every farmer regular daily house delivery of mail.

S. J. Lowell, master of the New York State Grange, told the committee of the vital need of rural people for prompt and reliable mail service, and made many suggestions for the betterment of the system. Grange officials from other states added their testimony to the same effect, and protested any curtailment of the service as a menace to farming communities.

Mr. Blakeslee admitted that before the changes were made there should have been a very full investigation of the merits of each change. He agreed with other speakers that routes should be laid out on the 20-mile a day schedule, except in rare instances in order to assure daily service. He invited Mr. Barnum and the Grange officials to co-operate with the department in securing a more extensive appropriation for the development of the R. F. D. system, and to come to Washington at a later date and testify before the appropriations committee.

KNOXVILLE, Tenn., July 8.—John Fox, Jr., noted writer of stories of mountaineers, including "Trail of the Lonesome Pine" and "The Little Shepherd of Kingdom Come," and in earlier years, following his graduation from Harvard, a reporter on the New York Sun and the New York Times, died of pneumonia today at his home at Big Gap, Va.

BUSINESS OPPORTUNITY

$5,000 or less cash for investment in a small southern, southwestern or Pacific Coast daily. Proposition S. W.

CHARLES M. PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

"EVERY EVENING" IS SOLD BY BANCROFTS

Well Known Wilmington Daily Purchased from Bancroft Estate by Josiah Marvel—William F. Metten Continues in Management

(By TELEGRAPH.)

WILMINGTON, Del., July 9.—The estate of Samuel Bancroft, Jr., Inc., the owner of the majority interest in the Every Evening Printing Co., has disposed of its interest to Josiah Marvel, a prominent local attorney, and has no longer any connection with the company. Joseph Bancroft and John B. Bird, its representatives on the board of directors, have resigned and Josiah Marvel and Henry Ridgely have been elected to succeed them.

The Every Printing Co. has been reorganized. The present officers and directors are as follows: Josiah Marvel, President; Frederick Bradley, Vice President; Frederick K. Reynold, Secretary; William F. Metten, Treasurer. Directors: Josiah Marvel, Frederick Brady, Frederick K. Reynold, William F. Metten, and Henry Ridgely.

All of the stock of the corporation is now held by the directors of the company who assume full control and management of the paper, clearly recognizing their responsibilities.

They purpose and plan to maintain the present high standard of the paper in every respect.

BASHAM IS PRESIDENT OF SOUTHERN A. A. A. A.

(*Continued from page 36*)

advertising through newspapers of the South.

At the closing session, Jefferson Thomas was presented with a handsome loving cup in appreciation of his services as president. The feature of interest was a visit to the meeting by members of the national executive committee of the A. A. A. A., and Lincoln B. Palmer, manager of the American Newspaper Publishers' Association.

LONDON, July 4.—The Times today published an American Number, consisting of a 22-page supplement,

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WHAT OUR READERS SAY

Old and New Days of Illustrating

Orange, N. J., July 7, 1919.

Editor and Publisher:

The starting of the New York Illustrated Daily News brings to mind many happenings of the early days of newspaper illustrating.

The late James Gordon Bennett in the early 90s ordered all the number of the Herald in colors. William C. Reich was going to Paris



S. H. HOGAN

and Gene Augustus Heaton remained in order in those days, called me into his room to say that it was his misfortune that I had knocked out my color work before Mr. Bennett because they wanted the job of printing the Herald Exeter edition in Paris and shipping it to New York.

Later I suggested using a half-tone in the daily Herald which caused Mr. Bennett's presence to say that he wrote the Vanderbilt that was such a blankety fool to think a half-tone could be put on a rotary press and that I was such an ass anyway. It was his sledge hammer that made the daily newspaper half tone of many years.

In 1897 I got the Hon. Whitelaw Reid interested and I tried it for him with the result that newspaper half tones are in use around the world.

I also used interesting experiences with Albert Pulitzer and John R. McLean, on the old New York Morning Journal. And I had the combined proposition to satisfy with illustrations. His Cincinnati Inquirer was an awesome proposition that he could not see the necessity for there in New York, with the result that I made the art department and myself one day and hire us all ever again the next.

Further than pen-and-inkers, I can explain why in Dr. Ochs's mind for those starting a daily illustrated newspaper to blind New York. For, be it remembered, the first daily illustrated newspaper in the world began in New York, in 1855, and lived to the eighteen months old. That daily brought printed its pictures Bitsograph-ically with a battery of five to eight presses. They began on the picture side at 8 A. M. and continued until the last edition ran off. Any type, or news side, was printed on a Hoe type-revolving press.

The Illustrated News is a good idea. There is an opportunity for a pictorial daily for New York and I expected they would adopt the plan used by the first daily illustrated newspaper, only using the wonderful rotogravure method instead of Bitsograph for the picture half sheet.

The rotogravure side could go in press at midnight. The ink dries at once, so the paper could be rolled up again and trucked over to the stereotype press to be printed at 1 AM or later with the news and other features in type. This idea would work admirably for an afternoon paper, which would be the better field for a pictorial daily.

For objection may be offered that rotogravure is a process too slow for an illustrated daily newspaper. To which I would reply that it is really a faster method than the half-tone system used and still be so proven later. The results to be guaranteed are the finest that likely will ever be attained in printing ink.

STEPHEN H. HOGAN.

No Censorship on Vancouver World

Vancouver, B. C., June 30, 1919.

The Editor & Publisher:

In your issue of June 28, under the heading, "Fighting for a free press in Canada," you give an account of the recent efforts to establish a press censorship in Vancouver. This unprecedented attempt to enlarge the scope of the militarist activities forms a newspaper story in its historical perspective, and well worth the space which you devote to it. It is important, however, that the record be accurate, and for this reason your attention is directed to two errors in the statement. These are:

1—To prevent a strike and to interfere with collective action the latter part of which the editors of The Sun permitted the "request" to sit in on two editions. This was also allowed by the editors of the Province and World."

And a subsequent paragraph which reads:

"The face remains undisputed that men from the mechanical forces of the three Vancouver papers did present themselves to the editors of the newspapers and demand, and for two days did obtain, the right to O. K. editorial matter before it was sent to the composing room."

So far as The World is concerned, there was no censorship permitted on two or any editions nor did men from the mechanical staff obtain the right to edit editorial matter, or any kind of matter. In justice to the chapel of The World it may be stated that, during the first day, notwithstanding notice by myself to the president of the union that no censorship would be tolerated, even if it involved the closing down of the paper, half a column of news was lifted from an early edition and marked "rejected by order." It was at once ordered restored and appeared in all editions. The chapel was also called together, when the right of the management to pass on all copy firmly maintained and the absurdity of the whole proposal outlined. At no time did they presume to censor editorial matter, and only once did they attempt to censor news, and then unsuccessfully.

During the following days several advertisements were offered, which were refused by the chapel, and at the publishers' invitation their views were heard which respectfully by all these advertisements were nevertheless ordered and were published, regarding which the management regarded as dangerous in its effect owing to the extreme condition of the public mind, and which the publishers accordingly rejected.

After the first attempt the World chapel recognized and accepted our attitude, and never again questioned our rights in the matter. As a result the World chapel ran a commercial advertisement, news item, or editorial, never left out nothing at the direction of a censor, and nevertheless never missed an issue.

Yours truly,

JOHN NELSON,
Publisher, The World.

"Should Be Preserved"

Editor & Publisher:

I have read many special editions, but there are few that can compare with your remarkable Victory Number.

It certainly is an achievement of pronounced ability and should be preserved as one of the most regulated newspaper's library for editorial reference and intelligent editor.

The Oakland Enquirer shines from the great success and prosperity which has come to the fearless way that you handle your publication.

Yours very truly,
W. W. CHAPIN, Publisher.

Appreciation of Victory Number

Editor & Publisher:

Kindly allow me to join in the chorus of congratulation so deservedly due to your splendid International Victory Edition. The publication of unstinted praise on the part of every member of our staff is my judgment the most valuable compliment of its kind has ever been tendered.

Yours very truly,
JOHN OTHLER, Advertising Manager.

Off to Visit Switzerland

Ivy Lee Sails for Europe

PARIS, July 3.—Seventeen American journalists left last night for a ten-day tour of Switzerland as guests of Paul's Tourists. While in Switzerland the party will have a particularly good opportunity to visit and study Geneva, the permanent home of League Nations.

Crooks Pose as Press Club Men

St. Louis, Mo., July 5.—Tickets at $5 each for a banquet Saturday at Hotel Statler of the "St. Louis Press Club," which passed out of existence more than two years ago, were sold to business men of St. Louis.

ENDORSE STAR'S PLAN FOR CONFERENCE

Statesmen and Editors Heartily Approve Washington Paper's Proposal That Representatives of Industries Meet to Agree on Principles

The editorial proposal of the Washington (D. C.) Star, that a conference representative of all industrial interests should be held in Washington to agree upon fundamental principles of social and industrial justice has been endorsed heartily in letters to that newspaper by Vice-President Marshall, Secretary of the Interior Franklin K. Lane, Former President William H. Taft, Charles E. Hughes, and by many newspaper men.

The Star said:

"There has been in evidence a great national determination that out of the sufferings and sacrifices of war there should be created a better brotherhood among all Americans; that justice should be truer and the relationship of man to man more kindly and sympathetic; that the American ideal of equality of opportunity should be made a practical reality in the life of those people.

"The war stirred the depths in men as they seldom have been stirred before. Their minds were made more plastic and their impulses stronger to reach out for better things. There was and there remains a high resolve that one of the fruits of the great war shall be an America made better for those who toil and serve, whether with minds or hands. There is less of selfish seeking today than ever before, more of a real willingness to accord to the other man all that to which he is entitled.

"The Star believes the time now has come when such a conference should be called. It has asked leading men here in Washington and throughout the country for expressions of opinion as to the desirability and practicability of the plan. The replies, coming in by mail and telegraph, are favorable—without one dissenting voice.

"There may not be exact unanimity as to the best method of procedure or the results to be arrived at, but there is no dissent from the belief that this great opportunity should not be allowed to pass by without a sincere and patriotic effort to crystallize it into lasting good for the nation."

VERDICT AGAINST HOUSTON POST

Former Governor Ferguson Secures $10,000 Damages for Libel

HOUSTON, Tex., July 5.—Ex-Governor James E. Ferguson of Texas was awarded $10,000 damages by the jury in the district court here Wednesday in his suit for $100,000 against the Houston Post because of alleged libelous matter printed by the paper during the gubernatorial campaign. The suit was based on resolutions, which the paper printed as adopted by a political club at Columbus, Texas, in which the loyalty of Governor Ferguson was attacked.

The Post contended that the resolutions were "news," whether the allegations were true or not. Five suits are still pending against the Chronicle, totaling $500,000, and another $100,000 suit against the Post.

EDITORS SEEK HIGHER PAY

Appeal Is Made to Industrial Courts by Australian Writers

Editors and news writers on 125 weekly and monthly papers in New South Wales, Australia, have appealed to the State Industrial Courts to order an increase in their salaries.

The petitioners ask that hereafter the weekly pay of an editor be $60; of a sub-editor, $40; of a "senior journalist," $35; of a "general journalist," $25; and of a "junior journalist," $20. They also ask that the working week be limited to 44 hours, with one and a half days off each week, the half day to begin not later than 1 o'clock in the afternoon.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's
PRESS
CLIPPINGS
Tenth Avenue at 45th Street
New York

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
The Day
דער טאג
The National Jewish Daily

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Vesey Avenue — Lytton Building
NEW YORK — CHICAGO

R. J. Bidwell Co.
Pacific Coast Representative
Daily Newspapers
of
"Advertising Value"
Rates, Circulation, Special Data,
Promptly Upon Request
PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1261 L. C. Smith Bldg.

Canadian Press Clippings
The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press
Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 98 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at one local office.
74-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers

PENNSYLVANIA

An Ideal Marketing Area

280 Miles Long 158 Miles Wide

8,250,000 People

10 Cities of Over 50,000 population

13 Cities of Over 20,000 and under 50,000 population

The 1920 production of Pennsylvania, conservatively estimated, will be

$2,627,000,000 in manufactured products

150,000,000 tons of bituminous coal	30,000,000 bushels potatoes
95,000,000 tons of anthracite coal	25,000,000 bushels wheat
22,000,000 tons of coke	12,150,000 bushels apples
8,000,000 barrels of petroleum	6,500,000 bushels buckwheat
63,000,000 bushels corn	4,425,000 bushels rye
35,000,000 bushels oats	4,500,000 tons hay

60,000,000 pounds tobacco

A territory that PRODUCES like this can CONSUME equally well

Try YOUR goods in this territory. Try these daily newspapers to cover this territory for you, get NEXT to the people of Pennsylvania through the DAILY NEWSPAPERS that THEY read, the daily newspapers that co-operate with YOU.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03
*Altoona Mirror (E)	23,676	.04	.04
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican (M&E)	14,177	.04	.04
Connellsville Courier (E)	6,088	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,041	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M&E)	22,018	.05	.05
Lebanon Daily News	8,349	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.19	.14
Pottsville Republican (E)	10,797	.0329	.0329
Scranton Republican (M)	27,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
York Gazette (M)	15,026	.03	.03

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

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To the Newspaper Publishers of the United States

In anticipation of the future I have had a firm of accountants prepare a set of suggested standardized blanks for keeping track of newspaper office expenses and ascertaining basic cost figures for comparative use.

I have advocated such a plan in the A. N. P. A. since 1915 without result, so after securing office forms used by some fifty daily newspapers of various potentials I asked the accountants to produce a form that would include most of the desired details.

Proofs of the new forms are now being submitted by me to 1,000 publishers for suggestions.

If you have not received a set and are interested, please write for one at once.

Just as soon as I receive the come-backs I will put the forms finally adopted as standard into shape to send to all publishers and be able to produce figures of great use to the industry.

Let our newspapers make the most of the present sunshine and by reason of dependable, available knowledge and experience be able to rise beyond anything that may happen in the future.

Member A. B. C. THE NEW YORK GLOBE *Now 180,000 a Day*

JASON ROGERS. Publisher

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EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, JULY 17, 1919 Vol. 52, No. 7

June Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertising for the month of June, 1919:

Automobiles - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 56,244 lines. Next highest score, 43,863 lines.		6 days against 6
Churches - - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 2,682 lines. Next highest score, 1,082 lines.		6 days against 7
Department Stores - - -	THE DAILY NEWS	FIRST!
The Daily News, 307,401 lines. Next highest score, 220,389 lines.		6 days against 7
Educational - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 7,104 lines. Next highest score, 5,959 lines.		6 days against 6
Furniture - - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 34,473 lines. Next highest score, 18,253 lines.		6 days against 6
Groceries and Foodstuffs -	THE DAILY NEWS	FIRST!
The Daily News, 40,376 lines. Next highest score, 37,210 lines.		6 days against 6
Hotels and Restaurants - -	THE DAILY NEWS	FIRST!
The Daily News, 11,085 lines. Next highest score, 10,387 lines.		6 days against 7
Musical Instruments - -	THE DAILY NEWS	FIRST!
The Daily News, 23,334 lines. Next highest score, 22,202 lines.		6 days against 6
Total Display Advertising -	THE DAILY NEWS	FIRST!
The Daily News, 929,508 lines. Next highest score, 844,306 lines.		6 days against 6

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

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?

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

		Circulation	2,500 lines	10,000 lines
Boston Advertiser and American	(S)	365,660	.35	.35
Boston American	(E)	301,210	.40	.40
Boston Globe	(ME)	293,781	.30	.30
Boston Globe	(S)	329,781	.35	.35
Boston Post	(M)	459,603	.45	.45
Boston Post	(S)	367,074	.35	.35
Boston Record	(E)	50,650	.15	.15
Boston Transcript	(E)	29,820	.20	.20
Fall River Herald	(E)	9,419	.025	.025
Fitchburg Daily News	(E)	5,605	.025	.025
Fitchburg Sentinel	(E)	6,912	.025	.01785
Haverhill Gazette	(E)	13,072	.0285	.0214
Lynn Item	(E)	15,121	.05	.0333
Lynn Telegram-News	(E&S)	15,000	.04	.04
Lowell Courier-Citizen	(ME)	16,780	.035	.035
New Bedford Standard-Mercury	(ME)	26,674	.05	.05
Salem News	(E)	18,355	.055	.04

MAINE—Population, 762,787.

Portland Express	(E)	25,263	.06	.045
Portland Telegram	(S)	21,846	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times	(E)	23,752	.06	.04
Providence Bulletin	(E)	55,300	.12	.12
Providence Journal	(M*S)	32,082	.075*10	.075*10
Providence Tribune	(E)	28,156	.07	.07
Westerly Sun	(E)	4,223	.02	.015
Woonsocket Call-Reporter	(E)	11,888	.04	.03

VERMONT—Population, 361,205.

Barre Times	(E)	6,765	.0214	.0143
Burlington Daily News	(E)	8,200	.02	.02
Burlington Free Press	(M)	10,489	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post-Telegram	(M&E)	45,463	.095	.085
Bridgeport Post	(S)	13,205	.045	.035
Hartford Courant	(MS)	24,745	.06	.05
Hartford Times	(E)	36,955	.06	.06
New Haven Register	(ES)	26,959	.06†	.045
New London Day	(E)	11,636	.03	.025
New London Telegraph	(M)	4,830	.0128	.0128
Waterbury Republican	(MS)	10,762	.035*	.025

†Rate on 2,800 lines. *Rate on 3,500 lines.

Government Statements, April 1st, 1919.

‡A. B. C. April 1st, 1919.

"Black and *White* and *Read* all Over"

The Answer is:

"Literally true of *the New England* Daily Newspapers!"

"Read all over" New England, many are also *quoted* editorially in other territories, from *Coast* to *Coast!*

They Are veritable "Town Criers" of All the News, from the latest infant arrivals to the daily offerings of the department stores and whatever is "going on."

Your advertising in these papers will get attention that will be quickly reflected in an increasing demand for your goods!

Right now New England is vacationing several hundred thousand newspaper readers from other states.

Show them that YOURS is a NATIONAL business.

Let *them* see *your* advertising NOW in *these* New England papers that they will read *this* summer!

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What St. Louis Merchants Think of the Post-Dispatch

Significant is the fact that the Post-Dispatch Gain in Home-Merchants' Advertising for the six months ending June 30, 1919

EXCEEDED THE GAIN IN HOME-MERCHANTS' ADVERTISING OF ALL FOUR OTHER ST. LOUIS NEWSPAPERS COMBINED BY 171,300 LINES

The record made during this period increases the already overwhelming lead which the Post-Dispatch has had over all other newspapers in St. Louis and the Great Southwest, and justifies the common expression that

"St. Louis Is a 'One Newspaper Town'"

The gains made in all departments MEASURED IN AGATE LINES, NOT MISLEADING PERCENTAGES — convincingly show the tendency of both Home and National Advertisers more and more toward

Concentration in the ST. LOUIS POST-DISPATCH

Semiannual statement of Home-Merchants' Advertising carried by the five St. Louis newspapers during the period ending June 30th, 1919, and the gain made over the same period in 1918, shows:

POST-DISPATCH Gained 1,394,400 Lines

Globe-Democrat, Star, Times and Republic. COMBINED GAIN	1,223,100 Lines
POST-DISPATCH EXCESS GAIN OVER ALL FOUR COMBINED	171,300 Lines

TOTAL PAID ADVERTISING

The Post-Dispatch carried 7,957,320 lines of Total Paid advertising during the six months' period ending June 30th, 1919—which EXCEEDED THE VOLUME CARRIED BY THREE OUT OF ALL FOUR OTHER ST. LOUIS NEWSPAPERS COMBINED BY ALMOST TWO MILLION LINES.

GAINS IN TOTAL PAID

The Post-Dispatch gain in Total Paid Advertising for this period was 2,434,800 lines—*EXCEEDING THE GAIN OF ANY THREE OF THE FOUR OTHER ST. LOUIS NEWSPAPERS COMBINED.*

The Post-Dispatch Guarantees a Circulation in St. Louis, Daily or Sunday, More Than Double That of Any Other Newspaper.

ST. LOUIS POST-DISPATCH

S. C. BECKWITH SPECIAL AGENCY, Sole Representatives, Foreign Advertising

NEW YORK CHICAGO DETROIT KANSAS CITY ST. LOUIS

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Philadelphia

is a most attractive field
for the national advertiser.

About three million people work and live in metropolitan Philadelphia.

Response to advertising is quick, particularly for articles of home consumption, apparel, food and house-furnishing.

700,000 male wage earners and 300,000 female workers are employed in its 16,000 manufacturing places.

Steady employment, good wages and civic pride make Philadelphians receptive to advertised commodities.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

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EDITOR & PUBLISHER

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NAVY DEPARTMENT APPROVES BIG PAID SPACE CAMPAIGN FOR RECRUITS THROUGH A.A.A.A.

Conference with Secretary Daniels in Washington Results in His Hearty Endorsement of Plan Whereby "World's Greatest Agency," Composed of 116 Units of the Association, Will Make Initial Expenditure of $300,000—Small Towns Will Share in Advertising

WASHINGTON, July 16.—The Navy Department's advertising campaign, for which Secretary Daniels has approved an expenditure of $300,000, is to be undertaken by the "world's greatest agency." It is to be handled by a composite agency composed of the 116 units comprising the membership of the American Association of Advertising Agencies.

The campaign is to begin at once, but instead of being a spasmodic experiment covering a short period, Secretary Daniels, requiring no demonstration of the value of such advertising, has approved the plan to keep the navy advertising constant. It is expected, however, that the program will attain its top speed during the early fall, this being especially true of the magazine and periodical advertising.

Conference of Experts

These, briefly, are the results of the conference held here last Friday between representatives of the A. A. A. A., the Bureau of Advertising of the American Newspaper Publishers' Association, the American Press Association, and several independent agencies, and Secretary Daniels and Lieut. Commander Emory Winship, U. S. N., retired, chief of the Navy Recruiting Service, Bureau of Navigation.

The result were regarded as eminently satisfactorily to all parties to the conference, but the most gratifying part of the entire affair was the aftermath. Editor & Publisher has been informed authoritatively that Secretary Daniels takes the position that if the $300,000 appropriation is not adequate he will be in a favorable mood to consider the necessity for a further expenditure, and he is said to believe that advertising will be recognized by direct appropriations hereafter.

"No 2-by-4 Campaign"

In other words, it means the Navy has gone in for advertising in exactly the same spirit which guided it to such a successful record during the war. The Navy is not going to do anything in a half-hearted manner or, as Commander Winship and Secretary Daniels expressed it, "We cannot afford to engage in any two-by-four campaign." It was because Commander Winship convinced the Secretary that the Navy should try to do its first campaign "up right" that the Secretary gave his immediate approval to the initial expenditure of $300,000, instead of $200,000 as intended originally.

The plan of dealing with a composite agency was suggested as the most practical way of saving time, trouble and money. It promised the best results, and the Navy chiefs are more than elated at the spirit shown by the advertising experts in agreeing to incorporate their association as an agency in order to conduct the Navy campaign. It will mean that Commander Winship will be dealing with one contractor, and he proposes to deal solely with and through that agency.

The Navy officials realize that the association is undertaking their campaign because of the widespread desire to afford a real demonstration of the value of newspaper advertising. Commander Winship was frank in admitting to Editor & Publisher the spirit which prompted the agency representative who came to Washington to tell him candidly that such was their purpose.



HON. JOSEPHUS DANIELS.

"They did not come here as many persons have done, and say they wanted to do this just for the Navy without hoping to get anything out of it themselves," he said. "I was mighty glad they didn't, too. Whenever any one comes to us and says he wants to give us something for nothing, I turn him down good and cold. A man who insists he has no axe to grind, generally has a big one somewhere which he is trying to hide.

"Of course, I need no argument to convince me that this association is not going to undertake this campaign for the money which would be pro-rated among the various agencies. I doubt if many of them would undertake a contract to the amount of what would be the relative share of each in the three hundred thousand. They want to demonstrate a big principle, and they take this means of doing it. We want recruits. If we both get what we want, then there will be no cause for complaint."

Commander Winship declared that the bulk of the newspaper advertising is to be placed in the cities where the Navy has established recruiting stations. In this respect, his attention was directed to the complaint growing out of the War Department's adoption of that policy, many cities which had no recruiting station or simply a branch, protesting because copy was not placed with them.

National in Scope

He said that the Navy advertising would go wherever the Naval recruiting flag flies, and that every paper in those cities would receive copy. He pointed to a chart on his desk and indicated that in many instances small towns would share in the advertising.

"All during the war and even before the war," he said, "papers in those cities gave the Navy all sorts of space in their news columns and never received a cent. Now, that we have money to spend for advertising, why shouldn't we go right back there and spend it?"

Representations in behalf of the small town papers were made by the American Press Association, and Commander Winship by reference to the many small towns having Navy recruiting stations, showed that the smaller papers would share generously in the Navy copy.

Daniels Wants Country Boys

By way of comment on this feature of the campaign, Secretary Daniels remarked that the young men he wished particularly to obtain as recruits for the Navy were those between the ages of 17 and 22, living in the country towns of the middle west.

"It is my belief that the farmer boy makes a better sailor than the city boy," he added.

Paul Faust, vice-president of the American Association of Advertising Agencies, represented that organization as spokesman in the conference with Secretary Daniels. He said:

"The organized agencies are exceedingly anxious to see the policy of paid advertising established for the Government, and also to remove any friction that might exist between rival agencies in handling such advertising.

(Continued on page 32)

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SAYS NEWSPAPERS MUST PROTECT AGENCIES ON COMMISSIONS

President Johns of A. A. A. A. Tells Southern Newspaper Publishers at Asheville Convention that They Should Not Pay Fees to Advertiser or Unrecognized Agents.

SPEAKING for the American Association of Advertising Agencies before the convention of the Southern Newspaper Publishers Association, at Asheville, last week, William H. Johns, it president, asked that henceforth the newspapers of the United States refuse agency commissions to any but regularly accredited and approved agencies, that no commissions be paid to advertisers, no matter in what disguise their orders may be received, and that a universal commission of 15 per cent be paid to recognized agencies on gross rates.

"The financial success of the newspaper hinges on the advertising revenue," he said. "Your papers sell for less than they cost you. The public its daily or weekly contract with what is going on outside and inside their own communities at a price to them ridiculously low. If you do that job well you prosper in circulation. As you prosper in circulation—it becomes profitable for the advertiser to use your columns and you prosper in net profits over cost.

Influence of Newspapers Is Increasing

"This is simple and often told—the prophesy of my firm and of the other reliable and progressive advertising agencies is that the newspaper is destined to become relatively a more important advertising medium than it is today or ever has been.

"The improvement of the newspaper and its business methods is bringing this about; the understanding of newspaper values on our part and on the part of advertisers is bringing this about; the spirit of co-operation between you and ourselves is bringing this about.

"**The newspaper has such a quick, direct appeal to the public that it is destined to be more and more recognized as the biggest, most essential and thoroughly recognized factor in national as well as local advertising, just as it cannot be denied that even the smallest local newspaper helps frame national opinion on matters of politics, morals, tastes and habits.**

"So much for the prophecy and now for the request.

"The request is that you will give serious thought and consistent action to the question of complete co-operation with those advertising agencies which have proven themselves worthy.

Embarrassing Frankness

"Here we must speak with embarrassing frankness. Theoretically, you all agree that the intelligent advertising agency builds business for publishers; that with its wide experience and rare opportunities for knowing how, when and where to do this job it can eliminate the waste in your advertising practice and make accounts—larger and more stable than could be the case if each advertiser made his own experiments, felt his own way and failed to use the high talent professional skill available to him. So you say in theory at least.

"We believe that the accredited advertising agency furnishes something essential, something that neither you nor the advertiser can furnish so skillfully nor so well; therefore, in recognition of such value, a commission will be allowed advertising agencies.

"We believe also that this commission is amply earned both by what the agencies do in specific cases to make effective sales and by the real improvement of advertising practice for which their skilled work is so largely responsible and by the great growth in number and size of advertising accounts which is the result of intelligent systematization of practice and knowledge based on cumulative experience and less to do a job of skilled work most efficiently and economically.

Asks Inforsement of Agencies

"Gentlemen, it is a big claim, but a just one when I say that the good agency is entitled to mean just that to your business as publisher of a local newspaper.

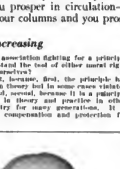
"So we request that you give both serious thought and action to the question of making your indorsement of our work complete and confidential.

"Yes, I mean refusal of commission to any one not an approved and accredited advertising agency.

"So far we travel together. Here it may seem to you that I am trying to make a paid on your purse for I am aware that some of you at least allow the agency commission to people who are not approved and accredited advertising agents. I am aware also that some of these direct advertisers in the mind of you the commission spend in newspapers great sums of money.

"Are we no association fighting for a principle that will not stand the test of either moral right or proof by parallel?

"We are not, because, first, the principle has been granted in theory but in some cases violated in practice; and, second, because it is a principle accepted both in theory and practice in other lines of industry for many generations. It is the theory of compensation and payment for



WILLIAM H. JOHNS

those who furnish something essential, prurient, and indispensable to the development of any line of industry.

"The advertising business needs and thereby really has the co-operative protection of the newspaper publisher in the shape of the refusal upon trust from the use of his space but from the agencies approved by the professional committee also solemnly agreed to be given only to accredited advertising agencies—and by some publishers given only to such agents—and by some other one respect and part I give the way one who will spend enough money with him to make the temptation to a practical violation of this agreement seem temporarily profitable.

Should Stabilize Business

"I am not going to dwell at length on this theme, but I do want it to open your gentlemen to look at our side of this question and give us the protection in our business which your protection admit (in theory at least) that our business and interest and our services justify and little as to. You need remember that the scarcity of our publications and the small total amount of advertising annually in the advertising columns of the press.

"Among the publishers of the great city dailies there are many who, if they can, will yield to the temptation to give one cent of the agency commission to the direct or unrecognized advertising agency—and they are not losing money by it. Many newspaper publishers who have followed this policy consistently for years have not lost money by it as you well know.

"And I predict that not a man in your association will lose a red by it because of the simple fact that your goods are in demand and your prices generally reasonable. In other words, the advertiser must talk to your part of the country through your columns if he wants to trade.

"Remember again we are not asking you to refuse to sell your space to direct advertisers, but only to refuse to pay them your commission as well as, our own, that you help us in our efforts to stabilize a business once unstable by declining to give direct the commission which publishers in general say belongs only to us as agencies for our special and very important services, and which you agree is essential to our complete development as creative and perpetuating factors in advertising.

Proposals to Publishers

"I am entitled in speak for the American Association of Advertising Agencies, and I say frankly that we want certain things because we feel the need of them. One is to be in full accord doing bigger things for and with your papers. The first step in that direction on complete support on and giving agency commission to advertising direct no matter how ordered any come disguised. For a starter we ask you now, cordially and officially, to take steps looking toward the refusal of any new business under such conditions.

"Second, we suggest a universal commission of 15 per cent, on gross rates. We want it established by you that are fair to you and just to the advertiser when there is nothing to maintain them against all onslaught and temptation. Equitable relationship between advertiser price and terms are the foundation of permanent business success.

"We desire and require this co-operation from certain newspaper publishers because we are in position more and more in service; because we visualize a constantly improving service, the kind of intelligent analysis and execution of advertising needs and sales which will keep us for you a steady and increasing flow of high grade, profitable business. We don't you want to see us so—but—that will take away all risk and gamble from your investment and from the advertiser's investment and from our own.

"With advertising just beginning to come into its honest own, with the newspapers gaining rewards of a growing and permanent character—with the great advertising agencies developed into substantial business institutions that will be their line as the great engineers and surgeons are in their lines real, constructive and trustworthy in their financial transactions as the big banking houses are in theirs—you can see that our cause is just and honorable and our requests are reasonable and timely.

No Threat of Reprisal

"Remember that in all I have said there is no threat of reprisal. We can't make such threats because our feelings of duty to you are treated must have no bearing on our selection or recommendation of publications for the use of our clients who should tell your part of the public about their goods.

"Does our request interfere with your right to do business as you please? Certainly no more than the fact that everything which limited interests must work in hearty co-operation to accomplish the greatest possible results. The man who runs business just as he fully well pleases doesn't do much business and he fully well pleases is unfriendly to his customers.

"Co-operation makes business. The intelligent use of intelligent help is only every day common sense. Plan for your source of supply is ultimate business suicide. The great industries of our day and their more lasting profits are the worth while agencies for advertising goods and commodities. Some protection and a chance to make a living profit on what we can do for you is all we ask.

"I cannot close without a word of sincere appreciation for your courtesy to me and to my Southland. We who toiled and deal largely in terms of national scope are as proud of the South as the South is of itself. No part of the country—or of the world, I believe—has done as much relative progress in newspaper development and business as has the Southern half of the United States."

"It is because we admire your work and progress, recognize your great importance and future, that we, comprising the American Association of Advertising Agencies, are so keenly alive to the vital need of more complete and harmonious understanding with you and a method of doing business together that is 100 per cent right on both sides."

WANT STATE OWNED PAPER MILL

Minnesota Editorial Association Proceeding with Pulp Wood Survey

ST. PAUL, July 16.—The Minnesota Editorial Association is proceeding to secure a State-owned paper mill in order to insure a market for pulp wood, utilize available water power on State land and guarantee publishers print paper at reasonable prices. A committee consisting of former Lieut.-Gov. Frank A. Day of the Fairmont Daily Sentinel and A. M. Wilcox of the Lake City Daily Graphic is acting, is about to inspect possible sites on Lake Vermilion, the Brule River and the Devil's Tract on the north shore of Lake Superior.

The legislature provided a fund of $800 which the committee will use.

Boston Publicity Bureau

BOSTON, July 14.—The Boston Publicity Bureau has been organized here by Thomas F. O'Brien and Winthrop R. Scudder to conduct a general advertising agency.

HENRY FORD ON STAND AT LIBEL HEARING

Detroit Manufacturer Predicts Another World War at Once if League of Nations Fails—Takes Full Responsibility for Pamphlet

Mr. CLEMENS, Mich., July 16.—Henry Ford and his son, Edsel, were the star witnesses in the former's million dollar libel suit against the Chicago Tribune.

While taking full responsibility for everything appearing in the peace and anti-preparedness pamphlets issued under his name and at his expense, Mr. Ford testified that more often than not he did not read them. They were prepared and sent out by his "peace secretary," Theodore Delavigne, he said.

Mr. Ford testified that his previous opposition had been to "over-preparedness" and not preparedness for defense, but that now he is for preparedness and believes that to end wars if the League of Nations fails," saying at another time, "I want the United States to clean it all up now." He said that he was opposed to recruiting but believed in conscription regardless of the statement to the contrary contained in a pamphlet issued in his name. He testified that he was still skeptical of history and lived in the present, and that there are a great many things that he does not know anything about.

Colonel McCormick on Stand

Mr. Ford recalled having said that he would spend $1,000,000 to educate the people against militarism, but said he could not recall ever having raised his promise of expenditure to $10,000,000. He said that he still believed that "professional soldier who makes a living out of killing is a murderer" but in reply to questions praised General Pershing, General Grant and other leaders and quoted General Sherman as saying "war is murder." He defined aggression as "burglarizing."

Mr. Ford produced in court the famous "world flag," designed in his shop, representing the brotherhood of all mankind.

Counsel for the Tribune offered three editorials printed before the "anarchist" editorial which is the basis of the present suit, which were complimentary to Mr. Ford. He said that the Tribune had drifted apart on the question of national preparedness.

Col. Robert R. McCormick, president and general manager of the Tribune, while on the stand, testified that while the Tribune did not make a practice continuing salaries of men in the service of the country during the war his salary of $20,000 a year was continued. He said that was done at his suggestion after he learned that some of his subordinates were receiving greater pay than he and that the means used to make up that difference for the period that had passed.

Fort Heads Trade Commission

WASHINGTON, D. C., July 15.—John Franklin Fort has been chosen chairman of the Federal Trade Commission, succeeding William B. Colver, whose term expired. Vice-Chairman Hurley, of Wichita (Kan.) Eagle, will be vice-chairman. Chairman Fort is a former governor of New Jersey and a judge of the Supreme Court of that state.

Stockholm Printers Strike

STOCKHOLM, Sweden, July 15.—Newspapers here have suspended publication because of a strike of printers. The union refused to arbitrate differences with the publishers.

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COMMITTEE OF FAMOUS ENGLISH JOURNALISTS CONSIDERS STAFF EXCHANGES WITH U. S.

British Newspaper Proprietors' Association Selects Lord Burnham to Head Body of Seventeen to Take Up Ralph D. Blumenfeld's Plan for an Interchange Between British and American Newspapers—Every Literary Branch Will Be Affected

BRITISH newspaper men, awake to the possibilities for good under a system for the exchange of staff members with American newspapers, have appointed a committee to study and work out the details of the proposal made for better understanding between the two countries by Ralph D. Blumenfeld, of the London Daily Express, in an article appearing in the Victory Number of EDITOR & PUBLISHER.

Lord Burnham, proprietor of the London Daily Telegraph, has been chosen by the Newspaper Conference of the British Newspaper Proprietors' Association to head a committee of seventeen of the foremost journalists of the British Empire to study the question from every angle and exchange views and suggestions with American newspaper men.

Noted Men on Committee

Never before have so many famous English journalists been appointed to serve on a single committee to take up any question pertaining to the newspaper business as have been selected to work with Lord Burnham. The committee includes:

Sir George Riddell, News of the World; R. D. Blumenfeld, London Daily Express; Ernest A. Perris, London Daily Chronicle; L. Pearson, London Morning Post; Edward Flynn, London Daily Mirror; G. E. Beer, London Times; A. W. Watson, London Westminster Gazette; E. J. Phillips, London Daily News; J. Hall Richardson, London Daily Telegraph; Sir Andrew Caird, London Daily Mail; J. Heddle, Manchester Daily Dispatch and Daily Sketch; J. Bone, Manchester Guardian; Sir David Duncan, South Wales Daily News; C. Henderson, Edinburgh Scotsman; Frank Birch, the Newspaper Society. The Scottish Newspaper Society has also been invited to name a member to act with the committee.

Mr. Blumenfeld's proposed system by which closer press relations would be assured and a better understanding developed in the handling of news between the United States and England has been a leading topic among men of the newspaper world since it was presented to the readers of the newspapers of the two countries through the columns of EDITOR & PUBLISHER on May 22.

Favored by President of A. N. P. A.

The general idea met with the instant approval of some of the leading journalists of Great Britain and in the United States was in many quarters warmly received.

Frank P. Glass, president of the American Newspaper Publishers' Association and editor of the Birmingham News, in a statement to the EDITOR & PUBLISHER has pledged his fullest co-operation in realizing Mr. Blumenfeld's plans. While many American publishers and editors have expressed themselves as heartily in favor of anything tending to bring the English and American press into closer relationship they have refrained



LORD BURNHAM.

from expressing an opinion on the concrete suggestion of Mr. Blumenfeld.

It is believed that as a result of interest being shown in the subject by the English and the naming of the present committee that some action will be taken on this side in an effort to establish a plan for bringing the peoples of the two Anglo-Saxon nations into closer understanding of each other through their spokesman—the press.

In many quarters the carrying out of the suggested plans for the exchange of staff members by English and American newspapers for their mutual benefit is looked upon as the first step in the organization of a League of Newspapers of the free nations of the world and giving the moulders of public opinion an international viewpoint that will make possible a better understanding in the interpretation of news for the readers of each nation.

Would Mean Better Understanding

In his advocacy of an exchange of staff members, Mr. Blumenfeld has pointed out the fallacy of believing that international love and understanding will come with world peace, a League of Nations and a resumption of trade relations. There must be a better understanding, he says, not built on sentimental speeches but a thing enduring, constructed by blotting out ignorance of vital facts pertaining to each of the Anglo-Saxon nations with first-hand knowledge gained by the trained men and women students and observers of the newspaper profession of each country.

The concrete plan as advocated by Mr. Blumenfeld embraces an interchange system in journalism that would include all the literary branches of the calling. He wishes the plan carried out on the largest possible scale with both men and women benefiting.

Trifling Mistakes Would Disappear

Aside from the far-reaching benefits that would result through the newspaper men and women of each country securing an understanding of the policies and ideals of each nation through contact with the men whose profession reflects in all its elements the ambitions of its people, all those ludicrous but trifling mistakes due to natural ignorance, which now disfigures the columns even of the best newspapers on either side would disappear.

The advocates of the interchange system say that for example the mistake of making Illinois a part of the State of Chicago would not again appear in any English journal, and David Lloyd George would become Prime Minister George in all American newspapers and never Premier Lloyd George.

The newspaper men of England have now taken up the question of interchange seriously. Under the general plan advocated by Mr. Blumenfeld, one year is suggested as the period of exchange, with at least one American in each English office participating and one Englishman in each American office.

Englishmen Are Deeply Interested

The purpose of each exchanged writer or executive would not only be to gain a knowledge of the country he was in, but also to instruct his temporary fellow workers in the methods, phrases and ideals of his home craftsmen. Owing to America's isolation from international politics in the past, the venture in interchange will probably be given deeper study by Americans than the English before they enter into it, if then.

It has been the practice of leading newspapers of the important political countries of the Old World for some time to send various members of their staffs into other countries for periods of from a few months to a year to study the people, business, general conditions, ideals and newspaper making. Some few American papers have done this in rare cases also, but they have never made a practice of it.

Wider Knowledge Is Necessary

The Dundee (Scotland) Courier each year sends two members of its staff on an educational trip. Some times these men are gone for six months, and this method is far more expensive than the interchange would be, it has been pointed out.

The deep interest that the newspapers of countries that are older in international politics take in having the men in their editorial departments understand the people of other countries through personal study is typified in the arrival in this country of Ramon Perez de Ayala, novelist, poet, one of the foremost scholars of Spain and one of the leading writers of the El Sol, of Madrid, and La Prensa, of Buenos Ayres. He expects to spend some time here in order that he will be better able to write impressions on current topics, especially in their relation to the United States.

Sun Honors Hero Soldiers

A tablet to the three members of the staff of The New York Evening Sun who gave their lives in France was unveiled in the city room July 10. Those commemorated are: Lieut. Quincy Sharp Mills, Lieut. Conrad Crawford and Lieut. Stuart Emmet Edgar. George M. Smith, managing editor, presided over the simple ceremony and James Luby of the editorial staff, spoke of the men and their work and the manner of their death.

William Allen White Home

EMPORIA, Kan., July 16.—William Allen White, owner and editor of the Gazette, has reached home, after an extended stay in Europe as representative of the Wheeler Syndicate. Mr. White was named by President Wilson as a member of the commission to represent the United States at the conference with the Bolsheviki on Prince's Island, which was never held.

Elect Officers in Bridgeport

BRIDGEPORT, Conn., July 15.—Officers of the News Press Club were elected for six-month terms today as follows: President, Ernest W. Finley, Sunday Herald; vice-president, Leo M. Pasquin, Post; secretary, Harvey Brown, Telegram; treasurer, Jerome J. Karpf, Telegram, lately of the Times.

Capper Host to Children

TOPEKA, Kan., July 14.—Senator Arthur Capper, head of Capper publications, celebrated his birthday today by giving his annual picnic to the children of Topeka and Kansas in Garfield Park.

SOUTH IS ENJOYING GREAT PROSPERITY

Advertising Volume Comparison of First Six Months of 1919 with Last Year Shows Newspapers Have Made Phenomenal Gains

That the newspapers of the South have been enjoying, during the present year, their period of greatest prosperity is proved by the statistics given here covering their advertising lineage for the first six months of 1919 in comparison with the figures for the same months of 1918.

These statistics show total lineage for the periods named, and also show the amounts of local, foreign and classified separately.

The newspapers listed are members of the Southern Newspaper Publishers' Association, and the statistics here presented are from reports made to that association. Substantial gains are recorded by practically all of these newspapers in all classifications, while some of them make remarkable showings. The figures are given in the right hand columns of this page.

League of Nations

Press Association Gets Hearty Welcome in Monroe—Mrs. Susan Elected Honorary Member

Monroe, Ga., July 16.—The Thirty-third Annual Convention of the Georgia Press Association opened here Monday night with public exercises, featured by addresses of welcome by Mayor Gowell and others. President Paul T. Harber presided.

The first business session, yesterday, was marked by strong addresses of particular interest to the newspaper men of the State by A. H. Hardy, editor of the Gainesville Eagle; David Comfort, of the Marietta Journal; Ralph Meeks, of the Carrollton Free Press, and Mr. Brumby, of the Marietta Times.

Mrs. Edith O. Suson, of the Greenville (Tenn.) Democrat, delivered a helpful and inspiring address on "How to Get Advertising from Home Business Enterprises." Mrs. Suson, who is vice-president of the Middle Tennessee Editors League, made such a decided hit she was elected an honorary member of the association. The session was enlivened by a discussion upon a resolution to endorse the League of Nations. The resolution was adopted with only three dissenting votes.

The social features of the meeting have been very much enjoyed. They have included receptions and entertainments, with dances for the younger people. Today will be given over to further discussion, the selection of a meeting place for 1920 and the election of officers. This evening the delegates leave for Athens to visit the State University.

Baby Daughter for the Gersons

Chicago, July 12.—Sam Gerson, formerly connected with the editorial department of the Chicago Daily News and other papers is the father of a baby girl, named Marian Jillian. She will hereafter contest his affections with her five-year-old brother. Mr. Gerson is now western representative for the Shubert theatrical interests.

Reeves Espy, who was sports editor of St. Louis Republic before enlisting in the Navy, has rejoined the staff as copy editor.

FIRST HALF-YEAR'S ADVERTISING GAINS IN SOUTH

Name of Papers	(First Six Months.) Total. 1919.	1918.	(First Six Months.) Local. 1919.	1918.	(First Six Months.) Foreign. 1919.	1918.	(First Six Months.) Classified. 1919.	1918.
ALABAMA								
Birmingham								
Ledger (E.)	2,577,414	2,320,214	1,066,720	1,181,262	325,824	220,860	244,860	200,032
News (E. & S.)	6,015,240	5,164,158	3,303,542	2,622,024	1,516,144	878,862	645,708	402,276
Montgomery								
Advertiser (M.&S.)	2,043,392	2,128,508	2,065,504	1,559,696	877,888	578,962	.....	.....
Journal (E.&S.)	2,240,045	1,776,884	1,247,254	1,178,870	484,264	201,100	161,966	93,870
ARKANSAS								
Fort Smith								
Times Record (E.&S.)	2,045,388	1,570,522	1,242,146	1,056,042	183,252	203,628	170,590	150,852
Little Rock								
Ark. Democrat (E.)	2,961,220	2,253,196	2,070,016	1,661,162	1022,422	451,850	302,782	142,184
Ark. Gazette (M.&S.)	4,913,296	3,837,232	3,225,010	2,570,218	1,182,062	845,188	506,224	441,910
FLORIDA								
Jacksonville								
Florida Metropolis (E.)	2,203,018	2,203,184	1,701,858	1,720,166	461,140	388,734	567,584	344,056
Florida Times-Union. (M.S.)	4,080,227	3,511,423	2,961,111	2,189,334	1,107,962	707,062	1020,954	636,027
Miami								
Herald (M.S.)	483,021	173,815	.....	.....	.....	.....	.....	.....
St. Augustine								
Record (E.)	1,064,000	868,028	885,200	725,560	108,120	130,988	10,680	11,480
Tampa								
Times (E.)	2,161,852	1,024,062	1,143,114	1,283,388	170,512	272,734	247,826	307,918
GEORGIA								
Albany								
Herald (E.)	2,134,208	1,756,720	.....	1,124,081	.....	589,078	.....	115,920
Athens								
Herald (E.)	1,420,174	1,158,276	761,081	668,280	1578,712	428,184	77,378	61,502
Atlanta								
Georgian (E.&S.)	3,700,078	2,871,572	1,673,022	1,275,595	702,800	551,208	1,324,256	1044,769
Journal (E.&S.)	5,937,111	3,710,070	3,530,080	2,145,178	1,210,591	851,820	1,196,439	713,072
Augusta								
Chronicle (M.&S.)	2,431,940	1,922,460	1,514,088	1,221,114	730,808	476,928	1,186,954	1,305,318
Herald (E.&S.)	2,650,022	2,153,226	1,489,078	1,251,780	882,502	641,788	278,442	174,748
Columbus								
Enquirer-Sun (M.S.)	1,063,401	1,511,776	1,230,962	1,067,214	204,901	273,170	39,538	30,968
Ledger (E.&S.)	2,365,960	1,868,504	1,650,288	1,245,478	625,762	483,128	.....	.....
Macon								
Telegraph (M.S.)	3,892,886	2,879,980	2,270,542	1,713,978	1,111,872	777,118	511,202	388,454
Rome								
Tribune Herald (M.S.)	1,523,152	1,108,200	1011,420	839,580	1852,600	2901,000	46,480	38,040
Savannah								
Press (E.)	2,550,001	1,922,298	1,523,172	1,217,501	812,120	439,184	454,792	474,252
KENTUCKY								
Lexington								
Herald (M.E.)	3,054,168	2,288,304	2,253,228	1,732,741	627,217	397,782	171,723	158,241
Leader (E.&S.)	3,440,109	2,555,741	2,622,511	1,931,694	2001,598	1147,020	490,521	276,028
Louisville								
Courier-Journal (M.S.)	3,928,178	2,697,501	2,419,042	1,750,018	344,717	721,744	1013,979	1026,774
Herald (M.E.)	3,170,264	2,142,967	2,022,801	1,454,225	2701,784	148,746	1,577,081	1,220,057
Times (E.)	3,742,650	2,888,144	2,247,030	1,626,160	653,762	518,152	1041,852	1201,122
LOUISIANA								
New Orleans								
Item (E.&S.)	1,705,491	1,158,140	1,314,018	1,284,020	277,912	111,876	803,636	1012,204
Times-Picayune (M.S.)	3,192,100	3,387,650	2,961,120	2,181,561	2701,238	3021,671	1,247,720	1042,247
Shreveport								
Journal (E.)	2,000,580	1,350,278	1,541,001	1,068,186	397,298	223,570	158,308	114,722
N. CAROLINA								
Asheville								
Citizen (M.S.)	3,200,026	2,671,084	2,150,708	1,701,350	450,288	403,180	1008,950	314,078
Charlotte								
Observer (M.S.)	4,034,786	2,897,203	2,749,374	2,042,484	1,104,774	1067,072	270,638	187,647
Greensboro								
News (M.S.)	3,640,128	2,898,401	2,703,480	2,110,761	810,208	540,936	2427,840	108,104
Raleigh								
News & Observer (M.S.)	3,257,002	2,622,928	1,981,000	1,611,124	1021,217	788,102	1350,728	2201,052
Times (E.)	1,758,281	1,252,122	1,424,780	1,142,626	333,501	109,496	400,344	81,942
Winston-Salem								
Journal (E.&S.)	2,411,850	1,573,422	1,184,164	1,501,152	827,686	272,270	.....	.....
Twin City Sentinel (E.)	3,180,042	2,149,500	2,011,816	1,507,850	1053,012	488,254	1861,414	653,396
S. CAROLINA								
Charleston								
News & Courier (M.S.)	2,585,618	1,703,422	1,181,528	1,237,460	741,660	306,018	.....	.....
Greenville								
Piedmont (E.)	2,211,114	1,510,370	1,707,090	1,241,170	2923,246	1852,600	120,778	50,610
Spartanburg								
Herald (M.E.)	1,775,018	1,252,690	918,698	891,281	1074,012	1414,732	1562,308	1402,301
Journal & Carolina Spartan (E.)	1,742,330	1270,886	1041,162	762,756	1655,250	1312,872	82,782	65,151
TENNESSEE								
Chattanooga								
News (E.)	2,230,062	1,658,424	1,522,320	1,201,781	211,778	1901,760	635,257	471,103
Knoxville								
Journal-Tribune (M.S.)	3,478,777	2,685,702	2,471,282	2,052,070	1021,883	4726,046	2311,032	1886,586
Sentinel (E.)	3,514,056	2,693,450	2,289,124	1,891,670	2701,051	5711,851	2611,881	2263,151
Nashville								
Tennessean (M.S.)	3,703,776	2,710,032	2,263,000	1,541,202	1702,062	1473,818	837,491	700,952
TEXAS								
Beaumont								
Enterprise (M.S.)	2,287,741	2,920,078	1,458,012	1,585,182	6661,810	9803,581	1142,522	830,575
Corpus Christi								
Caller (M.S.)	2,075,001	1,070,001	1,598,000	811,000	7475,000	1621,000	3121,000	1621,000
El Paso								
Times (M.&E.)	3,480,922	2,144,922	2,190,921	1,791,146	2701,751	1411,880	1014,316	1401,896
Fort Worth								
Star-Telegram (E.&S.)	5,474,422	3,641,762	3,583,111	1,539,058	1,108,492	5118,020	1782,546	1582,681
Galveston								
News (M.S.)	1,045,000	1,180,880	1275,200	1912,700	5144,800	4247,660	2625,800	2625,140
San Antonio								
Chronicle (E.&S.)	6,067,110	3,830,148	3,213,711	2,024,178	1,570,130	882,072	1,283,269	927,898
Light (E.&S.)	1,137,514	2,081,022	2,142,110	1,670,888	1,175,704	483,920	819,784	577,108
VIRGINIA								
Norfolk								
Ledger-Dispatch (E.)	6,500,042	4,282,200	1,307,340	3,103,262	1,021,378	6103,261	1,040,044	5661,021
Virginian Pilot (M.S.)	3,626,518	3,006,274	1,331,178	2,885,230	2701,026	5441,544	1,593,272	1578,886
Richmond								
News Leader (E.)	1,076,492	2,937,780	2,481,146	2,180,820	807,146	471,756	518,200	284,284
Times (M.S.)	2,084,866	2,102,260	2,282,162	1,019,534	581,564	520,658	1120,140	561,068
Roanoke								
World News (E.)	2,663,981	2,160,720	2,268,611	1,732,314	554,688	316,976	110,682	51,430

*Local and Classified.

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INTERNATIONAL CONGRESS WILL CONSIDER PLANS FOR WORLD-WIDE NEWS SERVICE

Allied Nations and Their Associates Adopt Proposal of United States at Peace Conference that New Means Be Devised for Bringing All Peoples into Better Understanding by Consolidating Control of Telegraph, Cable and Radio

AT the suggestion of the United States, with a view to putting some order into the international telegraph, cable and radio news service of the world—to bring the peoples of all nations into closer harmony and bring about mutual understanding—the Allied nations and their associates have agreed to convene an International Congress to consider the subject in all its aspects.

This statement, which is based on information to EDITOR & PUBLISHER, authoritatively, from abroad, seems on its face to be of greater import to the newspapers of the United States than any other single subject considered at the Peace Conference, at which it appears to have been a matter of lengthy discussion.

With a view to informing its readers on the extent the United States may figure in the proposed new system of international news service, EDITOR & PUBLISHER interviewed Walter S. Rogers, who organized the Foreign News Division of the Committee on Public Information of the United States, and was in charge of it during its existence—that is, up to June 30 of this year. He has just returned from abroad.



Photo by Curtis

WALTER S. ROGERS.

American Press Must Act

Mr. Rogers also acted as advisor to the American Peace Mission on the political aspects of international communication by telegraph, cable and radio. He is now devoting his time to making sure that the proposed "Congress on International Communications" gets properly started. He said:

"It behooves the American press to take an interest in this International Congress and also in any legislation relating to cable and radio that may come up in Congress.

"America needs more cables, and it needs radio facilities. It would be a crime, from which the newspapers would be one of the principal sufferers, were trans-Atlantic and trans-Pacific radio to pass into the control of some foreign owned corporation or of some foreign government. Such foreign control would determine the services and rates for the American press and might result in preferential service ur rates to agencies in competition with American agencies and newspapers.

Must Develop Radio

"High-power radio must be developed in such a way that this country is not at the mercy of any outsider, but it must be developed fully and rapidly for the benefit of the American press and of American commerce.

"Exigencies of the war brought about a large development of high-power radio by the Navy. It would be most unfortunate were the great Navy stations not made available for handling press and commercial messages. The outgoing press matter handled would be widely published and would keep the world interested in America and aid in building up American trade and prestige abroad. The incoming service would be of great importance to the American news agencies and the papers keeping correspondents abroad, as it would make possible a better and wider range of foreign news.

"But there is a larger interest than any immediate American interest—the telegraph, cable and radio facilities of the world need to be developed along lines that will provide this entire world with adequate facilities at low rates. All preferential and secret radio should be abolished. A well-worked-out world communication service would be of incalculable value in bringing the world together."

"Explaining" the U. S.

At the time the United States entered the war, Mr. Rogers was in China, looking over the Orient newspapers and familiarizing himself with the activities of the news agencies operating there. He found that virtually no American news was reaching there. The public in the Orient had not the slightest chance in the world to know why the United States entered the war, her purposes, or the extent to which America planned to participate. But it was vital that the Orient should know, not alone for the sake of American prestige, but for the political and military necessity that the Orient should be lined up enthusiastically on the same side as America.

Rogers hurried back to Washington determined to get the powers-that-be interested. Arriving there, he learned that Senator Root, who was then in Russia at the head of an American mission, was urging that American news be sent there.

After a while Rogers got action. In due time he had American news flowing in all directions throughout the world. Telegraph, cable and radio were used. Always he stuck to straight news, refusing to have anything to do with propaganda. Always he cooperated with the press association and the newspapers, not competing with them, but trying to help them. The Associated Press, the United Press, the International News Exchange Telegraph, Havas, Radio, Stefend, Kokusai, and agencies the average American editor never heard of, soon discovered that his was a shop run by people who knew what they were doing and what could be worked with.

Rogers went to France immediately after the signing of the armistice. In Paris he not only kept an eye on news distribution, but he set in as an advisor on telegraph, cable and radio matters, attending two meetings of the "Big Four" with President Wilson when the disposition of the seized German cables was being discussed.

Asked about his work in Paris, Rogers said: "Our New York office sent to Paris about eight thousand words a day by radio. In this was included a general news report which, besides going to the American Peace Commission was given to three papers in Paris printed in English, and such of it as might be usable was translated and given to the French press; twelve or fifteen hundred words of 'home stuff,' local news from all over the United States that might be of interest to the doughboy, was given to the papers and also distributed by the Y. M. C. A., K. of C., etc.; a summary of American headline news for the Peace Commission; a comprehensive digest of American editorial comment, so that the Peace Commission had daily as full a summary of American opinion as it would had were it meeting in Washington.

Owe Radio Dept. Thanks

"The critics of the Treaty and Covenant of the League of Nations owe someone a vote of thanks, for the criticism would never have been known in Paris had not this daily summary been radioed.

"A daily summary of the English press was telegraphed to Paris over the United States Army wires. A summary of the French press was also furnished the commission and, whenever it seemed worth while, summaries were brought in from other places.

"From Paris, American news was sent to various places in Europe; official American material was put into French for the Paris and provincial papers; one thousand words of American news was furnished daily to Le Petit Cironde, being sent from Paris to Bordeaux over that paper's leased wire; for a while a thousand words a day was sent to the School of Journalism of the A. E. F. University; oves 900,000 words were sent from Paris to the American press, nearly all of it being transmitted by radio.

Economy in News Service

"The French government placed certain radio facilities at the disposal of the American government. The trans-Atlantic cables were jammed. Advantage was taken of the French government's kindness to help out the American press. Under the conditions it seemed foolish for each of the press associations and certain of the newspapers to each send the text of critical statements, speeches, etc., so it was arranged that these should be radioed once to New York and there given out with simultaneous release. This scheme worked well, reduced the load on the cables and saved every one money. There still being available radio wordage, 3,000 words a day were placed at the disposal of the American news agencies and 3,000 at the disposal of the American correspondents in Paris, who themselves determined the number of words each should have.

"Altogether, as stated above, over 900,000 words were handled. The correspondents in Paris turned their copy over to the office of the Foreign News Division of the Committee on Public Information. This office saw that it got to the French radio station at Lyons. The messages upon being intercepted in the United States by the Navy were delivered to the New York office of the Foreign News Division for delivery to the proper agency or papers.

No Censorship

Not a single word of these messages was censored. Every correspondent in Paris has praised the service. Sometimes the radio has been faster than the cable. But for the fact that the French station at Lyons handled a vast amount of French government business which frequently overloaded the station, a very fast service could have been provided day and night between Paris and New York by radio.

"Not only did the Paris office of the News Division do the work roughly indicated above, but it cooperated with the American correspondents in every way possible. For instance, it helped in getting American telegraph and telephone wires installed at Versailles for the Peace Congress. For this purpose was signed ten motorcycles and two motorcars were provided for rushing copy from Versailles to Paris, a dispatch rider leaving every fifteen minutes. One of the dispatch riders carrying copy broke all records by going from the palace at Versailles to the central radio bureau, Paris, in 21 minutes.

(Continued on page 32)

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SOUTHERN NEWSPAPER PUBLISHERS, EDITORS, MANAGERS AND AGENCY LEADERS GROUPED ON THE SWEEPING TERRACES OF GROVE

PROFIT SHARING PLANS DISCUSSED BY SOUTHERN PUBLISHERS

S. N. P. A. Working Out Means for Rewarding Faithful Employes—Welcome Mrs. Mayes As an Official—Want Stahlman as A. N. P. A. Postal Chairman.

ASHEVILLE, N. C., July 10.—The seventeenth annual convention of the Southern Newspaper Publishers' Association closed yesterday with the election of the following officers and members of the executive committee:

President—James H. Alliston, Fort Worth (Texas) Record.

First vice-president—Marcellus E. Foster, Houston (Texas) Chronicle.

Second vice-president—W. A. Elliott, Jacksonville (Fla.) Times-Union.

Secretary and treasurer—Walter C. Johnson, Chattanooga (Tenn.) News.

New Members of Executive Committee

Executive Committee—Mrs. Lois K. Mayes, Pensacola (Fla.) Journal; Victor H. Hanson, Birmingham News; J. L. Mapes, Beaumont (Tex.) Enterprise; C. I. Stewart, Lexington (Ky.) Herald; F. G. Bell, Savannah Morning News; E. B. Jeffries, Greensboro News; M. K. Duerson, Lynchburg News; E. E. Clarke, Little Rock Democrat; D. C. More, Raleigh News & Observer; D. D. Moore, New Orleans Times-Picayune; W. W. Holland, Spartanburg Herald; Col. A. F. Sanford, Knoxville Journal & Tribune.

The election of Mrs. Lois K. Mayes of the Pensacola Journal to membership on the executive committee marks a distinct departure for the association. Mrs. Mayes is the first woman so honored. Proposal of her name was greeted with applause and her election was unanimous. She was the first publisher proposed, her colleagues having chosen after she had been elected. Mrs. Mayes has taken active interest in association affairs for a good many years. Her opinion of her profession is indicated by her enthusiastic approval of the decision of one of her boys to go to Chicago soon to study linotype composition at the Mergenthaler School.

Committees to serve during the ensuing year were announced by President Allison after an enthusiastic meeting of the executive board at which the work for the coming year was canvassed and outlined. They follow:

1920 Committees

News Print Committee—C. I. Stewart, Lexington (Ky.) Herald, Chairman; W. W. Sieuffer, Louisville Post; Curtis Johnson, Knoxville Sentinel; H. G. Giovannoli, Lexington (Ky.) Leader; W. E. Thomas, Roanoke (Va.) Times.

Advertising Committee—W. O. Bryan, Atlanta Georgian Chairman; A. G. Newmyer, New Orleans Item; F. Gladstone, Louisville (Ky.) Herald; Charles Allen, Montgomery Advertiser; Victor H. Hanson, Birmingham News.

Legislative Committee—Major E. B. Stahlman, Nashville Banner, Chairman; Col. Leslie J. Wortham, Fort Worth Star-Telegram; Urey Woodson, Owensboro (Ky.) Messenger; Col. A. F. Sanford, Knoxville Journal & Tribune; Col. W. C. Dowd, Charlotte News.

A. B. C. Committee—P. T. Anderson, Macon (Ga.) Telegraph, Chairman. Mr. Anderson will name his own associates.

Committee to make survey of conditions as relating to establishing a school for linotype operators: W. T. Anderson, Macon (Ga.) Telegraph, Chairman; Urey Woodson, Owensboro (Ky.) Messenger; D. H. Moore, New Orleans Times-Picayune.

Committee on Recognition of Advertising Agencies: Not announced.

The important development of the closing session was the statement that the Federal judges had agreed with former Attorney-General George W. Wickersham, who is now in charge of the news print case for the publishers, to hear the appeal in the absence of action by the Federal Trade Commission. It was also announced that an effort would be made to influence Congress to provide the necessary funds for carrying out the agreement as between the manufacturers, the publishers and the Government.

Want Stahlman Appointed

It developed that George W. McAneny of the New York Times had resigned as chairman of the postal committee of the A. N. P. A., and it was announced that President Frank P. Glass, editor of the Birmingham News, would be asked to name Major E. D. Stahlman of the Nashville Banner as chairman of that important committee of publishers.

President Bell read a letter, at the Wednesday morning session, from Col. W. E. Haskell, vice-president of the International Paper Company, expressing regrets for President P. T. Dodge, who was detained in New York by some important labor development. Col. Haskell presented copies of Mr. Dodge's paper—"Why News Print Paper Is High."

President Bell also spoke to appreciation of the new ink-distributing roller covering of the B. F. Goodrich Rubber Company, of Akron. He said the Goodrich Company has developed a feeder ink roller that is not subject to atmospheric conditions. It has been in successful operation in the plant of the Cleveland Plain Dealer for a couple of years and is now being tried out by about fifty other publishers.

Profit Sharing Plans

Profit sharing and bonuses provided a lively theme of discussion on Wednesday. C. I. Stewart, Lexington Herald, said it was a difficult matter to arrange profit sharing and at the same time protect and reward the long time faithful employe as he should be rewarded.

W. T. Anderson, Macoo, thought that the profit sharing plan should be scientific and should also provide a loss sharing plan. Such plan he thought should work both ways.

Major Cohen, Atlanta Journal, stated that the Journal had presented every employe with two week's extra pay during the past six months without any promise as to the future. It has also arranged life insurance for all employes, the salary bonus being "a gift without any promises as to the future."

President Bell spoke of insurance for the staff and said that he had been amazed at the small number of men in his plant who were carrying life insurance. He had arranged this for all of his men.

W. T. Anderson, Macon, said that he had 77 employes covered by policies ranging from one thousand to two thousand five hundred dollars at a total annual cost of $1,188.

Foster's and Johnson's Views

Marcellus E. Foster, of Houston, said that his reason for rejecting the profit sharing plan was that the men who were entirely loyal and efficient did only share to the extent that other employes did. He felt that efficiency should be rewarded and remarked that the Kansas City Star's profit sharing plan does not provide a profit share to press men, who were at one time disloyal,—about 10 per cent of the total employes of the Times and Star, according to Mr. Marcellus, do not participate in the profit sharing. Composing room and stereotype employes do.

Secretary-Treasurer W. C. Johnson told of his experience with profit sharing in the Chattanooga News office. The plan has been in operation for eighteen months. Distribution is on a monthly

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ASHEVILLE, N. C., WHERE THEY GATHERED LAST WEEK FOR THE GREATEST CONVENTION IN THE HISTORY OF DIXIE JOURNALISM

basis and amounts to about 10½ per cent—or 10 per cent of earnings in money—and about 2½ per cent on basis of compensation and service.

W. T. Anderson reiterated that the profit sharing was not practicable unless it shared in losses and recommended the sale of stock at agreed price on easy payment plan, redemption by the office if employe left.

Farm Papers Organize

An outgrowth of the Asheville meeting was the formation of an Association of Southern Farm Journal Publishers. They are not entitled to full membership in the S. N. P. A. but have many interests in common. They also will meet annually at Grove Park Inn. Their first officers are: L. A. Niven, Progressive Farmer, Birmingham, president; Russel Kay, Florida Grower, Tampa, Secretary-treasurer.

There are eight charter members, including the Progressive Farmer, Birmingham; Southern Ruralist, Atlanta, Southern Agriculturist, Nashville; Southern Planter, Richmond; Southern Cultivator, Atlanta; Florida Grower, Tampa; Farm and Ranch, Dallas; Florida Farm and Live Stock Record, Jacksonville.

Six other farm journals are published in the South and will be invited to a meeting during the coming year. A committee will investigate the matter of advertising agencies and will submit a report at the meeting next year.

Paul T. Harber, president of the Georgia Press Association, who attended the meeting, is planning to organize a Southern Association of the Editors of Weekly Newspapers. He hopes to take some action at the meeting at Monroe next week, and call a meeting simultaneously with the next meeting of the S. N. P. A., which will be held on the first Monday after the Fourth of July, 1920, at Asheville.

CONVENTION NOTES

Walter G. Bryan, publisher of the Atlanta Georgian, was always the center of an animated group. He has been in charge of the Georgian now for four years and has it "over the top" in great shape. He told about an increase in circulation of 10,000 per day, and an increase in earnings of $90,000. He was warmly complimented for the successful advertising campaign of the Southern publishers, with which he had had so much to do. Mr. Bryan came over to Asheville in his car from Atlanta; then returned by train owing to the indisposition of Mrs Bryan. He placed his car at the disposal of W. A. Elliott, of the Jacksonville Times-Union; Harry Reynolds of the Benjamin & Kentnor Company, New York; and J. W. Barber, of the J. W. Barber Advertising Company, Boston, who made the trip over the mountains to Atlanta.

Stanley Clague, managing-director of Audit Bureau of Circulations, appeared before the executive board of the A. A. A. upon invitation and was warmly congratulated upon the progress made by A. B. C. during past year. His point of view was sought in regard to several proposed departures in routine and policy. The feeling seems general that A. B. C. "has arrived."

Col. W. C. Dowd caused a near riot at the sessions on Tuesday by outlining labor conditions in his plant. After telling about a strike of mechanical employes ten years ago; about his success in getting through without missing an issue; he told of the working of his press room foreman and his associates. The publishers immediately evinced a desire to go to Charlotte to secure the services of Dowd's experts. But Dowd assured them he would be sitting on the front porch with a shot gun waiting for the first man who came anywhere near with the idea in view of taking any of his men away.

Mrs. Lois K. Mayes motored over to Asheville from Jacksonville with her boys and a party of friends.

W. T. Anderson and P. T. Anderson, their wives and friends, motored from Macon—280 odd miles over the mountains—in twelve hours—"going some."

COOK HEADS MAGAZINE MEN

Periodical Publishers Association Considers Plans for Expansion

At the annual meeting of the Periodical Publishers' Association in New York, the following officers were elected for the ensuing year:

President, George E. Cook, Mother's Magazine.

Vice-president and chairman publishing division, Thomas L. Briggs, Collier's.

Vice-president and chairman advertising division, Lee W. Maxwell, Crowell Publishing Company.

Vice-president and chairman circulation division, R. A. Markinson, Pictorial Review Company.

Secretary, C. Henry Hathaway, International Magazine Company.

Treasurer, Thomas A. Barrett, Orange-Judd Company.

Member executive committee-at-large, R. J. Cuddihy, Funk & Wagnalls Company.

Retiring president, member executive committee for ensuing year, Allan H. Richardson, Metcalf Co.

Plans were submitted and referred to the executive committee for a broadening of the scope of the work of the association.

No Sunday Delivery in Macon

MACON, Mo., July 14.—Beginning today no newspapers will be delivered on Sunday by the Macon News Company, the public being notified that patrons must come to the store to get their copies of metropolitan publications. Harry Black, manager of the news company, has taken this action so that his carrier boys may attend Sunday school and church.

A.A.A.A. TO MEET AGAIN IN SOUTH IN 1920

Executive Board of Advertising Agents' National Organization Deeply Impressed by Joint Conference with Southern Publishers

The executive committee of the American Association of Advertising Agencies was so well pleased with its reception by Southern publishers and Southern advertising interests that it decided, at the joint session with the new executive committee of S. N. P. A., that it will meet again next year with the Southern agents and publishers.

"If the A. A. A. A. had accomplished nothing else in the past two years its existence would be fully justified by what it has done to acquaint its members with the South," said Executive Secretary James O'Shaughnessy to EDITOR & PUBLISHER.

Tribute to Thomas and Massingale

"We were beginning to form our national body without giving much consideration to the Southern field," Mr. O'Shaughnessy remarked, "when St. Elmo Massingale, of Atlanta, and Jefferson Thomas, of Jacksonville, came into one of our meetings and made effective pleas for the agencies of the South. They succeeded in convincing the rest of us that even then there were seven Southern agencies that fully qualified for membership in the American Association.

"So the Southern Council was formed and these seven agencies, through it, became charter members of the National Association. In my position I am constantly in the closest touch with the work of our various sectional organizations and I must pay my respects to that of

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the Southern Council for its fine character and pushing nature. In fact every one of our other councils is ready to congratulate the Southern Agencies on what they have accomplished.

"It was a more or less revolutionary proposition to consider a meeting of our executive board away from the recognized advertising centers of the country, but Chairman Thomas, of the Southern Council, made such an effective presentation of the claims of the South and of the charms of Grove Park Inn that the members voted unanimously in favor of it. Now I am sure every member is glad this action was taken."

Mr. O'Shaughnessy's address to the joint meeting of the S. N. P. A., farm papers and Southern Council was highly commended, and one Southern Publisher vowed in a time was well worth the trip to Asheville.

Defines Agency Service

The executive committee, in connection with its meeting, issued the following explanation of "Advertising Agency Service, as defined by A. A. A.":

"Advertising agency service consists of interpreting to the public, or to that part of it which it is desired to reach, the advantages of a product or service, interpreting to the public the extension of a product or service is based upon:

"1. A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself, and to its relation to competition.

"2. An analysis of the present and potential market for which the product or service is adapted:

As to season.

As to territory and amount of competition.

As to trade and economic conditions.

"3. A knowledge of the factors of distribution, sales and their methods of operation.

"4. A knowledge of all the available media and from which can possibly be used to carry out the interpretation of the product or service to the consumer, whether dealer, contractor, or other factor. This knowledge covers:

Character of circulation, physical requirements, rates, quantity, quality, location.

Acting on the study, analysis and knowledge as explained in the preceding paragraphs, recommendations are made and the following procedure ensues:

"5. Formation of a definite plan.

"6. Execution of this plan:

(a) Writing, designing, illustrating of advertisements or other appropriate forms of the message.

(b) Constructing for the space of other means of advertising.

(c) The proper presentation of the message in mechanical form and forwarding it with proper instructions for the fulfillment of the contract.

(d) Checking and verifying of insertion, display or other means used.

(e) The auditing, billing and paying for the service, space and preparations.

"7. Continuing with the same work to insure the greatest effect from advertising. The more clearly the nature of the work is defined, and the more generally it is understood, the more quickly will those who are not disposed to live up to their obligations be forced out of business; the more will we support, encourage and help those who are disposed to live up to their obligations, and the more we can help them to do so."

Next Meeting in Boston

The members of the executive committee are:

William H. Johns, president of the George Batten Company, president.

Paul T. Cherington, Mitchell & Faust, vice-president.

W. B. Hine, Frank Seaman, Inc., treasurer.

Harry Dwight Smith, of Fuller & Smith, Cleveland, secretary.

William H. Rankin, chairman of the newspaper division.

W. C. D'Arcy, of the D'Arcy Advertising Company, St. Louis.

Jefferson Thomas, of the Thomas Advertising Service, Jacksonville, Fla.

W. B. McLain, of McLain-Hadden Simpers Company, Philadelphia.

J. W. Barber, of the J. W. Barber Advertising Agency, Boston.

O. H. Blackman, of the Blackman-Ross Company, New York.

H. E. Charles, of the Charles Advertising Service, New York.

Jesse Neitzman, of the Gundlach Advertising Company, Chicago.

Stanley Resor, of the J. Walter Thompson Company, New York.

M. P. Gould, of M. P. Gould Company, New York.

James O'Shaughnessy, secretary of the association, New York.

The Atlantic City (N. J.) Union has advanced its price from one cent to two cents a copy.

PLAN TO FORM UNION OF N. Y. WRITERS

Support of I. T. U. Officials Is Obtained for Project—Publishers' Representative Says Skilled Editorial Workers Prefer Freedom

A movement is under way to form a labor union, as a unit of the International Typographical Union, to be composed exclusively of men employed in the editorial departments of New York City newspapers. The plan is favored by officials of the Typographical Union and it is understood that its organizers will give whatever aid they can toward making the proposed new organization a reality.

The idea of organizing editorial workers on all the New York City papers has developed from conferences between officials of the Typographical Union and certain members of the German Press Club, who desired, at first, to organize a union to be composed only of editorial men on the German language paper.

After conferring with legal counsel, the officials of the Typographical Union suggested that better results, so far as prospective demands for increased salaries, and improved working conditions, were concerned, could be obtained if all local editorial men, including editors, copy readers, rewrite men, and reporters, were admitted to membership.

Explain Plan to Promoters

"That is what we purpose to do," said Arnold Fleischmann, head of the committee from the German Press Club which has in charge the negotiations with officials of the Typographical Union.

"It is not our purpose, of course, henceforth, to dominate such activities as there may be to establish a union of editorial workers on all the New York City papers. We will ask that all editorial men in the editorial departments of the German newspapers be admitted to the union, if it is organized.

L. H. Berry, president of Typographical Union No. 6 ("Big Six"), composed of New York City printers, said that the union was heartily in favor of the plan and would assist in carrying it out. He said:

"The establishment of a minimum wage scale does not bring any member of a union down to the wage-earning capacity of less able men. It simply assures that any man who is considered able enough to do a certain kind of work shall be paid a wage commensurate with the present increased cost of living.

"We now have regularly chartered unions of newspaper writers in Boston, Scranton, Philadelphia, Salt Lake City, Milwaukee and Montreal, and I am informed that they are all strong organizations."

Sees Lessening of Initiative

Lester L. Jones, who recently was appointed business manager of the newspaper Publishers' Association of New York City, and who will be in charge of negotiations hereafter between the association and any of its union employees regarding wages and conditions of employment, said he did not consider a union of newspaper editorial workers to be necessary.

"I believe that such a union has a tendency to lessen initiative and activity and my opinion is that it is not likely to be popular with the better class of editorial workers," he said.

"The skilled newspaper man does not want to be fettered by an arbitrary wage scale. Furthermore, a great many of them regard the newspaper business as only a stepping stone to some other kind of work that pays them much better. A great many of them stay in newspaper work for so short a time that the membership of any union formed among them would be constantly changing."

ALL PEACEFUL IN BOSTON

Union and Publishers' Association Officials Confer on Labor Differences

(BY TELEGRAPH)

BOSTON, July 15.—Threatened trouble between Newspaper Writers Union, No. 1, and publishers of Boston daily newspapers seemingly has been averted for the present. Since the calling off of the threatened strike last week, the wage conference committee of the union, together with officers of the International Typographical Union have been in frequent session with the Publishers Association.

Owing to absence of any statement from either side appears to indicate that the two bodies are at least working in better harmony than ever before. This opinion is further borne out by the report of the wage conference committee to union members that much progress has been made, but that nothing of a definite nature can be made public at this time.

More Ads from Government

PORTLAND, Oreg., July 15.—National advertising in newspapers will be used by the United States Spruce Corporation, successor to the spruce production division of the army, to sell the remaining properties under its jurisdiction. They have been for sale since the signing of the armistice, but failed to bring a price satisfactory to the Government. By advertising them extensively, Col. C. S. Stearns, president of the Spruce Production Corporation, expects to get their real value. His headquarters is in Portland.

A. N. P. A. Has New Committee

President Frank P. Glass of the American Newspaper Publishers' Association has appointed a "committee of adjustment" to help settle differences arising among competitive members over prices and kindred matters. The committee consists of: A. W. Peterson, Waterloo (Ia.) Courier, president of the Inland Daily Press Association; S. F. Thomason, business manager of the Chicago Tribune; Victor Rosewater, publisher Omaha (Neb.) Bee; and Louis T. Golding, publisher St. Joseph (Mo.) News-Press.

Somerset Heads Canadian Agencies

TORONTO, Ont.—W. B. Somerset, of A. McKim's, Limited, has been elected president of the Association of Canadian Advertising Agencies, with the following associate officers: First vice-president, J. P. Patterson, Norris-Patterson, C. T. Solomon, Advertising Service, Limited, Toronto; second vice-president, Limited, Toronto; secretary-treasurer, A. J. Denne, Smith, Denne & Moore, Limited, Toronto, and A. F. Smith, R. C. Smith & Son, Toronto.

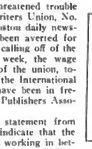
Buckley Moves to Beaumont

BEAUMONT, Tex., July 16.—Norman R. Buckley, connected with the advertising department of the Cleveland Press during the past year, is now advertising manager of the Beaumont Journal, of which C. H. Fentress, for many years business manager of the Cleveland Press, is president and business manager.

BUYS INTEREST IN TRADE MAGAZINE

J. M. Hopkins, for 12 Years With Printers' Ink, Becomes General Manager of Advertising and Selling—Lively Competition Forecast

J. M. Hopkins, who recently resigned from the general management of Printers' Ink, has purchased a half interest in



J. M. HOPKINS

Advertising & Selling magazine, and on August 1 will become president and general manager of that publication.

Mr. Hopkins, it is understood, will be in complete control of Advertising & Selling, and is making plans for the extensive promotion of it as a trade journal devoted to the general field of advertising. His record of 12 years of successful management in that field will stand him in good stead, and his personal popularity and wide acquaintance will be an asset of high value to Advertising & Selling.

Mr. Hopkins is generally considered to be one of the ablest salesmen of trade newspaper advertising in the country. He is an organizer, too, as has been demonstrated through the executive work with Printers' Ink. During his long service to that journal he maintained a staff of advertising salesmen of high efficiency, and the latter enjoyed by Printers' Ink under his management is an indication of the broad and constructive policies he followed.

For "A. P." Good Fellowship

KANSAS CITY, Mo., July 12.—The annula meeting of the Good Fellowship Club of the Associated Press was held in the Star Building here last Sunday. Thirty newspaper men, correspondents and representatives of the A. P., were present. Addresses were made by Frederick R. Martin, assistant general manager, and W. S. Seerger, chief superintendent at Chicago. Officers elected are: President, J. C. Quarrier, of Kansas City; vice-president, F. D. Woodworth, Joplin; secretary, W. P. Huff, Kansas City, and treasurer, William Flynn, St. Joseph.

Osborn Joins Barton and Durstine

The firm of Barton, Durstine & Osborn, Inc., will succeed the Barton & Durstine Company, of New York, on August 1, when Alex F. Osborn, until recently in charge of the E. P. Remington Agency, Buffalo, becomes a member. Mr. Osborn will open a Buffalo office for his new connection and continue his residence in that city.

No August Meeting for I. D. P. A.

CLINTON, Ia.— The August meeting of the Inland Daily Press Association probably will be postponed and combined with the October session, which will be held over two or more days in conjunction with gatherings of several other kindred organizations to be held at the time.

Opens Baltimore Office

BALTIMORE, Md., July 15.—An office has been opened here by Wood, Putnam & Wood, Boston advertising agency, in charge of E. J. Bannwart, late advertising manager of McCormick & Co.

THEY MADE QUICK DECISION IN LAUNCHING N. Y.'S NEWEST DAILY



WITHIN the last ten years probably more editors and publishers of newspapers—and some who were only on their way to editorship and ownership—in cities scattered throughout the United States have figured on the possibilities of winning fame and fortune with a new kind of newspaper in New York City than ever before gave a thought to metropolitan journalism.

Their ideas usually ran to the style in size, make-up and picture features of certain successful London dailies, but carried with them the added zest of American "pep" in the word matter and treatment of news.

These dreams were not confined entirely to men and women in the newspaper field outside of New York. Hardly a month went by during the same period that the possibilities of the same adventure did not come up in some form or other in the routine business of the established publishers of the metropolis.

Such papers reached the "nearly-ready-to-start" point several times and were again tucked back into a dark corner. It remained for three men of the West to ride into the East on the Twentieth Century Limited, and push the idea into the realm of reality.

It is understood that Col. Robert R. McCormick, Capt. Joseph Medill Patterson and William H. Field of the Chicago Tribune had the idea of new kind of morning paper for New York under consideration just three months, and in that time they had completed arrangements for the publication of the New York Illustrated News, had in a general way organized their staff and were devoting some attention preparing advertisements to announce its first appearance.

Six weeks later the Illustrated News entered the metropolitan field, the goal of the ambitious, but not a play place for the timid. Probably no newspaper adventure in recent years has attracted so much attention in the American newspaper world.

The Illustrated News is now in its sixth week, and is as lighthearted as it is youthful. It is out satisfied with itself and says so frequently. To date, the owners have been very frank with their readers.

Early in its career they announced that the News was the poorest printed newspaper in New York, but that it was getting better each day and expected to continue to improve until it was the best. Each day their mail bag is filled with letters from the people, and each day the Illustrated News prints an entertainingly large number of them. The letters containing knocks or kicks always head the column in which they appear.

The rapid arrival at a decision after the idea was first presented, the rushing of plans for publication to immediate completion and the frank manner in which the Illustrated News talks about itself with its readers merely reflects the energy, resourcefulness and progressiveness of the three men who actually dove right into the center of the journalistic pool, in which others even feared to wade around.

Colonel McCormick is a lawyer as well as an editor and president of the Tribune Company, Chicago; Captain Patterson is an editor and author as well as chairman of the board of directors of the Tribune Company. Both won their titles in the world war. Mr. Field was connected with the Frank A. Munsey Company for many years and left that organization to become a vice-president and manager of the Chicago Tribune.

The regular activities of the men who have ventured into the New York daily newspaper field, however, are not confined to the Chicago Tribune and the Illustrated News—among other things they also have a successful newspaper in Paris, an edition of the Tribune; a large paper mill at Thorold, Ont., and a million-dollar libel suit in which Henry Ford is the prosecutor up at Mt. Clemens, Mich.

North Carolinas Announce Convention Program

Meeting Will Take Place at Wrightsville, July 31-Aug. 1—31st Year for J. B. Sherrill

CONCORD, N. C., July 14.—Secretary-treasurer J. B. Sherrill announces the following program for the annual meeting of the North Carolina Press Association, to be held at Wrightsville Beach, July 31-August 1:

Thursday, July 31, 1919, 8:00 o'Clock

Call to order by the President, Z. W. Whitehead, of Wilmington.
Invocation.
Address of Welcome.
Response to Address of Welcome.
Report of Executive Committee on new members.
President's Address.
Appointment of Committees.

Address by Albert Sidney Johnstone, Director War Loan Organization, Fifth Federal Reserve District, Richmond, Va.
Address—Taxation and the Revaluation of Property in North Carolina—A. J. Maxwell, of the State Corporation Commission.
Address—"Freedom of Speech and the Liberties of the Press," Charles Johnson Post, Historian's Paper.

Night Session

Address by Secretary of the Navy, Hon. Josephus Daniels.
Pre-Annual Poem—Dr. Wm. Laurie Hill.
Annual Oration—H. R. Dwire, Winston-Salem Sentinel.

Friday Morning, August 1

Address by Dr. John Taylor, paper manufacturer, on the subject of "News Paper."
Address—"American Commerce and Trade at Home and Abroad"—Byron R. Newton, Collector of the Port of New York and former Assistant Secretary of the Treasury.
"Women and the Fourth Estate," Mrs. Caroline Lacy, of Greensboro.
"The Press and the Task of Reconstruction," R. P. Bessey, of Raleigh.
"Propaganda Advertising," H. Gill Bratton, Winston Free Press.
Three minute talks on the following subjects:
"Should Not North Carolina Newspapers Exchange With Each Other?"
"Development of Local and Foreign Advertising," H. B. Varner.
"What Is An Adequate Price for a Weekly Paper," J. A. Sharpe.
"The Cash in Advance System."
"Political Advertising."
"What Do Readers Most Prize in a Local Newspaper?"

Incidentally this completes Mr. Sherrill's 31st consecutive year as secretary-treasurer of the association. During this time he has missed only two meetings, both occasions on account of illness.

Starting New Daily in Tulsa

TULSA, Okla., July 16.—Arrangements have practically been completed for launching a new Republican morning paper here. The new paper expects to have the support of the Republican organization and to cut a wide factor in state affairs.

PREVENTS VENUE CHANGES

Missouri Supreme Court Rules on Important Libel Suit Point

JEFFERSON CITY, Mo., July 12.—The Missouri Supreme Court has held unconstitutional section 1775 of the Revised Statutes of 1909, which provides that "suit for libel against a corporation shall be brought in the county in which the defendant is located or in the county in which the plaintiff resides." The effect of the decision is that suits for libel can be brought only at the place of the newspaper's publication.

The decision was handed down in the case of D. C. McClung, former warden of the Missouri State Penitentiary, against the St. Louis Post-Dispatch.

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ADMIT NEW MEMBERS TO PRESS GALLERY

Many Dailies in Smaller Cities, Not Heretofore Represented, Are Listed in the Congressional Directory of the Sixty-sixth Session

WASHINGTON, July 16.—The belated appearance this week of the first Congressional Directory of the Sixty-sixth Congress failed to reveal any appreciable changes in the press gallery list from that published by EDITOR & PUBLISHER in May.

The gallery membership is larger this session, not only in the number of correspondents entitled to admission, but in the papers represented. The latter is especially true with respect to many dailies in the smaller towns which heretofore did not boast of special representatives.

The papers represented, arranged by states, follow:

ALABAMA: Birmingham Age-Herald, Birmingham News, Mobile Register, Montgomery Advertiser.

ARIZONA: Douglas International.

ARKANSAS: Arkansas Gazette, Little Rock Democrat.

CALIFORNIA: Los Angeles Examiner, Los Angeles Times, Sacramento Bee, San Francisco Chronicle, San Francisco Examiner.

COLORADO: Denver Post.

CONNECTICUT: Hartford Courant, Norwich Bulletin.

DELAWARE: Wilmington Morning News.

FLORIDA: Jacksonville Times Union.

GEORGIA: Atlanta Constitution, Atlanta Journal, Atlanta Georgian and American, Macon News, Macon Telegraph, Savannah Morning News, Savannah Press.

IDAHO: Boise Capital News, Boise Statesman.

ILLINOIS: Chicago Daily News, Chicago Evening Post, Chicago Herald and Examiner, Chicago Tribune.

INDIANA: Indianapolis News, Indianapolis Star.

IOWA: Davenport Democrat, Davenport Times, Des Moines Capital, Ottumwa Courier, Marshalltown Times-Republican, Sioux City Journal.

KENTUCKY: Louisville Courier-Journal, Louisville Times.

LOUISIANA: New Orleans Item, New Orleans Times-Picayune.

MAINE: Bangor Commercial, Portland Evening Express.

MARYLAND: Baltimore American, Baltimore Sun, Baltimore Evening News, Hagerstown Mail.

MASSACHUSETTS: Boston Advertiser, Boston Evening Transcript, Boston Globe, Boston Herald, Boston Post, Christian Science Monitor, Lowell Sun, New Bedford Mercury, North Adams Transcript, Springfield Daily News, Springfield Republican, Springfield Union, Worcester Gazette.

MICHIGAN: Bay City Times, Battle Creek News, Detroit Free Press, Detroit Journal, Detroit Saturday Night, Grand Rapids Evening Press, Grand Rapids Herald, Jackson Citizen Patriot, Jackson News, Lansing State Journal, Muskegon Chronicle, Saginaw News Courier, Sault Ste. Marie Evening News.

MINNESOTA: Minneapolis Journal, Minneapolis Tribune, Minneapolis Tribune, St. Paul Dispatch, St. Paul News, St. Paul Pioneer Press.

MISSOURI: Kansas City Star, Kansas City Times, St. Louis Globe-Democrat, St. Louis Post Dispatch, St. Louis Republic, St. Louis Star.

MONTANA: Anaconda Standard, Helena Independent.

NEBRASKA: Lincoln State Journal, Omaha Bee, Omaha News.

NEW HAMPSHIRE: Manchester Union.

NEW JERSEY: Newark Evening News, Newark Star Eagle.

NEW YORK: Albany Knickerbocker Press, Brooklyn Daily Eagle, Buffalo Courier-Record, Buffalo Evening News, Buffalo Times, Buffalo Enquirer, N. Y. Sun, N. Y. Jewish Daily Forward, Journal of Commerce, New York American, New York Call, New York Commercial, New York Evening Mail, New York Evening Sun, New York Evening World, New York Globe, New York Herald, New York Jewish Morning Journal, New York Journal of Commerce, New York Recorder, New York Tribune, New York Volkszeitung, New York Times, New York Telegram, New York World, Rochester Democrat & Chronicle, Rochester Times-Union, Syracuse Journal, Syracuse Post Standard, Troy Record, Troy Times, Wall Street Journal.

NORTH CAROLINA: Asheville Citizen, Greensboro Daily News, Raleigh News and Observer, Winston-Salem Journal, Winston-Salem Sentinel.

OHIO: Akron Press, Cincinnati Commercial Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland Iron Trade Review, Cleveland Leader, Cleveland Plain Dealer, Cleveland Press, Columbus Citizen, Columbus Dispatch, Columbus State Journal, Toledo Blade, Toledo News Bee.

OKLAHOMA: Muskogee Phoenix, Oklahoma News, Tulsa Democrat, Tulsa World.

OREGON: Oregon Journal (Portland), Portland Oregonian.

PENNSYLVANIA: Altoona Mirror, Johnstown Tribune, Oil City Derrick, Philadelphia Bulletin, Philadelphia Evening Public Ledger, Philadelphia Inquirer, Philadelphia North American, Philadelphia Press, Philadelphia Public Ledger, Pittsburgh Gazette-Times, Pittsburgh Chronicle Telegraph, Pittsburgh Dispatch, Pittsburgh Leader, Pittsburgh Post, Pittsburgh Press, Reading Eagle.

NEWSPAPER MAKERS AT WORK



JOHN A. DICKSON

JOHN A. DICKSON, advertising manager of the Chicago Herald and Examiner, is one of those unusual individuals who persists in a sincere personal conviction that there is nothing needful to be said about them. However, coming men, like the proverbial events, cast their shadows before, the only difference between them being that some make considerable noise about it, while others simply "go get it" on rubber heels. John Dickson is a believer in the "O'Sullivan" idea. He is perhaps, one of the very few advertising executives of the largest newspapers of this country who attained their present positions without any preliminary experience in the newspaper office itself.

Mr. Dickson was born in the town of Bolivar, Ohio, in 1872. He received his education in the local public high school, and after graduation entered the manufacturing business. In 1896, when twenty-four years old, he first entered the advertising business as one of the publishers of a since-defunct Chicago trade journal called Advertising Experience. Selling his interest in that in 1900, Mr. Dickson joined the soliciting staff of the Western office of the Youth's Companion (Boston), located in Chicago; in January of the following year was appointed western manager of the same and retained that position until September 23, 1918, when he resigned to accept the advertising managership of the Chicago Herald and Examiner.

Mr. Dickson is married and has two children—a boy and a girl. He is a member of the Chicago Athletic Association, the Exmoor Country Club and the Evanston Golf Club.

"And that's all there is to it," he says.

RHODE ISLAND: Newport Daily News, Newport Herald, Pawtucket Evening Times, Providence Evening Bulletin, Providence Journal, Providence News, Providence Tribune.

SOUTH CAROLINA: Charleston News and Courier, Columbia Record, Columbia State.

TENNESSEE: Bristol Herald-Courier, Knoxville Sentinel, Memphis Commercial Appeal, Memphis News Scimitar, Memphis Press, Nashville Banner, Nashville Tennessean and American.

TEXAS: Austin American, Dallas Dispatch, Dallas Evening Journal, Dallas News, Dallas Times-Herald, Ft. Worth Star-Telegram, Galveston News, Houston Chronicle, Houston Post, Houston Press, San Antonio Express, San Antonio Light, Waco News Tribune.

UTAH: Salt Lake Tribune.

VIRGINIA: Lynchburg News, Norfolk Ledger-Dispatch, Norfolk Virginian Pilot, Richmond Times Dispatch, Roanoke Times.

WASHINGTON: Seattle Post-Intelligencer, Seattle Times, Spokane Spokesman Review.

WEST VIRGINIA: Wheeling Intelligencer, Wheeling News.

WISCONSIN: Milwaukee Sentinel, Oshkosh Northwestern.

PEACE LEAGUE ISSUES PAPER

First Copies of "The Covenanter" Are Mailed to Congressmen

The first issue of "The Covenanter," a publication that aims to make clear the purposes of the League to Enforce Peace, have been printed on the presses of Doubleday, Page & Co., and the advance copies mailed to members of Congress.

"The Covenanter" is a collection of articles on the League of Nations plan by former President Taft, Henry W. Taft, ex-Attorney General George W. Wickersham and Lawrence Lowell, president of Harvard University.

Reports Progress on Plan for New Agency Body

(BY TELEGRAPH)

ASHEVILLE, N. C., July 10.—The Southeastern Advertising Agents Association, at the closing session of the annual convention, elected new officers as follows: Dillard Jacobs, Atlanta, president; R. S. Freeman, Richmond, first vice-president; C. W. Page, Richmond, second vice-president; William Alden, Atlanta, secretary and treasurer. These four and J. R. Watts, Jr., Atlanta, compose the new executive committee.

In a statement to EDITOR & PUBLISHER, President Jacobs said:

"Discussion of the proposition to organize a national independent association of advertising agencies was favorable and letters and telegrams from northern agencies indicate a appreciation of the desirability for a truly democratic association open to all bona-fide general agencies.

"The secretary was instructed to make further inquiry during the current year on the attitude of northern agencies toward assisting in the formation of a new association. The Southeastern body will merge with such an association if it is formed.

"Our membership was enlarged at Asheville by three new members, making a total of 11 agencies."

NEWSPAPERS TO GET MOST ADVERTISING

They Are the Only Media Elastic Enough to Meet Demands of the New Times, Declares J. W. Barber, A. A. A. A. Officer

(BY TELEGRAPH)

ATLANTA, Ga., July 15.—The Navy Department's plan to launch an extensive advertising campaign for recruits, was announced here today by J. Wesley Barber, of Boston, member of the executive committee of the A. A. A. A., at a formal luncheon given today by W. G. Bryan, publisher of the Atlanta Georgian and Sunday American to advertising and newspaper men.

James O'Shaughnessy, executive secretary of the A. A. A. A., in whose honor the luncheon was to have been given, telegraphed that he was unable to be present because the Navy advertising is to be handled by that association and he was in conference with the Navy committee.

Mr. Barber, who started in the advertising agency line 35 years ago, stated that the present advertising is the most extraordinary the world has ever known and that the overwhelming portion of it will go into the newspapers. "The newspapers," Mr. Barber said, "are the only mediums sufficiently elastic to permit of the tremendous expansion which will be necessary." He declared the A. A. A. A. has elevated the advertising agency business to a degree hoped for by only a few. He said: "The trickster and the rate cutter have been barred forever and the 117 agencies comprising the association now handle 90 per cent of the advertising business of this country."

STEEN ORGANIZING A HOME

Announces Purchase of Site for I. E. A.—Raising $50,000

BEDFORD, Va., July 15.—The International Editorial Association, of which Clare Berger, Warren (Pa.) Mirror, is president, is reported to have purchased land in Bedford, Va., for an International Home for Newspaper Men.

Clyde P. Steen, president of the late National Association of City Editors, is "organizer" of this association and its projects. He announces plans to raise $50,000 by popular subscription to erect the proposed home. The I. E. A. purposes also to have insurance and benefit features.

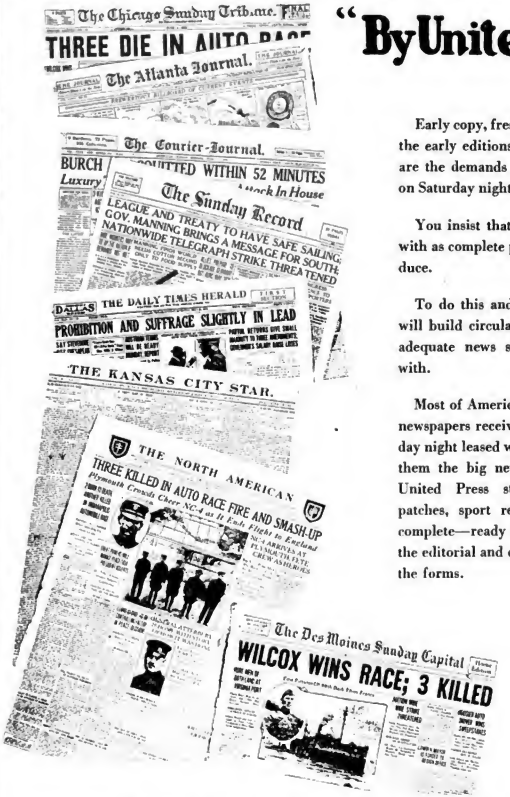
S. W. Challenger Leaves Bridgeport

BRIDGEPORT, Conn., July 16.—After spending 31 of his 49 years as employe of the Bridgeport Post Publishing Company, Sidney W. Challenger will become managing editor of the Middletown Press July 21. The only remaining Post editor from the old regime is Fred D. Bagley, city editor. As an active editorial writer Mr. Challenger largely directed the policy of the Post until the present management took charge. He has been in charge of Telegram and Standard-Telegram editorial work for two years.

William Bennett Wright Dead

TOLEDO, July 15.—William Bennett Wright, assistant general manager of the Toledo Blade, the Detroit Journal and Newark (N. J.) Star-Eagle, died here today after a long illness. He began his newspaper career as treasurer of the Indianapolis Journal.

EARLY LEADS—SATURDAY NIGHT



"By United Press."

Early copy, fresh matter, new features for the early editions of the big Sunday paper are the demands of your Managing Editor on Saturday night.

You insist that he catch the early trains with as complete paper as is possible to produce.

To do this and to produce a paper that will build circulation YOU must give him adequate news service facilities to work with.

Most of America's great Sunday morning newspapers receive the United Press Saturday night leased wire report because it gives them the big news of the day, exclusive United Press staff correspondents dispatches, sport results, etc., EARLY and complete—ready for a quick trip through the editorial and composing rooms and into the forms.

UNITED PRESS ASSOCIATIONS

GENERAL OFFICES NEW YORK

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URGES RIGHTS OF MANUFACTURERS TO ESTABLISH RESALE PRICES

Federal Trade Commission, in Special Report to Congress, Recommends Law Providing for Review of Sales Contracts by Government Board

WASHINGTON, July 12.—The Federal Commission in a special report to Congress today renewed its recommendation made last December that manufacturers be permitted by law to fix and maintain re-sale prices, subject to review by a disinterested agency.

The Commission says that such a law would remove present complexity in the business world, promote the efficiency of manufacturing and commercial institutions and serve the interest of the consuming public.

To Establish a Board of Review

Under the commission recommendation, manufacturers desiring to fix and maintain re-sale prices would file with an agency to be designated by Congress descriptions of their articles, contracts of sale, and the price schedules to be maintained. The disinterested agency would be charged with the duty, "upon complaint of any dealer or consumer or other party at interest," to review the terms of contracts and prices.

The commission's recommendations, it stated, were based on the following conclusions:

(1) That producers of identified goods should be protected in their intangible property right to good-will, created through years of fair dealing and of sustained quality of merchandise.

(2) That the unlimited power both to fix and to enforce and maintain re-sale prices may not be made lawful with safety; and,

(3) That unrestrained price-cutting is not in the public interest, and tends, in the long run, to impair, if not to destroy, the production and distribution of articles desirable to the public.

"There must be a common ground," the commission said, "wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such a ground has been a task of the commission."

Text of Special Report

The text of the commission's special report to Congress follows:

"The Federal Trade Commission under paragraph (f), Section 6 of the Federal Trade Commission Act, addresses the Congress by way of a special report designed to direct attention to the subject of control of re-sale prices by the manufacturers of a class of articles in interstate commerce.

"The question is, whether or not a manufacturer of standard articles, identified either by trade-mark or trade practice, should be permitted to fix a contract, express or implied, the price at which the purchaser can re-sell them.

"The question has been continuously before the Commission since its creation. It has been the subject of study, investigation and hearing and constantly recurs in various forms, in complaints filed with the Commission by business concerns.

"The Supreme Court has made it clear that, in the present state of the law, the maintenance of a re-sale price by the producer, is a restraint of trade and is unlawful.

"Such being the judgment of the Supreme Court, the Federal Trade Commission has enforced the law, even though it may have appeared to operate inequitably in some cases. In its enforcement of this rule, the Commission has been mindful that the cutting of a recognized re-sale price on well-established and identified articles has been, at times, indulged in for unfair trade purposes. When so unfairly used, such price-cutting is attempted to be cloaked as lawful competition and justified by the Supreme Court decisions.

To End State of Confusion

"Thus, both price maintenance, and price-cutting under certain conditions, are found to be unfair, and business men are perplexed. It is with the desire that this perplexity may be terminated that the Commission addresses the Congress.

"It is urged, and, the Commission believes, with reason, that it would be unwise to vest with the manufacturers of articles the right, without check or review, both to fix and to compel the maintenance of re-sale prices. It is true that business practice inclines producers to fix the lowest possible retail price in order to secure the greatest possible sale of their product, but in the complex commercial organism functioning between the production of an article and its final sale, for actual consumption, both the wholesale and retail merchant are entitled to just compensation for useful service performed.

"It is similarly urged that manufacturers should be protected in their goodwill created by years of fair dealing and of sustained quality of merchandise.

"The consuming public does not enjoy benefits by unfair price-cutting to compensate it for the injuries following demoralization caused by price-cutting. This for the reason that, in the long run, unrestrained price-cutting tends to impair, if not to destroy, the production and distribution of articles desirable to the public.

Conclusions of the Commission

"There must be a common ground wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such ground has been a task of the Commission and results in the following conclusions:

"(1) That producers of identified goods should be protected in their intangible property right of good-will.

"(2) That the unlimited power both to fix and to enforce and maintain a re-sale price may not be made lawful with safety.

"(3) That unrestrained price-cutting is not in the public interest.

"Bills now pending before Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale contracts and a revision of re-sale prices, by a disinterested agency.

"Therefore, it is recommended that it be provided by law that if the manufacturer of an article produced and sold under competitive conditions, desires to fix and maintain re-sale prices, he shall file with an agency designated by the Congress, a description of such article, the contract of sale and the price schedule which he proposes to maintain, and that the agency designated by the Congress be charged with the duty, either upon its own initiative or upon complaint of any dealer or consumer or other party in interest, to review the terms of such contracts and to revise such prices and that any data and information needful for a determination be made available to such agency.

"Such legislation would seem to be in accord with the spirit of the times in that it is designed, by removing this perplexity, to promote the efficiency of manufacturing and commercial institutions and so to serve the interest of the consuming public.

The Colgate Decision Cited

"The Commission respectfully renews its recommendation of December 2, 1918. The conditions surrounding the fixing and enforcement of the maintenance of re-sale prices have not materially changed since this recommendation was made. The recent decision of the Supreme Court in United States v. Colgate & Co. has not apparently legalized contracts providing for the maintenance of re-sale prices, as the Court expressly stated that the indictment did not charge the existence of contracts in that case, and distinguished it from the case of Dr. Miles Medical Co. v. Park & Sons on that ground. If the decision be construed to hold it lawful, under the Sherman Law, for manufacturers to fix re-sale prices and to enforce the maintenance of such prices by refusal to sell to those who do not resell at the prices fixed, or by other means, it does not follow that the fixing and enforced maintenance of such prices is not an unfair method of competition within the meaning of Section 5 of the Trade Commission Act, in order to establish a violation of the Sherman Anti-Trust Act a contract, combination or conspiracy must be proven. If many dealers but restrictions in trade be devised which does not fall within the definitions comprehended by these three terms as construed by the courts, it does not constitute a violation of the Act, though restraint of trade may result.

Deprives Public of Benefits

"The enforcement of re-sale prices no doubt in the hands of distributors is identical in its effect upon dealers and the public, whether it be accomplished by contract, combination or conspiracy, or by some other means. An unfair method of competition within the meaning of Section 5 may involve the use of contracts of the formation of combinations or conspiracy, but neither of the three is necessary to establish a method of competition. Indeed, unfair methods of competition do not ordinarily involve such contracts or conspiracies. The effect of price maintenance being the same, however accomplished, it may well be urged that such a method of competition violates Section 5 of the Commission Act since it prevents distributors, wholesale and retail, from engaging in price competition on such goods after they have passed into their hands and deprives the public of the benefits of competition in the distribution of all such goods.

"It might also be urged that when price maintenance is approached from the standpoint of an unfair method of competition, regard must be had to its effect when employed by many manufacturers rather than when employed by one, and that in this view it results in the elimination of that price competition in the distribution of a vital and constantly increasing number of commodities of common necessity.

"On the other hand, if the effect of the Colgate decision is to legalize the fixing and the enforcement of the maintenance of re-sale prices other than by contract, the desirability of the enacting of legislation recommended by the Commission becomes even more apparent. In the Commission's previous report it was stated that the unlimited power both to fix and enforce the maintenance of re-sale prices may not be made lawful with safety in the public. The interest of the consuming public in the enacting of such legislation is therefore more vital at this time than when recommendation was previously made."

—William B. Colver, John Franklin Fort, Victor Murdock, Huston Thompson, Commissioners.

—passing the buck

Mr. National Advertiser, when you tell the retailer about your imposing campaign in national mediums and ask him to support it with local advertising, isn't that an admission of weakness?

Why is it the retailer's duty to advertise *your* business?

If your national campaign were effective, why should it be necessary for the dealer to advertise your product in his newspaper?

When a dealer give you his windows, counters, shelves, distributes your literature, what more can you justly expect?

How does this logic appeal to you: Spend the bulk of your appropriation with newspapers in localities where you or jobbers have induced retailers to handle your product. *That* is co-operation.

Don't expect the retailer to do *your* job.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

From Printers' Ink, issue of March 20, 1919.

MODEL 20 DISPLAY LINOTYPE

MORE THAN 38,000 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS



"Our Model 20 has solved the problem of distribution and floor space and produces in the least possible time the best arrangement of display faces. We have set whole pages with only one line of hand-set matter. We have kept our machine busy constantly, and already we are considering the advisability of adding another to our equipment in order to handle our constantly increasing advertising business."

ROCHESTER TIMES-UNION, INC.

Manager.

"We have set whole pages with only one line of hand-set matter"

That, probably, is the most notable economy the Model 20 Display Linotype has accomplished for the Rochester Times-Union—but in addition there is the solution of "distribution" and "floor space" problems which means dollars and cents to every publisher of a daily newspaper.

A Model 20 will Prove Equally Profitable on Your Display. Let us analyze your paper

MERGENTHALER LINOTYPE CO., *New York, U. S. A.*

CHICAGO SAN FRANCISCO NEW ORLEANS

Canadian Linotype Limited, Toronto

This Advertisement is Composed Entirely of LINOTYPE *Material*

NEWSPAPER SOCIETY CELEBRATES

Lord High Chancellor of Great Britain, at 79th Banquet, Defends Official Press Bureau — Representative Gathering of Journalists

By Herbert C. Ridout

(London Editor of Editor & Publisher)

London, July 3.—Editor & Publisher was honored by an official invitation to the Newspaper Press Society banquet at Prince's Restaurant, London, recently, your London editor being present to witness one of the most representative gatherings of British newspaper magnates and makers ever held.

The evening was notable for two important pronouncements. One was by A. Illingworth, M.P., the British Postmaster-General, who, referring to Horatio Bottomley's suggestion in Parliament to impose a tax on advertisements, said that while he had the breath and the power to oppose such a thing, he could assure the company that there never would be a tax on advertisements in this country.

The speech that interested vitally every newspaperman present was that of the Lord High Chancellor (Lord Birkenhead) in his defence of the British Press Bureau. The Lord Chancellor said he was a fellow-student with Allan S. Jeans, the society's reigning president, and indulged in some witty thrusts at the expense of young men (he is but 48 himself) placed in high positions. He proceeded:

Lord Chancellor's Speech

"I specially welcome the opportunity of being present at the first dinner of the society which has taken place since the war broke out. I say quite boldly, and without the slightest note of apology, that I was the first director of the first press bureau that this country ever had.

"I am not sure that a careful analysis will not satisfy you that the part that was played by those who established the press bureau and those who carried it on was the most difficult, the most thankless, the most unwelcome, and almost the most responsible one that was undertaken by any individuals in the course of the war.

"I remember well the day on which I was sent for by Lord Kitchener, the then War Secretary, and Mr. Churchill, the then First Lord of the Admiralty. It came all in a moment, when it was quite certain that war was to come. They asked me if I would undertake to establish and organize a press bureau in this country. That ever other qualities I possessed I was not an expert in so important and delicate living could discharge those functions in a manner which would be acceptable not merely to the press, but to the general body of his countrymen. It was accordingly the first time I assert emptied over a free press, and it had to be done at once.

"Lord Burnham, who was a loyal and helpful friend—I relied on no one more than I did upon him—will bear me out in this, that on the first day I went there I realized that there could not be a press bureau the head of which should be the Minister who sits with the heads of other great government departments, should say: 'This is my decision,' and if it is challenged I go to the Cabinet and argue it out with the heads of other departments.'

A Different Task

"That never was and never could be the position of the press bureau. From the first I realized that in those grave and critical days, in which the fortunes of the whole empire had so decided in five days, you must be the mouthpiece of the War Office on the one hand and of the Admiralty on the other. I do not think there ever was a time when I and those two gifted and adored men so pour with Lord Kitchener and shortly an hour with Lord Churchill; and some day I hope perhaps write a history of those days and those conversations.

"I recall with great pleasure a memorandum I circulated to the Cabinet, in which I ventured to lay down the principle that a war must be entitled to refuse publication of any news unless such news was of a character that it was of value to the enemy, or, second, unless it had been proved by experience that previous pieces had never ceased to press upon those with whom I had the dealing that the only point that mattered was that you must not give information that assists the enemy, because I was certain in those days, as I am still certain, that you never need fear frightening this great and proud people, and that you only had to tell them the worst to get out of them the best.

"Therefore I come back to this, that the only rational basis upon which censorship ought to have been conducted was that nothing should be published between the press and the war but what was useful to the enemy, and which was not otherwise available to him. No one will ever say that the work of the press bureau was in any sense satisfactorily done.

"But it is necessary to ask in relation to what standards was the work will done or badly done. It could never be done satisfactorily to the press, or to the public, or to the army—the army would never have allowed you to have anything from first to last. Of course, you can make amusing stories about the press bureau.

"I myself never believed them. I never believe any stories about anybody. I am told that in the days of my successors—Sir Edward Cook could tell you—all kinds of things were suppressed, including fieldpiece] reels. Those stories may be true or not, but if my epitaph is ever written may it be that I never suppressed one fieldpiece test the whole time I was there. Of course, our decisions were sometimes stupid, and very often indefensible.

"The only defense that can be made for the soldiers who acted imposed those rules upon us is that quite suddenly the empire was projected into the greatest measure that has ever threatened it, and those formed who, after all, were primarily responsible, formed those new armies which saved us, and had a thousand decisions to take in the shortest period, and were not taking any chances."

Allan Jeans, editor of the Liverpool Daily Post, chairman of the Press Association and president of the society, was in the chair and those present included:

Lord Birkenhead, Lord High Chancellor; A. Illingworth, M.P., the British Postmaster-General; Lord Burnham; Sir George Toulmin, Lancashire Daily Post; Capt. A. E. Spender, Western Morning News; Hon. W. H. Triggs, Christchurch Press, of New Zealand; J. S. R. Phillips, Yorkshire Post; Sir Edward Cook, formerly chief of Press Bureau; Sir Edward Russell; Sir David Duncan, South Wales Daily News; Sir Edmund Robbins; Sir Alex G. Jeans; Rear Admiral Sir Reginald Hall, of the British Admiralty, and Frank R. Bird, secretary.

DISCUSS BETTER NEWS SERVICE

Members of Southern Division of A. P. Hold "Get-Together" Meeting

(By Telegraph.)

Asheville, N. C., July 10.—Before leaving Asheville, where they attended the Southern Newspaper Publishers' Association convention, about fifty members of the Southern Division of the Associated Press held a "get-together" meeting at Grove Park Inn and engaged in a general discussion of ways of improving their service.

H. C. Adler of the Chattanooga Times presided. Talks were made by Clark Howell of the Atlanta Constitution, Major Cohen of the Atlanta Journal, F. I. Thompson of the Mobile Item, Col. Worthham of the Fort Worth Star-Telegram, Major E. B. Stahlman, W. T. Anderson of the Macon Telegraph and others.

Meister Moves Up on Herald

A. J. Meister has been appointed manager of national advertising for the New York Herald, Evening Telegram and Paris edition of the Herald, succeeding J. C. Cook, who recently became business manager of the New York Journal of Commerce. Mr. Meister in the past has been advertising manager for several of New York's large department stores and recently was promotion manager for the Herald.

THE BEST HUMOROUS FEATURE OFFERED SINCE DOOLEY AND ADE

ED. STREETER and BILL BRECK

The author of "DERE MABLE" and "THAT'S ME ALL OVER, MABLE," will write a weekly article for first publication in the newspapers.

The immortal BILL will be the hero of these letters, and BRECK will do the illustrating.

BILL gets out of the Army and tries his luck in civil life with amusing results.

Your readers want humor now. Here is a feature with a laugh per paragraph.

Among the papers which have already taken the features are:

BOSTON GLOBE	NEW YORK AMERICAN
CHICAGO NEWS	PHILADELPHIA BULLETIN
PITTSBURGH GAZETTE-TIMES	BUFFALO TIMES
DETROIT FREE PRESS	INDIANAPOLIS STAR
CLEVELAND PRESS	BALTIMORE AMERICAN
CINCINATI POST	ATLANTA JOURNAL
TORONTO STAR	SYRACUSE HERALD
SPRINGFIELD REPUBLICAN	TACOMA LEDGER
OMAHA WORLD HERALD	COLUMBUS CITIZEN
ROCHESTER TIMES-UNION	FT. WORTH STAR TELEGRAM
	ETC., ETC.

Write or wire for terms. Your territory may be open.

THE BELL SYNDICATE, INC.,
World Building, New York

ANNOUNCEMENT

AFTER negotiation covering the past eight months, I am pleased to announce that J. M. HOPKINS, for twelve years General Manager of Printers' Ink, has become heavily interested in ADVERTISING & SELLING, and on August 1st will take up the duties of President and General Manager of the corporation.

Mr. Hopkins' work on Printers' Ink is too well known, and he has too many friends, to make necessary a further statement as to his activities with us or the probable further rapid development of ADVERTISING & SELLING.

WM. B. CURTIS, Publisher
ADVERTISING and SELLING
131 East 23rd Street, New York.

The biggest cash advance ever made in the history of the publishing business has been paid for the manuscript of

GENERAL LUDENDORFF'S CLOSE-UP HISTORY OF THE GERMAN EFFORT TO DOMINATE THE WORLD

We shall release in about one hundred daily instalments of 2500 words each, beginning Monday, August 25th, for first publication to the newspapers of the United States and Canada, this complete story of the entire military operations of the central powers by the man who planned and directed them.

It will be the biggest news feature beat that has ever been printed for the one paper in each territory which secures it.

It will stir up more editorial comment and controversy than any thing connected with the great war that has yet been or will be or can be produced.

OPTIONS GRANTED IN ORDER REQUESTS ARE RECEIVED

WIRE, OR LONG DISTANCE 'PHONE AT ONCE

THE McCLURE NEWSPAPER SYNDICATE, 373 Fourth Ave., New York

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FRANK H.

WILL INTERPRET FOR AMERICAN CROSS CURRENTS

Mr. Simonds has recently returned from Paris where he has been reporting and interpreti and The Paris Mail. So extraordinarily successful have his articles been, and so kee with whom we must from now on come in close contact that we have persuaded Fra International Developments.

A Few of the Papers Who Have Closed

Philadelphia Inquirer
Chicago Daily News
Boston Herald
Cleveland Leader News
Detroit Journal
Milwaukee Journal
Augusta Herald
Cincinnati Times Star
Birmingham News
New Orleans States
Memphis News Scimitar
Atlanta Constitution
Nashville Banner
Louisville Evening Post
Evansville Courier
Pittsburgh Gazette Times
Richmond Evening Journal
Ft. Worth Star Telegram
Waterloo Evening Courier
Joplin News Herald
St. Paul Pioneer Press
Indianapolis News
Portsmouth Times
Kansas City Star
Toronto Star
Denver News
Greenville News
Columbia Record
Asheville Citizen
Canton Daily News
Akron Times
Springfield (Ohio) News
Des Moines Capital
Utica Press
Syracuse Herald
Wheeling News
Grand Rapids News
Washington Star
Buffalo Courier
Seattle Times
San Francisco Chronicle

THE UNITED STATES IS A GREAT WORLD MOST PROSPEROUS NATION

We must assume our leading position in world affairs. Every matter which aff mestic politics are simple and elemental as compared to the intricac Europe. America has suffered with Europe during the war, and never again will bring forth new problems which we must understand.

Since his college days a keen student of history, politics and economics, M great war, and continued his brilliant work as interpreter of the peace conferen his articles reaching approximately twenty-five million readers.

LORD NORTHCLIFFE SAYS

"Mr. Simonds has been right about the war more often than any of the many wl cated catastrophe."

This genius for prophecy which he showed so plainly during the last five years w

He knows how to be simple and clear in expression. A trained newspaper m how they want it.

Act now if yours is one of the few territories readers the one great feature which will enable and duties and to think and talk and act with

THE McCLURE NEWSPAPER SYNDICATE

Digitized by Google

SIMONDS

NEWSPAPER READERS THE INTRICATE OF WORLD POLITICS

he peace conference for one hundred leading American newspapers, The London Times, s the demand for an understanding of the peoples and governments of other nations Simonds to write a weekly article and daily editorials analyzing and interpreting

POWER—THE RICHEST AND ON EARTH

e peace of the world is vital to America. Our do- ntanglements and cross purposes that beset d the dissociation of ante bellum days. Every day

monds took his place as the greatest analyst of the No newspaper writer has so large a following as he—

OF SIMONDS

ve endeavored to forecast the future of this compli-

ake his articles during the next few years invaluable. mself, he knows what American readers want and

THERE IS NO MAN IN AMERICA WHO CAN EVEN APPROACH FRANK SIMONDS IN FITNESS FOR THIS WORK

While at Harvard, where he specialized in historical and military subjects, Frank H. Simonds prophesied war with Spain to be inevitable weeks before McKinley declared war. He went with the Sixth Massachusetts Regiment to the scene of action.

After leaving college he came to New York and did splendid work on the Tribune and later on the New York Sun. He familiarized himself with European politics, making many trips to the other side, being fortunate enough to be in Athens when one of the Balkan wars broke out.

When the cloud preceding the present war first settled over Europe, Mr. Simonds wrote THE FIRST EDITORIAL ON THE WAR PUBLISHED IN THE UNITED STATES. It appeared in the Evening Sun, July 25, 1914. It boldly stated that there had been a challenge of Germany to Russia, of the Triple Alliance to the Triple Entente. Conditions developed so exactly in the manner prophesied by Mr. Simonds that the Morning Sun of July 26, instead of commenting on the situation, merely reprinted Mr. Simonds' editorial of the day before.

From that time on Frank H. Simonds has been THE MOST QUOTED AMERICAN IN EUROPE.

Mr. Simonds knows on terms of the closest intimacy and confidence all of the leading statesmen of England and France, including Clemenceau, Briand, Poincare, Lloyd George, Balfour, Asquith, Bryce, Churchill, Bonar Law, Northcliffe, etc.

Mr. Simonds has had published four volumes of his great history of the war. Thirteen thousand each of the three first volumes have been sold at the price of $3.50 per volume. The fourth volume is just out and there have been ordered 45,000 additional copies of the four volumes.

As Mr. Simonds has been for nearly five years the great interpreter of the war, so will he be the great interpreter of AFTER THE WAR, presenting and clarifying the complicated politics of the Old World—ordinarily far beyond the reach of the average newspaper reader.

still open and secure for your
them to understand our tremendous new international responsibilities
intelligence and patriotism. WIRE AT ONCE.

373 FOURTH AVE., NEW YORK

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ELECT RICHARDSON FOR 18TH TERM

California Press Association Enthusiastically Acclaims Popular State Treasurer and Newspaper Owner—Combines Business with Pleasure

BERKELEY, Cal., July 12.—At the California Press Association's annual meeting and outing, held at Huntington Lake during the entire week, Friend W. Richardson, of the Berkeley Gazette and State Treasurer, was enthusiastically elected president for his 18th consecutive



FRIEND W. RICHARDSON.

term. Secretary Oran A. King was commended for his efficient services and re-elected, as were also Otis B. Tout, vice-president, and Duncan McPherson, treasurer.

G. B. Daniels, F. B. Mackinder, D. J. Reese, Will F. Blake, C. O. Dunbar, George A. Barry, M. F. Cochrane, W. A. Shepard and George H. Moore were re-elected members of the executive committee, and A. W. Mason was elected to fill the vacancy.

The following new members were elected:

E. H. Adams, Livingston Chronicle; Ronald M. Adams, Lompoc Record; Charles W. Cram, Garvanza Eagle, Los Angeles; Earle R. Clemens, Terra Bella News; Merrill D. Davis, El Centro Press; A. D. Driver, Hanford Journal; Thomas Ingram, Grass Valley Union; B. N. Marriott, Alhambra Advocate; John G. Miller, Red Bluff News; F. F. Merriam, Long Beach Press; Lloyd E. Smith, Anderson News; A. A. Wendering, Berkeley Gazette, and Wade H. Wilson, Weaverville Journal.

A resolution was adopted thanking the following newspaper men who were members of the legislature and did such effective work: Senators Will S. Sharkey, H. W. Slater, Thomas Ingram and Lyman M. King, and Assemblymen Crombie Allen, B. W. McKeen, Chester M. Kline, A. A. Wendering and F. F. Merriam.

Will F. Blake, R. J. Swift and J. C. Crome were appointed a committee to draft resolutions in favor of zone rates and the secretary was instructed to send copies of the resolution to members of Congress from the State of California.

Will Dine Frank Grandin

Friends of Frank Grandin, of Battle Creek, who has just started the Liberty Advertising Agency in New York, will tender him a dinner at the Hotel Pennsylvania on the evening of July 29, at 7 o'clock. The committee in charge of arrangements consists of George A. McClellan, chairman; Louis Wiley, George H. Larke, Howard Davis, Paul Block, Col. Barrett Andrews, Thomas Conklin, E. W. Preston, William Simpson.

Millions Are at Stake In Church Litigation

Evidence to Referee Shows Amazing Income of Christian Science Publications—Discord Extends from 1916

(BY TELEGRAPH)

BOSTON, July 14.—Control of a business amounting to millions of dollars is the stake at issue in the litigation between the publishing society trustees and the directors of the Christian Science Church, according to figures presented by John B. Watts, business manager of the Christian Science Publishing Company, at the hearing before Judge Frederick Dodge.

Mr. Watts testified that the gross income of the publishing society's publications last year was $4,173,429, as against a little over $2,000,000 in 1917, and much less in previous years. He admitted that if 90 per cent of the subscriptions fell off the publishing society would be in a condition readily described as "an empty shell," but he thought there would be new readers for any lost.

The hearing marked the closing of the evidence of the trustees of the publishing society, who, by their bill in equity are seeking to enjoin the directors of the Mother Church from interfering with the affairs of the society.

Several letters written by former employes of the publishing society, which Attorney William G. Thompson sought to introduce, were not read. Mr. Thompson stated that one letter, written by John K. Allen, who was advertising manager for the publication, was an able constructive criticism of the conduct of the Monitor, containing valuable suggestions for its improvement.

Letters and extracts from records were read to show friction between the trustees and the directors dating back to 1916.

GREATER PAPER PRODUCTION

Production by United States paper mills during the first six months of 1919 was 32,145 tons, or 6 per cent greater than during the first six months of 1918, according to the July bulletin of the News Print Service Bureau. The 39 reporting companies produced 150,938 tons and shipped 151,741 tons during June. Shipments exceeded production by only 803 tons. Production figures include 715 tons of hanging, of which 305 tons were made in Canada.

The United States mills shipped 1,175 tons less and the Canadian mills 12,063 tons more in the first six months of 1919 than in the corresponding period of 1918. Stocks during June decreased 930 tons at United States mill points and increased 1,454 tons at Canadian mills, making total stocks 525 tons more on June 30, 1919, than on May 31. The total of 35,424 tons on hand at all mills June 30 amounted to about six days' production.

Effingham Sutton Finch Dead

Effingham Sutton Finch, 78 years old, for many years in the advertising business in New York City, is dead in Brooklyn.

Virginia and Maryland each have five papers that were established more than a century ago and Tennessee, Kentucky and South Carolina each have two.

IF you had before you representative copies of each of the three leading Milwaukee newspapers

—and you read and studied each one carefully

then you'd understand why intelligent, thinking people read The Journal; why *most* people in Milwaukee read The Journal; why The Journal holds such an enormous lead in circulation, in advertising, in *prestige.*

1,835,298 Lines Gain—first six months of 1919

THE MILWAUKEE JOURNAL

H. J. Grant, *Publisher*
R. A. Turnquist, *Advertising Manager*

Special Representatives
O'Mara & Ormsbee, Inc.
New York and Chicago

Announcing The Notable New

Artgravure Section

To Be Issued Every Sunday As a Part of the

St. Louis Globe-Democrat

FIRST ISSUE SUNDAY, AUGUST 10th

YOU Advertising Agents and Advertisers who are placing copy in Gravure Sections will be interested in our forthcoming new Artgravure Section for two reasons:

First—Because it will be the largest and finest Gravure Picture Section issued by any St. Louis newspaper.

Second—Because it will enable you to reach an immense public of the most desirable class in St. Louis and for 150 miles around—a public which heretofore you have been UNABLE to reach with Gravure Advertising.

The mechanical production of our new Artgravure Section is in the hands of Alco-Gravure, Inc., of New York. This is the Gravure process used by the New York Herald, New York Tribune, New York Sun, Washington Star, Baltimore Sun and other high-class newspapers.

Advertising Rates
FOR THE
Artgravure Section

TIME ORDERS

1 time	50c per line
13 times	52c " "
26 times	56c " "
52 times	60c " "

SPACE ORDERS

1,000 lines	50c per line
2,500 lines	46c " "
5,000 lines	42c " "

Time and space orders may be used as desired within one year.

Minimum space, 35 lines.

Size of Artgravure page, 2,058 agate lines; 294 lines to the column; 7 columns to the page; column width 12½ ems pica.

Only illustrated advertisements accepted. No designated positions. Only high-grade advertising, no medical. Temporarily, forms close 40 days in advance.

It will be printed on an extra quality and heavy weight paper, on a par with the finest in the country.

Temporarily, while this Section is printed in New York, advertising forms will close 40 days before publication dates. In the near future, however, Alco-Gravure, Inc., will install a complete plant in St. Louis, which will enable us to hold forms open considerably later.

We shall be pleased to mail a copy of the first issue—Sunday, August 10th—to any Advertiser or Advertising Agency on request.

ST. LOUIS GLOBE-DEMOCRAT

Lansing Ray

President

NATIONAL REPRESENTATIVES:

F. St. J. RICHARDS, 410 Tribune Building, New York	GUY S. OSBORN, 1302 Tribune Building, Chicago	J. R. SCOLARO, 701 Ford Building, Detroit	R. J. BIDWELL, 742 Market Street, San Francisco	C. A. BRIGGS, 1302 L. C. Smith Building, Seattle

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6,015,394 Li
2,111,256

Remarkable Six Months' Re

For the six months of 1919, ended June 30, The Birmingham News lines over the corresponding period of last year, or 54%. This consti mingham News, and, though complete records of other Southern n previously duplicated in Southern newspaper history. Certainly the under survey and analysis.

THE NEWS

	1st 6 Mos. 1919	1st 6 Mos. 1918	1st
Local	3,853,542	2,622,970	1,9
Classified	645,708	402,276	5
National	1,516,144	878,892	8
Total	6,015,394	3,904,138	3,9

Gain 2,111,256

The News' total of 6,015,394 lines for six months represents an average of more than a million lines p month—*a truly remarkable showing when it is stated that previous to March of this year The News had ne reached a million lines in a single month*, although it had long been close to that coveted goal.

The News' total of all lines of advertising for the six months was *67,690 lines in excess* of the totals for th period of the other two Birmingham newspapers *COMBINED*, and its gain was *856,674 LINES IN EXCESS O THE COMBINED GAINS* of the other two. Its gain approximated The Ledger's total.

The News' total of Local Display Advertising for the six months' period was *140,363 LINES IN EXCES* of the total Local Display Advertising of the other two Birmingham Newspapers COMBINED.

Member Audit

Advertisers Can Dominate Birmingham—At ONE COST—By Concentrating In The News

Ask to see the A. B. C. Audits on the three Birmingham Newspapers.

The Birmi

The South's

es Total
Lines Gained
rd of The Birmingham News

d a total of 6,015,394 lines of paid advertising—a gain of 2,111,256
ar and away the greatest six months' record in the history of The Bir-
pers are not yet available, it is to be questioned if it has ever been
rmance has not been matched previous to the first months' period now

Age-Herald		The Ledger	
	1st 6 Mos. 1918	1st 6 Mos. 1919	1st 6 Mos. 1918
25	1,623,258	1,729,154	1,377,838
00	362,236	320,558	248,738
12	576,114	499,856	504,938
36	2,561,608	2,549,568	2,131,514
in 836,528		Gain 418,054	

The News' total of National Advertising for the six months' period was *136,376 LINES IN EXCESS* of the tal National Advertising of the other two Birmingham newspapers *COMBINED*.

The News' total number of separate and distinct Classified Advertisements printed in the six months' period as 79,800—*AN EXCESS OF 13,731* over the total number printed by the other two Birmingham newspapers *OMBINED*. The News' total number of separate Classified Advertisements was more than three times The edger's total and approximately double that of The Age-Herald.

This is believed to be the most sweeping evidence of supremacy ever offered by a newspaper in a three-news-aper field. Certainly it demonstrates most convincingly that *Evidently Advertisers KNOW*.

of Circulations

lham News

t Newspaper

Kelly-Smith Co., Foreign Representatives
Marbridge Bldg., New York; Lytton Bldg., Chicago

J. B. KEOUGH, Southern Representative, Candler Bldg., Atlanta, Ga.

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EXECUTIVE COMMITTEE OF THE A. A. A. A., AT ASHEVILLE, N. C.



LADIES (LEFT TO RIGHT)—MRS. JESSE S. MATTESON, MRS. HARRY DWIGHT SMITH, MRS. LILLIAN W. MACKENZIE. TOP ROW—HARRY H. CHARLES, NEW YORK; JAMES O'SHAUGHNESSY, EXECUTIVE SECRETARY; J. W. BARBER, BOSTON; JEFFERSON THOMAS, JACKSONVILLE; STANLEY RESOR, J. WALTER THOMPSON COMPANY, NEW YORK; PAUL E. FAUST, MALLORY, MITCHELL & FAUST, CHICAGO; M. P. GOULD, NEW YORK; HARRY DWIGHT SMITH, FULLER & SMITH, CLEVELAND; JESSE S. MATTESON, GUSLACH AGENCY, CHICAGO; W. R. MCLAIN, OF THE MCLAIN-HADDEN-SIMPERS COMPANY, PHILADELPHIA.

COURT WILL REVIEW NEWSPRINT PRICES

Recognizes A. N. P. A.'s Appeal for Reconsideration of Federal Trade Commission's Findings for Period of May 1 to July 1, 1918

Dissatisfaction of members of the American Newspaper Publishers' Association with supplemental findings of the Federal Trade Commission, fixing the maximum prices charged for news print paper as of May 1 and July 1, 1918, is to result in a review of such price fixing, by the U. S. Circuit Court at New York City, October 6.

This action will be taken by the Circuit Court judges on an application made to them by Acting U. S. Attorney General Alex C. King, as trustee under an arbitration agreement, for the publishers. His application to the judges reads as follows:

Terms of Agreement

"Under date of November 20, 1917, an agreement was made between Hon. Thomas W. Gregory, Attorney-General of the United States, and his successor or successors in office as Trustee acting thereunder in behalf of publishers of newspapers using news print paper in the United States and certain manufacturers of news print paper, whereby it was, among other things, provided that after April 1, 1918, the just and reasonable maximum prices and terms of contract for the sale of all or any news print paper should be determined and fixed by the Federal Trade Commission after due hearing and investigation, subject to review by the Circuit Judges of the Second Circuit, who, if of opinion that the prices and terms of contract fixed by the Commission were unjust and unreasonable, should determine what are just and reasonable.

"Such agreement further provides that the maximum prices and terms of contract so determined shall continue during the war and for three months thereafter, with the right to any of the manufacturers, parties of the second part, or to the Department of Justice to ask the Federal Trade Commission for an investigation and determination of new prices or terms of contract whenever, during such period, conditions arise which in the opinion of either make it desirable to ask for any change in prices or terms of contract, subject, however, to the same right of review.

The Court's First Ruling

"Following the making of such agreement and on or about the 18th day of June, 1918, the Federal Trade Commission, after due hearing and investigation, made a report fixing the terms of contract and prices of news print paper as of April 1, 1918. Upon an application by the manufacturers a review of the findings of the Federal Trade Commission was had before you and under date of September 25, 1918, you made an award varying the prices fixed by the Federal Trade Commission and directing that the following be established as the fair and reasonable maximum prices for news print paper effective April 1, 1918, to wit:

	Per Cwt.
Roll news in car lots, f.o.b. mill	$3.50
Roll news in less than car lots, f.o.b. mill	3.62½
Sheet news in car lots, f.o.b. mill	3.90
Sheet news in less than car lots, f.o.b. mill	4.02½

"Pending said review and on July 29th and 30th, 1918, hearings were had before the Federal Trade Commission on an application of the manufacturers to fix new prices as of May 1st, June 1st and July 1st, 1918.

"Under date of October 18, 1918, the Federal Trade Commission made supplemental findings whereby they fixed the following maximum prices effective May 1, 1918:

	Per Cwt.
Roll news in car lots, f.o.b. mill	$3.62½
Roll news in less than car lots, f.o.b. mill	3.75
Sheet news in car lots, f.o.b. mill	4.03½
Sheet news in less than car lots, f.o.b. mill	4.15⅝

and whereby they fixed the following maximum prices effective July 1, 1918, to wit:

	Per Cwt.
Roll news in car lots, f.o.b. mill	$3.75
Roll news in less than car lots, f.o.b. mill	3.87½
Sheet news in car lots, f.o.b. mill	4.15⅝
Sheet news in less than car lots, f.o.b. mill	4.27½

Hearing Was Denied

"Thereafter an application was made to the Federal Trade Commission for a rehearing with respect of the application of the manufacturers regarding new prices as of May 1st, June 1st and July 1st, 1918, which application, together with an application of the Attorney-General on behalf of the publishers for a new investigation and the fixing of new prices as of August 1, 1918, was denied by the Federal Trade Commission March 28, 1919.

"On behalf of newspaper publishers, upwards of four hundred in number, members of the American Newspaper Publishers Association, I request that you review said supplemental findings of the Federal Trade Commission of October 18, 1918, and the prices established thereby, and that if upon such review you are of the opinion that the prices fixed by the Commission by said supplemental findings are unjust or unreasonable, you determine what are just and reasonable prices effective as of May 1st and July 1st, 1918.

"All proceedings on the part of the newspaper publishers in connection with the review by you of said supplemental findings will be conducted by their counsel."

Legal Counsel Act

The application of the Attorney-General for a review of the findings of the Federal Trade Commission was transmitted to the Circuit Court judges by George W. Wickersham of the law firm of Cadwalader, Wickersham & Taft, and Guthrie B. Plante, of the firm of Morris, Plante & Saxe, representing the American Newspaper Publishers Association.

Word that the Circuit Court, through its senior member, Judge Henry G. Ward, had granted the application was transmitted formally by the attorneys mentioned to Henry A. Wise, counsel for the group of news print manufacturers who were parties to the arbitration agreement.

History of Appeal

Last December the American Newspaper Publishers Association asked the Federal Trade Commission to reopen the news print hearings, on the ground that it had evidence to show that the price set for July 1 should have been lower because cost of production had decreased.

The Trade Commission refused to undertake reconsideration of the case on the ground that it did not have an appropriation at its disposal large enough to meet the expenses that would be involved.

The publishers then appealed to the Attorney-General, who, under the price-fixing agreement, was their trustee, asking that proper steps be taken to safeguard their interests. The matter has thus been in his hands without action until now.

Though the war-time price agreement will have expired by the time the case comes up before the Circuit Court in October, if the publishers' contentions are upheld, they may secure a rebate for the period in question, if nothing more.

L. E. Elbert Marries

NEW ORLEANS, La., July 15.—Louis C. Elbert, managing editor of the Galveston Daily News, and Miss Marie Peters, of Los Angeles, were married here July 5. Mr. and Mrs. Elbert spent a week in New Orleans, after which they visited in California, and will return to Galveston to make their home about July 27.

Newark Ledger Merges Editions

NEWARK, N. J., July 11.—Lucius T. Russell, publisher of the Evening and Morning Ledger, has discontinued the evening edition and merged it with the morning issue "because of the high price of paper, materials and labor." Arthur Brisbane recently denied that he had bought an interest in this paper.



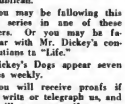
The two accompanying cuts give you an idea of the draughtsmanship of Robert L. Dickey, particularly of his ability in drawing dogs.

These are two of the characters of the humorous six-column strips of Dickey's Dogs, released last week in the New York Globe, the Boston Post, the Philadelphia North American, the Baltimore Evening and Sunday Sun and the Springfield Republican.

You may be following this new series in one of these papers. Or you may be familiar with Mr. Dickey's contributions to "Life."

Dickey's Dogs appear seven times weekly.

You will receive proofs if you write or telegraph us, and we will quote terms if your territory is not already taken.



METROPOLITAN NEWSPAPER SERVICE

432 Fourth Ave., New York

Maximilian Elser, Jr., General Manager. Frank B. Elser, Editor.













SIX MONTHS OF CONTINUED ADVERTISING ACHIEVEMENT!

The St. Louis Star was the **only** St. Louis newspaper to show gains in total advertising during 1918, and despite this fact, the first six months of 1919 show The Star piling up **phenomenal** increases in both foreign and local advertising, publishing more advertising, week days, of various classifications, than TWO and sometimes THREE of its contemporaries combined.

The gain in total paid advertising for the first six months of 1919 was

435,471

LINES

The following figures show how The Star, during the first six months of 1919 published more local advertising, week days, of important classifications than the other St. Louis newspapers.

LOCAL ADVERTISING.

	LINES
The Star	1,782,258
The Times and Republic combined	1,505,721
The Star's excess over both	276,537

AMUSEMENTS.

The Star	174,562
Post-Dispatch, Times and Republic combined	173,143
The Star's excess over three	1,399

DEPARTMENT STORES.

The Star	783,007
Globe-Democrat and Republic combined	547,919
The Star's excess over both	235,088

FURNITURE.

The Star	96,772
Globe-Democrat, Republic and Times combined	66,290
The Star's excess over three	30,482

JEWELRY.

	LINES
The Star	15,347
Globe and Times combined	14,127
The Star's excess over both	1,220

WOMEN'S READY-TO-WEAR

The Star	245,575
Globe-Democrat, Times and Republic combined	143,215
The Star's excess over three	82,360

MEN'S CLOTHING.

The Star	52,451
The Times and Republic combined	28,950
The Star's excess over both	23,501

GROCERY.

The Star	62,362
Times, Globe-Democrat and Republic combined	3,550
The Star's excess over three	58,812

MUSICAL INSTRUMENTS.

The Star	23,791
Times, Globe-Democrat and Republic combined	18,940
The Star's excess over three	4,851

In June, as for the entire six months, The Star was the preferred medium in various classifications as shown by the figures below:

LOCAL DISPLAY.

	LINES
The Star	283,823
Times and Republic combined	207,217
The Star's excess over both	76,606

AMUSEMENTS.

The Star	25,772
Times, Post-Dispatch and Republic combined	21,976
The Star's excess over all three	3,795

DEPARTMENT STORES.

The Star	131,370
Globe-Democrat and Republic combined	91,425
The Star's excess over both	39,945

FURNITURE.

The Star	17,231
Globe-Democrat, Times and Republic combined	9,275
The Star's excess over all three	7,956

JEWELRY.

The Star	2,414
Globe-Democrat and Times combined	1,525
The Star's excess over both	889

WOMEN'S READY-TO-WEAR

The Star	31,060
Times, Globe-Democrat and Republic combined	20,298
The Star's excess over all three	10,762

MEN'S CLOTHING.

The Star	5,106
The Times and Republic combined	4,700
The Star's excess over both	406

GROCERY.

The Star	16,402
Post-Dispatch, Globe-Democrat, Times and Republic combined	14,998
The Star's excess over all four	1,404

MUSICAL INSTRUMENTS.

The Star	1,966
Globe-Democrat, Times and Republic combined	1,770
The Star's excess over all three	196

The Star carried 18,591 lines more local advertising week days during the month of June than the Globe-Democrat.

For thirty-five consecutive months The Star has published more local display advertising, week days, than the Globe-Democrat, the Times, or the Republic.

The Star's gain in national advertising for the first six months of 1919 averages more than 93%, which is greater than that of any other St. Louis daily newspaper.

All through the abnormal period of 1918, when the other papers were showing losses, The Star was recording nothing but gains. This year The Star is showing gains made over gains, the other papers gains made over losses.

Don't say "Paper"—say "STAR"

TRADE MARK REGISTERED

BRIEFS

W. C. STEIGERS, VICE-PRESIDENT AND business manager of the St. Louis Post-Dispatch, departed July 9 for his annual vacation in the White Mountains of New Hampshire. Accompanied by Mrs. Steigers, he is making the trip by motor. He expects to return about October 1.

MAJOR J. R. MONTGOMERY, GALVESTON and Houston newspaper man, has been appointed chief of police of El Paso.

HARRY J. FINN, FORMER SPORTS EDITOR of Northside News, Bronx, N. Y., entertained friends Tuesday evening at dinner, celebrating his return to civil life after service in Uncle Sam's Navy.

ROTE FAHNE AND VOLKSRECHT, BERLIN radical newspapers, were suspended July 10 by Government order.

MRS. ELLA WHEELER WILCOX, WAITER for Hearst newspapers, sailed from Southampton for home July 12, very ill.

WILL or Mrs. NICOLA-GRELEY Smith Ford, New York World writer, filed July 12, disposed of only a few hundred dollars in property.

DES MOINES SUNDAY REGISTER ON July 13 devoted an entire section to telling "What the Advertising Club Means to Des Moines."

E. E. KELLY, EDITOR TORONTO (KAN.) Republican, has been made special assistant to State Printer Imri Zumwalt.

L. A. HOSKINS AND MISS DOROTHY Willis, of Los Angeles, both newspaper workers, have been married.

MAXIMILLIAN HARDEN, EDITOR OF DIE ZUKUNFT, Berlin, may be appointed German ambassador to United States, according to reports.

MANUEL CALCINES, SPORTS EDITOR OF El Dia, and Horacio Roqueta, of Havana Herald, are in United States to cover dates of Cuban stars with various baseball teams.

REV. J. M. DAWSON OF WACO, TEX., has been made publicity director of campaign to raise $75,000,000 among Southern Baptists.

SUNBEAM PRODUCTS COMPANY, MILwaukee, has been fined $25 on charge of fraudulently advertising "Eg-ract" as a substitute for eggs. Company will appeal to state supreme court.

DURING VACATION OF J. N. ("DING") Darling, cartoonist, Des Moines, Register is reproducing his drawings of two or three years ago at special request of subscribers.

EARL C. RAYNER, LATE OF CHICAGO Herald & Examiner, now is with Detroit Times, handling industrial pages.

EDWARD PAYSON CRITCHER, OF CHICAGO Herald & Examiner advertising department, is working on series of Rotary Clubs advertising pages, to be published as special business under caption "What Is Rotary?"

OTTO SITZMAN, CASHIER OF THE ST. Paul Daily News, has taken Miss Ida Mergens of that city as his wife.

E. N. MYERS, AFTER ARMY SERVICE overseas, has resumed work in the classified ad department of the St. Paul Daily News.

WILLIAM VITCH, BASEBALL WRITER FOR Chicago Evening American (under the pseudonym of "Bill Bailey," is new president of the Cubs' Baseball Team.

LIEUT. CHARLES A. SPERRY, U. S. C., late of Bridgeport Sunday Herald, is again in America and will soon come to his old home.

JEROME J. KARPF, OF BRIDGEPORT Standard-Telegram, is father of a new baby son, christened Jerome.

ROY G. WATSON, PUBLISHER HOUSTON Post; Max Bentley, city editor Chronicle; G. V. Sanders, editor Press; E. A. Ragsdale, Galveston News, and I. D. McMasters of Tribune, recently accompanied Mayors Amerman and Sappington of Houston and Galveston in a flight over Houston.

EBEN A. AYERS, CITY EDITOR OF Watertown Standard before he enlisted in Army, has returned from France.

THOMAS C. LESLIE, EDITOR PHILadelphia Hotel and Club News, is now a benedict. Philadelphia hotel men presented the bride with a check to purchase a home.

WILL OF LEMUEL ELY QUIGG, FORMER newspaper man and politician, who died July 1, disposes of estate estimated at $5,000 personal property and $15,000 realty.

THREATENED CONTEST IN SETTLEMENT of $6,000,000 estate of G. H. P. Gould of Lyons Falls, N. Y., head of Gould Paper Companies, has been averted by withdrawal of wife's petition for appointment as administratrix.

STAFF CHANGES

HERBERT H. TAYLOR, E. T. CLOUGH and E. R. Delano are recent additions to the Province Journal staff.

CAPT. J. HANBURY, FORMERLY CITY editor of Montreal Mail, has been appointed director of information and service branch of Department of Soldiers' Civil Re-establishment for Canada.

LIEUT. JOHN MACCORMAC, FORMER press gallery correspondent of the Montreal Gazette, is now London correspondent of the Montreal Gazette.

TOM KILLIAN OF OKLAHOMA CITY, Okla., has been appointed to direct public work of the State Health Department.

W. W. JENKINS OF GEORGETOWN, Tex., has been placed in editorial charge of Williamson County Sun.

J. W. MAHAN, JR., FORMERLY OF Dallas, with Dallas News and Journal, has been appointed publicity director for American Cotton Association, Dallas.

E. B. BRIDGEWATER HAS BEEN APpointed editor of Iowa Unionist, Des Moines.

FRED WAGNER, FORMERLY OF CHICAGO Tribune and Chicago Examiner, has established motion-picture theatre at Riverview Park, a Chicago amusement concession.

LOUIS SOBOL HAS RESIGNED AS CITY editor of Waterbury (Conn.) Republican, and will return to Bridgeport, where he was formerly on old Standard.

A. V. ABERNETHY HAS RESIGNED FROM Cleveland Plain Dealer staff to become secretary of the Cleveland Bar Association. His successor is Capt. W. D. Howells.

LIEUT. EUGENE FLACK, SERGT.-MAJ. Charles Slattery, Jack Roberts and George Foy are back with Chicago Herald and Examiner after Army service. Richard Burritt, from Tribune, is a new staff addition.

SERGT. HORACE HARRIS, LATE OF Denver Times, has joined Post's copy desk.

SANFORD A. HOWARD, LATE CITY EDITOR of the Mexican (Mo.) Ledger, is now with the Chicago Drover's Journal. Curtis Mitchell succeeds him.

ASSOCIATION NEWS

WEEKLY PUBLICATION OF BALTIMORE Advertising Club weekly paper is on new basis, with staff of editors and a new newspaper makeup. Editors are B. B. Barber, Dwight Burroughs, Nat Wildman, Jerome Fleishman, Steuart D. Welsh; business managers, John T. Lyons, Abram Moses, F. P. Tuerke and Dan Derr.

J. STUART PRICE, PROVIDENCE (R. I.) Journal, is new president of Pen and Pencil Club, succeeding Horace G. Belcher. C. S. Wood is the new treasurer.

DALLAS ADVERTISING LEAGUE HAS voted to join Metropolitan Development Association.

TEXAS FLORISTS, AT CONVENTION AT Austin, Tex., July 9-10, discussed "Does Advertising Pay?" The question was answered affirmatively by R. C. Kerr of Houston in an excellent address.

THE FORT WORTH ADVERTISING League is planning a Texas section in special train going to annual convention of Associated Advertising Clubs, in New Orleans, September 21 to 25.

WRITER'S GUILD OF MISSOURI WILL hold annual outing in the Ozarks in fall.

NEW HOUSTON PRESS CLUB WILL have a banquet and entertainment July 22. A jazz-chickendinner-dance-musicale is what they term it.

THREE HUNDRED PERSONS ARE EXpected to attend convention of shorthand reporters, July 23-26, in Galveston. Delegates will represent Arizona, Arkansas, Missouri, New Mexico and Oklahoma.

BUSINESS NOTES

PROVIDENCE (R. I.) NEWS WILL MOVE into new home about August 1. Goss 32,000 capacity press is now being installed and it is expected a sextuple will be set up in about 10 months.

KING CITY (MO.) DEMOCRAT HAS been sold under foreclosure proceedings to V. T. Williams, of the Stansberry Herald, who recently lost his plant by fire.

LOWE BROTHERS COMPANY, NATIONAL advertisers of paints and varnishes, is holding series of four conventions for salesmen between July 6 and August 7, during each of which an entire day is devoted to talks on and a discussion of advertising.

MANISTEE (MICH.) EVENING ADVOcate issued a splendid "Peace Edition" July 3.

ROBERT H. BROOKS WILL MOVE HIS advertising agency from Little Rock to Chicago August 1.

R. C. DYER HAS RESIGNED AS DALLAS (Tex.) manager of Barnhart, Spindler & Co., Chicago, to buy Southwestern Printing Company plant.

NEW YORK MAGAZINE, A "periodical in tabloid form, reviewing all important news and views in great city for thinking men and women and their families," will appear this month.

CORTLAND (N. Y.) STANDARD PRINTS its Saturday edition at 1 o'clock Saturdays, to afford employes half-holiday.

MICHAEL J. GOODE OF FAIRFIELD County has purchased Seymour (Conn.) Record; a weekly established 50 years ago. Mr. Goode is also publisher of Fairfield Review and Stratford Times.

ROCHESTER (N. Y.) TIMES-UNION has changed page width from seven to eight columns and will increase press capacity and give earlier delivery.

CALIFORNIA DISTRICT COURT HAS affirmed adjustment of $15,500 ordered paid by Miehle Printing Company to heirs of man killed while moving a press from steamer to a Eureka printing office.

ST. PAUL DISPATCH HAS ISSUED AN eight-page advertising section illustrating and describing the Minnesota Iron Range, which produces about 60 per cent of total iron ore output of the United States.

ORGANIZED LABOR OF KANSAS CITY has protested against publication of The Workers' World, claiming it is not official organ of labor in Kansas City.

FIRE DAMAGED AMERICAN PAPER Stock Company, Dallas, Tex., last week to extent of $500.

C. O. BOXTON, FORMER MANAGER Boise Capital-News, has purchased Monrovia (Cal.) Messenger and Arcadia Journal from A. L. Woodridge.

SOUTHERN MARINE JOURNAL HAS moved from New Orleans to Houston, Tex.

ROBERT MILLER OF DALLAS NEWS IS back from "overseas," where he served with Red Cross.

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.

Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.



The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

Better Advertising Means More Advertising

GOOD WILL born of public confidence makes men and institutions grow and prosper. Men of vision who have toiled step by step for more than a generation to build a place for themselves in the mind and heart of the public know this. Written contracts are unnecessary with them—their word is as good as their bond.

To make the written word—the advertising of all business as good as its bond—in America, in Canada, England, France, Australia—everywhere that the idea has spread, our National Vigilance Committee is working, with the support and active help of sixteen local Better Business Bureaus and eighty volunteer vigilance organizations.

Out of a hundred advertisers not more than one or two intentionally misstate or mislead, and only a few more are dangerously careless. To drive from advertising the out and out crook, to reason stoutly and persistently with the thoughtless few, to add to the number of careful promisers and thus to increase the already high regard of the public for one of the newest and greatest forces of modern business, our Vigilance Committees and Better Business Bureaus are striving and asking for support.

We believe the consumer is entitled to exactly what he is promised and what he pays for.

We believe the careful advertiser should not be compelled to keep company in the mediums he patronizes with the grossly careless or clearly crooked.

The Associated Advertising Clubs is fifteen years old. The marked increase of public confidence in advertising in large measure is due to the rising standard of advertising practice promoted by organized advertising. In the days ahead, more than ever before, better advertising will mean more advertising.

While much has been accomplished there is much yet to do to promote and protect reader confidence in advertising. For the extended plan requiring a budget of $141,000 per year and to which national advertisers are lending splendid support in the way of larger sustaining memberships,

The following important executives serve as trustees:

FESTUS J. WADE
President Mercantile Trust Company, St. Louis

F. A. SEIBERLING
President Goodyear Tire and Rubber Company, Akron

SAMUEL C. DOBBS
Vice-President Coca-Cola Company Atlanta

DAVID KIRSCHBAUM
President A. B. Kirschbaum Company Philadelphia

HENRY L. DOHERTY
President Henry L. Doherty & Company New York

Associated Advertising Clubs of the World

LEWELLYN PRATT
First Vice-President

WILLIAM C. D'ARCY
President

P. S. FLOREA
Secretary-Treasurer

110 West 40th Street, New York

JASON ROGERS WANTS STANDARD ACCOUNTS

Publisher of New York Globe Submits to Confreres Throughout the United States Recommendations Made at His Suggestion by Experts

Jason Rogers, publisher of the New York Globe, is sending to newspaper publishers throughout the United States forms for standardizing newspaper accounting, which were prepared at his suggestion by Klein, Hinds & Finks, certified public accountants, the official auditors of the Globe. In a letter accompanying this data, Mr. Rogers says:

"It is unnecessary for me to add anything to this explanation of the sheets, other than to state that I obtained samples of forms used by other newspapers, which I turned over to the accountaots with a request that they work out a single form which would reflect all essential data.

To Fit All Papers

"Out of the resulting comment, we may be able to produce two or three types of forms to fit small newspapers as well as large ones, and yet produce figures which will be of comparative value."

In a letter addressed to Mr. Rogers by the Globe accountants, they state:

"You put your finger on the weakest element in existing newspaper keeping practice when you pointed out that it is impossible, at the present time, for one newspaper publisher to make comparison of his departmental expenses with those of another newspaper, because no uniform method of classification is followed.

"For example, one publisher may charge the press room for depreciation of presses, while another may charge depreciation to general expense or omit it altogether from his calculations. Some publishers prorate over the different departments such items as interest, taxes and insurance, while others charge them to general expense. It must be obvious that under such a wide variety of methods no two editorial, advertising or composition departments can be readily compared. It appears to us that the best interests of newspaper publishers will be served by adopting a uniform accounting system patterned along the lines herein presented.

Simplifying Methods

"The introduction of a uniform accounting system for newspapers does not necessarily entail additional work. It merely requires the general adoption, by publishers of newspapers throughout the country, of an agreed upon scheme of revenue and expense classification; that is, in popular terms, corresponding pigeon holes for similar revenues and expenses. After the uniform system has been adopted, newspaper publishers must be careful not to transpose items from one department to another. For example, if insuraoce is segregated under the heading of 'general expense,' it should not be distributed among the different departments of the enterprise. Wherever two or more possible ways of handliog an expense charge exist, our proposed plan provides the simplest of the methods in order to make the plan as easy to follow as possible.

"One of the fundamental priciples of a good accounting system is that each accounting period, such as a calendar month, should be charged for all of the expenses belonging to it and for no more. It is accordingly necessary that the wages applicable to the editions published during the period should be charged to the period. Thus, if the payrolls for a certain month cover five weeks or thirty editions, and only twenty-five editions fell within the calendar month, the proper plan would be to charge only 25-30 of the payroll disbursements to the month. Another item which is frequently handled incorrectly is that of insurance. The premiums usually run for a year or more. These should be prorated over the periods covered by the premiums in order to obtain the correct amount of expense each month. The same principle also applied to taxes."

Want Libel Laws Revised in Alabama

State Press Association Also Asks Changes in Legal Advertising Provisions—Dugger New President

BIRMINGHAM, Ala., July 15.—The Alabama Press Association's legislative committee has recommended the appointment by the president "of a committee of three to draft a new and reasonable libel law for presentation to the legislature of Alabama for passage and that this committee be empowered to confer upon this law finally for this association before it is presented."

It has also made recommendations for changes in the legal advertising laws of the State.

New officers are: Oscar M. Dugger, Star, Andalusia, president; Frank N. Julian, Standard, Sheffield, first vice-president; Wm. T. Hall, Eagle, Dothan, second vice-president; W. T. Sheehan, Advertiser, Montgomery, third vice-president; James H. Hard, Birmingham, secretary-treasurer; N. J. Lillard, Standard, Brewton, recording secretary; J. C. Williams, Mountain Home, Talladega, historian.

MEMBERS OF SOUTHERN COUNCIL A. A. A. A.



THE group, taken at the annual meeting at Asheville, N. C., July 9, shows: Top Row—L. D. Wallace, vice-president Thomas E. Basham Company, Louisville; J. W. R. Massengale, Massengale Agency, Atlanta; Joel Chandler Harris, Jr., Johnson-Dallis Agency, Atlanta; Morton Caldwell, Chambers Agency, New Orleans; Mr. Bell, Cecil, Barrett & Cecil, Richmond; S. O. Landry, Chambers Agency, New Orleans.

First Row—St. Elmo Massengale, president Massengale Agency, Atlanta; Henry L. Staples, president Staples & Staples, Richmond; Jefferson Thomas, president Jefferson Thomas Advertising Service, Jacksonville, Fla.; E. R. Dallis, Johnson-Dallis Agency, Atlanta; Thomas E. Basham, president Thomas E. Basham Company, Louisville.

MANY "R. F. D." ROUTES RESTORED BY P. O.

Work of Newspaper Publishers Brings Results—Farmers of New York State Were Without Mail for Days at a Time

TROY, N. Y., July 16.—Thanks to the work of Jerome D. Barnum, of the Syracuse Post-Standard, and David B. Plum, of the Troy Record, the Post Office today ordered restored scores of rural free delivery routes in New York State and changed others along the lines suggested by the newspapers.

Several months ago the Postmaster-General ordered many R. F. D. routes abandoned for the sake of economy, thereby causing much delay and inconvenience to the thousands of farmers off the main roads of travel. Many complained that they had to go without mail for days at a time before they could go to the nearest postmaster and get it. In particular newspaper mail delay caused the strong protest.

The Syracuse Post-Standard and the Troy Record took the matter in hand and organized their readers to demand restoration of service. Several trips were made to Washington by delegations gathered by these newspapers, at which conferences were held with Post Office officials. The result is today's order.

Post office investigators are still hearing complaints in the State, the inspectors having maintained headquarters during the past week at Glens Falls, taking note of conditions in Washington County.

Maine Circulator Dies

PORTLAND, Me., July 15.—Joseph W. Peterson, former circulation man and later for many years a newsdealer in this city, died here July 7. For a number of years he handled the Portland Telegram.

COMMITTEES NAMED FOR N. Y. S. C. M. A.

President James McKernan Also Announces that Board of Directors Will Meet in Watertown on October 29 and 21

President James McKernan of the New York State Circulation Managers' Association has appointed the following committees:

Program Committee—A. W. Corkeriff (Chairman), Utica Press; William Hofmann, New York Staats Zeitung; E. B. Golde, Newport Union Star Journal; M. C. Masterson, Cornell Tribune Times.

Convention Committee—Charles H. Congdon (Chairman), Watertown Times; A. B. Kessenger, Rome Sentinel; D. W. Tanner, Utica Herald Dispatch; A. J. Gerber, Syracuse Journal.

Publicity Committee—J. M. Annenberg (Chairman), Albany Knickerbocker Press; F. L. Frugone, New York Bollettino Della Sera; Victor Riberg, New York Telegraph; Fenton Dowling, New York Editor & Publisher.

Entertainment—M. D. Treble (Chairman), Buffalo Times, G. M. Therrien, Buffalo News; Charles Waterbeck, New York Herald; M. J. Burke, Brooklyn Eagle.

Roadway Welfare—E. F. McIntyre (Chairman), Syracuse Herald; Frank A. McDuff, Albany Times Union; S. P. Booth, New York Globe; F. J. Fonda, Rochester Democrat Chronicle.

Auditing—M. A. Miner (Chairman), Utica Observer; C. E. Blower, Binghamton Press.

Membership—W. C. Hilson (Chairman), Syracuse Post-Standard; E. E. Decker, Middletown Times Press; G. S. England, Johnstown Leader Republican; Eugene Cornwell, Kingston Freeman.

By-Laws—Frank Gregory (Chairman), New York Herald; E. J. Barry, New York Sun; E. B. Batty, Gloversville Leader; G. H. Williams, Geneva Times.

Transportation—R. J. Bolger (Chairman), Buffalo Courier Inquirer; Wm. M. Henry, New York American; James Greenway, Brooklyn Standard Union; H. S. Schock, Albany Journal.

The Board of Directors will meet October 20 and 21 in Watertown.

This association now has a membership of sixty, and is still growiog. Newspapers from all parts of the State are represented.

Circulation managers (also business onaoagers and publishers of small publications having no circulation managers) are invited to join.

Secretary-treasurer J. M. Annenberg, of the Albany Knickerbocker Press, will send application blanks on request.

IMOGENE BURCH

is writing a short human-interest feature, which is appearing in thirty newspapers, entitled

"ARE YOU SUPERSTITIOUS?"

It tells in a chatty style the origin and meaning of all the popular superstitions. Service three times a week.

Length about 400 words.

Released by

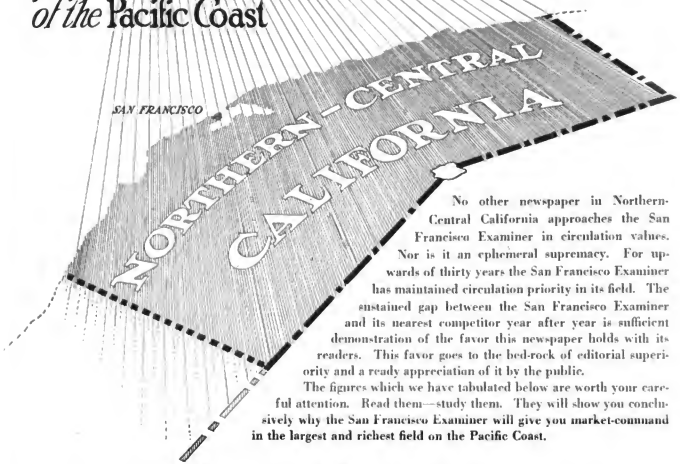
Thompson Feature Service

No. 443 Fourth Ave., NEW YORK

San Francisco Examiner
Monarch of the Dailies

A concentrated local circulation and a thick spread of radial circulation covering Northern-Central California is the prime reason for the San Francisco Examiner's popularity with advertisers. The San Francisco Examiner blankets the bay region of San Francisco with an intensive circulation. It reaches out in every direction to the farthest northern, southern and eastern posts of Northern-Central California. It is a signal factor in shaping and directing the buying habits of the larger part of the State. Through its radial circulation it wields large dealer, as well as general consumer, influence.

DOMINATES
the richest *and* most populous section *of the* Pacific Coast



No other newspaper in Northern-Central California approaches the San Francisco Examiner in circulation values. Nor is it an ephemeral supremacy. For upwards of thirty years the San Francisco Examiner has maintained circulation priority in its field. The sustained gap between the San Francisco Examiner and its nearest competitor year after year is sufficient demonstration of the favor this newspaper holds with its readers. This favor goes to the bed-rock of editorial superiority and a ready appreciation of it by the public.

The figures which we have tabulated below are worth your careful attention. Read them—study them. They will show you conclusively why the San Francisco Examiner will give you market-command in the largest and richest field on the Pacific Coast.

Last A. B. C. Auditor's Report

San Francisco Daily Examiner

Total City Circulation	49,375
Total Suburban Circulation	34,787
Total Country Circulation	38,490
Total Net Paid Circulation	122,925
Total Daily Distribution	124,860

San Francisco Sunday Examiner

Total City Circulation	98,802
Total Suburban Circulation	67,835
Total Country Circulation	85,331
Total Net Paid Circulation	252,262
Total Sunday Distribution	254,642

San Francisco Examiner
Monarch of the Dailies

M. D. Hunton, Eastern Representative,
American Circle Building, New York.

W. H. Wilson, Western Representative,
Hearst Building, Chicago

COURT UPHOLD RIGHTS OF CARTOONISTS

"Bud" Fisher's Four-Year-Old Case Against Star Company Again Decided in His Favor by Appellate Division of New York Court

A new rule at law that is likely to have a wide application in the newspaper field hereafter has been established by the Appellate Division of the New York Supreme Court in affirming unanimously, without comment, a decision of a lower court in favor of Harry C. ("Bud") Fisher and against the Star Company, publisher of the New York American.

The case has been in the courts ever since August 4, 1915, when Mr. Fisher obtained a temporary injunction against the Star Company, restraining it from using the words "Mutt and Jeff" as a name or trade-mark for any cartoons not drawn by him, and from publishing any cartoons drawn by another artist in imitation of the "Mutt and Jeff" cartoons.

Unfair Competition

The action was brought and tried and the judgment against the Star Company was rendered on the theory of unfair competition, there being no question of copyright involved.

The contention of counsel for Mr. Fisher was that, having left the employ of the New York American, and having contracted to give the Wheeler Syndicate the exclusive right to sell his cartoons for newspaper publication, he had the sole right to dispose of "Mutt and Jeff" thereafter as he thought proper.

"It must be remembered," reads the brief which Mr. Fisher's counsel submitted to the Appellate Division of the Supreme Court, "that the real purchaser of these cartoons is the whole newspaper reader. It is to the reader that Mr. Fisher really sells his cartoons. If the interest of the reader in them is impaired, Mr. Fisher loses the interest of that reader and ultimately the sale of his cartoons to the newspaper in question.

"Should the Star Company be permitted to publish and sell imitation cartoons, certainly newspaper readers will be confused in knowing the genuine from the imitation and irreparable loss will be suffered by Mr. Fisher.

"There is no dearth of subjects and titles for cartoons. The Star Company's artists are free to choose any one of hundreds of other subjects and titles than 'Mutt and Jeff.' To permit them to publish imitation 'Mutt and Jeff' cartoons would be to permit them deliberately to rob Mr. Fisher of the product of his creative genius and to trade on his established good will and reputation."

Star Company's Views

The Star Company contended that since Mr. Fisher never, himself, published a newspaper, he could never acquire the right to the trade-mark for his cartoons which were first published in newspaper, an argument seemingly based on the "Buster Brown" case of the New York Herald Company against the Star Company.

In this case, the court held that the Herald had exclusive right to the use of the words "Buster Brown," because it had carried for many years those words as a title of a comic section of the newspaper.

Counsel for Mr. Fisher in the case just decided, argued, however, that in the "Buster Brown" case there was a specific article of merchandise, namely, a "comic section of a newspaper," to which the Herald Company had applied, and for which it exclusively had used the words "Buster Brown" as a name and a trade-mark, while the Star Company never had used the words "Mutt and Jeff" as name, title or trade-mark.

The "Mutt and Jeff" cartoons are now being sold to newspapers by the Bell Syndicate, of which John N. Wheeler, formerly of the Wheeler Syndicate, is president.

NAVY DEPT. APPROVES ADVERTISING

(Continued from page 5)

"The best plan, we believe, is to pool our interests and handle the advertising in a body. The Bureau of Navigation made it clear to us that they did not care to deal with a group of agencies, but desire to have established a single point of contact."

Mr. Faust emphasized the fact that the men in the various agencies of the country had been active in government advertising during the war and were able to aid greatly in their particular localities in making such advertising a success.

All Agencies Can Help

Secretary Daniels at this point interrupted to ask if agencies outside the A. A. A. A. would participate in the Navy recruiting campaign, and to this Mr. Faust replied that the doors of the association were open to any reputable agency that was able to render service.

"I am familiar with the way the advertising campaign was handled for the Railway Administration," said Frank Presbey, "and there were only six complaints from agencies who hadn't been given advertising."

Secretary Daniels said that this was the first time he had been willing to consider a campaign of this character for recruits because previously the Navy had had more applicants for enlistment than it needed.

"The newspapers of the country have been exceedingly fine in the support they have given the Navy Department," he added. "I may state my conviction here that next to the men who actually participated in the fighting abroad, I believe the newspapers of this country did most to win the war for us."

Fair Play for Papers

He said he was convinced that it was not fair to ask newspaper publishers to contribute paper and ink without fair services to the Government, and that the policy of paid advertising was sound.

In speaking for the Bureau of Advertising of the American Newspaper Publishers' Association, Thomas H. Moore, associate director, said:

"The Bureau of Advertising gave its hearty support and assistance to the advertising campaigns of both the War Department and the Railroad Administration, and both of them were highly successful. We are ready and eager to give the same support to the Navy campaign.

"While I do not want to appear as an advocate of the agencies' plan, it is one that seems to be eminently sound, and it is backed by men whose integrity and responsibility is unquestioned."

Part A. A. A. A. Will Play

James O'Shaughnessy, executive secretary of the A. A. A. A., made the following statement on the request of EDITOR & PUBLISHER:

"The new wings about the Navy campaign is that it is to be handled by a great national body forming an advertising agency which embraces all of the members of the American Association of Advertising Agencies.

"It was not with a view to direct profits that the composite agency idea was presented to Secretary Daniels. It was done in order that Government advertising might be handled in such a manner as to avoid any possible criticism that could be leveled at the so-called profiteer.

"The heads of the Government departments are responsible to the public for their every act. They are liable to criticism on the slightest pretext. They may be subjected to fault finding from every direction. By combining all of the agencies who form the organized ethical element in the advertising business into a single agency for the purpose of serving the Government, all criticism which could find a willing ear will be avoided at once.

"By making such an agency every publisher in the entire country could feel instantly that he should approve whatever was done by the combined wisdom and skill of all the agencies.

Publishers Assure Co-operation

"The publishers will appreciate that the sacrifice the members of the American Association of Advertising Agencies are making in throwing the potentials of all their organizations into this composite agency is a further understanding for the great and ultimate benefit of business generally.

"We are very happy in the flood of assurances we have received from the press of publishers, however, that they regard our undertaking in this matter as the greatest possible service to advertising and publishing interests.

"It should be, of course, distinctly understood that this composite agency which we have formed is to give service to the United States Government only, and not to any one else."

EMPLOYES SHARE IN PROFITS

Des Moines Owners Give Each Worker Extra Week's Pay

DES MOINES, Ia., July 15.—Following a custom established in 1917, the Register & Tribune Company has again shared with its employes out of its earnings for the fiscal year of 1919 a bonus equal to one week's salary to each. With each present was the following note from Gardner Cowles, president:

"We have had a very successful year, and one been with the company continuously for the past twelve months, shall receive an amount equal to one week's regular salary. Employes who have been with the company less than twelve months will receive an amount equal to the proportionate part of one week's salary.

"Whether similar distributions can be made in the future will necessarily depend upon the success of our business.

"The Register and Tribune Company can have no better asset than the active co-operation and loyalty of its more than three hundred and fifty regular employes. We ask your continued assistance in helping to build wastes and unnecessary expense of every kind.

"We want you to feel that you are a part of this business and to take a personal interest in its success and growth."

ABIDE BY BILL POSTING LAW

President Chennell, of A. O. A. A., Urges Recognition of Chicago Ordinance

ATLANTIC CITY, N. J., July 11.—In his annual address before the annual convention of the American Outdoor Advertising Association here today, George Chennell of Columbus, Ohio, who was re-elected president, urged all organizations represented in the national body to voluntarily make the so-called Chicago ordinance a guide for the future policy of the industry.

The ordinance in question forbids the erection of billboards in any residential district where more than 50 per cent. of the residents object. It has been affirmed by the United States Supreme Court.

C. E. Persons Is Managing Editor

SACRAMENTO, Cal., July 16.—C. Edgar Persons, formerly president of the San Francisco Press Club and news editor of the Western Division of the Associated Press, has been made managing editor of the Sacramento Union, recently acquired by Ben S. Allen, former A. P. man, and John Craig. More recently Mr. Persons was associated with Herbert Hoover in handling publicity for the United States Food Administration.

INTERNATIONAL CONGRESS FOR WORLD NEWS

(Continued on page 9)

"The actual operations of the Paris office have been in charge of Herman Suter, who is well known to American newspaper men, having been managing editor of the Nashville Tennessean and of the Philadelphia Times.

"Personally, I devoted much of my time to the various problems involved in international communication by telegraph, cable and radio. The American press in the future will be getting news from more and more points. There is a demand for American news all over the world. Obviously, news distribution is largely determined by availability of communication facilities and by the rates charged.

Seek News from Here

"Not only have we found a demand for American news, but in many of the countries where is no demand, that a demand can be easily created, but we have been using radio all over the world and know something about its possibilities. For example, a news service not mentioned above of four hundred words was prepared by our Paris office and along with similar services prepared by the French, British and Italians, was broadcasted from Eiffel Tower. This interallied news service was intercepted at Archangle in Northern Russia, Omsk in Siberia, and as far south as Lake Tohad in Africa. Hundreds of radio stations intercepted this news service, so many in fact that, we gave up trying to keep track of it. We found that news radiord by the navy from the Atlantic coast could be readily intercepted by the American receiving station at Constantinople.

"At America's suggestion, with a view to putting some order into the international telegraph, cable, and radio of the world, a conference called and associated powers agreed to convene an international congress to consider the communications problem in all its aspects."

Klein and Glass Add to Lists

The publishers of the Bridgeport (Conn.) Post, Sunday Post and Standard-Telegram have appointed I. A. Klein, New York, and John Glass, Chicago, to represent them in the national advertising field.

HERTS BROTHERS COMPANY
Interior Decorators
20 West 57th Street

New York, July 7, 1919.

The New York Times:

We had occasion recently to place an unusual advertisement in all the principal New York newspapers. It was for hand needleworkers at gross-point and petit-point. The advertisement in The New York Times was the only one to which we received any replies and through this we were able to fulfill our need satisfactorily.

HERTS BROTHERS COMPANY,
B. Russell Herts, Pres.

DURING THE WAR CANADIANS DEPRIVED THEMSELVES MANY THINGS THEY ARE BUYING THEM NOW

Food, clothes, house furnishings and other commodities in which economies were effected during the war are now being freely bought regardless of higher prices. All the automobiles that it is possible to secure are being absorbed by Canadian trade and there is a crying need for more.

Vigorous advertising and salesmanship will now win the Canadian market with less effort in most lines than at any other time within fifteen years.

And the following daily newspapers offer the most economical and forceful way to capture that market.

Canadian newspapers have taken ups and downs during the war. Some amalgamations and failures have strengthened those which remained. Circulations, generally speaking, are greater today on a two cent basis than on the one cent basi sof pre-war times.

Already the advance agents of industrialism are on the field. Large business interests are making extensive industrial investments. NOW is the time to get busy.

A growing realization of the wealth and resources of the Provinces of Ontario and Quebec where nearly two thirds of Canada's population is centered makes this area the logical starting point to create and promote Canadian sales.

Daily newspaper advertising occupies a new status today. Its development in Canada was even more marked than in the United States. It took up and made good in Canada on every war opportunity and these opportunities concerned everything from raising money to selling bonds, to securing recruits and altering habits of the people.

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000		Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	12,403	.03	.03	Kingston British Whig (E)	6,237	.02	.015
†Brantford Expositor (E)	10,160	.025	.025	London Free Press (MN&E)	41,610	.07	.06
†Brockville Recorder-Times (E)	4,225	.025	.015	Peterborough Examiner (E)	5,900	.0193	.015
Chatham Daily News (E)	2,472	.015	.00875	St. Catharines Standard (E)	8,006	.0275	.0175
*Galt Reporter (E)	3,955	.015	.0125	*Toronto Globe (M)	87,396	.15	.11
*Guelph Mercury (E)	3,757	.015	.01	*Toronto Star (E)	87,270	.15	.11
*Hamilton Spectator (E)	31,932	.055	.05	*Toronto Star (S)	76,017	.15	.11
Hamilton Times (E)	13,200	.035	.03	Toronto World (M)	26,698	.09	.06
				Toronto World (S)	92,128	.12	.09

Circulation Statements for 6 months' period, April 1, 1919.
*A. B. C. Report, April 1, 1919.
†Publishers' Statement, April 1, 1919.

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000		Circulation	Lines 2,500	Lines 10,000
Montreal Gazette (3c-$8 yr.) (M)	32,183	.085	.07	Montreal Star (E)	110,820	.12	.1050
Montreal La Presse (2c. per copy) (E)	149,259	.13	.11	Quebec Le Soleil (E)	35,275	.06	.06

GAINS IN ADVERTISING VOLUME OVER 1918 SPELL PROSPERITY

Growth Has Been General Throughout Country, Demonstrating the Vital Part Newspaper Advertising Is Playing in the Business Revival.

IN the issue of last week EDITOR AND PUBLISHER printed the record of advertising lineage carried by more than fifty leading newspapers for the first six months of 1918 and for the same period in 1919, with figures showing the net gain made by each newspaper.

The gains shown were so remarkable as to have caused wide comment among newspaper and advertising men. Thirty of these newspapers exhibited gains of more than a million lines each, two of them running above the three million mark; while the smallest gain noted amounted to more than 36,000 lines.

Further reports, received within the last week, indicate that this wonderful growth in volume over last year has been general. In some instances the gains shown over the corresponding period of 1918 would, in themselves, constitute an impressive total volume of business for almost any newspaper.

Newspaper.	First Six Months, 1918.	First Six Months, 1919.	Gain.
Chicago News (E)	5,921,490	7,712,310	1,790,820
Cincinnati Enquirer (MS)	3,389,792	4,696,594	1,306,802
Indianapolis News	5,584,952	17,786,718	2,201,766
Los Angeles Times (MS)	6,417,600	9,114,994	2,697,394
New York American (MS)	4,812,514	5,009,058	196,544
Brooklyn Eagle (ES)	4,391,432	5,506,800	1,115,368
New Haven Journal-Courier (M)	2,512,230	3,335,304	823,074
New York Commercial (M)	968,312	1,239,970	271,658
New York Mail (E)	2,427,939	2,139,711	**288,228
New York Journal (E)	3,657,507	4,705,690	1,048,183
New York Post (E)	1,996,941	2,166,794	169,853
New York Sun (MES)	4,466,339	6,726,927	2,260,588
New York Telegram (ES)	3,934,347	4,624,923	690,576
New York World (MES)	9,691,104	12,293,780	2,602,604
New York Globe (E)	2,499,844	4,009,762	1,509,918
New York Herald (MS)	3,387,808	4,181,960	794,152
Brooklyn Standard Union (ES)	2,712,238	3,360,422	648,184
New York Times (MS)	6,654,288	8,797,937	2,143,649
New York Tribune (MS)	2,045,822	3,567,220	1,521,398
Omaha Bee (MES)	3,183,005	3,916,391	777,386
Paterson Press Guardian (ES)	3,260,418	3,759,664	499,246
Portland Oregonian (MS)	4,512,452	6,234,172	1,721,720
St. Louis Globe-Democrat (MS)	3,727,487	5,425,140	1,702,653
Salt Lake Tribune (MS)	4,099,904	5,021,296	922,292
Schenectady Union Star (E)	1,889,830	2,361,467	471,637
Seattle Times (ES)	6,176,534	7,944,356	1,767,822
Syracuse Herald (ES)	3,538,679	4,480,224	921,583
Trenton Times (ES)	3,668,098	4,985,141	1,317,043
Wilmington Every Evening (E)	2,334,768	3,090,724	755,956
Worcester Telegram (MS)	4,378,773	5,718,053	1,339,280

** Loss.
† Corrected.

SEND NEWSPAPERS TO ENGLAND IN 3 DAYS

New York Times and Philadelphia Public Ledger Reach Noted Men by English "Blimp"—Realization of Lord Northcliff's "Aeriport"

LONDON, July 14, 1919.—Photographs taken in the United States and brought to England by the English dirigible, "R-34," on its return trip, were printed in newspapers here this morning. This is looked upon as the first step toward the realization of Viscount Northcliff's recent prophecy that a quick interchange of New York and London newspapers and photographs by aerial post was a possibility of the near future.

King George of Great Britain is said to have been the first Englishman to receive a newspaper from the United States by the "R-34," getting a copy of the New York Times.

Earl Reading, the Lord Chief Justice and ex-Ambassador to the United States, also received a copy of the Times as did General Pershing. Earl Reading wrote in reply to the London correspondent of the Times:

"I hope and believe this to be the brilliant first step toward establishment of a regular service that will enable the daily press of each of our countries to circulate freely and speedily in the other, and so will cement even more closely the bonds that knit the two peoples together."

The same afternoon Cyrus H. K. Curtis, proprietor of the Philadelphia Public Ledger, who is now in London, presented Lord Stamfordham with a copy of the Ledger, brought over on the R-34.

The London Times says: "This is a historic mark in transatlantic postal service. A newspaper arrived at Buckingham Palace three days, nine hours and thirty-six minutes after the airship's departure from New York."

WRONG PICTURE CAUSES SUIT

Newspaper, Sued for $50,000, Claims Unintentional Error

MILWAUKEE, Wis., July 15.—The Milwaukee Journal's answer to the $50,000 suit of Alderman Seidel denies that publication of the plaintiff's picture which the action is based, was intentional. "The picture was published by mistake and without intent to harm Mr. Seidel," says the Journal. "Eight thousand papers containing the picture were run off before the mistake was discovered. The press was stopped and the picture removed. All the 53,000 papers were gathered up and destroyed."

The suit is based on the fact that the Journal ran the picture with those of certain Socialists who had been indicted by the grand jury on the charge of violating the Espionage Act. The answer says that throughout the reading matter accompanying the pictures there was no statement that Alderman Seidel had been indicted.

Two Things For Which

New Jersey

Has Been Famous—

"Lightning"

and

Mosquitoes

Please put the emphasis on the "has been"— for "Jersey Lightning" has gone the way of all the misused alcoholics, and the mosquito is fast being exterminated.

This much may be said in memoriam—both "Jersey Lightning" and "Jersey 'skeeters'" had PEP.

And there is this to say of the State that grows everything from Presidents down and produces everything from phonorgaph needles to ocean liners—it has a population full of pep, enterprise, initiative—that its people are earning big money and spending a goodly portion of it almost lavishly.

What have you got to sell?
Advertise it wisely in

New Jersey's Best Papers

Scan This List of Trade Winners

	Circulation.	Rate 5,000 lines
Asbury Park Press (E)	7,122	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A.B.C.)	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken)	43,000	.07
Passaic Herald (E)	8,535	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

IN THE ISSUE OF JULY 24, 1919

EDITOR & PUBLISHER

WILL PRESENT A COMPLETE LIST OF THE ENGLISH-LANGUAGE

DAILY NEWSPAPERS *of the* UNITED STATES

TOGETHER WITH DATA AS TO THEIR NET PAID CIRCULATIONS AS OF APRIL 1 AND THEIR AGATE LINE ADVERTISING RATES AS OF JULY 1, 1919.

THIS will constitute an up-to-date revision of the data first and exclusively published in EDITOR & PUBLISHER, January 11, 1919.

The revisions have been made by Justin F. Barbour, of the Barbour Advertising Rate Sheets, Incorporated, and are accurate and authoritative so far as patient research and vigilance can make them.

This feature supplements the previous tables, which have been in daily use for reference by practically all space buyers in America since their first publication.

Thousands of extra copies of these lists have been purchased in the past few months for the use of agencies and national advertisers. The demand for the revised lists and data will be still greater, and the issue of July 24th will be on file for ready reference in the offices of all worth-while space buyers for the next six months. These figures will be used in estimating the costs of all the big Fall campaigns.

The practical, service value of this information is obvious, and the fact that, until EDITOR & PUBLISHER furnished it to its readers, it had been unobtainable except at great expense—too great to be considered by any but the largest agencies—gives to the feature wholly exceptional interest.

The publisher of a daily newspaper, whose message to national advertisers shall appear in this number, will secure a hearing which will have special and timely force. His sales argument will be before space buyers in the course of their work in planning campaigns and selecting mediums. These advertisements will be CURRENT and TIMELY for half a year after their publication—and that fact should not be lost upon far-seeing publishers!

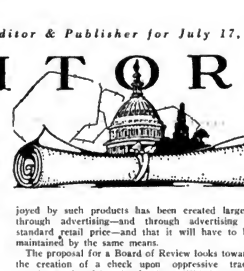
Make your space reservations at once, by wire, and get copy to us as early as possible!

EDITOR & PUBLISHER

1116 WORLD BUILDING NEW YORK

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EDITORIAL



CONTROL OF RESALE PRICES

IN a special report to the Congress the Federal Trade Commission submits recommendations for price maintenance legislation in line with these conclusions, reached by the commissioners after exhaustive study of this perplexing problem: (1) That producers of identified goods shall be protected in their intangible property right or good will; (2) That the unlimited power both to fix and to enforce and maintain a resale price may not be made lawful with safety; (3) That unrestrained price cutting is not in the public interest.

It is further suggested that "bills now pending before the Congress may be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale contracts and a revision of resale prices by a disinterested agency."

The commission's report points out that producers, in the interests of their businesses, are impelled to fix the best possible resale prices, and the unwritten laws of competition, where real competition prevails, assure the adoption of this policy, and such a scale of resale prices as shall assure fair profits to both wholesalers and retailers. It is asserted that the consuming public does not enjoy advantages through unfair price cutting great enough to compensate for the demoralization of production and distribution resulting therefrom.

EDITOR & PUBLISHER has presented, from time to time, arguments used by both sides in this controversy.

Without price-cutting, it is obvious, a vital factor in competition in merchandising would be eliminated. Competition between merchants has always been considered an automatic safeguard for the consumer. The power to both fix and enforce a price on a necessary product, it has been contended, gives to a manufacturer the right to impose a tax on consumers. The position of the commission, therefore, that this power should not be vested, without restraint, in the producers of commodities, is a sound one. The assertion that it may be given to producers subject to review by a Government board—and this is the outstanding recommendation of the commission's report—is open to question.

The contention of the producers of widely advertised branded products that they should be protected from that species of price cutting which is merely a lure on the part of dishonest merchants—willing to take a loss on products well known and of established selling prices in order to carry the impression that they make similar price reductions on all other goods—appeals to all fair minded people. But to establish the principle that a merchant may not exercise his business judgment in fixing the resale prices of goods to which he has acquired full title would open the way leading toward the elimination of competition in selling prices for all merchandise. Under such a merchandising condition the manufacturers of the country would be able to dictate effectually prices to consumers, as well as to control the profits of merchants.

Would a Government Board of Review be a sufficient safeguard for the people against possible combinations of manufacturers for the maintenance of high profits? Would not competitions between manufacturers practically cease, in time, and prices become a matter of mutual agreement between them?

What effect would controlled resale prices have upon store advertising? The prospective economy of the city will tell you that the stores would confine their advertising of price-controlled products to the education of the people to their merits and the creation of a demand for them. The opponents of such a policy will assure you that it would result in a great decrease in the normal volume of advertising—a volume based as much upon competition in selling prices as upon the merits of the goods offered.

This last argument will be met, of course, by the statement that only such products are included in the controlled resale price schedules as are trademarked or branded, and already widely advertised; and that these articles will continue to be advertised in order that their comparative merits shall be steadily urged and that their fixed retail prices shall become and remain always established in the public mind. They will contend that the good-will enjoyed by such products has been created largely through advertising—and through advertising a standard retail price—and that it will have to be maintained by the same means.

The proposal for a Board of Review looks toward the creation of a check upon oppressive trade practices and unfair price-fixation. Will the manufacturers of branded products accept this as a solution of their difficulties? Will they relish the prospect of being haled to court upon the complaint of any retailer or consumer as to unjust prices? On the other hand, is it fair to manufacturers of unbranded goods that certain producers shall have the benefit of Government sanction of their prices? Such sanction would have great advertising value. It would eventually compel all manufacturers to trade-mark and brand and widely advertise their products. The time would come, perhaps, when a department store advertisement would contain few if any quotations of competitive prices—and some people will tell us that this would mean extracting all the salt and savour from such advertising, taking away from it the element of purse-appeal which it now holds for women.

EDITOR & PUBLISHER submits these observations upon some of the factors involved in the proposed legislation for the consideration of advertisers and publishers alike. The problem is one of the most far-reaching importance in our business life. Full and frank discussion should precede Federal legislation—and the people themselves, the ultimate consumers, should be participants in the discussion in order that no unwise steps should be taken. The newspapers of the country should not leave this problem to professional economists exclusively. It should be brought to the great open forum, and considered in the full light.

THE WAR DEPARTMENT'S CAMPAIGN OF ADVERTISING

THE fact that the War Department has made a distinct success of its first paid advertising campaign for recruits—at any rate the first campaign of the kind planned on adequate lines—is a matter for satisfaction to all good citizens.

The vision and courage of Secretary Baker, demonstrated by his splendid initiative in adopting a policy which other Government officials have opposed, have been completely vindicated by the results. The cost of securing recruits for the Army has been reduced by half.

Had ex-Secretary McAdoo shown equal understanding of the possibilities of Government advertising—conducted on a business basis—the cost of selling the great Liberty Loans might have been cut in two! But Mr. McAdoo was sure that the Government could not advertise unless every medium in the country should be used without discrimination. He visualized the possibilities of political pressure from the publishers who might have considered themselves slighted in the distribution of the appropriations.

July 17, 1919 Volume 52, No. 7.
EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 *World Building, 63 Park Row, New York.*
W. D. Shewalter, editor; John T. Redmond, managing editor; Dan F. Miller, News; Ben Mellen, Features.
James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowding, circulation.
London: H. C. Ridout.
Paris: F. B. Crowell.
Toronto: W. A. Cerbick.
Chicago: C. F. Case.
San Francisco: R. J. Bidwell.
Boston: M. F. Conley.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c

EDITOR & PUBLISHER pointed out to Mr. McAdoo that the Government would find it possible to buy advertising on the same basis that other commodities are bought. The War Department has found that this is the fact. Newspapers were used in but fifty-six cities—and these were cities in which recruiting officers were located. There has come to EDITOR & PUBLISHER but one protest from any source. This was from a publisher of a newspaper in a city where a branch recruiting office is maintained. He believed that the advertising should be extended to cover the fields of these branch offices. It is said that this will be done in a future campaign.

Having been the pioneer advocate of a paid advertising policy by the Government, and believing who e-heartedly in the soundness of such a policy and in its value to the nation, EDITOR & PUBLISHER offers to Secretary Baker cordial congratulations on the success of the first broad-gauge campaign in the interests of Army recruiting. A big thing has been well done—and a precedent has been created which will have HISTORIC significance.

THE TREND TOWARD THE NEWSPAPERS

WITH the publication in EDITOR & PUBLISHER of January 11, 1919, of a complete list of the English-language daily newspapers of the United States, together with their authoritative circulation figures and agate line advertising rates, followed by exhaustive analysis of costs for sectional campaigns in the newspapers, there was inaugurated what may be called a new era of interest in the possibilities of daily newspaper advertising on the part of numerous national advertisers.

The information then published had never before been made available generally to advertisers. Indeed, with few exceptions, it had not been available to the advertising agencies of the country. To secure such facts and figures and to keep them up to date had always been a very expensive undertaking, and one not often attempted in a comprehensive way even by the big space buyers.

The information contained in the lists and tabulations presented in EDITOR & PUBLISHER in succeeding issues has covered six months, it served space buyers so well that the demands for extra copies and reprints became very large. The case of the newspapers was made, through this series of publication of actual facts and figures as to circulation and advertising rates, so convincing that many appropriations which would, in the old days, have been expended in all sorts of media have been concentrated upon newspaper campaigns.

EDITOR & PUBLISHER, through the valuable co-operation of Barbour's Rate Sheets, Inc., has completed a thorough revision of the circulation figures and advertising rates of all the English-language dailies of the country, and will present this up-to-date information in the issue for July 24. This feature will not only be of great interest to all publishers, but will serve national advertisers, advertising agencies and newspapers generally as a convenient guide in planning the extensive Fall campaigns now in preparation.

This service on the part of EDITOR & PUBLISHER has been pronounced the most valuable ever rendered to the cause of newspaper advertising. It has had much to do with the present strong trend toward localized national advertising campaigns. The issue of July 24 will have, consequently, a permanent value. It will remain the standard work of reference for space buyers for half a year. Copies will be at a premium, if we are to judge by the previous experience, long before the time shall have arrived for the next semi-annual revision.

WHEN President W. H. Johns, of the A. A. A. A., asked the southern publishers for "complete support, with no commission to advertisers direct, even to the refusal of business," he merely stated a business principle which already prevails among a vast majority of publishers of daily newspapers throughout the country. That this policy will become universal ere long is not to be doubted;

PERSONALS

IN THE EDITORIAL ROOM

Elbert H. Baker, president and general manager of the Cleveland Plain Dealer Publishing Company, and Mrs. Baker are spending the summer in Tacoma. Mr. Baker and his son, Frank S. Baker, are owners of the Tacoma News-Tribune and the Tacoma Daily and Sunday Ledger. During his stay in the Pacific Northwest Mr. Baker will visit Alaska.

James E. Doyle, recently appointed deputy state commissioner of public works for New York State, was tendered a watch and traveling bag by his associates on the Syracuse Herald staff, with which he had been associated for 15 years as reporter, city editor and managing editor, on accepting his new office.

James Thomas Williams, Jr., of the Boston Evening Transcript, has been presented by the Italian Government with the decoration of Commander of the Crown in appreciation of the writings during the war.

J. Stewart Woodhouse, who has worked in the editorial departments of newspapers in Cedar Rapids, Ottumwa and Des Moines, Ia., has become a scenario writer at Hollywood, Cal., for the Famous Players-Lasky Corporation.

Edgar R. Bean, for three years night editor of the Oklahoma City Daily Oklahoman, is now on the copy desk of the St. Louis Post-Dispatch.

Ashby Lovelace, of Little Rock, Ark., former managing editor of the Arkansas Democrat, has joined the editorial staff of the Oklahoma City Daily Oklahoman.

T. F. Killian, city editor for the Oklahoma City Daily Oklahoman, has resigned to become director of publicity for the Oklahoma State Board of Health.

Walter M. Harrison, managing editor of the Oklahoma City Daily Oklahoman and Times, has been chosen by Governor Robertson as chairman of a committee to come to New York to present a silver service to the battleship Oklahoma.

Henry Hazlitt, formerly on the financial staff of the New York Tribune, has become associated with the Mechanics and Metals National Bank, New York.

Charles B. Welch, editor and general manager of the Tacoma News-Tribune, and Mrs. Welch and two sons, have just returned from a month's trip along the Pacific Coast and Southern California.

John Long, formerly with the Des Moines Register and Tribune editorial department, who has been with Unit K of the medical corps overseas for the past 18 months, has returned to duty on the night side of the Register.

Herbert A. Calkins, former assistant city editor of the Troy (N. Y.) Morning Record, has been appointed head of the copy desk of the Evening Record.

Ada Patterson, of the Hearst Sunday Newspapers, on leaving recently for her location in the foothills of the Rockies, left an unusual record of magazine activities behind her. In June her name appeared above articles in New Success, Harper's Bazaar, The True Story Magazine and The Theatre. Few professional magazines can furnish such proof of applied energy.

Lieut. Paul S. Lowenstein, son of Major Lowenstein, business manager of the St. Louis Star, has returned home. He was wounded at St. Mihiel, but has entirely recovered.

Clyde Jennings, who was one of the Sunday editors of the St. Louis Post-Dispatch, is now managing editor of Automotive Industries, New York.

IN THE BUSINESS OFFICE

Newton P. Frye, for the last six years manager of the financial advertising department of the Chicago Daily News, has become sales manager for all territory west of Pittsburgh for F. W. Chapman & Co.

Luther D. Fernald has resigned as advertising manager of the Leslie-Judge Company, New York, to become business manager of the Christian Herald.

Gardner Cowles, publisher of the Des Moines Register and Tribune, has taken his family to Estes Park, Colo., for a brief stay. He has just been appointed chairman of a board of appraisers for land which the Government intends purchasing at Camp Dodge.

Earl Hanlon Lewis, Jr., of the business staff of the Utica (N. Y.) Press, and Miss Margaret S. Veitch, of Whitesboro, have been married.

Le Roy Page has joined the advertising department of the Schenectady (N. Y.) Gazette.

Forrest W. Montanye, advertising manager of the Bridgeport Evening Herald, has received word of the death of his father, Jacob Montanye, at Watervliet, N. Y.

Willard E. Carpenter, publisher of the Lincoln (Ill.) Courier-Herald, is recovering from an operation for abcess.

William G. Rueter, former advertising manager of the Providence Journal, has been appointed chairman of the Harvard Fund in Providence. The college is to raise $10,000,000 for endowment purposes.

Ralph G. Coombs has resigned as assistant advertising manager of the Lewiston (Me.) Journal, to engage in business.

Forrest Geneva, advertising manager of the National Clothier, has resigned to become manager of the Underwriters' Review, in association with Clifford De Puy. In the past Mr. Geneva has been with the Des Moines Register-Tribune, the Winnipeg Tribune and the Indiana Capital. After going again to Winnipeg, a year ago, he left for the National Clothier.

J. W. Kelso, former owner and business manager of the Dodge City (Kan.) Journal and later connected with the internal revenue office at Wichita, is now in business in St. Joseph, Mo.

WITH THE AD FOLKS

George W. Rowell, Jr., formerly secretary and manager of the Upper Peninsula Development Bureau of Michigan, has been appointed manager of the Lloyd Manufacturing Company's advertising department, Menominee, Mich.

William H. Long, Jr., formerly with Bonbright & Co., has become associated with the advertising agency of Doremus & Co., New York, following his discharge from the Navy as lieutenant.

G. E. Hathaway is the new copy and service department manager for the Fawcett Agency, Colorado Springs.

David B. Miller has been made advertising manager of the Cleveland Cadillac Company, resigning a similar position with the General Fireproofing Company, of Youngstown.

Frie Howlett has been appointed to the service department staff of the Rudolph Guenther-Russell Law Advertising Agency, New York.

C. L. Elder is now advertising manager of the Bestwall Manufacturing Company, Chicago.

R. S. Pollock has resigned as secretary of the Redfield & Fisher Company, New York, to become associated with Hamer Agency, Newark, N. J.

H. G Doering has been appointed advertising manager of the Napier Saw Works, Springfield, Mass.

James I. Haynes has resigned as director of advertising for Griggs, Cooper & Co. and the Sanitary Food Manufacturing Company, both of St. Paul, to take a similar position with the Sweet Candy Company of Salt Lake, Utah. Mr. Haynes, formerly in newspaper work, served in the aviation section of the army during the war.

Wilson W. Comdict has resigned from the Dallas Morning News staff to become advertising and sales promotion manager of the Keith-Patterson Motor Company, Dallas.

Clarence L. Fisher, president of the Fisher-Ruebel-Brown Advertising Company, has purchased a home site, nearly an acre in size, in Hampton Park, a suburb of St. Louis.

William H. Maas has left the St Louis Republic to become manager of the publicity department of the Chappelow Advertising Company, St. Louis.

Harry G. Hedden, of the Rocky Mountain News editorial staff, has joined the staff of the Conner Advertising Agency, Denver.

Malcolm E. Herring, William J. Miller and Leslie B. Horrell have joined the Simons Advertising Service Company staff in St. Louis.

Kenneth Cloud has resumed the advertising management of the Advance Automobile Accessories Corporation, Chicago, resigning from the Touzalin Agency's staff.

Tarleton Collier, for several years city editor of the Atlanta Georgian, has gone with the Dixie Advertising Agency, Atlanta. Howard D. Weaver succeeding to the city editorship of the Georgian.

Robert A. Turner has returned to Denver as part owner and vice-president of the Conner Advertising Agency, and will direct the promotion and plans department. Mr. Turner was for many years advertising agent for the Colorado & Southern Railway lines.

NOW BACK WHERE HE STARTED, BUT IS BOSS

C. W. Jones, the New advertising manager of the Minneapolis Journal, is back where he started—not in rank, however, but in location, since he began his business career six years ago in the classified advertising department of that newspaper.



C. W. Jones.

He has done a lot of things and done them well, since. He was in the copy department of Lord & Thomas for two years, and was copy writer and plan man for the Erwin & Wasey Company for the same length of time, assisting on the Goodyear Rubber account.

"So expert have I become in the problems of the rubber business that every time I speak, a tire rolls out of my mouth," he assures Editor & Publisher.

He went into government service in 1918, being associated with the Committee on Classification of Personnel, and later with the Personnel Branch of the General Staff. After the armistice, he was associated for six months with O'Hara & Ormsbee, Inc., of New York City.

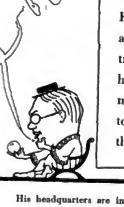
WORLD CHANGES AD STAFF

New Representatives Named in Chicago and Detroit—Cornell to N. Y.

Because of increased business and additions to territory, the New York World and Evening World has added James E. Middleton to the staff of its western office at Chicago. Mr. Middleton, formerly of New York, has for fifteen years been in charge of the Western office of the J. P. McKinney special agency. Mr. Middleton and A. Don Campbell of the World's Chicago office are well known in the western advertising field, and offices are maintained at 1603 Mallers building.

Neil D. McGinn, formerly of the Detroit Journal, has assumed charge of the Detroit office and the Michigan and Ohio territory of the New York World and Evening World, succeeding Robert H. Cornell, who has resumed connection with the advertising staff of the World at the Park Row publication offices. The World's Detroit office remains at 429 Ford building.

The Cincinnati Post has signed a contract for the Haskin Service for one year



Frederic J. Haskin, author, correspondent, traveler, researcher, holds a world of information, indispensable to his newspapers, in the hollow of his hand.

His headquarters are in the Nation's Capital

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MANY SIGN I. T. U. WAGE AGREEMENTS

New York, Toledo, Toronto, Montreal, Minneapolis, Cleveland and Indianapolis Among Cities That Have Increased Printers' Wages

INDIANAPOLIS, Ind., July 15.—The following new agreements and contracts with newspaper publishers have been announced from the International Typographical Union headquarters here:

New York, N. Y.—Hellenic Typographical Union has a new scale, as follows: Foremen, $46 per week; assistant foremen, $39; compositors, $36; linotype operators, $36; proofreaders, $32. This is for day work. The scale for night work is $4 per week above these figures, with the exception of proofreaders, which is $2 additional. This is an increase of $8 per week for all hands except the proofreaders, whose increase is $4 per week.

Woonsocket, R. I.—The Evening Call is paying a bonus of $4 per week over the scale.

Terre Haute, Ind.—Voluntary increase of $2 per week was granted by the publishers of the local papers. This is the second increase within the last ninety days.

Beaver Valley, Pa.—Day, handmen, operators, $30. Night, handmen, operators, $31. Increase $6.

Fort Madison, Iowa—Handmen, operators, $25. Increase, handmen, $8; operators, $6.

New York, N. Y.—Members of Hungarian Typographical Union are enjoying a voluntary increase of $9 per week, bringing the scale up to $39 for hand compositors and $42 for machine operators working days, and $45 night, seven hours.

St. John, N. B.—Increase of $6 per week given handmen and $5 linotype operators, making the scale $23 flat.

Toronto, Ont.—Newspaper publishers have granted a bonus of $3 per week, making the newspaper scale $32.

Corsicana, Tex.—Day, handmen, operators, $22.50. Night, handmen, operators, $25. Eight hours, day or night. The contract covers a period of one year, May 15, 1919, to May 15, 1920. Increase—Day, handmen, $4.50; operators, $2.50. Night—Handmen, $5; operators, $2.50.

Baker, Ore.—Day, handmen, operators, $5.50 per day. Night, handmen, operators, $6 per night. Seven and one-half hours, day or night. Increase, handmen, $9; operators, $6.

Hannibal, Mo.—Courier-Post Publishing Company has signed a five-year contract calling for a flat scale of $25 per week, dating from the first of June, which raises the scale from $18 and $23 to $25.

Toledo, Ohio.—The newspaper wage scale in this city has received another voluntary boost of $3.60 per week. Newspaper employes now receive—day, $35.60; night, $38.60.

Wichita, Kan.—"Because of the excessive cost of various necessities" $1.50 per week in excess of the scale will be paid to all employes of the composing room of the Beacon.

Phoenix, Ariz.—There has been a voluntary raise all around of 50 cents per day, making present wage, night, $6.50; day, $6.

Brownwood, Tex.—Handmen and operators now get $24. Increase, $5.50.

Syracuse, N. Y.—Day, handmen, operators, $32. Night, handmen, operators, $35. Increase, $8.75.

Tonopah, Nev.—The scale for the ensuing year will be $48 per week for night work and $42 days, a $1 a day increase.

Louisville, Ky.—An increase of $2.50 has been granted.

Green Bay, Wis.—Handmen, $21; operators, $28. Increase, May 1, 1919, handmen, operators, $4; May 1, 1920, $2.

Ashland, Ky.—Handmen, $21; operators, $25. Increase, $3.

Roanoke, Va.—Newspaper printers have received another raise in scale of $2 per week, which makes the scale $28 per week for day work and $30 per week for night work.

New Bedford, Mass.—Mereury Publishing Company gives an increase of $3 per week for day work and $4 for night work.

Savannah, Ga.—Day, handmen, $24; operators, $27.50. Eight hours. Night, handmen, 60 cents per hour. Not less than seven and one-half, and not more than eight. Operators, piece rates. Not less than six and one-half hours. Increase, day, handmen, $3; operators, $4. Night, handmen, $5.50.

San Jose, Cal.—Following scale adopted: Night, $5.75; increase, 50 cents. Newspaper, hand (day), $5.25; increase, 50 cents. Operators, day, $5.25; increase, 50 cents. Hand, night, $5.75; increase 50 cents. Operators, night, $5.75; increase 50 cents. No contracts exist and the above increases were in practically all cases being paid as bonuses prior to our scale adoption.

Minneapolis, Minn.—Publishers of the three daily newspapers grant a voluntary increase of $2 per week. This makes the scale, day, $32; night, $35.

Indianapolis, Ind.—Bonus of $3 per week granted making the scale—day, $33; night, $36. Mailers employed on newspapers have been given a $3-per-week bonus, making the day scale $28; night $28.50.

Easton, Pa.—Increase of $3 a week granted and employers agree to make another increase of $2 a week on January 1. This gives Easton printers an increase of $4.50 a week over the contract signed up in 1916, and which runs to December 1, 1920.

Cleveland, Ohio.—Newspapers have granted a voluntary increase of $5.10 for day work and $5.40 for night work, making the scale, day, $38.10; night, $41.40. Overtime is to be calculated on the basis of the new figures.

Omaha, Neb.—Day, handmen, operators, $5.50 per day. Night, handmen and operators, $6 per night. Eight hours, day or night. Increase, day and night, $7.50.

Butler, Pa.—Handmen, operators, $30. Eight hours. Increase, handmen, $10; operators, $8.

Peekskill, N. Y.—Handmen, operators, $27. Eight hours. Increase, $6.

Schenectady, N. Y.—A new scale has been signed as follows: Days, $29; nights, $32.50.

San Diego, Cal.—A new scale for newspaper and linotype plants is now in effect—$34 day and $37 night. This is an increase of $4 per week.

Mitchell, S. D.—New agreement grants $30 flat scale and $32 for night.

Mason City, Iowa.—Handmen, operators, $30. Eight hours. Increase, handmen, $8.50; operators, $6.50.

Scranton, Pa. (Newswriters No. 3).—Newspaper, day—Copy editors, $36; city editors, $43. Night, copy editors, $38; city editors, $45. The contract covers a period of two years, May 20, 1919, to May 20, 1921. Increase, day—Copy editors, $8; city editors, $7. Night—Copy editors, $8; city editors, $7.

Iowa

The territory that responds best to newspaper advertising will always be the one where wealth is increasing faster than population.

Witness Iowa, best market of all, where the individual income from farm crops alone increased from $120 per capita in 1890 to $400 per capita for 1918!

Iowa's two millions can buy as much as some other four millions, because they have the resources—*wealth*—to make necessities of semi-luxuries.

They buy stocks, bonds, books, magazines, clothes, motors, Chippendales,—anything and everything good enough to be temptingly advertised in their daily newspapers.

A trial or a try-out in these papers will convert you to Iowa and its newspapers:

	Circulation	Rate for 5,000 Lines
Boone News-Republican ..... (E)	3,636	.0121
Burlington Hawkeye ..... (M)	10,908	.03
Burlington Hawkeye ..... (S)	12,116	.03
Clinton Herald ..... (E)	7,553	.02
Conncil Bluffs Nonpareil ..... (E & S)	16,228	.03
Davenport Times ..... (E)	25,643	.05
Des Moines Capital ..... (E)	60,655	.08
*Des Moines Sunday Capital..... (S)	46,668	.08
Des Moines Register and Tribune.... (M & E)	111,517	.14
Des Moines Sunday Register ..... (S)	70,745	.12
Dubuque Telegraph-Herald ..... (M & E)	16,078	.04
Dubuque Telegraph-Herald ..... (S)	16,037	.04
Fort Dodge Messenger and Chronicle..... (E)	8,762	.03
Marshalltown Times-Republican ..... (E)	13,781	.028571
Mason City Globe-Gazette-Times ..... (E)	9,602	.03
Muscatine Journal and News-Tribune..... (E)	8,331	.02
Ottumwa Courier ..... (E)	13,606	.035
Sioux City Tribune ..... (E)	51,342	.08
Waterloo Evening Courier ..... (E)	14,404	.03

Government Statements, April 1st, 1919.
*Publisher's Statement.

TIPS TO AD MANAGERS

CORNING-FIRESTONE AGENCY, Merchants Bank Building, St. Paul. Preparing the copy for a fall hat schedule in Northwestern papers for McKibbin, Driscoll & Dorsey; will place copy in Eastern papers in the fall for McKibbin, Driscoll & Dorsey for aged fur-lined garments; designed copy for Snow Flake bread, which is running in Minneapolis papers.

BERRI ADVERTISING AGENCY, Flatiron Building, New York and Havana. Placing copy in additional Spanish papers in Cuba for Emergency Laboratories, "Foalan," to start at once.

POWER, ALEXANDER & JENKINS COMPANY, Madison Theatre Building, Detroit. Placing copy, featuring Barney Oldfield's experience as tire user, for Oldfield Tire Company, Cleveland.

CAMPBELL-EWALD COMPANY, Marquette Building, Detroit. Starting a national advertising campaign immediately for Chamberlain Weatherstrip Company, Detroit.

NORRIS-PATTERSON, LTD., 10 East Adelaide Street, Toronto. Will hereafter place advertising of Stuart's Lid, jam manufacturer, Windsor.

WOOD, PUTNAM & WOOD, 111 Devonshire Street, Boston. Have added to list of accounts: McCormick & Co., Baltimore, manufacturing chemists; New Home Sewing Machine Company, Orange, Mass.

WILLIAM H. RANKIN COMPANY, 104 South Michigan Avenue, Chicago. Preparing a national advertising campaign for the Chicago Scale Company, a new account.

THOMAS M. BOWERS AGENCY, 25 East Jackson Boulevard, Chicago. Starting a national campaign for the Vitanola Talking Machine Company, Chicago.

FERRY-HANLY ADVERTISING COMPANY, 610 Hibernia Bank Building, New Orleans. Has secured the accounts of: Dunbar Dukate Company, canner of Original Dunbar Shrimp and other products, campaign will be placed immediately in magazines and newspapers; American Securities Corporation, financial copy in magazines; Dunbar Molasses & Syrup Company, in newspapers only in Southern States; making up list for Hotel Grunewald caterer, Original Creole Pralines (Grunewald); for the fall schedule; making up list for Hotel Grunewald Caterers "Cafe Nola" (Brulo); has secured account of Appalachian Corporation, New Orleans.

ACORN ADVERTISING AGENCY, 150 Nassau street, New York. Placing orders with newspapers for Von Polenz & Co.

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Reported will make up a list of newspapers during the next thirty days for D. Weeks & Co.

GONGER BAXTER COMPANY, Fourth Avenue Building, New York. Placing orders with a few large city newspapers for American Meat Packers' Association.

BAXTER ADVERTISING COMPANY, Commerce Trust Building, Kansas City. Placing orders with newspapers for American Rabbitt Products Company.

S. A. CONOVER COMPANY, 24 Milk street, Boston. Reported will make up a list of newspapers during next thirty days for Dr. J. T. True Company.

CRITCHFIELD & Co., Brooks Building, Chicago. Reported will make up list of farm papers during next sixty to ninety days for Hercules Manufacturing Company.

D'ARCY ADVERTISING COMPANY, International Life Building, St. Louis. Placing orders with newspapers for Indian Packing Company.

HE JUST CAN'T FORGET THE OLD GULF COAST

Although he has changed his title of "newspaper man," which he held for more than fourteen years, to that of "trade journalist," and has moved up to St. Louis, A. R. Kriechbaum keeps in close touch with many friends on the daily papers along the Gulf of Mexico. He is now officially known as "staff representative" of Lumber, a national lumber trade journal published at St. Louis, but he frequently is sent through the lumber-producing territory of Texas and Louisiana and on every trip he makes it a point to call upon old newspaper associates.



A. R. KRIECHBAUM.

Starting in the year 1904 as cub reporter on the Sherman (Tex.) Democrat, Mr. Kriechbaum traveled about the country, working on numerous papers. For four years, he conducted a correspondence bureau, covering the Southeast Texas field for a dozen newspapers and trade journals.

Three years ago he and a few other Texas newspaper men organized the Gulf Coast Press Association, the memlittle over a year ago he was elected bers of which are employed on daily and weekly publications throughout the Gulf coast of Texas and Louisiana. A little over a year ago he was elected president of the organization.

FEDERAL ADVERTISING AGENCY, 6 East 39th street, New York. Placing orders with a few newspapers for Tobacco Products Company.

ALBERT FRANK & Co., 26 Beaver street, New York. Placing orders with some New York State newspapers for Liggett & Drexel.

JOHNSON-DALLIS COMPANY, Greenfield Building, Atlanta. Placing orders with newspapers generally for Georgia Fruit Exchange.

H. H. LEVEY, Marbridge Building, New York. Placing orders with New York City newspapers for Columbia Beverage Company.

MACMARTIN ADVERTISING AGENCY, Security Building, Minneapolis. Reported will make up a list of newspapers during August for C. Gotzian & Co.

MATOS ADVERTISING COMPANY, Bulletin Building, Philadelphia. Placing orders with newspapers for Winslow, Taylor & Co.

PHILIP RITTER COMPANY, 63 Park Row, New York. Placing orders with newspapers for Motion Picture Publishing Company.

WILLIAM G. ST. CLAIR COMPANY, Witherspoon Building, Philadelphia. Will place the advertising for H. G. Tully.

STREET & FINNEY, 171 Madison avenue, New York. Places the advertising for Beechnut Packing Company and Schanff-Metzger as reported last week.

VANDERHOOF & Co., Marquette Building, Chicago. Will place orders with newspapers in Illinois for Ideal Laboratories.

VIRGINIAN ADVERTISING SERVICE, Norfolk. Placing some orders with Ohio newspapers for Earle Chemical Company.

INDIANA

$2,199,523,803	assessed valuation of property.
2.854,175	people.
36,354	square miles.
4,258	general stores.
1,084	retail druggists.
713	retail dry goods stores.
265	miles long.
160	miles wide.
12	cities of over 15,000.
25	cities of over 10,000.
3	cities of over 25,000.
4	cities of over 50,000.
1	city of over 200,000.
13	wholesale dry goods houses.
8	wholesale drug houses.
9th	state in point of population.
91.8	native born white.
2.7	population of United States.

One of the best prospect territories in the Union.
Traction transportation very highly developed.
Railroad facilities of exceptional merit.
Public highways unsurpassed.
Indiana is some state.

These daily newspapers co-operating with local merchants can do wonders in quickly popularizing your product in this tremendously important and responsive territory.

Indiana Newspapers for Indiana Trade

	Circulation	5,000-line rate
Anderson Herald (E)	5,797	.0125
Elkhart Truth (E)	8,205	.0215
Evansville Courier (M)	*23,893	.04
Evansville Courier (S)	*20,987	.04
Fort Wayne Journal-Gazette (M)	29,236	.05
Fort Wayne Journal-Gazette (S)	24,350	.05
Indianapolis News (E)	123,473	.16
Indianapolis Star (M)	92,851	.11
Indianapolis Star (S)	106,381	.1471
Kokoma Dispatch (M)	5,400	.0171
Lafayette Courier (E)	*8,994	.02
Lafayette Journal (M)	10,415	.02143
La Porte Herald (E)	3,376	.01286
Logansport Pharos-Reporter (E)	6,621	.015
Muncie Press (E)	9,646	.01786
Muncie Star (M)	26,858	.05
Muncie Star (S)	16,818	.05
Richmond Item (M)	8,225	.025
Richmond Palladium (E)	11,096	.03
South Bend Tribune (E)	*17,436	.035
Terre Haute Star (M)	26,945	.04
Terre Haute Star (S)	19,422	.04
Terre Haute Tribune (E)	24,845	.04
Terre Hauts Tribune (S)	19,192	.04
Vincennes Capital (E)	1,049	.01071
Total Daily Circulation and Rate	446,522	.71396
Total Sunday Circulation and Rate	207,150	.36

*A. B. C. Report, April 1st, 1919
Government Statement April 1, 1919.

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Alfred Patek Passes Away at Denver, Colorado

Was Widely Known as Newspaper Man—Stoked Reputation on Titanic Story and Won Out

DENVER, July 12—Alfred Patek, one of the most widely known newspaper men in the West, died July 7 in Denver. He was for a number of years connected with the New York World and the Hearst newspapers, coming to Colorado in 1900 as managing editor of the Denver Times. During intervals he was managing editor of the Denver Post, editor of Denver Municipal Facts, secretary to the governor, and State Immigration Commissioner.

Mr. Patek was a man of unusually aggressive personality and fairly exuded ideas. It is no exaggeration to say that he is regarded by those who were associated with him as the greatest Colorado newspaper man of the decade. One of the historic "scoops" which illustrates his uncanny news sense occurred in connection with the Titanic disaster, when he was managing editor of the Denver Times. The wire that the Titanic had struck an iceberg reached Denver at 2 a. m. and was later discounted by denials, which reported that the great ship had met with a narrow escape but was afloat.

In spite of opposition from his entire staff, Mr. Patek insisted that one of the great stories of the century had "broken," and he "played it up" as few stories have been played up before or since. When the Times went on the street, it contained eight solid pages of text and pictures relative to the disaster, while contemporaries carried a scant half-column report of the rumors. Despite the misgivings of his associates, Mr. Patek stuck to his reputation as a newspaper man that his intuitions had served him correctly—that the Times had "scooped" the West on a great story. Five minutes after the papers were on the streets, a flash came over the wires confirming the disaster.

Mr. Patek's daughter is Florence Patek, well known newspaper woman of Chicago.

FRANK McLAUGHLIN

Was Publisher of Old Philadelphia Times and Manager of N. Y. Recorder

Frank McLaughlin, of the New York Sun, died Saturday at Pelham, N. Y., after a short illness of a complication of diseases. He was widely and popularly known in newspaper circles through connections in executive positions with prominent daily newspapers.

Mr. McLaughlin was born in Philadelphia in 1859, the son of John McLaughlin, who, with a brother, Frank, established and controlled the Philadelphia Times. He succeeded his uncle as publisher of the Philadelphia Times. Later a readjustment of the estate of his uncle necessitated the sale of the newspaper, and Mr. McLaughlin came to New York and became connected with the Times, after which he was business manager of the Recorder.

Subsequently he became one of the business executives of the Sun, and for a number of years was its advertising manager. His service with the Sun was in two periods, the second of which was closed by his death on Saturday. In his last capacity he was a member of the advertising staff.

Mr. McLaughlin was a man of many warm friends. He was fond of music and painting, and was a linguist of talent, speaking French, Spanish and several other languages. He leaves a widow, one daughter and one son. His funeral was from St. Patrick's Cathedral Tuesday.

Obituary

FREDERICK EVANS, of Newark, N. J., newspaper man, officer in many large corporations and at one time secretary to the Vice-president of the United States, died July 11 at Charlotte, N. C. Mr. Evans was born in 1862 at Brecknockshire, Wales, and on being graduated from Princeton became a reporter on the Philadelphia Public Ledger. He came to New York and for a time was employed by the Times, later going to the Tribune, where he became assistant editor. In 1889 he went to Newark as managing editor of the Daily Advertiser, of which he later became editor in chief and one of the owners.

In the campaign which resulted in the election of President McKinley Mr. Evans served in the publicity department of the Republican national campaign, and after the election became secretary to Vice-president Hobart. Upon Mr. Hobart's death he entered business. For a period ending 1913 he was editor of Hampton's Magazine and an owner. Subsequently he was an editorial writer on the Wall Street Journal. Mr. Evans was a bachelor. He is survived by two brothers, one of whom, William H. Evans, of Philadelphia, was formerly a Newark newspaper man.

ARCHIBALD B. O. SULLIVAN, writer of short stories and a contributor to English magazines, died recently of heart disease in New York. He was 34 years old.

EDWARD S. ABELES, well known actor, who died in New York July 10, was early in life a newspaper man in St. Louis, where he was born. He was 49 years old.

FRANK G. COLTMAN, music critic and assistant dramatic critic of the Rochester (N. Y.) Democrat and Herald, died recently after a brief illness. Before engaging in newspaper work in Rochester, in 1911, he had been a portrayer of comedy characters on the stage.

GEORGE FOLSOM, a pioneer in field of pen and ink newspaper sketches and one of two artists on the New York World when Joseph Pulitzer acquired the newspaper in 1883, died recently at his home in New York, aged 69.

W. B. KIRKPATRICK, former owner of the Amonia (Conn.) Sentinel, who had been ill since January, died recently of apoplexy, at Philadelphia. He was 50 years old.

COL. JAMES SIMMONS, president of the Charleston News and Courier Company, died at his home in that city aged 80 years.

MISS ABIGAIL WHIPPLE COOKE, society editor of the Providence Journal for many years, died last week.

WILLIS GRANT MURRAY, formerly a San Francisco and South Bend newspaper man, but lately a mechanical engineer and designer, died in New York, July 13.

CHARLES J. CURRAN, for years a compositor on the Brooklyn Times and the New York Sun, died July 10 in Brooklyn, aged 73 years.

FRED R. JOHNSON of the New York Sun staff, a well known telegrapher, died suddenly, June 14.

JOHN C. EARLE, head of the printing department of the Sherwin-Williams Company, Cleveland, for 21 years, died a few days ago.

CLAYTON WOOD HOLMES, former owner and publisher of the Elmira (N. Y.) Daily Advertiser, a leading business man, writer, and public official, died July 14 at his home in Elmira, aged 71 years.

REV. F. W. BOYLE, formerly in the mailing department of the Dallas News, died recently at San Jose, Costa Rica, where he had been a missionary for several years. He is a brother-in-law of C. M. Seay, of the Dallas Evening Journal.

HAMILTON DONEY, a newsdealer for nearly fifty years in Saratoga, N. Y., died July 8.

HARRY A. DONNELLY, a newspaper man, was found dead in his bed at Trenton, N. J., a few days ago.

DR. ABRAHAM JACOBI, known as "the grand old man of American medicine," who died at Lake George July 11, was widely noted as a writer and editor of medical publications. He was in his ninetieth year. Dr. Jacobi was the father-in-law of George McAneny, executive manager of the New York Times.

JOSEPH DEMLING, 53 years old, city editor of the Chicago Abendpost since 1904, died suddenly a few days ago of kidney trouble. Mr. Demling came to the United States in 1884 and settled in Milwaukee. He joined the Milwaukee Herold as a reporter, subsequently rising to the position of managing editor. He moved to Chicago in 1896 as city editor of the Illinois Staats-Zeitung.

MARIE LOUISE CORTRIGHT, wife of Louis H. Cortright, assistant advertising manager of the Bridgeport Post Publishing Company, died July 4. Four children survive with the husband.

WILLIAM MORTON PAYNE, noted literary critic, died in Chicago July 11, aged 61 years.

REV. JOHN HERMAN HEUSER, D. D., editor of the Orphans' Friend, is dead at Carlstad, N. J., aged 79 years.

Strike Ties Up Swiss Papers

BERNE, July 14.—No newspapers were published in Switzerland today owing to the strike of the operators of typesetting machines, who are demanding a 42-hour week.

Grasty Speaks to Ad Club

Charles H. Grasty, treasurer of the New York Times, addressed the New York Advertising Club, Wednesday, on his experiences as a war correspondent and in covering the Peace Conference.

Service

National advertisers find the Indianapolis Radius an easy market to cultivate because they can obtain exact information of conditions from the Merchandising Service Department of

THE INDIANAPOLIS NEWS
Charter Member A. B. C.

Foreign Representatives
Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

t. A. Klein, New York—John Glass, Chicago

U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

(280 x 150)



THE ACID TEST

The Detroit Sunday News regularly publishes over 47% greater number of want ads. than its only Sunday competitor and also leads in classified advertising volume.

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

The circulation of

The Evening Star

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET NEW YORK CITY

400 Editors Revel in Woods of Northern Minnesota

Hold Annual Outing, Contest for Athletic Supremacy and Pledge War Against Anarchy

BEMIDJI, Minn., July 13.—No Knights of the Quill or ticklers of the typewriter ever enjoyed such an outing as fell to the lot of 400 members of the Northern Minnesota Editorial Association. They were buried in the heart of the vast pine wilderness of the North Star State, entertained by a great lumber corporation and inducted into the mysteries of scientific forestry in Itasca Park.

There was also a large delegation of Southern Minnesota editors. The center of operations was at Birchmont, near Bemidji. There were athletic contests for men and women, of which the Southern Minnesotans won the largest portion, a logging camp dinner served by the Crookston Lumber Company, with 300 pounds of pike from Red Lake, and, of course, scores of speeches, all short.

H. Z. Mitchell of the Bemidji Sentinel won the contest for four-minute speeches.

Among the speakers at an evening meeting were Secretary of State Julius A. Schmahl, a newspaperman who is said to have the largest acquaintance in the state of any man in Minnesota, and T. C. Norris, premier of Manitoba. The general subject was "A Bigger Minnesota." Mr. Norris reviewed the Winnipeg strike and blamed the Bolshevik for all the trouble. He pleaded for closer unity between the United States and Great Britain; "and God help the enemy," he exclaimed, "when the English-speaking people are united!"

"Canadians will never again allow the red flag to fly within the Dominion," said another speaker, former Mayor R. G. Waugh of Winnipeg. "We are done with that element forever."

A memorial service was held for the late Frank J. Meyst of Minneapolis, so beloved of all Minnesota newspaper publishers, editors and printers. State Forester W. T. Cox and Carlos Avery, state game and fish commissioner and owner of the Henderson Independent, showed how the work of their respective departments is conducted and what has been accomplished.

Thierry Off to Africa

CLEVELAND, Ohio, July 15.—Edward M. Thierry, reporter for the Cleveland Press and Newspaper Enterprise Association, accompanied an African exploration expedition, which sailed from New York last week under the auspices of the Smithsonian Institute. It is said to be the largest since the journey of Henry M. Stanley into Africa. Thierry is the only newspaper man to make the trip. He recently returned from Paris, where he reported the Peace Conference.

HEADS BUSY ROCHESTER ADVERTISING CLUB

ROCHESTER, N. Y., July 17.—Newly elected officers of the Rochester Advertising Club are: Theodore F. Pevear, advertising manager of the Stein-Bloch Company; vice-president, Howard Palmer, Eastman Kodak Company; treasurer, Joe F. Swope, advertising and sales manager Mabbett-Bettys Motor Car Company; secretary, Jack Knabb; executive committee, Louis E. Groh, Charles G. Lyman, Miner H. Paddock, Jr., Louis P. Willsea.



THEODORE F. PEVEAR

Mr. Pevear will officially assume the presidency today. Mr. Pevear has always been in the advertising business. He originally came from Providence, R. I. He was an independent copy and advertising writer in that city in 1905. Later he was connected with the Providence Journal and the Pawtucket Times as advertising counsellor. As an independent writer he handled the advertising for twenty retail stores in that city.

In 1907 Mr. Pevear became advertising manager for the Shepard Company, large department store in Providence. From this company he came to Rochester, in 1908, to the McCurdy-Norwell Company, department store. Two years later he was associated with the Myers Advertising Agency, which became Pevear & Co. Leaving Rochester, he joined forces with Harper's Weekly as Eastern advertising manager. Since 1914 he has acted as advertising manager of the Stein-Bloch Company, clothing manufacturers.

PREMIUMS
That are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative
1606 Heyworth Building
29 E. Madison St. CHICAGO

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

PRESS CRITICISM UPHELD

Cleveland Newspaper Charges Bring Sweeping Grand Jury Report

CLEVELAND, O., July 16.—Criticism by Cleveland newspapers of lax police methods and laxity of prosecutors and judges in handling criminal business in the midst of an unprecented crime wave last winter have resulted in a sweeping report made by a special grand jury created by an act of the state legislature. The regular grand jury was ignored and the probe was directed by special attorneys appointed by Governor Cox.

The report condemns police methods, says the force is embarrassed by politics and religious differences, alleges the chief of police does not have a free hand and says the county prosecutor and city safety director should resign. The probe has furnished more police newspaper copy for daily papers than anything in the criminal line for many years.

Drop Charges Against Minor

CORLENZ, July 15.—Robert J. Minor, the American newspaper correspondent and cartoonist who has been under detention here by army authorities pending an investigation, has been released. No formal announcement was made, but officers said the case had been dropped on orders from higher authority.

New Era Features
30 East 42nd St., New York City
Forty Leading Papers
Print Our Service.
Send for our Headline History of the World War

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

Yakima to Have New Daily

YAKIMA, Wash., July 15.—Articles of incorporation have been filed by the Farmer Publishing Company and a new daily paper, called the Daily American, will soon be issued here. The company is capitalized for $40,000, fully subscribed. The editorial and business staffs have not been announced.

A. B. C. Newspaper Audits

CHICAGO, July 15.—Audits have been issued by the Audit Bureau of Circulation to the following newspapers: Dayton (Ohio) Daily News, Dayton Evening Herald, Dayton Journal, Wichita (Kan.) Beacon, and the Wichita Eagle.

The Metropolitan Newspaper Service, 432 Fourth Avenue, New York City, offers:
DAILY
Dickey's Dogs
A humorous strip, a column, seven times weekly, by Robt. L. Dickey.
Your Home and You
Daily chats on efficiency, beauty and happiness in the home, about 300 words each, illustrated as line
The Newspaper
The Day's Doings in verse, about six five-line stanzas daily, by Frank Wright Tuttle.
and
Fashion News, Views, Comment and Suggestions,
illustrated in line. Copy by Mary Paget. Drawings by Harriet Meserole, Ruth Reeves and others. (By arrangement with the Messrs. Parchild, proprietors of "Women's Wear," the "Daily News Record" and the "Apparel Gazette.")
SPECIALS
8 illustrated articles on
Life After Death
Do the Dead Communicate with the Living?
Yes, Sir Arthur Conan Doyle, Sir Oliver Lodge, Dr. James H. Hyslop. No, Rupert Hughes, Sinclair Lewis. Perhaps, Booth Tarkington, Harvey O'Higgins, Ollah Tosh.
"Back to the Garden of Eden"
Travel and adventure series (illustrated) by Capt. Kermit Roosevelt.
Bolshevist Russia (illustrated)
by Raymond Robbins and William Hard. (These three specials by arrangement with Metropolitan Magazine.)
Fiction.
METROPOLITAN NEWSPAPER SERVICE
432 Fourth Avenue, New York City
Frank B. Elser, Editor. Maximilian Elser, Jr., General Manager.

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

PRESTIGE
The standing of *your* newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.
On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in his community.
Write or wire for rates.
The Associated Newspapers
170 Broadway New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples and our colored comics, daily and Sunday pages in black and white.
Newspaper Feature Service
M. KOENIGSBERG, *Manager*
241 WEST 37TH ST. NEW YORK

NEW WRAPPING PLAN IS A SUCCESS

Ohioan Explains Method He Is Using to Prevent Rolling and Bending on Carrier Routes—Says a Clean Paper for Reader Is Now Possible

By Neil H. Hauker

Circulation Manager Middletown (O.) Journal

After the editorial staff and mechanical departments make every effort to have a clean, neat and readable newspaper, their efforts and hard work can all be annulled by the carrier boy who rolls and bends his papers when making his deliveries.

After experimenting with different size wrappers we have come to the conclusion that a slip of paper three by ten inches makes the size best adapted for a remedy. These wrappers when taken in stacks of one inch each can easily flipped between the first finger and thumb of each hand and spread out so that three-eighths of an inch overlap, thereby giving enough space for liquid paste to be used.

Carrier newspapers are wrapped the same as our mail edition, except instead of rolling them on the table we simply start the first fold on the table and finish it by taking the paper and wrapper in our hands and twirling the newspaper with the right hand and making a cylinder form of the left hand. Then the job is complete.

The floor space is not a big problem, providing you give your carriers from twenty-five to fifty papers at a time and have them roll only those necessary to expedite delivery.

We believe this is the first time that this method of rolling has been used. The strings and rubber bands have had their inning (some publishers are still using the string in delivery), but we think our rolling is an improvement over both. We took great pains in explaining all of the advantages to our carriers, demonstrating to them that it would mean greater speed in making deliveries, and then putting a penalty of discharge on rolling and bending papers.

We consider the new method a complete success.

CIRCULATION NOTES

The Montgomery (Ala.) Journal questions EDITOR & PUBLISHER'S recent reference to F. R. Folks of Regina, Sask., as the biggest man (in paunch) who attended the 21st annual convention of the I. C. M. A. in Buffalo. The journal claims its own Oscar Anderson is the "largest circulation manager in the United States, Canada and Cuba," saying: "Any doubting Thomas may consult the records to find out. Oscar Anderson, circulation manager of the journal, tips the scales at 285, just a few ounces more than F. R. Folks of Regina, Can.

The annual convention of circulation managers for the United States, Canada and Cuba, has just been held at Buffalo, N. Y., and Mr. Anderson and Mr. Folks were in attendance and it took the decision of the scales to tell the exact truth about who was the largest man among the many hundreds who attended the big affair. Mr. Anderson, by a close squeeze, held his title as heavyweight champion of the circulation forces which he has maintained for several years. He says that it was the greatest convention the circulation men ever held and was high in his praise of the way Buffalo took care of the delegates."

The Chicago Evening American has started a new Saturday feature page devoted to music, society, books and art, a rather unusual daily newspaper combination, under the respective editorships of Morgan Kingston, Senator D. Fletcher, Mrs. Grace Wilbur Trout and Henry L. Mencken.

The Lancaster (Pa.) Intelligencer and News Journal made what it believes to be the first complete airplane delivery of newspapers ever attempted on June 27 and 28. The delivery, which covered all the suburban towns in Lancaster County and several adjoining counties, was made without a hitch the second day. The first day just a few towns were missed.

The Spokane (Wash.) Spokesman-Review is again arranging camping trips for carrier boys who have scored high in securing subscription orders. H. M. Grosse, city circulation manager, is planning four trips this summer, from June to September. On each of these 25 boys are entertained over the week end at some nearby lake, while substitutes carry the routes. The Spokesman-Review furnishes the automobiles, camp equipment, and grub, and the carriers work like Trojans for the privilege of going along.

H. H. Fris, circulation manager of the El Paso (Tex.) Herald, has been visiting the Des Moines (Ia.) Register and Tribune plant. His trip, the I. C. M. A. convention via Des Moines, he says, was because the Register and Tribune carriers' publication had attracted his attention as being the liveliest paper of its kind in existence and he wanted to get in touch with what else the organization behind it was doing. The paper, "Our Junior," is edited by J. L. Doolittle.

The Kansas City Post is holding a series of monthly picnics and parties for each division of its carriers. The purpose is to promote good fellowship among the carriers and to instill business principles and salesmanship.

The Kansas City Post has resumed publication of its "Pink" Edition, formerly called the "final." The "Pink" was among the first sports edition in the mid-West, but was suspended during the war.

The Pittsburgh Press will hold its annual modified Marathon race Saturday.

The Providence (R. I.) Sunday Journal is conducting an amateur photographers' contest during the vacation period.

One hundred Indianapolis News carriers were taken on an outing trip to Cincinnati on Sunday, June 29, the trip having been won by each as a prize in a subscription contest. Eighteen of the boys had won their trips in 30 days. They were brought to Indianapolis a day ahead of the excursion and were guests of the News at a hotel and a theater party.

George W. Brewster, 80 years old, is said to be the oldest active subscription solicitor for a Missouri newspaper. He works for the Dexter (Mo.) Messenger, a weekly half a day a week, and is said to have brought in from nine to 50 subscriptions each week during the past eight months.

The Rocky Mountain News conducted a swimming carnival at Berkeley Beach, Denver, July 4.

The Denver Times has arranged a Denver-to-Cheyenne automobile race to be held July 22.

The Des Moines Register has introduced a new full page of features of interest to all "members of the family."

The first arrest in a search by New York City police for persons who have been stealing Sunday newspapers resulted in Manual Silva being fined $10, with an alternative of five days in jail. Silva was caught taking copies of the New York Tribune from a carrier's bundle.

The Houston Post is making extensive preparations for a "Kiddies' Picnic" today. Judd Mortimer Lewis, the Post poet, is chairman of the committee on arrangements.

Members of the circulation department on the Des Moines Register and Tribune held a picnic July 2.

The Houston Chronicle has started a contest in photographic art which will last all month. It is open to both professionals and amateurs.

Richard Seeyle Jones, circulation manager of the Stars and Stripes and formerly on the editorial staff of the Seattle Post-Intelligencer, has been released from the army and expects to be back in harness again in Seattle soon.

The St. Paul Dispatch-Pioneer Press have arranged to take fifty newsies to the Y. M. C. A. swimming pool once a week.

Beloit, Wisconsin

Prosperous city with a population of 20,000 and 1,200 homes. It the best town of the country to prove the selling power of publicity. The BELOIT DAILY NEWS' city circulation is 4,650. Rate 2½c per inch flat.

H. B. WORTHINGTON,
Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO. — PAYNE, BURNS & SMITH
Chicago, Marquette Bg. — New York, 5th Ave. Bg.
Detroit, Kresge Bg. — Boston, Advertisers Bg.

163,800 LINES LEAD

over the second paper during May shows that in Cleveland the biggest space buyers concentrate on

THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago

There's a good reason—it's results.

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation 139374

BUFFALO NEWS

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue — Lytton Building
NEW YORK — CHICAGO

The Rocky Mtn. News
Every Morning
The Denver Times
Evening except Sunday

Two up-to-the-minute Newspapers covering thoroly the representative Homes and the REAL BUYING POWER of Denver and vicinity.

Published in the same plant, but duplicating circulation LESS THAN FOUR per cent.

to an city in America is the distinction as sharply drawn between dailies catering to the best and the worst elements in the community. The News and The Times appeal to the best and are typical of the true spirit of the Great West.

They are Home Papers, Kwansis, Lions and Optimist club papers of Denver.

The News—established 1859—is one of the country's best known dailies. The Times carries more advertising than many of the largest metropolitan papers. Both among the nation's leaders in automobile advertising.

The News and The Times reach the responsive classes and the wealth of the Rocky Mountain region—a region rich in agriculture, stock-raising, mining, oil and other natural resources—where money is more plentiful today than ever before.

You Cannot Cover Mount Vernon, N. Y., Without Using the

DAILY ARGUS

The only newspaper published there. It goes into every home in that section.

Foreign Representative,
GEO. B. DAVID & CO.,
171 Madison Ave., New York

The Pittsburg Dispatch

has always been a big factor in the successful exploiting of good merchandise.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. BOOE
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the South concentrate the States is the logical and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York — Chicago — St. Louis

N. E. A. MEMBERS MEET IN PORTLAND, AUG. 8

Oregon Association Will Meet on Same Day in Conjunction with National Body—Easterners to Be Treated to Special Crater Lake Trip.

OREGON CITY, Ore., July 16.—Oregon newspapermen are, more than ever before, directly interested in the annual convention of the National Editorial Association. The editorial party from the East, estimated at 300 people, is scheduled to arrive in Portland on Friday, August 8, at 5:05 p. m., and will leave Portland for Tacoma on the following Wednesday about 8 a. m. The details, as announced by E. E. Brodie of this city, member of the N. E. A. executive committee, follow:

It has been arranged to hold the annual convention of the State Editorial Association on Friday, August 8, convening at 9 a. m. at the Portland Press Club, for an all day business session. Luncheon will be served at the Press Club at noon, and the convention will adjourn not later than 5 o'clock, when the delegates and their wives will be merged into the N. E. A. convention and will share in the entertainments and programs at Portland.

Every member of the Oregon State Editorial Association in good standing is a member of the N. E. A., under a resolution adopted at the Coos Bay convention last year, by which the state association joined the national association as a body, paying 50 cents a member out of the treasury of the state association.

Convention Fees

The N. E. A. has a convention fee of $5 for each delegate attending and $2 for his wife or any other member of his family who may accompany him.

The convention party will be met at the Union Station by automobiles and taken to hotels, room assignments having been made before the arrival of the train, to obviate delays. The Imperial Hotel is the convention headquarters hotel at Portland. The travellers will be given an hour to remove the traces of the city, and freshen up a bit and will then be taken in automobiles to the Waverly Country Club, where dinner will be served on the lawn by the Portland Caterers Association.

There will be music by Portland's crack municipal band, address of welcome by Mayor Baker, responses, and the usual program incident to welcoming a convention, after which the party will be taken back to Portland.

On Saturday, August 9, a business session of the convention will be held, convening at 9:30 at Elks Hall. Luncheon will be served at noon at the Press Club, in the Elks building, by the Home Industry League of the Portland Chamber of Commerce, and at 2 o'clock the ladies of the party will be taken around the trip, and freshen up a bit and will tor Corps, under the direction of Mrs. Alice Benson Beach.

The convention will adjourn at 4 p. m., and will take interurban cars for Oregon City, where the officers of the N. E. A. will dedicate a monument to be erected to commemorate the establishment of the Oregon Spectator, the first newspaper on the Pacific Coast.

Monument to Oregon Spectator

The monument will be erected by W. P. Hawley, president of the Hawley Pulp & Paper Company, of Oregon City. The party will go back to Portland on the interurban and at 6:30 p. m. a banquet will be given at the Portland Chamber of Commerce, through the courtesy of the Portland Oregonian and the Portland Telegram.

The party will be taken up the highway Sunday, leaving Portland at 7 a. m. and a bear and fish breakfast will be served at Eagle Creek, through the courtesy of the State Fish and Game commission and the U. S. Forestry Service almost 11 a. m. Members of the party should have coffee before starting from Portland. It is planned to return to Portland about 3:30 p. m. and at 4:30 the Eastern people will board a special train for Medford, stopping at Salem for dinner at 6:15 p. m., and listening to an address of welcome from the Governor.

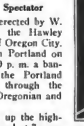
May Visit Eugene

It is hoped to have the party spend an hour in Eugene on the way south, arriving there about 9 p. m., though details for this stop have not been perfected. Breakfast will be served Monday at either Grants Pass or Medford, and the party will be taken, by courtesy of the Medford Commercial Club, to Crater Lake, and spend the night there, leaving the lake in time to reach Medford or Ashland to take a train to Portland on Tuesday, and arriving in Portland the next morning and leaving at once for Tacoma.

All courtesies extended to the members of the N. E. A. party will also be extended to the Oregon editors who are members of the state association and who pay the convention fee, except the trip to Crater Lake, which is limited to the Eastern people, because of lack of accommodations for more than 300 at the lake. The special train from Portland to Medford will be financed through the Portland Chamber of Commerce.

THREE BATTLE CITATIONS WON BY LIEUT-COL. BUXTON

LIEUT-COL. G. EDWARD BUXTON, JR., treasurer of the Providence (R. I.) Journal Company, was three cited for bravery and services in battle while on duty against the Huns overseas. The citations are from regimental, the divisional and the General Headquarters.



LT.-COL. G. E. BUXTON, JR.

The first one is dated April 1, 1919, and reads:

"This officer is commanding his battalion on the Toul sector and in the St. Mihiel offensive showed great bravery, coolness and discretion, and materially aided in the success of these operations."

It was signed by Col. Richard Wethcril, commanding the 328th Infantry.

The divisional etiation, dated April 16, 1919, awarded for services in the Meuse-Argonne offensive by Maj. Gen. George Duncan commanding the 82nd Division, reads:

"Col Buxton has not only rendered exceptional service when charged with the responsible duty of division inspector of a constat division during active operations, but by his energy, personal devotion in duty, thorough knowledge of military matters and ability far above the average, he contributed materially to the welfare and efficiency of the division."

The last citation, which is from General Headquarters, is signed by General Pershing, personally, under date of April 19, 1919. This is for "exceptionally meritorious and conspicuous service with the 82nd Division."

Lieut.-Col. Buxton was a Major of Infantry in the U. S. Reserve Corps at the outbreak of the war, and was ordered to Fort Oglethorpe, Ga., commanding a battalion in the first Officers' Training Camp. When the 82nd Division was formed in August, 1917, at Camp Gordon, he was assigned to the 328th Infantry of that division. He commanded the 2nd Battalion in the Toul sector, the Marbache sector and in the St. Mihiel drive, after which he was assigned to the Division Staff as Inspector General.

On February 28, 1919, he was promoted to Lieutenant-Colonel of the 328th Infantry. He returned to this country in May with the 82nd Division and was discharged at Camp Upton.

Lutheran Editors Favor Cartoons

MINNEAPOLIS, July 15.—The Lutheran Editors' Association of America, at its annual convention here favored the use of more cartoons in religious publications so long as they are not "pictorial satires used to make persons or principles appear ridiculous." It appointed a committee including the Rev. H. Melhorn of Philadelphia, N. M. Sundheim, manager of the Augsburg Publishing House of Minneapolis, and the Rev. Emil H. Rausch of Waverly, Iowa, to study the matter and report.

The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.

Representatives:
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.
Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue New York City

THE CLARKSBURG TELEGRAM
Gained 36%
in advertising May, 1919, over the same month of last year, publishing a total of 623,000 agate lines.
"It pays to advertise in West Virginia's Leading Newspaper."

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency Checking Copies by "S & M Insured Agency Delivery Service."

SOME SERVICE USERS	
New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-Staats	Ithaca Journal
Mail-Tribune	Bridgeport
Eve. World-Sun	Post Telegram
Wilmington	Sioux City, Iowa
Journal-News	Argus Leader
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Times
Herald-Traveler	New Haven Reg-
Post-Transcript	ister

[Send for full particulars of S & M Service.]

Co-operable Services of Schwarz-Mandel Inc
450 Fourth Ave. N.Y. 7305-7306 Mad.Sq.

The Shortest Route From Dealers' Shelves to Consumers' Homes.
Is Via
BOSTON Sunday AMERICAN
301,270
Govt. Statement For Six Months Ending April 1st.
This is the LARGEST home-going circulation in New England—a vast market with limitless possibilities.

The Dominating Force
in advertising territory Boston for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post Standard-Telegram
Not only dominate this field, but their offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
I. A. Klein,
Metropolitan Bldg., New York.
John Illson,
Peoples' Gas Bldg., Chicago, Ill.

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York. Chicago

SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

TIME SAVING CABINET PATENT ASKED

Binghamton Composing Room Superintendent Is the Inventor of Ad Men's Step Eliminator—Two Compositors Can Work at It

Philip W. Fawley, superintendent of the composing room of the Binghamton (N. Y.) Press, has applied for United States and foreign patents upon an adman's working cabinet, which he claims is a time-saving and economy-producing invention of great merit. The cabinet is to be called "The Binghamton Press Cabinet."

As Mr. Fawley demonstrates his new type cabinet, the first one of which is now in actual operation in the composing room of the Press, it wholly eliminates the "walking time" of ad compositors.

All Within Easy Reach

Mr. Fawley's cabinet makes it possible for a compositor to set all of the hand composition of a display advertisement and to assemble the advertisement ready for the proof press practically without moving out of his tracks. The cabinet is seven feet, five inches long, by four feet, ten inches wide, forty-two inches from floor to working surface.

Two compositors work on each end of the cabinet at the same time. Each one has his own individual layout of material, within easy reach, without bothering or reaching over each other.

The cases hang on each side of the cabinet afford a complete layout of all sizes and faces within easy reach of the compositor.

There are in the cabinet 178 compartments providing for every variety of material the printer will ever use; handy spaces to hold 13,500 feet of leads, cut to every needed length, or 1,230 pounds; spaces with room for 3,500 feet of all lengths of slugs, or 980 pounds; room for 900 feet (200 pounds) of linotype borders; spaces for 250 feet of cut-off rules, or 65 pounds.

Carry 1,000 Pounds of Quads

Drawers in the cabinet have a capacity of 1,000 pounds of quads and spaces. These drawers are arranged between the two tiers of cases in that a compositor, finding the quads and spaces in his case low, can replenish his case without taking a step out of his typesetting position. Likewise drawers are provided to hold corner pieces and borders and other type ornaments. Five steel slides in each end of the cabinet are provided to hold cases of border cut to pica measure.

An especially handy arrangement is provided for thin spaces. Five boxes are fitted on each side of the cabinet to hold thin spaces.

The Fawley cabinet is of neat, workman-like appearance and arrangements have been completed with the American Type Founders Company for its manufacture.

NEW INCORPORATIONS

New York.—Hauff-Metzger, Inc. (advertising); capital increased from $50,000 to $300,000.

Legion Publishing Company; $5,000; J. W. Young, C. P. Putnam, 6 West 45th street.

Alderview Advertising Corporation; $20,000; S. F. Myers, J. G. Woods, J. G. Martyn, 30 East 4nd street.

Jewish Forum Publishing Company; capital increased from $10,000 to $100,000.

Morgillo Press; $5,000; V. Racanu, M. Dasciema, N. Morgillo, 2617 Poplar street.

Curbticker Company, reporting; $10,000; L. G. Hart, E. T. Willner, C. K. McGuire, 15 William street.

Scott & Seltzer, Inc.,; publishers; $60,000; D. G. Dery, T. Scott, M. Stadler, 5 West 59th street.

Karyer Narodowy Publishing Co.; $25,000; S. Kraut, J. B. Kalmuk, L. B. Levy, 250 West 103d street.

Coude Nast & Co.; capital increased from $210,000 to $510,000.

Vanity Fair Publishing Company; capital increased from $400,000 to $700,000.

Jewish Forum Publishing Company; capital increased from $10,000 to $100,000.

Lamman Printing Company; dissolved.

Chaim-Yiflowsky Publishing Company; dissolved.

Export Record, Inc.; $50,000; F. H. Morrell, Jr., H. Hudson, A. R. McLaren, 700 West 179th street.

Junction, Tex.—Junction Publishing Company; $10,000; J. D. Motley, W. P. Riley, C. C. Reid.

Tulsa, Okla. — Crockett Machine Printing Company; $25,000; Don R. MacInnes, Frank B. Crockett, W. P. Nelson.

Idabel, Okla.—Idabel Publishing Company; $5,000; H. P. Hosey, F. R. Abbott, Tom G. Naylor, all of Idabel.

Oklahoma City.—Oklahoma Leader; $250,000; Patrick S. Nagle, Kingfisher; John W. Nagle, Oklahoma City; Ferdinand W. Redfield, Milwaukee.

Ponca City, Okla.—Ponca City Publishing Company; $50,000; Richard M. Elam, Mabel S. Elam, 3rl S. Elam.

Cornwall, N. Y. Cornwall Press; $25,000; H. B. Taylor, H. F. Chadeayne, H. C. Ferris.

Wilmington, Del. Advertisers Illustrating Company; $210,000; T. L. Croteau, P. B. Drew, H. E. Know.

Atchison, Kan.—Mechanical Advertising Company; $50,000; W. R. Aimes, G. H. T. Schaefer, J. C. Gibson.

J. C. Roberts, Jr., to Be Married

St. Louis, Mo., July 15. Announcement has been made of the engagement of John C. Roberts, who is connected with the St. Louis Star, of which his father, John C. Roberts, Sr., is publisher, and Miss Georgia Lee Berkeley. Young Roberts spent five months in France driving an ammunition truck with the American Field Service early in the war. Returning he served as a naval aviator with the rank of ensign.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

For Sale
Two-platen drying table with Murray generator; metal pot, capacity 5,000 pounds. Ohio State Journal, Columbus, Ohio.

For Sale
About 200 pounds 6-point brass slugs and 200 pounds brass 2-point leads, ranging in size from six picas to seven columns. Column measurements, 12 picas wide, nonpareil column rule. The Post Standard, Syracuse, N. Y.

For Sale
Gem Matrix Rolling Machine, with Sprague motor attached, all in first class condition, and at a low price. Write for details. The News, Dayton, Ohio.

For Sale
One Twelve (12) page Cox Duplex flat bed press—re-built four years ago. Splendid condition. Address A-785, care of Editor and Publisher.

For Sale
New font of 8 point old style, No. 19, title No. 1 linotype mats. Used four weeks. Priced reasonably. Huntington Press, Huntington, Ind.

For Sale
Double feed Babcock dispatch, six column press. Brown Folder attached, both in good condition; type cases, composing stones, Mustang mailer, foundry type good as new. Litchfield Printing and Stationery Company, Litchfield, Ill.

For Sale Cheap

Hoe Matrix Moulding Machine, with 3-horse power 220-volt Jenny motor, direct connected. All in first class condition. Apply

M. M. LEVAND
Business Manager
Kansas City Post
KANSAS CITY, MO.

MAKE YOUR OWN PLATES!

Complete Electrotyping Plant
of the
Illustrated Sunday Magazine

the entire equipment of which was purchased during the last few years, is now for sale at a reasonable figure.

Inventory and description sent on request. Address Norman E. Mack, Buffalo Evening Times, Buffalo, N. Y.

La Presse Extends Premises

Montreal, July 15.—La Presse has provided for an extension of its plant by purchasing several buildings at the southwest corner of Cragg and St. Lawrence streets, near its present home, for $100,000.

McChesney Now City Editor

Buffalo, N. Y., July 15.—C. H. McChesney has been appointed city editor of the Buffalo Courier.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

Wanted
By Coast publisher, used sixty or seventy five horsepower motor and control in good condition for Hoe sextuple; alternating current, 220 volt, three-phase sixty cycle. Address A-784, care of Editor and Publisher.

Wanted
Routing machine wanted for curved plates. Will pay cash or exchange linotype gas engine. Also have linotype gas pot and double steam table for sale. The Times, Raleigh, N. C.

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to ¾ or ¼ page size at 4,500 per hour.

A good press at a reasonable price.

Walter Scott & Company
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders' Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St. New York City

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher *you may find a buyer for any useful mechanical equipment for which you have no present need. For Sale ad at three cents per line may bring you cash for something which now merely represents storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, we will accept 50 words, two insertions FREE.

Advertising Executive

Strong, aggressive display man of successful experience as manager and solicitor desiring broader field of opportunity; seeks position with industrial house in an Eastern city or with special agency, preferably in New York. Strong references for the necessary qualifications which, coupled with originality in ideas, copy writing, and executive ability, successfully sell space and secure new accounts likewise. Have conclusively demonstrated skill in creating new business and in developing and controlling hard account. At present with one of New England's leading dailies in city of 200,000, and have established splendid record. Position must offer opportunity in progressive organization where real merit and annual results produced will be rewarded by extra monetary returns as well as salary. Good reasons for making change. Address A-786, care of Editor and Publisher.

Agency Man

Young man, 21, several years experience in agency work, wishes position in either advertising agency or advertising department of large concern. Thoroughly understands all details of work and is ambitious for position manager. A personal interview will convince as to ability. Address A-780, care of Editor and Publisher.

Managing, City or News Editor

Thoroughly experienced managing, city or news editor for afternoon paper at liberty after August 1st. Paper suspended highest references from all past employers. Have executive ability and have a full range of paper, both editorial and business, as editor and manager. Married, 32 years old, college education. No proposition under $35 considered. Address Mr. Warren Morning Chronicle, Warren, Pa.

Business Manager

Business manager, thoroughly competent man, wide practical experience as business manager; also as circulation manager; good all-rounder, seeks connection with now or later date. Would consider city proposition. Address A-744, care of Editor & Publisher.

Editor

Have you an opening for an ambitious young woman? I've been a press agent eight years and wish to do newspaper work that will advance me in a beneficial position. Alert intelligence and earnest work will be given for chance to show good. Address A-790, care of Editor and Publisher.

Experienced Writer

On industrial and agricultural topics desires field and associate editorship of weekly or monthly publication. Expect $40 a year. Present position as editor and publicity agent for large state institution held past two years. Have contributed to recent numbers of American Magazine, the Quill, the Independent, etc. besides agricultural and daily press. Newspaper experience. College graduate, 1918. Age 23. Best references. Clippings upon request. Southwest preferred. New York City second choice. Address Editor, 2911 College Avenue, Bryan, Texas.

Editorial Assistant

Man, 25, of real talent and promise, successful as a writing man, seeks opportunity good position for chance on publication. Address A-792, care of Editor and Publisher.

Cartoonist

Young man who is destined to become one of the leading cartoonists, wants a position. Present location unsatisfactory; reference and information furnished. Address A-771, care of Editor and Publisher.

Circulation Manager

Circulation manager, now employed in large eastern city, desires change. Over 14 years experience, circulation doubled in present position. Would like place with progressive organization where real constructive development work would have effect. Prefer location in which automobile circulation work both east and west and have had over many years, resulting in great increases in morning, evening and Sunday editions. Married, highest references from past and present employers. Address A-788, care of Editor and Publisher.

SITUATIONS WANTED

Newspaperman

A New York newspaperman with several years' experience as city reporter and writer for the New York papers, recently discharged from the army, desires to connect as a city editor, or sporting editor, with a daily in the Hudson River Valley, New Jersey of Westchester County, New York. Address, A-778, care Editor and Publisher.

Woman Editor

Woman wants position as editor woman's or children's department, or literary work on paper. Three years' experience. Address A-794, care of Editor and Publisher.

Newspaperman

Newspaperman, 22, looking for opening on small daily with chance ahead; wife, 18 mos., an interest in the property might be secured. Box 877, Garwood, N. J.

Experienced Copy Editor

wishes permanent position in New York City. Publication 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. Tyson, care Editor & Publisher.

Reporter or City Editor

Young man, University graduate, five years' experience as reporter and city editor desires position on Ohio or Western dailies as daily. Best references as to character and ability. Correspondence solicited. Address A-786, care of Editor and Publisher.

Reporter and Desk Man

Young college man, experienced on desk and outside work, assignments, desires position on afternoon sheet; married, reliable. Best references. Address A-782, care of Editor and Publisher.

Sport Writer

Sport writer and reporter, five years' experience, seeks position with Eastern States newspaper. Address A-782, care of Editor and Publisher.

Cartoonist

Cartoonist with some national reputation wishes to make a change about Sept. 1st. Has 7 years' experience in 15,000 city daily. Experienced in political and human interest cartoons. Will go to any reputable field—the only reason for desiring a change. Address A-786, care of Editor and Publisher.

Circulation Manager

Circulation manager with eighteen years' record of successful experience in newspaper circulation work, desires to make permanent connection. Has had every angle of the business of circulation building and management. Best of references and reasons for change. Address A-776, care of Editor and Publisher.

Circulation Manager

37 years old, 20 years circulation experience on both morning and afternoon papers, and now in charge of that department on a well known daily, desires change. Address A-787, care Editor and Publisher.

Web Pressman

Now in charge of afternoon daily desires change of location. Experienced on eight page Scott or two-three or four deck Goss, Hoe or Scott press. State what kind of press you have and scale of wages and help first letter. Address A-791, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty cents per line. Count six words to the line.

Unusual Opportunity

for an experienced advertising salesman in the Engineering Journal field. Unusual opportunity for man with ambition and ability. Must make New Orleans headquarters. Salary and liberal drawing. Previous experience essential. Unusual opportunity for man who can handle territory and who is capable of developing new business. Address, stating age, experience and salary expected. All replies will be strictly confidential. Southern Marine Journal Publishing Co., Houston, Texas.

Advertising Solicitor

ENERGETIC advertising solicitor and copy writer for Southern city of 30,000. Commission and drawing account basis. Immediate action necessary. Give full experience. Young man preferred. Address A-787, care of Editor and Publisher.

HELP WANTED

Circulation Managers Wanted

The General Welfare Committee of the International Circulation Managers' Association has opportunities for several live wire circulation managers at good salaries.

If you are out of employment or seeking a change write at once.

A number of these positions are ready for immediate acceptance.

Address H. A. Wenige, Chairman, care of the Post-Star, Glens Falls, New York.

Circulation Manager Wanted

We are printing a Daily and Sunday edition in a manufacturing city in the middle west (population about 200,000) leading in total circulation (80,000), but running second in net paid circulation with the second paper. Our city and country circulation possibilities are separate and distinct. We want a man to take charge of the city and suburban circulation, who will give his entire time and thought to securing new subscribers and to operating a satisfactory delivery service. It's a splendid opportunity for someone. Please name salary expected. C. J. Stein, Mutual Life Theatre Bldg., St. Paul, Minn.

Advertising Manager

WANTED—Capable advertising manager for afternoon and Sunday morning newspaper in city of twenty thousand. Must be able to write ads for Dry Goods and Clothing establishments. Good pay to man of ability. No other need apply. Give full particulars as to your experience, age, salary expected, when you could report, etc., in first letter. Port Arthur (Texas) News.

Experienced advertising Solicitor

Experienced advertising solicitor and copy writer; one who can build trade papers; will be given trade and store business at card rates and without free tenders and passes. State age, references and salary. The Journal, Quincy, Ill.

Advertising Manager

Wanted—Advertising Manager for leading daily in Eastern town of thirty thousand. Must be capable of developing field from beginning. Permanent position to right party. Address A-788, care of Editor and Publisher.

Circulation Man

Wanted—Circulation man to build up the circulation of this newspaper in the thriving city of Michigan, of which Port Huron is the natural metropolis. The population is about 13,000, and we have not employed a single solicitor or canvasser in three years, yet circulation has been held intact simply by selling the paper on the streets. The circulation practically already 100% and no problem whatever. Correspondence invited with the man who thinks he can increase the circulation more than 100% within 1,000 people from three to five thousand. Steamer connections to all northern and small towns and fine agricultural district. Address The Times-Herald, Port Huron, Mich.

Business Manager

Business Manager wanted on a daily evening paper in a city of forty thousand. Must be willing to add to business ability, a general knowledge of the newspaper business, together with courage, optimism and imagination. A splendid opportunity for a young man with ambition. Address A-797, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

For Sale

Unusual circumstances place on the market for immediate sale daily doing $60,000 annual business (no job dept.) and paying 25% on investment. Copy of A.B.C. audit filed; one other paper; 200 miles from New York. Address A-784, care of Editor & Publisher.

To Sell, Through Emergency

An unusually promising new trade Journal, with 1,000 guaranteed dollars advertising, at cost of production, monthly, and capable of large expansion in right hands. Unless $1,200 cash secures, will close quick discount. Isn't write unless you have at least $1,200 for deal and mean business. Address Western, care of Editor and Publisher.

Publishers—Attention!

We supply literary material of all kinds to newspapers and magazines at very reasonable rates. Everything is original and of unsurpassed value. No matter what you need, we can furnish it. Will take advantage of this space for 30 days part. Address Literary Bureau, M O J 4, Hannibal, Mo.

CHARLES M. PALMER

Newspaper Properties

225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building New York

Strenuous Outing Held by Representatives Club

Bowling, Swimming, Golf and Field Events, Including Fat Men's Race Precede Banquet at Hotel

The twelfth annual outing of the Representatives Club of New York City was held at the Gedney Farm Hotel at White Plains. In spite of the bad weather there was an attendance of 125, about 40 of whom were ready for the golf tournament. The rest put in the afternoon in the bowling alley, the pool-room, swimming pool and on the polo field, where a baseball game was staged.

In the baseball game, the Representatives, under the leadership of Hal Kennedy of Good Housekeeping Magazine, mowed down the Advertising Agents' team, captained by Harry Le Quatte of Street & Finney. The final score was something like 21 to 6.

In the field events the star performer was Glenn E. Fontaine, of Popular Mechanics. He captured so many first, second and third places that he clinched the Black, Starr & Frost trophy for his publication, and will be the possessor of this trophy for the next year. The fat men's race was won by A. M. Dingwall, of Town and Country. Other heavy point winners were J. D. Spelfi, formerly of Photo Play; C. S. Bokelund, of Review of Reviews, and C. H. Fuller, of Christian Herald.

The big event of the outing was a dinner held in the hall room of the hotel in the evening. There was some excellent singing, and Steve Flynn, of Cosmopolitan, put on a good imitation of Georgie Cohan, impromptu.

Much interest devolved upon the winner of the blind boy golf tournament. George Sullins, of the Erie Railroad Company, drew the boys. John Maynard, of Christian Herald, and Todd Barton, of Scientific American, were tied for first prize, which was a big pneumatic tire. In the toss-up Maynard won.

The lowest gross score in the scratch golf tournament was captured by C. S. Durkee, of Leslie's. Special prizes were awarded to Lou Fernald, of Leslie's, and Herbert Strout for being the golfer to win the largest handicaps and the worst scores.

Google

Award Legion of Honor Cross to Frank Dilnot

American Correspondent of London Daily Chronicle and President of Foreign Correspondents

Frank Dilnot, American correspondent of the London Daily Chronicle and president of the Association of Foreign Press Correspondents in the United States, was presented with the Cross of the Legion of Honor by E. Casenave, Minister Plenipotentiary of the French



FRANK DILNOT

Government, July 14. The presentation was made at a dinner of the association in New York City in honor of Bastile Day.

In awarding the medal, M. Casenave said he acknowledged in behalf of France the services rendered by the representatives of foreign newspapers in the United States during the war, and especially at the time America entered the war, when the encouraging reports from this country did much to sustain the public morale in France and England.

Among the speakers were Melville E. Stone of the Associated Press, who said the future good will of the world depended on the friendly relations of the English speaking races and France; Percy Bollen of the London Daily Telegraph, Louis Tracy of the British Publicity Bureau here and P. Whitwell Wilson.

Guests included Baron de Neuflive, representative of the Bank of France; F. Cunliffe-Owen, president of the France-American Association; W. F. Bullock of the London Times, A. Plotnier of Le Matin, Paris, and many other well known foreign journalists.

Mrs. Alma Clayborough sang the "Marseillaise."

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The Day
דער טאג

The National Jewish Daily

Jewelers Will Advertise

St. Louis, Mo., July 16.—A fund of $300,000 has been advanced to carry on an advertising campaign in the newspapers and magazines for the benefit of the jewelry trade, H. E. Freund, manager of the National Jewelers' Publicity Association, told members of the Missouri Society of Retail Jewelers, in annual convention here.

Freund said that the purpose of the campaign is to instruct the public how to purchase jewelry. No particular brands or dealers will be mentioned in the advertisements, he said. "Jewels Make Permanent Gifts" is the slogan to be used in the advertising.

New Proprietors Reorganize Binghamton Paper

Johnson and Hill Head New Company—Lieut. Lyon Managing Editor—May Have Sunday Edition

BINGHAMTON, N. Y., July 14.—Following the purchase of the Republican-Herald by George F. Johnson, of the Endicott-Johnson Shoe Corporation, and Congressman William H. Hill, publishers of the Johnson City-Endicott Record, the stockholders have elected Mr. Johnson president to succeed William G. Phelps, and Mr. Hill vice-president to succeed Sigmund J. Hirschman.

Harry G. More will remain as treasurer and business manager for the present. R. Z. Spaulding, James M. McNamara and George A. Kent resigned as directors, but no selections were made to fill the vacancies.

Charles W. Baldwin, managing editor for the last eight years, has resigned, and his place will be taken temporarily by Lieut. George H. Lyon, who was for several years editor of the Johnson City Record. It is understood that Herman W. Southworth, formerly managing editor of the Press, and now Representative Hill's private secretary, will be connected with the paper in an editorial capacity.

The new owners have purchased the new Sharpe Building, and will have it remodeled as a modern newspaper plant, will buy nearly all new equipment, and, it is said, contemplate changing the Johnson City Record to a Sunday edition of the Republican.

A. Regnier is now circulation manager of the Concordia (Kan.) Blade-Empire.

R. J. Bidwell Co.

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES

EDITOR & PUBLISHER

SAN FRANCISCO SEATTLE

742 Market St. 1302 L. C. Smith Bldg.

WHAT OUR READERS SAY

For a League of Newspapers

Columbus, Ohio, July 5, 1919.

Editor and Publisher:

I am very much interested in international good will, and I favor anything that will develop and maintain it. I am afraid there are many newspapers that are less interested in that than in printing a story that will startle and make people talk.

As a newspaper man I know that news should be made interesting, but that is not an excuse for an untruth or a half truth. Purely sensational treatment of international affairs, to the extent it is practiced in U. S. is the most pernicious means. The newspaper has tremendous power in the shaping of public opinion. It therefore has a tremendous responsibility, for the public opinion so made rules the world.

I wish we could do something to put the morons and other despondents out of the newspaper business and commit our journals to the hands of sane men with conscience and a determination to adhere in what they print to the truth.

"Truth in so far as it is fit to print" ought to be the slogan and rule of every newspaper, and the deliberate effort to misrepresent one country in the papers of another ought to be made a crime.

It seems to me that a League of Newspapers such as you contemplate might do much in this direction.

ORMAN C. HOOPER.

Problems of Copy Paper

Sacramento, Cal.

Editor and Publisher:

In a recent issue you ask trial of a copy sheet 8 inches long and 6½ inches broad—carrying 30 or 20 lines double spaced.

The one consideration above all others is economical handling in the work room, because inconvenience there means impeding high priced operators and slowing down expensive machinery.

The Hunt-type copy board, visible source in sheet 7 inches between the bottom ledge and the assembly carriage slide. The practical size of paper is less than 6 inches high. Any larger sheet must be folded.

Therefore the ordinary letter sheet, with lines written the 8½-inch way, folds once to 5½ x 4¼ inch size, or cuts in half sheets at the fold, giving the most convenient size and the most scientific, because the best adapted to its use.

The eye is 33 per cent less fatigued by changing ends in the 8½-inch wide paper than in the 6½-inch width. It is easier handled by copy holders and proof readers.

There is less time lost 2nd less wear on the typewriter by shifting the carriage on longer lines. .

In newspaper work, the long line copy will give nearly its own length in the column to print, thus facilitating space estimates. When there is a variation it is constant enough so setters can quickly judge how many inches the copy will fill in the paper.

The Hunt-type can drop it on his copy board with one motion and not rearrange it until he hangs the slide back when completed. Then his second sheet is in place ready for him. He can set up the sheets down with one motion. Printers all object strongly to copy written the short way on note paper. It slows them down about 17 per cent.

The only argument I can see for the narrow sheet is the quantity of 500 sheets to a pack being easier to calculate, and this is worthless because a page will hold as many words one way as the other. The extravagant writer will be taken care of by long copy reader. Every newspaper man will appreciate this statement.

Regarding the paper stationed the letter also is awkward for linotype operators. I ran one of the first machines on the New York Herald, before I became an advertising agent, and know from practical experience that the letter she is in common use not from theory, but because practice has proved it right. And science is merely refined practice.

JOHN T. HOLDEN.

Louis M. Stumer Dead

NEW LONDON, Conn., July 14.—Louis M. Stumer, aged 50, vice-president of the Red Book, Blue Book and Green Book magazines and of the Story Press Co, Chicago, died suddenly here today while on a visit with his family.

Ohioans Will Meet August 4

CLEVELAND, Ohio, July 15.—The officers of the Ohio Select List will hold a general conference at the Hollenden Hotel, Cleveland, August 4. Harry Tayler of the Portsmouth Times is president.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram

Albany, N. Y.

Circulation, 28,000

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue Lytton Building

NEW YORK CHICAGO

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office,

74-76 Church St., Toronto, Can.

Price of service, regular press clipping rate—special rates and discounts to Ad and Newspapers.

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for Six Months ending Apr. 1, 1919

35,247

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Publisher.

Member A. B. C.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street

New York

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OHIO FIRST

Ohio is the FOURTH state in point of population—5,150,356 people. This is five per cent of the population of the United States. 85.1% Native Born White—12.6% Foreign Born—2.3% Negroes. Ohio has 40,740 square miles—126.4 people to the square mile. The average in the United States is 34.3 people to the square mile.

Ohio has 37 cities of over 10,000 population
13 cities of over 15,000 population
7 cities of over 25,000 population
3 cities of over 50,000 population
3 cities of over 100,000 population
3 cities of over 200,000 population
1 city of over 500,000 population

Ohio has	250 Department stores	2,200 Druggists
	2,800 retail shoe stores	5,511 General Stores
	27,258 Tobacco dealers	2,863 Garages

Ohio has everything to make an ideal market. As a try out proposition Ohio is one of the best territories possible to find in the whole United States.

Ohio farm products and Ohio manufactured products mount well into the billions of dollars in value annually, and Ohio daily newspapers are in strict keeping with the character of the state and the people.

Give these daily newspapers a chance to serve you, co-operate with the live wire merchants in Ohio and you will understand why Ohio is the great state it is.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	31,110	.05	.05	East Liverpool Tribune (M)	6,138	.015	.015
*Akron Times (E)	20,454	.03	.03	Lima Daily News (E&S)	12,549	.0286	.0214
Bellaire Daily Leader (E)	3,446	.02	.0125	Lima Republican Gazette (M&S)	10,008	.02	.02
*Cambridge Daily Jeffersonian (E)	8,157	.0179	.0179	Middletown Journal (E)	4,174	.0115	.0115
Chillicothe News-Advertiser (E)	3,055	.00714	.00857	Newark American-Tribune (E)	6,217	.0128	.0128
Cincinnati Inquirer, Sc. (M&S)	62,911	.12	.12	New Philadelphia Daily Times (E)	4,413	.0129	.0129
Cleveland Plain Dealer (M)	168,440	.24	.24	Piqua Daily Call (E)	4,019	.0114	.0114
Cleveland Plain Dealer (S)	208,024	.27	.27	Springfield News (E&S)	13,550	.025	.025
Columbus Dispatch (E)	75,402	.115	.105	Toledo Blade (E)	82,973	.17	.15
Columbus Dispatch (S)	71,117	.115	.105	Warren Daily Chronicle (E)	5,200	.02	.02
Columbus (O.) State Journal (M)	53,155	.10	.09	Youngstown Telegram (E)	21,601	.05	.05
Columbus (O.) State Journal (S)	27,147	.10	.09	Youngstown Vindicator (E)	24,558	.05	.05
Dayton News (E)	38,395	.065	.065	Youngstown Vindicator (S)	22,222	.05	.05
Dayton News (S)	38,395	.045	.045	Zanesville Signal (E)	10,704	.025	.025

Government Statements, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

New York Advertising Situation

These Twenty Leading Retail Shops

Abraham & Straus	Bonwit Teller	Lord & Taylor	Stanley & MacGibbons
Altman	Gidding	McCreery	Stern
Arnold, Constable	Gimbel	Macy	Stewart
Best	Hearn	Oppenheim, Collins	Worth
Bloomingdale	Loeser	Franklin Simon	Wanamaker

used space in the New York daily newspapers during the month of June, 1919, as follows:

Evening Newspapers

The Globe	294,930	The Mail	137,915
The World	288,077	The Telegram	99,470
The Journal	268,819	The Post	48,500
The Sun	251,065		

Morning Newspapers---excluding Sundays

The Tribune	73,119	The World	47,137
The Sun	55,833	The Herald	40,939
The Times	48,803	The American	7,368

Sunday Newspapers

The Times	131,631	The Herald	94,381
The World	124,918	The Tribune	87,901
The American	121,080	The Sun	67,522

The Globe continues to lead the procession in volume of clean local advertising

Member A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000 A Day

Sixty-two Pages, with List of English Language Dailies of U. S., Their Circulations and Rates

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, JULY 24, 1919 Vol. 52, No. 8

Stanford University JUL 30 1919 Library

Chicago Tribune Advertising in Other Newspapers

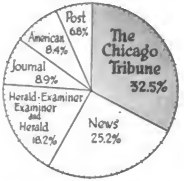
The Chicago Tribune wishes to give credit to the thirty newspapers in which it has been running full page ads for their share in bringing about the splendid increases shown below:

Each of these charts shows the total advertising printed during a certain period in all Chicago newspapers. Note that The Chicago Tribune has carried a larger proportion of the total each year until now out of every three pages of advertising in Chicago, one is in The Tribune and the other two are divided among the remaining five newspapers.

1917—Total



1918—Total



1919—Jan. to June



We know that advertising pays newspapers as well as department stores and we intend to continue advertising The Chicago Market and The Chicago Tribune.

We know that the more every other newspaper advertises itself and its market, the better it will be for all newspapers, including The Chicago Tribune.

We wish Chicago Tribune advertising to run (as far as possible) in newspapers that believe in advertising, and that express that belief by advertising.

We are ready to discuss our fall campaign with progressive newspapers which both buy and sell advertising.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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Gimbel Brothers

HEARN

James McCreery & Co.

Lord & Taylor

R. H. Macy & Co. Inc.

Saks & Company

Stewart & Co.

Stern Brothers

Wanamaker's

WORTH

ABRAHAM AND STRAUS BROOKLYN

B. Altman & Co.

Arnold Constable & Co.

Best & Co.

BLOOMINGDALE'S

BONWIT TELLER & CO.

Frederick Loeser & Co. Inc.

Franklin Simon & Co.

Gidding

OPPENHEIM. COLLINS & CO

THESE TWENTY LEADING RETAIL STORES use a total of 407,110 lines of advertising space in New York morning (excluding Sunday) newspapers in the month of June.

OVER A QUARTER of this total lineage was used in the New York Tribune—more than in any other newspaper.

The reason THE NEW YORK TRIBUNE carries more daily advertising from these twenty leading department stores and retail shops is because THE NEW YORK TRIBUNE'S circulation is the highest grade—per thousand, possible to reach through any New York morning newspaper.

THE NEW YORK TRIBUNE reaches the class of people—the men and women who understand and appreciate the better class of things in life—those who live the better sort of lives: people who not only have standards to live up to, but have the means to live up to those standards.

TRIBUNE	106,698	lines
SUN	90,054	"
TIMES	82,165	"
WORLD	79,886	"
HERALD	40,939	"
AMERICAN	7,368	"

THE NEW YORK TRIBUNE guarantees the truth of EVERY advertisement it publishes—giving an endorsement immensely valuable, and insuring every advertiser having company of which he need not be ashamed. June, 1919, was the biggest month in advertising in the history of THE NEW YORK TRIBUNE, 755,138 agate lines—being a gain of 439,598 agate lines or 139¼% over June, 1918.

MEMBER OF A. B. C. **New York Tribune** MEMBER OF A. B. C.

First to Last—the Truth: News—Editorials—Advertisements

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THE SMITHSONIAN INSTITUTION

RECOGNIZES N. E. A. AS AMERICA'S GREATEST NEWSPAPER SERVICE ORGANIZATION

By invitation of the Smithsonian Institution and The Universal Film Manufacturing Co., Edward M. Thierry, N. E. A. staff writer, will accompany the Smithsonian African Expedition through darkest Africa.

This expedition sailed July 12th under the leadership of Dr. Edmund Heller, probably America's greatest naturalist, and will penetrate the mysterious unexplored interior of Africa in the interests of science and education.

But one newspaper concern could be represented and naturally N. E. A. was selected.

Our clients, exclusively, will receive Thierry's marvellous stories and pictures of animals, human life and nature at its wildest.

NEA

Write or wire

THE NEWSPAPER ENTERPRISE ASSOCIATION

(A Newspaper, not a syndicate)

CLEVELAND, OHIO

Digitized by Google

Getting Increased Distribution

IN

Philadelphia

Influencing the dealer and the consumer is best brought about by regular advertising in Philadelphia's dominant newspaper.

Dealers stock and push articles that are strongly and regularly advertised; they don't pay much attention to the things that the public don't ask for.

Philadelphia's 392,000 dwellings and 16,000 manufacturing places comprise a big market that needs constant cultivation because it pays big dividends to the advertiser.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for June 447,401 *Copies a Day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

Digitized by Google

EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52. NEW YORK, THURSDAY, JULY 24, 1919 No. 8

SAYS WILSON CONCEDED RIGID WAR CENSORSHIP TO SAVE EUROPEAN ALLIES FROM DOWNFALL

Charles H. Grasty, Noted War Correspondent of New York Times, Tells EDITOR & PUBLISHER That While Restrictions on Publicity Were Paralyzing to English-Speaking Countries, They Were Necessary to Save Shell-Shocked Nations from Demoralization

[Mr Grasty, who is treasurer of the New York Times, returned from Europe recently with President Wilson's party, after having achieved an international reputation as a brilliant writer and interpreter of events during four years' service as a war correspondent, last acted by EDITOR & PUBLISHER *to relate some of his experiences in the war zone and at the Peace Conference, of particular interest to our readers. Here follows his reply, illuminating not only as regards the censorship, but the personalities of the leaders on whom depended the fate of the Allies' cause, the staunch support given the President's war policies by Viscount Northcliffe, social unrest in Great Britain, and other matters of keen, present interest to the press of the United States. —*EDITOR'S NOTE.]

By CHARLES H. GRASTY.

YOU ask me for my most interesting experiences.

At the top stands my experiences with American soldiers. I went over on the boat with General Pershing and saw him deliver to the almost exhausted French the American message of comradeship and hope.

I watched him develop step by step into a great force—perhaps the greatest single personal force in the war. He is a typical, fearless, aggressive, patriotic American.

It is no reflection on the other participants to say that the war couldn't have been won without North American élan which include the Canadians with the North Americans. They belong there, and Currie was one of the greatest generals in the war.

"Best Soldiers in Europe"

But even above my experiences with the generals whom I admired so much, I put my experiences with the soldiers. I saw the first of them land at St. Nazaire on June 26, 1917. They were ragamuffin then. I saw the 16th Infantry march through Paris on the following 4th of July. They were splendid fellows, but still raw material. I saw them in training around Gondrecourt and there was not much difference.

But they were coming. Their full hitting power was shown at Cantigny on May 28, 1918, just in time for the Marne, and from then on they were the best soldiers in Europe. Once some of them got good, they all responded to that spirit of competition characteristic of North Americans.

A few weeks ago, at the Pershing Stadium in Paris, I saw a picked battalion of American soldiers that outclassed any I had ever seen. And when I spoke to General Pershing about them, he said:

"I have just finished reviewing 1,800,000 American soldiers. No one ever doubted the high qualities of American youth as human beings; I want to speak of them as soldiers. I don't believe such soldiers ever existed before.

"Mind, I am speaking as a West Pointer. At the end of the war, the American army had so many corps d'elite that it was difficult to count them."

I had a chance to talk with Marshal Foch several times. He always said that soldiers from his already thin front and send them to Italy.

I went with them, and never was demoralization and consternation tranquillized by such a comparatively small force as by them after Caporetto.

It was Painlévé who put in that great general, Pétain, after the failure of the Nivelle offensive in April, 1917, when the army was almost in a state of mutiny and the French civilian morale at low water mark. Pétain brought the army back.

I was much at Versailles during the fight to put a generalissimo in command. The support of that fight by Lloyd George against natural, narrow, much difference in continental communities, but it was paralyzing to English-speaking countries. We depend on public opinion to shape public policy.

Our public lacked information before the armistice and never caught up afterward, though the censorship was relaxed. Then we were always afraid of giving Germany some kind of an edge by telling too much. It was a most difficult position.

The President himself was obliged largely to waive publicity which would have saved him much embarrassment in America. The shell-shocked countries of Europe couldn't have stood it under their fragile systems. Every government of Europe would have fallen. So the President had to grin and bear it.



CHARLES H. GRASTY (SECOND FROM RIGHT) LEAVING FRENCH HEADQUARTERS AFTER A CONFERENCE WITH GENERAL FOCH.

the best that could be done was to hold for the Americans. He made good in that forecast.

The French Leaders

Marshal Joffre, whom I interviewed, impressed me as a great philosopher and thinker whose moral and intellectual leadership brought out the best qualities in the French. Clemenceau is a great character, made to order for the last quarter of an hour as Joffre was for the first.

I admired Paul Painlévé, who fell, partly at least, because he was a mathematician and not an orator. I happened to be with him at the War Office when he made the life-saving decision to take home opposition is a thing that must always be remembered in his favor; but Wilson's support, though easier to give, must be acknowledged as the chief factor.

How Wilson Aided

General Bliss co-operated with extraordinary ability, and perhaps he, too, was necessary to the success of the effort.

One doesn't know where to stop in talking of the war; after the armistice the unfolding of events was less interesting and a mighty hard job for representatives of the press.

The war censorship was overdone. The lack of information didn't make so

British Politics

I had the pleasure of meeting King George, an amiable and self-denying monarch who saved his monarchy by his service and energy, and who is now sending his heir among the masses to meet advancing Democracy half way.

I saw much of a still more powerful potentate, Alfred Harmsworth, Viscount Northcliffe, who is such a hustler that thousands of English think him American by birth.

He helped the President at every turn until a serious illness temporarily retired him.

Lloyd George is the greatest of all politicians in a political civilization in which public men are all statesmen and must be politicians.

British Social Unrest

People go to the House of Commons to see Lloyd George fall, but he always falls on his feet. It is a matter of fact, there is no one in sight to succeed him, and so a radical minister presides over a rather Toryish government—an inverted pyramid, but it will topple some day.

There is a lot of rebellion loose in Britain, but it will never come to Bolshevism. There will be a slow revolution that will change economic conditions and throw off the oppression of social autocracy in the freest of the free democracies. There won't be such really beautiful aristocrats or such pitiful lower classes, but the average will be higher.

In many ways, Americans and British are the same breed. We will get on together. But we mustn't sweetheart each other. Neither will stand it. In America we will best keep friends with the healthily selfish British by looking

(Continued on page 55)

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HOLD PRICES OF BOOKS AS ADVERTISING

Publishers Protest, but Will Abide by Post Office's Ruling that Reviews Mentioning Costs Are Chargeable with Higher Postage Rates

In spite of written protests from publishers of the New York City newspapers, the Post Office Department has declined to recede from its recent order classifying all book reviews, in which prices of books are mentioned, as advertising and are chargeable as such with the second-class zone rates of postage prescribed for such matter.

It now seems that the department will be permitted to enforce its ruling without a contest in the courts, which at first was considered a possibility. Opinion of legal counsel is said to be that, while the ruling may be unsound and arbitrary and one that sets a dangerous precedent, the question immediately at issue is not important enough to warrant costly and long-drawn-out litigation.

All of the New York City newspapers that print book reviews, including the Times, the Tribune, the Sun, the Evening Post and the Brooklyn Eagle, have discontinued printing prices, and notice to this effect has been sent to all members of the American Newspaper Publishers' Association.

The Post Office's Reasoning

The final ruling of the Post Office is contained in a letter addressed to Postmaster Patten, of New York, by A. M. Dockery, Third Assistant Postmaster General. It reads:

"Referring to your recent communication transmitting one from the publishers of 'The New York Times Book Review' with further reference to the classification under act of October 3, 1917, of reviews of books appearing in that publication, I have to say that while the entire question to the propriety of regarding as advertising matter, under the law cited, book reviews which include the prices of the books has been given very carefully in the light of the statements and information presented.

"The ruling with respect to the classification of reviews giving prices of books is in harmony with the course that has been followed for many years in the application of the postal laws and regulations governing second class mail matter.

"As pointed out in previous correspondence, it has always been the practice to regard as advertising, matter, both in the commendation of articles advertised for sale in a publication. When a publication contains reviews of such matter it came within the proviso of the law, Act of March 3, 1879, embodied in section 412, Postal Laws and Regulations, prohibiting the entry as second class matter of publications 'designed primarily for advertising purposes,' and was consequently denied entry as such.

"Where such descriptive notices of articles advertised in a publication formed only an incidental feature as connected with the publication in the entirety, the matter, although advertising, nevertheless, had the effect to give the publication, nor, prior to the act of October 3, 1917, became the duty of the Post Office Department, therefore, the same rate of postage applicable thereto, the same rate being chargeable on both the advertising and non-advertising portions.

"Under the act of October 3, 1917, which fixes a higher rate of postage on the advertising portions of publications, all advertising matter, as defined, regardless of whether it is usually considered free, and must be charged with postage at the zone rates applicable to the advertising portions.

Prices Only Affected

"In view of the foregoing, there would appear to be no reason for regarding as all book reviews as advertising matter chargeable with the second class zone rates of postage prescribed by the act of October 3, 1917, for such matter. Publications, for the reviews of which the books reviewed in a publication are selected by the publisher or editor thereof, and the reviews are inserted exclusively for the information of the readers and not in connection with any understanding or agreement with anyone interested in the sale of the books, the reviews will be regarded as matter other than advertising, for the purpose of determining the postage chargeable on the publication, provided the prices of the books are not given and the reviews are otherwise free from features tending to give them the appearance of being leveloped to promote the sale of the books.

"It is believed that after giving this matter further consideration in the light of the foregoing, the publishers will agree that the ruling regarding it is entirely reasonable, equitable and in harmony with the intent of the act of October 3, 1917, and that they will find it feasible without detracting from the news value of the book reviews appearing in 'The New York Times Book Review' to omit the prices of the books from the reviews. The publication of information in this respect will be helpful and greatly appreciated.

"A copy of this letter is inclosed for delivery to the publishers when bringing the foregoing to their attention."

Publishers' Ground of Protest

The particular letter of protest to which reference is made in the foregoing letter by the Third Assistant Postmaster General was addressed by Adolph S. Ochs, Publisher of the New York Times, to Edward H. Gavin, Acting Chief of the Bureau of Second Class Mail of the New York City Post Office, by Louis Wiley, business manager of The New York Times, which read as follows:

"Your suggestion that the price in reviews of books classifies them as advertising seems a misunderstanding of the postal regulations, since it could not have been the intention to inject a monetary value into a purely news feature and deprive readers of material information.

"The Book Review has nothing to do with advertising. Reviews are presented entirely for the benefit of readers. The price is necessary for proper judgment as to the relative value of a book from the point of subscriber who is a student of a particular science would scarcely be interested in a book on that subject if it were addressed to popular appeal, for it would have slight scientific value. The reviewer, in his review, the more the review would indicate that the book addressed itself to advanced seekers of knowledge.

Not Considered Advertising

"Neither book publishers nor readers consider prices quoted in reviews as advertising. Publishers frequently neglect to supply prices to editors, and the Review department is compelled to telephone publishing houses for such information. The public regards the book review as institution, practiced from the beginning of the history of journalism, and the publishing makes the space occupied is sold or paid for directly or indirectly. There is no consideration for such reviews for newspapers from book publishers.

"Reviews are written regardless of the good or bad influence on advertising. Only in the last issue of the Book Review, attached, there is a review advocating advertising documents, though the very books themselves are advertised on the same page in the specific column on the facing page.

"We suggest, therefore, that it is taken on the grounds of the elimination of prices from book reviews, that the Post Office Department reconsider its ruling and permit publishers to meet the post office officials for the purpose of covering to their satisfaction that the reviews in 'The New York Times Book Review' are not advertising matter."

The U. S. Railroad Administration proposes to spend approximately $135,000 this year in an advertising campaign to make known the agricultural, resort and industrial possibilities of Florida.

YANKEE SCRIBES DINE BRITISH AT PARIS

Speeches and Clever Cabaret Brighten Feast of Peace Conference Correspondents — Swope and Oulahan Preside at Festivities

(SPECIAL CORRESPONDENCE)

PARIS, July 3.—The complimentary dinner by the American newspaper correspondents attending the Peace Conference, to the British newspaper men on the same mission, has been voted one of the particularly bright spots in the seven months' sojourn in Paris of the men serving the English-language newspapers of the world.

This particular dinner differed radically from the conventional banquet. There were few speeches, while the cabaret program was long and varied, and left never a dull moment during the whole evening.

Jazz by Doughboys

The toastmaster of the occasion was Herbert Bayard Swope, who presided happily and gracefully. On behalf of the American hosts, Richard V. Oulahan, well-known head of the New York Times Washington Bureau, made a speech that boosted his reputation for post-prandial oratory. From the English guests there were delightful talks from George Adam of the London Times, Sidney Dark of the London Daily Express, George Mair of the British Government Press Bureau, and Gordon Knox of the London Morning Post.

From this point onward and for some time previous and also in between a delightful vaudeville program enlivened the dinner.

The jazz feature stood out beyond others. It was the Scrap-Iron Jazz Band, affectionately dubbed the Scrap-Iron Jazzerinos, composed of seven American doughboys. Their playing took the meeting by storm at the outset and they finished strong in the shank of the evening.

Insistent demands from the guests brought forth Fred Ferguson of the United Press, who sang "Poor Boy," winning extended applause.

These Were Present

The complete list of American journalists who attended the dinner included:

Thos. F. Shepard, New York Evening Mail.
Lincoln Eyre, New York World.
Charles S. Thomas, The Times.
J. C. McDonald, New York Herald.
Arthur Bleveter, Three Continents Press Bureau.
William G. Shepherd, New York Evening Post.
Fred Ferguson, United Press.
Jos. E. Bucklin, Associated Enterprises Association.
Herbert Adams Gibbons, Harper's Magazine.
Richard V. Oulahan, New York Times.
Herbert Bayard Swope, New York World.
Lawrence Hills, New York Times.
Edwin Emil Kaufmann, New York Tribune Syndicate.
A. A. Mokerrel.
William P. McDonald.
Frederick Moore, New York Tribune.
L. B. Kirtland, Leslie's Weekly.
Burke Wilkinson, Associated Press.
Herman Bernstein, New York Herald.
Florence Guy Seabury, Associated Press.
Albert M. Bruce, New York Tribune.
Wilmot Lewis, New York Tribune.
Robert J. Frew, International News Service.
Edwin L. James, New York Times.
Walter Duranty, New York Times Bureau, Wadchanste.
Elmer Roberts, Associated Press.
W. L. Thompson, Universal News Service.
Lloyd Allen, Western Newspaper Union.
Paul Meserve, Chicago Daily News.
F. J. O'Brien, Philadelphia Public Ledger.
S. B. Cowgill, Associated Press.
Julius Hartin, New York Herald.
Dewitt Markenzie, Associated Press.

The following from the London Times shows the spirit that was promoted by the dinner:

"One of the most impressive manifestations of the extremely cordial relations which have existed throughout the Peace Conference between American and British Delegations was the dinner given on Sunday night in honor of British journalists accredited at the Peace Conference by American newspaper men in Paris.

"Nearly every newspaper of importance in the English-speaking world was represented, 1 gather with all the great news-gathering agencies. With this possible exception of the function given by Lord Northcliffe to the journalists of the British Empire in Printing House Square in London, we perhaps have never seen a gathering of the English-speaking press ever brought together.

"Not all the speeches were great ones, but all on the importance of the united efforts of the British and American press to bring about a permanent peace. The British and American peoples at the head, indeed the only, means of ensuring that they shall together wherever occasion arises. Hope was expressed that it would be possible to have Anglo-American Press dinner as annual event, so as to perpetuate the spirit of friendship which has existed in the American correspondents during the long peace negotiations."

WALTER C. JOHNSON WINS PROMOTION

Rewarded for Splendid Work as Business Manager of Chattanooga News—Kindel and Akers Head Business and Circulation Departments

CHATTANOOGA, Tenn., July 23.—At a meeting of the directors of the Chattanooga News Company, Walter C. Johnson, who has been business manager of the News, was promoted to the office of general manager, and W. A.



WALTER C. JOHNSON

len Kindel, formerly business manager of the Pensacola (Fla.) Journal, was elected business manager and a director.

Mr. Johnson for years has been secretary-treasurer of the Southern Newspaper Publishers' Association and was acclaimed by the recent Asheville convention of that body as "the best secretary-treasurer any association ever had." He is a tireless worker and has friends and admirers everywhere.

Mr. Kindel is a native of Tennessee and served his apprenticeship in newspaper work on the Nashville Banner and before going to Pensacola was with the Asheville Citizen and Columbia Record.

J. H. Akers, formerly of the Greensboro (N. C.) Record, is now circulation manager of the News and was also chosen a director.

Other officers elected were George F. Milton, Jr., secretary and news editor, a position he held previous to the war, and Gus S. Currier, treasurer.

The reportorial department of the News is now in charge of George H. Butler, who a short time since returned from the service.

Contracts for a $2,000,000 cotton warehouse at Dallas have been awarded.

WOMEN'S INVASION OF LARGER NEWSPAPER FIELD SHOWS WINNING RESULTS

Mrs. Helen Rogers Reid of New York Tribune Puts in a "Man's Day" at Her Desk Before Hurrying Home to Romp with Little Son and Daughter—Her Department Shows Unusual Business Gains

"The men are bright, but the women are brighter."—Frank Dilnot in the conclusions made by an Englishman on America.

WOMAN'S part in the journalism of America started with the work of the helping wife in the printshop of the country publisher, in an age that is not yet entirely "past" for all sections of the nation. Principally because she knew all about clothes—women's clothes—and the lighter things of life belonged in her sphere—women later found a place "doing society" for the big dailies.

Graduation from society to sobs was easy and natural on the bigger dailies, but as a general thing, especially in metropolitan journalism, that was the top niche of ambition. In the business office women's work was largely clerical.

It is true that in the smaller cities some women did attain higher executive positions, and some through long-time family ownership became directing heads, but on the New York dailies men managed to hold their own until November 1, 1918.

Then, along came Mrs. Helen Rogers Reid.

Directs Important Department

Mrs. Reid is now an important part of the New York Tribune. In fact, her responsibilities for the new and potent punch that has been put into the aggressive business activities of that traditionally great journal stand first when you consider a "greatest advertising gain," which is claimed for the first six months of 1919.

Now, there may be no connection between getting business for a great metropolitan daily and feeding a flock of white leghorn hens, but it gives a hint of the manner of woman who is advertising director and secretary of the Tribune, for it is an established fact that chickens of the variety mentioned are the world's leading experts in egg production and assure results.

Up in Westchester county there is a highly productive farm where white leghorns for eggs, Rhode Island reds for table, and pure-bred Guernsey and Holstein cows for butter and milk are the owner's pride. It is Mrs. Reid's playground and its management is her principal recreation, but it is run for results—on the theory that satisfaction with life comes from attainment.

Was Well Trained in Business

Early last September, Mrs. Reid took up seriously the work of learning something about the newspaper publishing business by becoming a daily student in the business office. Early in November she became advertising director, and at the annual meeting of directors in January, this year, was made secretary of the association.

The foregoing paragraph carries her own story of her business activities during the last ten months, and right from the start of this interview, which she was making every effort to dodge, it was very plain to be seen that it would not do to leave the telling entirely to her.

Mrs. Reid entered the offices of the Tribune well versed in the ways of earning a living—which was in no way necessary in the present incident—and with a pretty thorough knowledge of big business, gained as treasurer of the Suffrage Party in New York State. Her part of the "big business" was management of the financing.

"Which," she remarked, "was a pretty through education."



MRS. HELEN ROGERS REID.

Mrs. Reid was born at Appleton, Wis., and attended school there before coming East to enter Barnard College. While attending college she did some clerical work and tutoring. After graduation she took up secretarial work, which she continued until her marriage in 1911 to Ogden Mills Reid, editor of the Tribune and president of the Tribune Association—in all a training that should cause many women to give some consideration when she says:

"The newspaper field holds many wonderful opportunities for women, and this is especially true in the advertising branch, where modern development is only starting. We now have one woman on the soliciting staff of the Tribune who is making a success, and I believe it is a work that should receive the consideration of other women seeking a business career.

"I have found that the man or firm that is in the market—or should be in the market—for advertising space does not care whether he is transacting business with a man or a woman. It does not matter which. The buyer demands facts, and there is a place for the person who can present them in a proper and forcible manner."

Believes in Co-operation

Mrs. Reid says that she finds the advertising department of the Tribune "completely absorbing" and has no desire to enter into the activities of other branches of the work. She has very pronounced views, however, on understanding between all departments.

"Any business to succeed must function with complete understanding, and co-operation must prevail in every undertaking. This applies to the newspaper, as well as the steamship line, railroad or bank. For this reason I think there should be broad understanding between the editorial and advertising departments, as well as the circulation and advertising or editorial departments.

"I realize that the advertising and editorial departments of many newspapers have been separated and kept apart by mutual suspicion. That is wrong and is against the best interests of the newspaper as a whole, and prevents complete success.

Commissions Abolished

"News, of course, should be handled on the basis of news value, and advertising should be sold on merit, and merit only, but between the two departments I believe there can be co-operation that will bring about the success of the entire undertaking. While it is true that stories have been printed or suppressed because of business connections, it is also true that good news stories have been penalized because of their business connection."

"I" does not enter into Mrs. Reid's discussions of the activities of the Tribune in her department; "We" is the dominant note in her conversation on the attainment of results. One radical change has been made by her department in handling accounts since she took charge. Except in the classified branch, all commissions have been abolished, and no solicitor has what are commonly called "my accounts."

"By placing every person on a salary basis and abolishing all commissions we have a better spirit and better comradeship among the men and women in our department. Display of feeling over closing accounts does not exist.

"With this complete co-operation now for greater business, it is possible for all to assist in paving the way for one of our number to close a contract for the profit of all, for no contract belongs to any one man.

"The results show, I think, in our totals for the first six months of the year, when we made the second largest advertising gain of sixteen New York daily newspapers."

The New Reform

"The future in advertising holds wonderful things for the doer," continued Mrs. Reid, "for the great reforms have only started. This is especially true in financial advertising. We have already reached the era of clean advertising, and the new attainment must be human copy —copy that will have the same interest for the newspaper reader as the news story that makes him an irregular or regular subscriber. This is something that the advertiser must be brought to understand if we are going to make the space we sell worth the cost and a profit to him."

Not a bad start and rather high ideals for the only woman director of an advertising department of a great metropolitan daily, for it must be remembered that although Mrs. Reid, as she puts it herself, "works a regular man's day," has other interests. She is a trustee of

(Continued on Page 26.)

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CROSS-EXAMINATION OF FORD ENDS

Plaintiff Says One Purpose of Suit Is to Make Newspapers Stick to Headlines in Stories That Follow—Memory Often Fails

Mr. Clemens, Mich., July 23.—Cross-examination of Henry Ford prosecutor in the million dollar libel suit against the Chicago Tribune, on trial here, was completed at noon yesterday after seven days of rapid-fire questioning. The wealthy automobile manufacturer was recalled to the stand by his own counsel today.

Before leaving the stand Mr. Ford was given an opportunity to explain a number of things for which Elliott G. Stevenson, counsel for the Tribune, had put him on the gridiron, and he also explained his war work for the American and British Governments.

Tires of Argument

Early in his cross-examination Mr. Ford said, to stop argument, he would admit he was an "ignorant idealist." He asserted that statements contained in the "flivver patriotism" despatch that he would not retain jobs for soldier employes going to the Mexican border or care for their dependents were not authorized by him.

He denied having opposed enlistments in the National Guard and said that he approved of Lincoln's expression that a man who discouraged others enlisting was worse than the enemy who killed a soldier in battle, but added that Lincoln spoke in the midst of war and the same thing did not apply to a country only preparing for war.

Mr. Ford testified that one of his reasons for bringing the peace ship was to make newspapers stick to their headlines. He said that he seldom read more than the headlines and that it was principally the headline "Ford Is An Anarchist" which caused the present suit, admitting there was no further mention of the word "Anarchist" in the body of the editorial.

Wants Correct Headlines

Mr. Ford expressed as his belief that the bankers and newspapers got us into war. He said that the voyage of the peace ship was arranged by peace advocates and his only part was the financing. He admitted that he no doubt told New York newspaper men that there was no sense in building dreadnaughts that were only good to bottle up in Kiel Canal or the Orkney Islands. He said that he had talked over the question of rewriting the Bible, to make it clearer of understanding, with C. A. Brownwell at the latter's suggestion.

The plaintiff said he had never been affiliated with any anarchist society and had never been in conflict with City, State or National Government. He denied having personally received a letter from the Tribune in reply to his final demand to retract the editorial complained of, in which it was set forth that Mr. Ford had not been accused of "throwing bombs or overthrowing Government," which was his definition of an anarchist.

"Can't Remember" Many Points

Mr. Ford refused to read while on the witness stand to dispel the impression that he could not read. He testified that he could read but that he is a slow reader and at present is suffering from hay fever which would probably cause him to make a botch of the attempt, he said.

Mr. Ford testified that, outside of his immediate family, his best friends are Thomas A. Edison and John Burroughs, and it was intimated that one subject that the plaintiff knows a great deal about is birds.

In answer to a great number of questions asked him, as regards statements and interviews, he replied that he could not remember. He credited many of them to his "peace secretary," Delavigne, whom he said he had authorized to "get the facts" and present them as coming from Mr. Ford.

Editor-Generals May Be Seated in Canadian Parliament

Ottawa, Ont., July 24.—Two of Canada's distinguished editor-generals are reported to be in line for Parliamentary honors. Major-General Sir David Watson, K. C. B., who in private life is editor of the Quebec Chronicle, is expected to go to the Senate, while Brigadier-General Victor W. Odlum, C. B., D. S. O., who before going overseas was engaged in newspaper work in Vancouver, B. C., is likely to be appointed to the Cabinet, representing British Columbia.

General Watson first went overseas in September, 1914, as lieutenant-colonel commanding the 2nd Canadian Infantry Battalion. In July, 1914, he organized the 4th Canadian Division, which he took to France and remained in command until the end of the war.

General Odlum is a "ranker," having advanced to his present rank from that of a private in the ranks. He began his allegiance to Mars in the South African war, when as a youth of eighteen he enlisted and went through the campaign. Afterwards, he entered newspaper work. When the Great War broke out, he gave up the managing editorship of the Vancouver (B. C.) World to enlist as a lieutenant, and from that time his rise has been meteoric. He went overseas as second in command of the 7th Canadian Infantry Battalion, of which he later became commander, with spectacular success. Early in 1916 he was made a brigadier-general, and given command of the 11th Canadian Infantry Brigade.

General Odlum was wounded three times, and for his notable services was honored by the C. B., C. M. G., and D. S. O. with bar.

Generals Watson and Odlum were honored on their return to the capital by a luncheon tendered by the Cabinet.

DETROIT NEWS IN LONDON

Opens British Office to Provide Better European News Service

The Detroit News has opened a London office to give Detroit a better service of European news. At present, Jay G. Hayden, formerly at Washington for the News, but more recently covering the peace conference, is in the London office. He is shortly coming home, however, and the London post will be held by William K. Kelsey, who is now at Washington for the News. Mr. Kelsey and his family sail on the Caronia on August 9 from New York.

H. W. Lyman, formerly engaged in newspaper work at Walla Walla, Wash., has joined the reporting staff of the Portland Oregonian.

QUALITY CIRCULATION CALLED MISNOMER

Mid-Westerner Denies There Are "Class Readers" in Local or Small City Field—Papers Must Go Into Homes—Defends Premiums

By J. K. Groom.
Manager National Advertising Aurora Beacon-News

During the recent meeting of the Andit Bureau of Circulation in Chicago, someone sprang the old gag about "quality of circulation."



J. K. Groom.

Men talk and write glibly about this or that evil, and they use the word "papers" without specifying what kind of papers, with the result that everybody gets the impression they mean "newspapers," and so the newspapers constantly get the worst of it. Even when specifically naming "newspapers," they talk or write with metropolitan newspapers in mind, but most folks think about "local" or so-called "country" papers.

There's no such thing as quality circulation in the local newspaper fields, and it always amuses me when I hear men talking about "quality," meaning or leaving open to insinuation that they mean, local newspapers.

Must Have Home Circulation

Now be it known that in small or medium sized cities there is no such thing as "class" among the readers of newspapers.

First, because such papers must be "family" newspapers, or they cannot "get by." A paper that is not decent enough to get into the homes of such a community as a welcome daily visitor cannot exist at all—such papers are not sold on the street to men and then thrown away.

Nearly everybody in this country can read and does read the local newspapers if they do not read anything else. Where there are more than one paper, they do not all read the one to the entire exclusion of the other. That is not because they divide themselves into "classes," but because one appeals to some and another to others.

About 88 per cent. of the people subscribe for one paper only. They do not need both, and it being necessary to conserve their financial resources buying two papers seems to them like a waste of money.

Small Per Cent Read Two Papers

The other 12 per cent. are what an advertiser would call "better class," because of its superior buying power. But these people desire to "stand in" with the papers and have the erroneous idea that they can do so by subscribing for them—so they take both.

Now, with your "better class" taking both papers and all the rest of the families about on a level, how under the sun can you figure any "quality circulation" for an advertiser?

Premiums were also mentioned in the J. K. Groom discussion.

I could mention off-hand a number of the best papers in the country that established themselves by the use of premiums. Advertisers just naturally fall over each other to get into some papers that have built up their splendid clientele by the use of premium offers.

If premiums do not win out the paper soon subsides. If they do win the paper ceases to use them because it has no longer any need for them. Neither the one or the other ever stops using them on account of having climbed to the vaunted high moral plane so often professed, nor because of fear of the critics, who threaten to not use papers that get circulation that way. The use or non-use of premiums is determined by the cold-blooded business proposition of "does it pay?"

Premiums as Business Builders

We used premiums for three or four years for the purpose of building up our circulation. The plan worked, and the same ten years ago we stopped using them because we did not need them any longer.

The main purpose of premiums is to get people who take a rival sheet to try the paper using the premiums in the hope that after reading it awhile they will like it well enough to continue it permanently. If the publisher makes a good enough paper he accomplishes his object, and in local fields that is exactly what they do.

JASON ROGERS WINS AT GOLF

Gets Smith Trophy at Asheville Convention Tournament

Asheville, N. C., July 22.—An impromptu golf competition was organized among the newspaper and advertising men attending the conventions here, for a trophy presented by Harry Dwigh Smith, of Fuller & Smith, Cleveland, over the links of the Asheville Country Club.

Eight players entered as follows: Stanley Clague, president of the J. Walter Thompson Company; Paul E. Faust Mallary, Mitchell & Faust, Chicago; Major Jesse S. Matteson, of the Gundlach Agency, Chicago; W. L. McLain, of the W. L. McLain Company, Philadelphia; Lincoln B. Palmer, manager of the American Newspaper Publishers Association; Jason Rogers, publisher of the New York Globe; Victor H. Hanson publisher of the Birmingham News, and G. Logan Payne, the Chicago special agent.

Aside from the fact that several of the players were handicapped through using hired clubs, and that one of the agents succeeded in hitting another with a golf ball through a hard sliced shot everything passed off happily.

The scores were:

Jason Rogers	45, 44 = 89	11 = 5
Major Matteson	45, 49 = 94	13 = 5
L. B. Hanson	50, 50 = 100	16 = 6
G. L. Payne	48, 50 = 98	13 = 5
L. B. Palmer	51, 54 = 105	16 = 6
Paul E. Faust	54, 47 = 101	13 = 5
Stanley Clague	50, 46 = 96	15 = 6
W. L. McLain	61, 60 = 121	16 = 11

Summer Journalism Study

Madison, Wis., July 23.—Five courses in journalism will be given in the summer session at the University of Wisconsin, beginning on June 30 and continuing until August 8. The Daily Cardinal, the students' paper, will be published three times a week during the summer session. Students in journalism will be given practical experience on the Cardinal and on the three Madison daily papers.

James M. Lee Writes New Book

"Opportunities in the Newspaper Business," is a new workbook that experienced newspaper men as well as beginners will find interesting. It is written by James Melvin Lee, director of the Department of Journalism of New York University.

Selling Newspaper Space Over the Hibachi

Story of the Curious Experiences of an Advertising Man in Dealing with Oriental Customs

By ALFONSO JOHNSON, Business Manager, The Japan Advertiser

TO be a successful salesman of newspaper space in Japan, one must have all the qualifications required in the United States, and in addition he must have more patience and more tenacity and a considerable daily capacity for tea.

Tea drinking is the national pastime in Japan, and he who would sell newspaper space must learn to drink tea while sitting on a cushion on the floor. Balancing one's self on one's legs while squatting on a cushion and holding a tea cup at the same time is quite a trick (for an American) but the trick must be acquired for it is one of the preliminaries to talking business. The advertising man must also remember to have his socks darned regularly, for he must remove his shoes before entering the Japanese-style office.

Chilly Business Office

In cold weather the business office, like the Japanese home, has only the hibachi to furnish heat. At best one can warm only his hands over a hibachi, which is a small box or brazier containing a few pieces of charcoal in a bed of ashes.

English is a popular language in Japan. American and British papers have many Japanese subscribers. The Japan Advertiser, the largest foreign daily in Japan, has thousands of Japanese readers; in fact, it would be impossible to publish a 10-page daily, with a 12- or 14-page Sunday edition, if the circulation was limited to foreign residents. Nearly all the high-class Japanese read English, and as they are the people who have the purchasing power in Japan, advertising in the foreign press is very profitable to Japanese merchants, especially those handling foreign goods. The better-class of Japanese are becoming modernized rapidly, and the demand for foreign goods is increasing by leaps and bounds.

The work of the American business manager of a foreign newspaper in Japan is highly interesting and strenuous. He must take care of all the foreign merchants, and he must also call on nearly all the Japanese firms even though such firms have no one who can speak English. The Japanese businessman feels that he is being complimented if he or his business is important enough to justify the foreign business manager in calling on him personally when there are four or five Japanese solicitors in the field.

Want Special Attention

Even if the manager of the store or firm cannot speak English he likes to have the foreigner along with the Japanese solicitor, who also interprets. The manager then feels that he is getting special attention and the lowest price. Many Japanese who will not attempt to speak English understand much of it. If the merchant can speak English he will insist on dealing directly with the American—it is only human nature to want your intellectual attainments recognized. A number of high-speaking Japanese merchants who advertise extensively but will not talk business with a Japanese salesman of space even though that salesman has been trained in America and speaks excellent English. They will deal only with a foreigner.

I have four Japanese solicitors, all of whom speak English and wear foreign clothes at work. Three of them learned their salesmanship in actual practice in the United States. The fourth has never been out of Japan; and though he is a poor salesman, from an American viewpoint, he is the best man to handle Japanese firms who still cling to all the old Japanese customs and refuse to be modern in business dealings. Many managers of even large progressive firms like to sit and talk about the weather and drink tea before getting down to business. Firms which a seller of magazine space would call on, however, or firms upon which representatives of the papers in the United States call are very progressive and well-informed on advertising. Such firms have modern offices, and one must deal with them as he would with big business firms in America. I am speaking here only of the small merchant or small importer who still does business in the Japanese way; and the salesman of newspaper space finds hundreds of such firms on his daily rounds.



Mr. Johnson and his assistant in conference with T. Okuda, managing director of a great, modern department store at Tokyo.

Daily Routine

Leaving the office in the morning with one of my Japanese solicitors, I call rikishas, the "Pull-man" cars of the Orient, and my assistant outlines our route. Arriving at a retail store, the front of which is entirely open, we step inside and the proprietor greets us with the Japanese salutation, which is really a low bow, and asks us to sit down on the low stools. The stools are on a cement floor somewhat lower than the rest of the floor, which is covered with tatami,—thick, soft mats of straw. If we are invited to follow the merchant to his private office we must remove our shoes before stepping up onto the tatami. The tatami serves as carpet, chairs, sofa, bed and table and must not be soiled by dirty shoes.

The private office has for walls sliding lattice frames covered with translucent white paper. There is no stove or radiator, only the hibachi; there are no chairs or sofas, only cushions on the floor; there are no pictures on the wall, only a kakemono (a scroll picture) and perhaps a vase of flowers. A Japanese girl comes in, bows and arranges the cushions near the hibachi. We sit down on our feet on the cushions, and if we have not already done so, we then present our cards and receive the merchant's in return. Quite often the merchant's card will have Japanese on one side and the English translation on the other. The merchant, in Japanese, welcomes us, hopes we are well, remarks about the weather or the cherry blossoms and indicates whether or not he can speak English. If he can I get the signal and I join in at the first opportunity and change the conversation to English. If he cannot speak English, my Japanese assistant must carry on the conversation and interpret for me. For some time we talk along, and I am asked about the length of time I have been in Japan, how long I expect to stay, what I think of the Japanese houses, who I think will be the next President of the United States, what my opinion of the Premier of Japan is, and numberless other questions.

By that time our hands have been warmed over the hibachi—and I am warmed up for business—over the hibachi—but first we must dispose of the tea which the girl has just brought in. I dispose of it without much effort on a cold day, for Japanese tea is warm, sometimes hot. In August, however, a little tea goes a long way.

Tea—Then To Business

The preliminaries being disposed of in fifteen or twenty minutes, we start talking business. The merchant will probably agree with us that we have the proper medium for reaching prospective customers and he wants to advertise and our prices are right—but "There's some question." Even if he is ready to advertise he will insist that we come again. There is no hurry, and he wants to think it over. We may fully convince him of the advisability of advertising, but we cannot convince him that now is the time—we must call again. We then talk some more on general topics and perhaps make a definite date for our next call. Being ready to depart, I shake hands with our prospect, for he knows that is foreign style and he expects me to be a true foreigner, but my Japanese assistant bows politely and after many words of thanks for his time and courtesy says "Sayonara"

We are then ready to put on our shoes and go to the next prospect. We must call many times before we can expect a contract. Regardless of how low or how high our rates may be the Japanese merchant expects a discount; he wants to buy advertising space as he buys and sells all his goods—by bargaining. It isn't a question of price but a matter of getting a less price than that first asked. This does not hold true with the large firms which deal internationally, but it is true of all small dealers whose business is local or confined to Japan.

Pay in Advance

If I have received a contract for one year, I suggest that we will give a 10 per cent. discount for cash in advance and quite often the cash is produced. I know of some newspapers in the United States that would be glad to collect their advertising revenue promptly at the expiration of a year's contract, not to mention a year in advance.

Working through an interpreter is slow at the best, but selling advertising space to a Japanese merchant who wants you to call many times is especially trying on an American accustomed to dealing with business firms who know that time is money.

Japan, as a country, is old but her commercial and industrial career is yet young and advertising has not reached the high plane of efficiency and honesty that it has in the United States.

Two Newspaper Men "Blimp" Victims

CHICAGO, July 23.—Earl H. Davenport, publicity agent for the White City Amusement Park and a former Chicago sport writer, was instantly killed, and E. H. Horton, a morning newspaper photographer, was seriously injured, when the great "blimp" of the Goodyear Tire & Rubber Company burst into flames here Monday and crashed through the skylight of the Illinois Trust & Savings Bank. It is believed Horton's injuries will prove fatal. Ten other persons were killed and 70 were injured.

Day Joins Fentress and Marsh

BEAUMONT, Tex., July 23.—James E. Day, for several years managing editor of the Des Moines News, has accepted a similar position with the Journal, this city. The Journal is owned by E. S. Fentress and Charles Marsh, formerly business manager and editor of the Des Moines News.

Richmond, Va., has organized a $1,Digitized by Google
000,000 housing corporation.

RAISE RATES TO MEET ZONE LAW TAX

Many More Publishers of Newspapers Compelled to Increase Subscription Prices to Cover July 1st Second Class Postage Jump

A third list of daily newspapers that have changed their subscription rates to cover the July 1st increase in second class postage, enacted by the Postal Zone Law, has been compiled by the Publishers' Advisory Board, New York. Supplementing the first two lists, printed in EDITOR & PUBLISHER of June 12 and July 3, respectively, the additional publications are as follows:

By States

Austin (Tex.) American.
In Texas $7.00
Elsewhere 10.00

Burlington (Iowa) Hawk-Eye.
In Iowa, Illinois and Missouri.... $5.00
Elsewhere 6.00

Oklahoma City Daily Oklahoman.
In Oklahoma $7.50
Elsewhere 12.00

Des Moines (Iowa) Evening Tribune.
In Iowa $5.00
Elsewhere 6.00

Des Moines Register.
In Iowa $5.00
Elsewhere 6.00

Flint (Mich.) Daily Journal.
In Michigan $4.00
Elsewhere 5.00

Fort Worth (Tex.) Record.
In Texas and Oklahoma..... $5.50
Elsewhere 7.50

Frankfort (Ind.) Morning Times.
In Indiana $3.00
Elsewhere 4.80

Houston (Tex.) Chronicle.
In Texas and Oklahoma $7.00
Elsewhere 9.00

Oklahoma City News.
In Oklahoma $4.00
Elsewhere 5.00

Oklahoma City Times.
In Oklahoma $5.00
Elsewhere 6.40

Quincy (Ill.) Daily Herald.
In Illinois, Iowa and Missouri..... $4.00
Elsewhere 7.00

Quincy Whig.
In Illinois, Iowa and Missouri..... $4.00
Elsewhere 7.00

Seattle (Wash.) Star.
In Washington $5.00
Elsewhere 9.00

Tipton (Ind.) Daily Tribune.
In Indiana $2.50
Elsewhere 4.80

Tulsa (Okla.) Democrat.
In Oklahoma $6.00
Elsewhere 7.80

Tulsa Morning Times.
In Oklahoma $3.50
Elsewhere 5.00

Two Zone Basis

Abilene (Kan.) Reflector.
In the County..... $4.00
Elsewhere 5.00

Beaver Falls (Pa.) Evening Tribune.
In Beaver County..... $3.00
Elsewhere 5.00

Bloomington (Ill.) Daily Bulletin.
Zone 1, 2 and 3..... $5.00
Elsewhere 6.00

Bradford (Pa.) Era.
Zone 1 to 6..... $5.00
" 7 to 8..... 6.00

Canton (Ill.) Daily Register.
In the County..... $4.50
Elsewhere 6.00

Corning (N. Y.) Daily Journal.
Zone 1..... $4.00
Elsewhere 4.50

Davenport (Iowa) Democrat.
Zone 1..... $4.00
Elsewhere 6.00

Dowagiac (Mich.) Daily News.
Zone 1 and 2..... $3.00
Elsewhere 4.00

Fremont (Ohio) News.
Zone 1..... $4.50
Elsewhere 6.00

Grand Rapids (Mich.) Herald.
Zones 1, 2 and 3..... $4.00
Elsewhere 6.00

Huntington (Ind.) Herald.
Zone 1 and 2..... $4.00
Elsewhere 6.00

Marysville (Ohio) Tribune.
In the County..... $3.00
Elsewhere 6.00

Miami (Okla.) News.
Zone 1..... $4.00
Elsewhere 5.00

Morgan City (La.) Daily Review.
Zone 1..... $4.00
Elsewhere 5.00

Muscatine (Iowa) Journal.
Zones 1 and 2..... $4.00
Elsewhere 5.00

Omaha (Neb.) Daily News.
Zones 1, 2, 3 and 4..... $4.50
Elsewhere 7.80

Santa Barbara (Cal.) Morning Press.
In Santa Barbara Co..... $6.00
Elsewhere 7.20

Scranton (Pa.) Republican.
Zone 1 to 5..... $6.50
" 7 to 8..... 7.00

Taylorville (Ill.) Daily Breeze.
In Christian County..... $3.00
Elsewhere 4.00

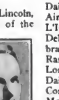
LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



"So Boss! Git over there."

If it should be your good fortune to be passing by a certain farm in Lincoln, R. I., around milkin' time and hear those more or less musical words of the farmyard just get out of your automobile and walk right up to the man behind the cow and introduce yourself.

One hundred chances to one the man who utters the words will be Vincent Bernasconi, who draws pictures for the sporting page of the Providence Evening Bulletin, and who also gets his name on the front page of the Journal now and then under a cartoon.


VINCENT BERNASCONI

The gentle reader knows him by the name of "Berni." When the correspondents of EDITOR & PUBLISHER sought him out for his picture he had to ask him his name, because all the newspaper men of Providence know him as Berni.

If there is anything Berni (we still insist on calling him that) likes above drawing pictures it's farming. When one visits his spacious grounds he need not ask if he is prosperous. The surroundings indicate that. Berni likes his pigs, he likes his hens and ducks and geese, he likes all his domesticated animals that go to make up his "farm zoo."

Does he like to dig in the dirt? Visit his cellar. There's the answer.

Berni first saw the light of day over in Birmingham, Eng., where he graduated from an art school. England either wasn't big enough nor were there the opportunities, Berni doesn't say, to hold him, so he came over to America.

Since seeing the high lights of this country he has painted, done advertising cartooning, program work and whatnot in addition to carrying on his farm, which he says he wouldn't give up for the world.

Berni joined the staff of the Bulletin about two years ago and made good from the start. While he is busy with his various enterprises he found time to embrace Masonry, takes a keen interest in his lodge and informs us he rarely misses a meeting. He is also a member of the Pen and Pencil Club of Rhode Island.

Waterloo (Iowa) Times-Tribune.
Within 50 miles of Waterloo..... $4.00
Elsewhere 6.00

Watertown (N. Y.) Daily Times.
In Jefferson, St. Lawrence and Lewis Counties $5.00
Elsewhere 6.00

Three Zone Basis

Defiance (Ohio) Daily Crescent.
Outside of Defiance, in Ohio, Indiana and Michigan $2.00
East of Mississippi River (except above states) 4.00
West of Mississippi River..... 5.00

Richmond (Ind.) Palladium.
Within 50 miles of Richmond..... $2.00
In Indiana (except above) and Ohio.... 3.00
Elsewhere 6.00

Warren (Ohio) Daily Chronicle.
In the County..... $4.00
In Ohio (except County)..... 5.00
Elsewhere 6.00

Four Zone Basis

Allentown (Pa.) Chronicle and News.
Zones 1 and 2..... $5.00
" 3..... 6.00
" 4, 5 and 6..... 6.50
" 7 and 8..... 7.00

Bethlehem (Pa.) Times.
Zones 1 and 2..... $5.20
" 3 and 4..... 6.00
" 5 and 6..... 7.00
" 7 and 8..... 8.00

Fall River (Mass.) L'Independant.
Zones 1 and 2..... $5.00
" 3 and 4..... 6.00
" 5 and 6..... 7.00
" 7 and 8..... 8.00

Five Zone Basis

Xenia (Ohio) Daily Gazette.
In Greene County..... $3.50
Zones 1 and 2..... 4.00
" 3, 4 and 5..... 4.50
" 6 and 7..... 5.00
" 8..... 5.50

Xenia Daily Republican.
In Greene County..... $3.50
Zones 1 and 2..... 4.00
" 3, 4 and 5..... 4.50
" 6 and 7..... 5.00
" 8..... 5.50

Six Zone Basis

Hastings (Neb.) Tribune.
Zones 1, 2 and 3..... $4.00
" 4..... 4.50
" 5..... 4.85
" 6..... 4.90
" 7..... 4.95
" 8..... 5.00

TO WELCOME FOREIGN CORRESPONDENTS

Rules Will Not Allow Their Membership in Congressional Press Gallery, but Chairman Karger Extends Invitation; Will Accord Privileges

WASHINGTON, July 23.—The rule of the Press Gallery of Congress which restricts membership to resident correspondents in Washington has necessitated the denial by the Standing Committee of the application of 50 correspondents of foreign papers, most of them having offices in New York.

Gus J. Karger, correspondent of the Cincinnati Times-Star, chairman of the Standing Committee, replying to the application submitted by Percy S. Bullen, secretary of the Association of Foreign Correspondents, has stated the inability of the committee to extend membership to the members of the association, but has assured Mr. Bullen that the foreign correspondents will be accorded every facility and courtesy of the Press Gallery whenever their work requires their presence in Washington.

Mr. Bullen stated in his letter to Chairman Karger that he was writing in behalf of about fifty foreign correspondents. He enclosed the formal applications of eight for membership and stated that others would file individual letters. A total of ten were received. They were from Arthur Plottier, of the Paris Daily Le Matin; Frank Dilnot, the London Courier Daily News; W. W. Davies, Buenos Aires La Nacion; Andrea Ferretti, L'Idea Nationale, Rome; Henri Collin Delavand, manager of the Paris correspondence branch of the Havas Agency; Edward Rascovar, the Central News, Ltd., of London; Percy C. Bullen, the London Daily Telegraph; Felice Ferrero, the Corriere Della Sera of Milan; F. W. Mordaunt Hall, the London Daily Sketch, and P. W. Wilson, the London Daily News.

Lexington (Ky.) Herald.
Zones 1 and 2..... $6.00
" 3..... 6.50
" 4..... 7.00
" 5..... 7.80
" 6..... 8.00
" 7 and 8..... 8.50

Complete Zone Basis

Hartford (Ind.) City News.
Zones 1 and 2..... $5.00
" 3..... 5.50
" 4..... 6.00
" 5..... 6.75
" 6..... 7.00
" 7..... 7.80
" 8..... 8.00

Hayward (Conn.) Courant.
Zones 1 and 2..... $6.00
" 3..... 6.75
" 4..... 7.25
" 5..... 8.00
" 6..... 8.75
" 7..... 9.50
" 8..... 10.50

Indianapolis (Ind.) Star.
Zones 1 and 2..... $6.00
" 3..... 6.50
" 4..... 6.75
" 5..... 7.00
" 6..... 7.00
" 7..... 7.25
" 8..... 7.50

Springfield (Ohio) Sun.
Zones 1 and 2..... $4.84
" 3..... 5.00
" 4..... 5.20
" 5..... 5.32
" 6..... 5.44
" 7..... 5.56
" 8..... 5.80

Smith Made a Vice Consul

BRIDGEPORT, Conn., July 21.—Frederick N. Smith, war correspondent and well-known newspaperman, has been named vice-consul to Genoa, Italy. He covered the early Italian part of the war for American publications, returned and went to France with the 76th Division as a lieutenant. Since his army discharge he has been with the Middletown Press. Mr. Smith was editor of the Bridgeport Telegram at one time and later managing editor of the Lynn (Mass.) Telegram.

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WISCONSIN DAILIES AT WAUKESHA

Meeting of League Well Attended—Publishers Urged to Advertise Their Papers—Editor & Publisher Service Warmly Praised

(BY STAFF CORRESPONDENCE)

WAUKESHA, Wis., July 19.—The Wisconsin Daily League, representing 29 daily papers published in 29 cities outside of Milwaukee, held their quarterly meeting here today at Fountain Inn. The meeting was promptly called to order by the president, J. L. Sturdevant, of the Wausau Record-Herald, and the opening address made by O. W. Hopkins of the State University. Mr. Hopkins pointed out the agricultural possibilities open to advertisers through daily newspaper advertising, emphasizing the fact that Wisconsin, among other things, is an excellent State for the development of the finer breed of swine and cattle. He urged that the publishers solicit the advertising of the various stock breeders' associations.

University Ready to Help

As an aid to the publishers, he told of the willingness of the university to at all times supply data showing the many implements and supplies continually needed by the business farmer.

The next speaker was Justin E. Barbour, president of Barbour's Advertising Rate Sheets, Chicago, who made a short address on the value of standardization in all branches of newspaper publishing and who pointed to the statistical information appearing in EDITOR & PUBLISHER as an example of what standardization in the presentation of advertising rates and circulation had made possible. From these tables, Mr. Barbour said, it was instantly possible for manufacturers and national advertisers to determine the costs and circulations of our English Language Daily Press.

What Wisconsin Papers Offer

Citing Wisconsin as an example, Mr. Barbour pointed out that the 49 daily papers published there reached 462,876 people everyday, to say nothing of their families, and that a 5,000-line campaign could be run in each and every one of these papers at a cost of but $5,743.22.

Previous to the election of the Waukesha Herald to membership, upon its receiving second class mailing privileges, A. D. Campbell, the editor and general manager, told of establishing this paper but four months ago, and of its rapid progress. What he has done in Waukesha, can and should be done wherever daily newspapers are published, he declared.

Before the Herald was launched, Mr. Campbell and his associates secured contracts from enough local merchants to insure the success of his venture from the start. With few exceptions, all contracts were written on a basis whereby the advertiser must use a minimum amount of space each day, in addition to which one-twelfth of the space specified must be used each month.

He further said that the minimum rate was 25 cents per inch and that the paper now has a net paid circulation of 2,000, with subscription rates at 12 cents per week, 50 cents per month and $5 per year.

Editorial Organizations

In discussing the advisability of the League advertising in trade papers, Mr. Sturdevant remarked that there was no question but publishers, who derive their income from advertising, do not advertise their papers to the extent that they should.

A very important subject was brought up by Mr. Brandenburg, of the Madison Democrat, who read from a speech by the head of the State University of Journalism, in which the professor advocated the organization of editorial men.

In closing V. M. Hammett, Chicago, told of his success with the Newspaper Merchandising Service Company, under which 55 Illinois papers last year secured through his organization more than 11,300 inches of business never before in their papers. He told of his plans to extend his service to Wisconsin after which 18 of the publishers joined the Wisconsin service.

Editor Envies Tramp

"Uncle Bill" Schooler, editor and publisher of The Commonwealth, a weekly published at Somerset, Ky., frankly tells his readers in a recent issue that he is undecided whether to continue the harassed existence of a country publisher or take to the open road as a common tramp. His conclusions are set down in an editorial in which he tells an "unappreciative public" that he has never writes another line for his paper they can draw their own conclusions as to what happened. Regarding a tramp he met on the "open highway," he writes:

"The price of gasoline has no terrors for him. He doesn't have to take a bath unless he wants to. He can be hit with lazy, independent self while we must keep up the eternal bluff."

Journalists Touring Belgium Are Warmly Entertained



PARTY AT ZEEBRUGGE HEARING OF THE WAR OPERATIONS OF THE GERMANS AND BRITISH; INSETS SHOW PARTY ON RUINS OF A CHURCH AND WITH CARDINAL MERCIER

PARIS, July 8.—A party of 110 foreign journalists, representing nearly every allied and neutral country of the world accredited to the Peace Conference, have just returned to Paris after a week's journey through Belgium as the guests of the Belgian press.

A most comprehensive study was made of Belgium by the entire party, due to splendid arrangements by the Belgian press. As a result, Belgium's part in the war and the consequent suffering of her population and the damage to property are very thoroughly understood.

The party, while in Brussels, visited the Hotel de Ville (City Hall), where they were received by Burgomaster Marx, "the Fighting Mayor." At the Archbishopric there was a meeting with Cardinal Mercier, the prelate whose courage aroused the admiration of the world, and one of the valued souvenirs of the trip is a group photograph with the cardinal in the center.

At Zeebrugge the engineer of the port explained in detail the war operations of the Germans and the audacious attack by the British naval forces in April, 1918.

Visits were also made to Seraing, Dixmude, Dinant and many other points. Careful inspection was made of the ruined and pillaged factories.

R.R. MEN AUTHORIZE DAILY PAPER

Would Be Part of New Political Labor Party—Want Complete Plant

DENVER, July 23.—A resolution calling for erection and establishment of a brotherhood printing plant for printing the organization magazine and other union records was adopted yesterday at the convention of the Brotherhood of Locomotive Firemen and Enginemen in session here. Cost of the plant was limited to $100,000. It probably will be located in Cleveland.

The convention adopted resolutions approving the order of Railway Conductors' plan to form a political labor party embracing the railway brotherhoods, with a rider providing for a daily paper to be owned by the party.

HOUSTON'S AD CLUB IS BUSY

Besides Getting Ready for New Orleans It Assumes More Work

HOUSTON, Tex., July 22.—"On to New Orleans" is the Houston Advertising Association's slogan and, together with the other civic organizations of the city, it is perfecting plans for the getting together a large delegation to attend the A. A. C. W. convention.

The Advertising Association is one of the big, live factors of this city. Always alert and ever ready to further anything known to be for the good of the community, the members have pledged themselves to aid in the campaign for new members for the Chamber of Commerce to make possible the creation of a highway department; to aid in raising funds for the establishment of a much needed charity hospital for Houston; and are also planning to take care of a delegation of at least 400 persons expected in this city en route to the A. A. C. W. J. B. Westover is president of the association.

Jack Barrows, recently of Denver Times, has become editor of "A. R. C. Rays," the Mountain States Red Cross magazine.

GAIN SPACE WITHOUT INCREASING PAPER'S SIZE, ADVISES EXPERT

News Print Conservation and Over 14% More Room on Each Page Assured by Column Change—Cost Trifling in Comparison to New Revenue Possibilities.

By Emil G. Myers.

THE war has been responsible for conservation in many lines of industry. The newspaper business along with other endeavors, has come in for its share of savings. Still there is a vast opportunity for cutting cost to a point which will mean increased profits to countless numbers of newspaper publishers all over the United States.

At this time, when display advertising is increasing in volume to such an extent that there is hardly a newspaper in the country which is not pressed for space to accommodate it, the vexacious question of how to secure more white space to accommodate this advertising becomes more perplexing.

Possible to Stop Losses on Extra Advertising

Often a publisher has sufficient advertising for one additional page, but not enough for two. Since he can only increase his paper by multiples of two pages at a time, he runs the additional page of advertising at a loss. Frequently also it means extra press work to put on two additional pages.

Change Easy on Weeklies

This article is directed at the country weekly newspapers, particularly those publishing the popular six-column quarto size. To them the problem of finding more space to accommodate a few more columns of advertising each week, as well as to give the reader a commensurate amount of news matter, is a most serious question. And yet they have the solution of it within their grasp. I refer to the 12-em column. By changing over to this measure, there is hardly a six-column quarto but what can accommodate an additional column, making their paper seven columns to the page. In an eight-page paper this would give them eight additional columns, or more than one full page additional space.

In most country weekly offices, the chases are large enough to accommodate two pages, with an inch and a half crossbar down the center. Paper size is 30 x 44. This leaves a generous margin on the outside edge as well as on the inside fold, which is practically wasted. By changing from 13 ems to 12 ems, and using 4-point column rules instead of the standard 6-point rules, 6½ picas in width are saved. By cutting the center crossbar of the chase down to 5 picas, and reducing the outside margins accordingly, the remaining 5½ ems are gained. Thus, seven columns are accommodated where only six columns could be handled formerly.

Readers Are Pleased

The question naturally arises: "What will we do with national advertising cuts?" As a matter of fact, most national advertising plates are on the basis of a 12-em column. In rare instances, it might be necessary to shave down a cut a trifle in order to accommodate it in a 12-em column, but the savings and increased space afforded under the 12-em measure are so vast as to more than offset any slight disadvantage occurring from oversize plates. Then, too, national advertising agencies are even now making provisions for 12-em columns, and besides, they are at all times ready and willing to cooperate with newspapers generally.

Naturally, country newspapers are slow to take up any radical change, fearing the effect it would have on their readers. As a matter of fact, the 12-em paper is in every way a big improvement over the 13-em measure. The narrower columns are easier to read, and the appearance of the paper generally is much more pleasing from a typographical standpoint. No publisher who is really progressive will overlook an opportunity such as this to increase his profits and to shave down his costs.

To date, only three or four weekly newspapers have had the temerity to change from a 13- to a 12-em measure, but all of them found the change very beneficial, and none of them has had a complaint from any of its readers.

One Publisher Notes Saving

John N. Stonebraker, publisher of the Carrollton (Missouri) Republican-Record, has this to say regarding the change he recently made from a 13- to a 12-em column:

"We cut our 13-em column to 12 ems; used 4-point column, head, and advertising rules; had the center bar at our quarto chases planed down to five picas wide; used mitered spacing on the long-up, and printed a seven-column paper on the same 30 x 44 sheet that we had been printing our six-column paper on. This gives a quarter inch margin all around, and makes what we believe to be a neater paper than the old; gives our readers the same amount of news the six-column paper would allow, and gives us 22.8 per cents more advertising capacity each week than the old paper permitted us. This space in a year will amount to $1,622.40 more gross revenue, figured at the rate of 13 cents per inch.

"In our office last year we printed twenty extra pages (over the 8-page minimum), which, figured at 15 cents per inch, amounts to $360. Deducting this from $1,622.40 capacity made possible by the change, it can be seen that we can handle $1,222.40 more advertising this year than last year, and at the same time save 3 per cent. of paper. All of which was done at a cost of $50 for new material."

To obtain $1,622 additional gross revenue at an outlay of $50 is surely one of the best investments any publisher can make. Another thing, the 12-em paper is bound to become a universal enterprise, especially where newspaper readers generally are favored with papers of this measure, and publishers appreciate its advantages.

Applies as Well to Dailies

There are also in the larger cities a number of newspapers published, which are still printing the seven-column size. To them the matter of increased speed has been even more of a bugaboo than to the country weeklies. Yet to change to an eight-column paper seemed out of the question, principally because rotary presses are not so flexible that one can jump at will from a seven- to an eight-column paper.



FACSIMILE OF A 12 EM COLUMN PAGE.

However, the course for this is just as simple as for the small town papers that use flatbed presses. They can cut their columns from 13 ems to 12 ems, and by cutting down their inside and outside margins secure enough space to add an additional column, which will give them eight columns in the space which formerly accommodated but seven columns. Thus, in a 16-page paper they would carry 16 additional columns, or the equivalent of two entire pages more space. A 12-page paper would give them 12 additional columns, or a page and one-half more space.

Of course, in the case of newspapers using rotary presses, a slight change will be necessary on the press, principally on the ink fountain, and some minor changes on the stereotyping machinery. At present, the entire expense will be negligible.

Only Small Changes Necessary

The matter of making the change in the composing room is of small moment. It will be necessary only to change mold liners on the Linotypes, and perhaps the brass sticks of the chases will have to be planed down a half inch or more to accommodate the additional column.

This is conservation of a kind that shows results immediately. It means dollars returned for every cent expended to make the change, and the writer believes that when 12-em newspapers become more universal that there will be even a larger newspaper reading public than at the present time.

DROP PINK WRAPPER POSTAL SCHEME

Many Newspaper Publishers Objected Because of Additional Cost, or Supplies of Regular Stock on Their Hands

The Post Office Department has withdrawn its recent suggestion to newspaper circulation managers that pink mailing wrappers be used on newspapers to readily identify them and facilitate their dispatch by mail handlers.

Word of this is conveyed in a circular letter sent by the Second Assistant Postmaster General to superintendents of Railway Mail Service, reading as follows:

"Referring to circular letter relative to pink wrappers on daily papers, please advise all publishers in your division that the request to use pink wrappers on daily papers was intended solely as a suggestion, in order that daily papers might be readily identified where there were large quantities to be handled in post offices situated at long distances from railway lines. Thus they would continue to receive, as in the past, prompt and better mail service treatment through to delivery to addressee.

"Because of the objection by a number of publishers to the use of pink wrappers, you will advise them that the suggestion is withdrawn."

James McKernan, circulation manager of the New York World and president of the International Circulation Managers' Association, said that many publishers had opposed the proposed innovation; some because of the greater cost of the pink paper, as compared with the kraft paper in present general use; and others either because they had a large supply of the kraft on hand, or had made contracts for its delivery.

"I also pointed out to members of the I. C. M. A. that we were not about the Post Office Department's suggestion," said Mr. McKernan, "that it was merely a suggestion and not an order and that therefore there was nothing to prevent other users of the mails from expediting the handling of their own mail by the same means."

HAS 50 YEARS' SERVICE

Major Fitzmaurice Has Worked from Compositor to Newspaper Owner

Providence, R. I., July 20.—Major Fitzmaurice has just celebrated his 55th anniversary in newspaper work. At present he is the westerly correspondent for the Norwich Bulletin. He is 67 years of age.

The major first entered the business when 11 years old in the composing room of the New London Evening Star. With other men he established the New London Telegraph, of which he acted as managing editor, business manager and eventually sole proprietor. About 14 years ago he sold the newspaper and has since been employed by the Norwich Bulletin.

URGES HOME-TOWN ADVERTISING IN LOCAL NEWSPAPERS

Expert Outlines Paid Campaign for Towns with Something Good to Sell—Says They Should Strive to Become Nationally Known

By Chalmers Lowell Pancoast.

NOW that there is a great movement for rebuilding destroyed French towns, the same kind of a movement should be extended to include American towns. For many, need to be reconstructed, aroused and advertised as well as those in foreign countries.

American towns have not suffered from destructive armed forces, as have French towns, but a worse fate has befallen thousands of good American towns. They have suffered from the indifference and negligence of their own citizens.

Every American Town Has Something to Advertise

Every American town, no matter how dead or alive, how large or small, should advertise in its own local newspaper, and in its neighboring newspapers. If a town really becomes wide-awake to its great opportunities for growth and development, it will quickly see this vision of advertising. How do I know it would be profitable for towns to advertise?

Well, here's the story:

While on a train in Connecticut recently I met a wide-awake manufacturer who was looking for a factory site. We both happened to be headed for the same town, and he wanted information on a great many points. He wanted facts which that town should have been advertising. He wanted to know what its advantages were. And these advantages should have been given publicity so that it would not have been necessary for this prospective factory-locator to go ont and hunt for facts.

One Town That Lost

When we reached a certain town the factory man bought a local newspaper, but there wasn't a word in the paper about the town's industrial and civic advantages. Here was a buyer, but the selling points about the merebandise were being concealed, or at least they were not to be easily found.

This town had a Chamber of Commerce, but no local office. The president of the organization was out of town, and the secretary was a bookkeeper in an office which required all his time. He didn't know much about the town, as he was a newcomer, and then, "it was best to see the president."

The man who was seeking a location for his factory—the man who could have brought into the town a thousand new residents—increased the revenue of every business concern in the city—caught the next train out of town. He could not find out what he wanted to know, and he was disgusted.

Only Local Advertising Needed

This town lost an opportunity for growth and development. Why?

Lack of advertising in its own local newspapers.

This town is a fair example of thousands of other towns in the United States.

They have something big to offer to the world—but they don't sell it—not even to the people in their own town. This little experience set me to thinking. If that town belonged to me, what would I do with it?

A town is no different from any other business that has some valuable commodity to sell.

Now, this town had a good newspaper, a commercial club, and 20,000 inhabitants. If I were president or secretary of the Chamber of Commerce of this town I would organize for action.

Every member of the club would be pumped full of enthusiasm for his town. It would be the duty of every business man to go out and sell this town to its own people. Make them come across with enough cold cash to secure a year's good advertising campaign in their local newspaper. They owe it to their town.

There is no more reason why a newspaper should support a town's advertising campaign, alone, than any other business should do it. Advertising a town is the business of every man getting his living out of that town. There are plenty of newspapers that do donate columns for free-town boosting material every year, but I've never yet known one whose efforts were appreciated as they should be. Another thing: free space is never worth more than it costs. Occasional puffs and nice flowery things said about a town is not advertising. It is not the kind that brings big results.

What any town needs is a regular day-in-and-day-out advertising campaign, built on an attractive presentation of the selling points of a town. When the Commercial Club has raised a town advertising fund the business-like thing to do is to contract for space in the local paper first, and use enough space to make the business story of the town register with the residents of the town first.

Every Day Work Counts

The campaign should begin in the local newspaper, because a town's own people need advertising to all the time to keep them continually boosting for their town. Then, when the campaign has started to secure results for the town, it should be extended to newspapers in other towns. A mighty attractive series of advertisements can be written about any town.

The town that the prospective factory locator left in disgust had more to offer than the average town. First, it had good factory sites—with a low cost in power and taxes. It had good retail stores, judging from the interesting window displays along the main street.

Picking a Live Town

One of the easiest ways of sizing up a town is to look for nationally advertised goods in the windows of local stores. If you find the merchants handle up-to-date, advertised merchandise, you can rest assured the town people are demanding the best quality of merchandise. Regardless of the fact that the Chamber of Commerce seemed to be taking a siesta, this town seemed alive and inclined to be progressive in its school buildings, public library, churches and homes. The town had a prosperous and well-to-do appearance. It had enough life, and attractive features, to appeal to the average factory-worker seeking a home where his children would have every advantage of education and culture.

Yet nobody knew this. And if they did they were keeping it quiet. Only a careful observer visiting the town would see all this valuable advertising material going to waste. There was enough "copy" running loose in that town to run a full page advertisement once a month, and a quarter-page advertisement every day, in the local paper for a long time.

If the average Commercial Club, Board of Trade, or Business Boosters' Association, would look at town advertising as a vital necessity in building up their town, they would get somewhere with greater ease. But instead of going at it as they would if it was their own private business, they hold a get-together meeting, talk loud and nice about their town and expect the local newspaper man to run a nice, big-type story about it on the front page—free—and that is just what it is worth. What the outsiders want are facts stated in a business-like way, not camouflaged with high school oratory.

Newspaper Is Voice of Town

The local newspaper is the voice of the town in which it is published. It is the daily representative or salesmen of that town. People in the outside world judge a town by what they read in its newspaper, and there is where any town campaign must start.

After the Chamber of Commerce has contracted for enough space to tell the town's advertising story so that it will get across big, they should also purchase enough copies to distribute them to passengers on all through trains, trollies or automobiles. If they haven't nerve enough to go that far, then provide for newsboys to offer the papers to all visitors or passers-through. A well presented newspaper always interests a stranger. But, most important of all, is the fact that the daily story in the local newspaper will soon have everybody in the town talking and boosting as they never did before.

Next, get the town people working in connection with the newspaper campaign. In other words, get every citizen interested in scattering the advertised story of the town.

Newspapers Will Help

The campaign can be called a "Pass-It-On" publicity movement. At the bottom of each advertisement a notice to all citizens to clip the advertisements from their newspaper, and send them in to every letter mailed to friends, with instructions to pass them on to some one who might be interested in what the town has to offer. If they don't write letters, then mail the clippings over to some friend. At the end of the year the newspaper can publish an honor roll of the names of people who have brought business to the town through their efforts along this line.

Any editor who happened to' be treated to a surprise like a real paid-for town advertising campaign would certainly respond with a series of snappy stories that would brighten up the entire campaign.

The advertising-town is always a live town. People want to live in a town that is growing—that is wide-awake, up-and-doing every minute.

There is no limit to the developments of a "Pass-It-On" campaign, once it gets in full swing. If the advertising copy appears every day in the local

(Continued on Page 56.)

PLANNING CLEVELAND A. A. C. W. REPRESENTATION



As befitting its close to 1,000 membership, the Cleveland Advertising Club is planning to send a record-breaking delegation to the coming New Orleans convention of the Associated Advertising Clubs of the World.

The accompanying picture shows L. G. Dickey, secretary, and C. W. Mears, president, at their desk in the club office, snapped while making arrangements for the Southern trip. President Mears, who is general advertising manager of the Winton Automobile Company, is on the left and Mr. Dickey is on the right of the picture.

As a factor in developing new ideas the Cleveland Ad Club membership is one of the most potential in the city. Many of the members are also Rotarians, or belong to the City Club, the Kiwanis Club, the Chamber of Commerce, Builders' Exchange, Real Estate Board, Gyro Club, Electrical League, and other similar civic or other organizations.

The headquarters, in the basement of the Hotel Statler, are among the most elaborate of any commercial organization in Cleveland. Spacious offices and a large assembly room, used Wednesdays and Fridays for noon luncheons, is a gathering place for several hundred of the liveliest advertising specialists in that section of the country.

The club makes it a point during the luncheon season to invite notable speakers, and some of the best known authors, editors and publicists of the country and Europe have addressed it during the past year. Noon luncheons are attended by from 200 to 400 members.

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CO-OPERATIVE ADVERTISING PLAN HOLDS FINE POSSIBILITIES

Specialized Campaigns, Handled by Home Office Staff, Often Develop New Accounts Which Stick—Real Service Must be the Primary Aim.

By J. B. Keeney.

DURING the past two years co-operative advertising campaigns have been developed more thoroughly than before the American publisher began to feel the effects of war. Loss of advertising space due to the forced curtailment of the merchant's expenditures, prompted the publishers to seek new sources of advertising income.

The development of new territories, hitherto unadvertised lines of business and certain non-advertising professions, presented an opportunity for the use of co-operative publicity.

There Are Many Forms of Co-operative Advertising

Co-operative advertising campaigns are varied. Each effort has its own particular features, difficulties, opportunities for success and possibilities for failure. Solicitors and publishers are as much responsible for these successes and failures as the advertisers themselves.

Through careful consideration of local conditions it may be possible for some publishers to develop this class of advertising in his community without losses so frequently resulting from poorly conducted soliciting campaigns.

The "Special Edition" kind of co-operative advertising is perhaps the oldest variety. Unfortunately it has not improved with age. As most every publisher knows, the special "crews" which usually solicit these editions, work on a commission basis.

Speed and all other kinds of promises are their principal characteristics. The results are too frequently bad for the publisher who must remain in town and make good these wild promises of the solicitors who are soon "lost in the woods" gunning for new game.

Trade Pages Must Be Nursed

Special editions should be conducted by the regular advertising staffs of the publications contemplating such editions. This method may take longer but the fact that the solicitors are regular staff men, sure of their weekly salary (plus, perhaps, a commission on the extra business), prevents the men from making impossible promises to the advertisers.

When a publisher is forced to spend his profits making good promises of extra copies, reducing bills because of exaggerated rates and giving extra insertions because contracts were signed on promises of increased circulation figures and impossible positions, the Special Edition idea produces more enemies than dollars for the publisher.

"Co-operative Trade Pages" are good only when given careful attention throughout their entire run of six months or a year.

"Fillers" for Saturday

The writer recalls a grocery store campaign conducted by the neighborhood stores in a city of about 135,000 population. Ninety-four "corner grocers" united in an educational campaign to overcome the effect of the chain store growth which was expanding throughout that territory. The campaign was profitable for the publisher because it developed a source of income that had been previously considered barren of possibilities.

The advertisers felt the good effects of the effort and several of the stores, after a few months, developed into regular advertisers in other columns of the paper.

The newspaper that started the campaign did not renew it. A rivat publication secured the second contract.

In all such campaigns as these the publishers should figure on spending the greater part of the first year's profits to develop the advertisers associated with the plan. In most cases they are not "seasoned" advertisers and it requires close attention and service to hold them. They must be constantly reminded that the plan is a good one. Otherwise they lose interest and seldom renew their contracts.

"Manufasteurers" or "Industrial" pages are well known to all publishers. They act as fine "fillers" on Saturday or other days when the department store and general advertising is light.

They are composed of small "cards" or announcements, usually occupying five or six columns, and two or three columns of readers. The "Free Lance" solicitors who usually produce these pages get a liberal commission and find it a simple matter to renew contracts every six months or year.

If publishers only stopped to realize how simple it is to get this business and hold it after the first contract, they would assign this work to one of their regular staff and save the commission.

The fact that these pages are easy to renew is due to the character of the advertisers, usually the largest and most reliable manufacturing houses in the community. The firms are so large and the advertising costs are so small that long before the year is past, payment of the bill becomes an established part of advertiser's monthly business and receives very little attention.

The "Sub-dealer" pages are not as common as some forms of co-operative advertising campaigns. They usually put in their appearance around Automobile Show season. In localities where the car has several sub-agents in nearby towns, the automobile man of the newsrepresentative of some particular motor paper is able to sell $5, $10 or $15 space by phone or letter to each of these subdealers.

This extra space is clean profit and good new business. It helps the small subagent and gives the automobile distributor much more space through which he "swamps" his competitor who can not afford such large advertising when he is forced to pay for all of his publicity from his own pocket.

Localized Advertising for Manufacturers

"Anniversary" and "Grand Opening" co-operative editions are the least expensive to solicit and usually develop into entire sections of the paper. Every line is paid for.

Solicitation for this space is through a series of letters written on the stationery of the advertiser contemplating the special edition.

In the case of furniture house in Central New York which inserted a twelve-page section of this character during the opening of a new addition to its establishment, 18 of the 42 firms solicited by the dealer, responded with space contributions of sizes from ten inches to a half page.

Through this co-operation on the part of the retail merchant and the firms from which he purchased his stock, the readers of the paper were startled to see a twelve page section appear in one of the regular editions. The idea was a success from every point of view and the cost to the retailer was very small.

In the same city a few months later a stationery house which previously had never used larger than a sixty line advertisement in the local newspapers, inserted a six page announcement. In this case seventeen of the thirty-six manufacturers approached on the subject of co-operative publicity effort, contributed more than 70 per cent of the space.

Serving the Small Merchants

Big business was secured by this firm during the anniversary week and one order secured directly though the "edition" brought more profits than the entire cost of the edition to the retailer.

In such editions the entire space is charged directly to the retail advertiser. He in turn secures his money from the factories which either contribute their check or allow the cost of their space to be deducted from the next order of merchandise placed by the dealer.

The advertising man of the newspaper does all the work in connection with these editions.

"Neighborhood" co-operative advertising campaigns are becoming more profitable and popular than ever before. In one large New Jersey city where a few years ago such advertising was practically undeveloped even in a small way, at present one of the largest and most prosperous newspapers of the locality is spending much time and money in building up this class of publicity.

One section of the city, located some distance from the real shopping center contributes an entire one page to the advertising columns every Friday. During the holiday season two pages each week were quite common.

Regular Calls Necessary

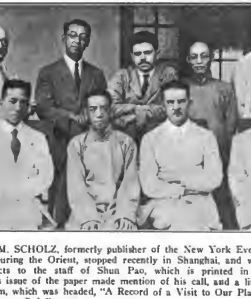
This kind of co-operative advertising requires constant attention and careful solicitation. For weeks and months a representative of the newspaper must call regularly upon the merchants in the territory being developed. He must become familiar with the needs and desires of the members of that section. His work is more difficult than that of the man on the down town assignments.

The chief arguments presented by the merchants are the facts that this newspaper advertising is only good for the downtown department store. The solicitor who knows his business compares the proposition with the department store publicity. He compares the composite page of the neighborhood with the department store advertisement. The shoe dealer represents the shoe department of the department store. The druggist dealer is similar to the furniture department. The general effect is a department store advertisement of an entire neighborhood.

In time such co-operative advertising as this can be developed into a big factor in the columns of the progressive newspaper. It is profitable when properly developed and lasting when properly cared for by the right kind of a solicitor.

(Continued on Page 42.)

SHUN PAO ENTERTAINS EMIL SCHOLZ AT TEA

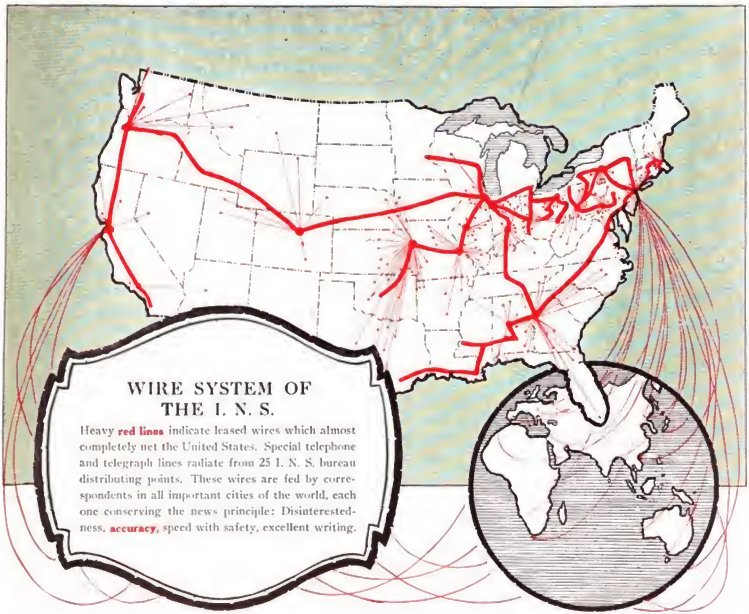


EMIL M. SCHOLZ, formerly publisher of the New York Evening Post, who is touring the Orient, stopped recently in Shanghai, and while there paid his respects to the staff of Shun Pao, which is printed in Chinese. The next day's issue of the paper made mention of his call, and a literal translation of the item, which was headed, "A Record of a Visit to Our Plant by American Newspaperman," follows:

"Yesterday afternoon at five o'clock, Mr. Emil M. Scholz, formerly publisher and one of the former proprietors of the New York Evening Post, paid a visit to our plant. He was soon welcomed with tea and refreshments by our manager, L. Z. Sze, and Messrs. P. K. Chu and Tong Ching Yuen and T. B. Chang acted as ushers.

"There were also J. B. Powell, chief editor of Millard's Review; J. E. Doyle, of the China Press; George Sokolsky, of the Shanghai Gazette; A. G. Loehr, American vice-consul; A. R. Hager, president of the Advertising Club of Shanghai; Y. S. Tsao, the former Chinese consul-general in London, and others, who all visited the different departments of the paper. As a token of a remembrance a picture was taken. It was until seven o'clock that the party began to dismiss with pleasure."

VAST WIRE SYSTEM OF THE INTERNATIONAL NEWS SERVICE



Publishers of evening and Sunday newspapers are respectfully requested to study this huge wire system with reference to their respective news problems.

The I. N. S. is growing rapidly both in numbers of subscribers and in the esteem of editors who handle its reports day by day.

The sound rules of good journalism are applied to I. N. S. reports. Editors trust the I. N. S. when it speaks, not because of any pretention but because of its enviable record for accuracy.

I. N. S. news matrices are unequalled both for selection and printability.

INTERNATIONAL NEWS SERVICE

M. Koenigsberg, President. Marlen E. Pew, Editor and Manager.

1020 WORLD BUILDING, NEW YORK CITY

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Some of the

VICTORY

in presenting a satisfactory press report lies in the literary style of the writers who contribute to it.

International News Service not only tells the news rapidly and accurately, but its important stories are brilliantly written.



Every patriotic American heart thrilled at the news of the gorgeous Victory Parade in Paris, and every American editor knows that the story, ready for first editions everywhere, that Robert J. Prew sent to I. N. S. was incomparably the best account of that historic event.

Many International News Service clients have wired appreciative compliments. We have framed in the Arc de Triomphe one such message from a discriminating publisher.

The International News Service is able to present great news in a great way because of its vast resources.

Its leased wire system spreads like a net over the United States. Its clientele is a satisfied, highly pleased, body of important afternoon and Sunday newspapers. Its policy calls for news disinterestedness, accuracy, speed with safety and able writing.

INTERNATIONAL NEWS SERVICE

M. Koenigsberg, President. Marlen E. Pew, Editor and Manager.

1020 WORLD BUILDING, NEW YORK CITY

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POLACHEK APPOINTED SUN PUBLISHER

Assumes Duty August 1—Ervin Wardman Retains Vice-Presidency and W. C. Reick Will Give Attention to News Department, as in Past

Victor Polachek, for more than twenty years in the service of Hearst newspapers and who a month ago resigned as publisher of the New York American, will become publisher of the New York Sun and the Evening Sun, August 1. Since leaving the American, Mr. Polachek has been on a fishing trip in Maine. A letter accepting an offer made him by the Sun and the Evening Sun was received Tuesday.

W. C. Reick, who was majority stockholder of the Sun publications when Frank Munsey bought them, and who has since been right-hand man to Mr. Munsey in their management, devoting his attention principally to the news departments of the two papers, will continue his activities along the same lines as before. Ervin Wardman, who is now vice-president and publisher, will relinquish the latter title, but it is understood that the scope of his authority also will remain unchanged.

Mr. Polachek was born in New York City and from the time he began as a copy reader on the old New York Morning Journal, rose steadily in the Hearst service. He became publisher of the New York American in 1918, having for three years previously been assistant general manager of the Hearst newspapers.

ALBERT ROMEIKE WINS

Court of Appeals Rules He Has Right to Use Name

The Court of Appeals of the State of New York has just affirmed, with costs, the judgment in favor of the defendant in the injunction suit brought by Henry Romeike, Inc., vs. Albert Romeike & Co., Inc. In dismissing the complaint for the injunction, Mr. Justice Dowling said:

"It would be difficult to find a case of alleged unfair trade competition where the record is as barren of any evidence of fraud, false representation or unfairness as the one now under consideration.

"Nor is there any effort made to show confusion as to these two corporations, save by evidence which is either valueless, incompetent or conjectural. If the defendant had been guilty of using any unfair trade devices, it should have been easy to prove it, in view of the ingenuity resorted to in the effort to create evidence."

The court sustained the contention of Albert Romeike that he had the absolute right to use his own name in his own business or in the name of a corporation in which he was a stockholder.

Kentucky Paper Burned Out

(BY TELEGRAPH)

MARION, Ky., July 22.—The plant of the Crittenden Press was destroyed by fire here early today with a loss of $6,000; insurance of $3,000 was carried by the owner, J. S. Hogard was recent purchaser of the paper. The fire spread quickly to other buildings of the business section and the flames were not checked until the damage amounted to $250,000.

Larke and Cornell to Europe

George H. Larke, assistant business manager, and Robert H. Cornell, of the national advertising department of the New York World, will sail Saturday on the "Aquitania" for London and Paris to arrange European advertising representation for the World. They will be gone about three weeks.

All American and British cable censorship was lifted last evening.

NEWSPAPER MAKERS AT WORK



RICHARD J. FINNEGAN

THE cherished idea of the last generation of newspaper men that one must of necessity go from paper to paper over a period of years before he is a really seasoned news man is most beautifully exploded in the example of Richard J. Finnegan, managing editor of the Chicago Daily Journal, "Dick" Finnegan, as all the mid-western profession knows him best, is a one-job man. For years past he has filled that job completely.

His boyhood ambition was to be a good newspaperman, and he set about attaining it in thorough fashion. While still a youngster in school, he devoted his vacations working as office boy for the old Chicago Chronicle. There he learned that the library is the most important part of any newspaper office and he studied its utilization through three summer holidays. He handled a newspaper delivery route in the early mornings through the year, attended the old West Division high school until 2:30 each afternoon, and then reported at the Chronicle office for work. Frank Bowley was then managing editor of the paper. Lacking any sizeable volume of advertising, the Chronicle sought to fill much of its space with letters from subscribers and the handling of these became one of Mr. Finnegan's main duties.

Finally, one vacation time, he was given opportunity to write space copy. The afternoon of the terrible Iroquois Theatre fire he happened to be the only reporter in the local room. That was his grand chance for distinction and Dick Finnegan seized it. He managed to penetrate to the frightful top gallery of the theatre and the story he wrote of what he saw there won him a permanent place on the paper's reporting staff.

Later he transferred to the old Chicago Inter-Ocean and served as a reporter for two years. It was at this time that he began to study law nights, and in order to do this he again shifted to the reportorial staff of the Chicago Daily Journal which, as an afternoon paper, left his evenings free. He has remained with the Journal ever since, covering general assignments, labor and the city hall run as a news man; rising to automobile editor; then being sent to cover state legislative sessions as Springfield correspondent.

It was while covering labor that Mr Finnegan began the study of the convict labor system, especially as applied to road work in Colorado. This led to his appointment as chairman of the Good Roads Commission of the Chicago Motor Club, and while filling that office he called the first Good Roads state convention in Illinois, which drew an attendance of delegates from automobile clubs, civic chambers of commerce, women's organizations and members of legislature. From this was evolved Illinois Highway Improvement Association, whose first secretary was Mr. Finnegan, and which today has resulted in the campaign for the $6,000,000 bond issue now assured.

Later Mr. Finnegan was appointed a member of the Dixie Highway Commission by Governor Dunn, and reappointed by Governor Lowden. He was Democratic candidate for Congress from the 10th congressional district in 1910; was appointed a member of the Cook County Jury Commission by the judges of the county in 1911, serving three years. He became city editor of the Chicago Journal in 1914, and managing editor two years later.

Mr. Finnegan's birthplace was less than five blocks distant from his present offices in the Journal building. He is married and has three children; likes to work at his desk right out in the local room where he is surrounded by his "boys"; is an active member of both the Iroquois and the Chicago Motor clubs.

Dinner to Floyd Parsons

A testimonial dinner will be tendered Floyd W. Parsons by the Editorial Conference of the New York Business Publishers' Association, at the Automobile Club, at 12:30 noon, July 25.

Army Publication Suspends

The Cro, the official publication of the central record offices of the American troops in France, has been discontinued. It was edited by Francis Sinclair, a graduate of the New York University School of Journalism.

BOSTON PAPERS GRANT WRITERS INCREASE

Recognize Union and Give Minimum Wage Scale—Publishers' Control of News and Editorial Policy Guaranteed by Union—Lynn Next

(BY TELEGRAPH)

BOSTON, Mass., July 22.—The news writers of Boston, at a mass meeting this afternoon, ratified a new wage scale as drawn up by the Boston Publishers' Association.

The publishers drew up the agreement after they had been assured by the wage conference committee of the writers' union that that body was prepared to recommend for adoption any plan that might be devised which would give the publishers the continued undivided control of the editorial and news policies of the papers.

The question of the recognition of the union has been definitely settled and the publishers will meet the representatives of the union at any time on any question.

The Agreement

The Publishers' memorandum as ratified follows:

1.—Union affiliation and activities shall not constitute cause for discrimination or a change in the present friendly relations and customs of the profession. ("Present customs" is held to mean the continuance of vacations, time off, liberty to do other work on their own time as at present, etc.)

2.—District news men, members of the union, who devote their entire and exclusive time to one office, and who have had not less than three years' experience on a daily newspaper shall be paid not less than $30 per week.

3.—Reporters, news writers and staff photographers, members of the union, other than district men or correspondents, who have had three years or more practical experience as such on a daily newspaper and who devote their entire time to one office shall be paid not less than $38 per week.

4.—Desk men, editorial writers, and re-write members of the union, who devote their entire time to this class of work in one office, and who have had not less than three years' experience on a daily newspaper, shall be paid not less than $45 per week.

This agreement is to take effect as of June 6, that is, the wages called for date back to that date.

Two Papers Have No Agreement

The new scale gives a large majority of the Boston news writers a 25 per cent. increase over their present wages and represents an increase of approximately 40 per cent. over the wages paid last July.

The only daily newspapers in the city not directly concerned in the agreement are the Boston Transcript and Christian Science Monitor.

These two papers have no agreement with any labor organization, but have always met it a rule to meet or exceed the union scale in dealings with their employees. It is therefore expected that this policy will be carried out in the case of the news writers.

The Union committee is expected to direct its attention next to Lynn, where a 100 per cent. organization is reported to have been attained. The publishers in that city have already been presented with a proposed scale, which is the same as that in Boston with certain additional clauses inserted to meet local conditions.

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FORTY NEWSPAPER MEN ELECTED TO SIXTY-SIXTH CONGRESS

Many of Them Are Still Active in Harness—List Includes Senators Hitchcock, Capper, Owen, McCormick, Warren, and Many Members of the House

WASHINGTON, July 23.—Forty members of the Sixty-Sixth Congress in preparing their autobiographies for the Congressional Directory have directed attention to the fact that they are entitled to the distinction of being or having been newspapermen, but several graduates of the profession failed to mention their service.

Many still are active publishers; others were publishers at one time or another in the past, but not a few boasted of having been active newsgatherers.

President of N. E. A. Holds Seat in Congress

From California, Representative Charles H. Randall, of Los Angeles, makes a brief but broad claim to fame by a simple reference to the fact that he is a "newspaper editor and publisher."

Representative Henry Z. Osborne, also of Los Angeles, goes to greater lengths to establish his connection with the profession. After describing his service in the Civil War, Mr. Osborne stated:

"After the war worked several years as printer in New York, Cincinnati, Memphis, New Orleans and Austin, Tex.; was New Orleans correspondent for Chicago Tribune from 1873 to 1878, and reporter and writer on New Orleans papers; in latter year (1878) moved to the five gold mining camp of Bodie, Cal., where for six years was editor of the Bodie Daily Free Press; was editor and publisher of the Los Angeles Evening Express for 13 years, 1884 to 1897."

Representative Guy U. Hardy, a new member from Colorado, wrote that in 1895 he purchased the Canon City Record and "has since been engaged in the publishing business, is at present editor and publisher of the Canon City Daily and Weekly Record and the Colorado Press." He is president of the National Editorial Association.

Delaware Represented

Delaware's single member of the House, Caleb R. Layton was editor of the Union Republican, of Georgetown, Del., from 1897 to 1905.

Senator Medill McCormick, of the famous Chicago Tribune family, dismisses his business career in three words, "writer and publisher," while Senator Harry S. New, of Indiana, son of the founder of the Indianapolis Journal and connected with that paper for many years, makes no reference to his journalistic career.

Senator Arthur Capper, of Kansas, describes his newspaper career in some detail. After obtaining an education in the common schools of Garnett, Kan., he said he learned the printing trade on the Garnett Journal, went to Topeka in 1884 and became a typesetter on the Topeka Daily Capital, "of which he is now owner and publisher." He shifted from the printer's ease to the reporter's beat and soon to the city editor's desk.

Former Reporters

"In 1891," the Senator continued, "he went to New York and was a reporter on the New York Tribune, and in 1892 was in Washington as special correspondent." Senator Capper, incidentally, is the only member of the Congressional Press Galleries to later find a seat on the floor of the Senate. He purchased the North Topeka Mail in 1893, a venture he describes as "starting in business for himself." The paper was a weekly which Capper later combined with the Kansas Breeze. A few years later he purchased the Topeka Daily Capital and other publications.

Representative Homer Hoch, of Marion, Kan., described himself as an editor and lawyer.

Riley J. Wilson, a member of the House from Louisiana, was editor of the Catahoula News from 1898 to 1904.

Willfred W. Lufkin, of Massachusetts, was a newspaper correspondent.

James A. Gallivan was a political reporter on Boston papers for many years.

Joseph Walsh, another former newspaperman in the Bay State delegation in the House, also was a reporter.

Representative Charles A. Nichols, of Michigan, graduated from the local room of the Detroit News to a seat in the House, while Louis C. Cramton, also of Michigan, still is an active newspaperman as publisher of the Lapeer County Clarion.

Frank E. Doremus, of Michigan, was a newspaperman at one time.

In the Minnesota delegation, Representative Harold Knuston, Republican "whip" in the House, said he is a newspaperman by profession, having published the Royalton Banner and the Foley Independent.

Former Speaker Champ Clark's experience as a country editor and William L. Nelson's long association with the Bunceton Weekly Eagle give the Missouri delegation two members of the craft.

Representative Carl W. Reddick, of Montana, failed to mention his service on the Winnemac (Ind.) Republican and the White Pigeon (Mich.) Journal.

A Big Trio

Senator Gilbert M. Hitchcock, of Nebraska, establisher of the Omaha Evening World in 1885 and now is publisher of the Omaha Morning, Evening and Sunday World-Herald.

Senator George H. Moses, of New Hampshire, was editor of the Concord Monitor for 19 years, and Senator Walter E. Edge, of New Jersey, who retired as governor of that State to enter the Senate, founded the Atlantic City Press and later purchased the Atlantic City Evening Union, both of which he published while conducting an advertising agency which attained an international status.

Edmund Platt, of Poughkeepsie, and William H. Hill, of Johnson City, are the newspapermen in the New York delegation. Mr. Platt began as an editorial writer on the Superior (Wis.) Evening Telegram. Since 1891, he has been engaged in publishing the Poughkeepsie Eagle, which had been owned by his family since 1828. He became editor of the paper in 1907, upon the death of his father. Through the purchase of the News-Press in 1915, the name of the paper was changed to Poughkeepsie Eagle-News. Mr. Hill is editor of the Johnson City Record.

The Non-Partisan member from North Dakota, John M. Baer, is a cartoonist and writer.

Senator Warren G. Harding, of Ohio, has been a publisher in Marion since 1884.

Three Ohio members of the House are newspapermen, Charles J. Thompson, of Defiance, was publisher of the Defiance Express for 13 years. He purchased it as a weekly in 1889 but made it a daily five years later. He was a printer on the Wapakoneta, O., Bee in 1876 and publisher of the Anderson, Ind., Herald in 1884.

Representative Simeon D. Fess, of Yellow Springs, Ohio, was editor of World Events from 1903 to 1907.

William A. Ashbrook, of Johnstown, Ohio, began the publication of the Johnstown Independent when he was 19 years old and he still is publisher of that paper.

Owen and Ashurst on List

Senator Robert L. Owen, of Oklahoma, like Senator Henry F. Ashurst, of Arizona, dismissed his newspaper associations with a brief reference to work as an editor.

Everette B. Howard, of Tulsa, Okla., who was born in Kentucky, stated that he began life as a printer and newspaperman.

Representative Charles N. McArthur, of Portland, Ore., was a reporter on the Morning Oregonian and in the Portland office of the Associated Press prior to 1903.

In the Pennsylvania delegation, Representative Anderson H. Walters, is editor and publisher of the Johnstown Tribune; Representative J. Hampton Moore, of Philadelphia, was court reporter on the Public Ledger and now writes a Washington letter to the Philadelphia Evening Public Ledger, and Representative Ben K. Focht is editor of the Lewisburg Saturday News, a position he has held since he was 19 years old. Representative M. Clyde Kelly is the principal owner and editor of the Braddock Daily Herald.

James F. Byrnes, representating the Aiken, S. C., district was an editor for several years, while Harry L. Gandy, of Rapid City, S. D., who was engaged in newspaper work in northern Indiana for several years now is one of the publishers of the Wasta Gazette in South Dakota.

Representative Joseph Jefferson Mansfield, of Columbus, Tex., established the first newspaper ever published in Eagle Lake, Tex., and later was editor of the Colorado Citizen, of Columbus, Tex.

Sutherland and La Follette, Too

Representative Frank L. Greene, of Vermont, was a reporter on the St. Albans Daily Messenger in 1891 and became owner of the paper in 1899.

Representative Albert Johnson, of Washington, now publisher of the Daily Washingtonian, at Hoquiam, Wash., worked on the St. Louis Globe-Democrat, Washington Post, New Haven Register, Tacoma Daily News and Seattle Daily Times.

Senator Howard Sutherland, of West Virginia, became a newspaperman after leaving college in 1889, editing a paper at Fulton, Mo.

Senator Robert L. LaFollette, of Wisconsin, continues as the directing force in the publication which bears his name.

Jaime C. De Veyra, one of the resident commissioners from the Philippine Islands, was one of the founders of El Nuevo Dia of Cebu, the first Filipino paper published advocating freedom for the islands.

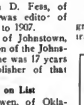
Carpenter Off for the N. E. A.

CHICAGO, July 23.—The Inland Daily Press Association and the Illinois Daily Publishers' Association have appointed Willard E. Carpenter, publisher of the Lincoln (Ill.) Courier-Herald, to represent them at the coming meeting of the National Editorial Association in the Northwest.

SCENERY IS LURE IN SELLING NORTHWEST

In Its Advertising, Pacific Tourist Ass'n Uses Beauties of Nature as Attractive Packages in Which to "Wrap Up" Many Natural Resources

Have you ever considered wrapping a great, rich section of a nation in an attractive package and selling it by means of advertising?



HERBERT CUTHBERT.

"Countless manufactured products have thus been successfully commercialized and good will of untold value established for them, so why shouldn't it be applicable to our commodity?" argued the advertising experts of the Pacific Northwest Tourist Association back in the early part of 1917. It certainly sounded plausible, so an experimental advertising campaign was laid out and it has proved remarkably successful.

In speaking about it recently, Herbert Cuthbert, executive secretary of the tourist organization, said:

Describing Natural Resources

"During the past two and a half years we have been actually selling the Pacific Northwest in an attractive package. What do we mean by selling the Pacific Northwest? We mean that we offer those things that are in the Pacific Northwest.

"Because our association is known as the Pacific Northwest Tourist Association it does not follow that we cater only to the tourist, and that he is the ultimate object of our endeavors. Primarily we tend to interest the tourist, but underlying all our efforts is the one great object of selling the Pacific Northwest and all that it is to new settlers, new manufacturers, new residents, new investors.

"Our great object is to spread broadcast the fact that Oregon, Washington and British Columbia form a territory that is richer in natural resources than any other part of this continent. Our advertisements all contain attractive and alluring scenes of the Pacific Northwest. The only criticism that I know that has been made of our advertising came from a materialistic gentleman who thought that our advertisements were not descriptive, too scenic and were not chiefly composed of the facts in relation to our natural resources which I have just given you.

"But if we gave only such facts in our ads. the great bulk of the people would never read them. It is like the sugar coating on a pill. They have to be made palatable."

Birmingham-Glenn Wedding Tomorrow

Ernest F. Birmingham, editor of the Fourth Estate, and Miss Mae Catherine Glenn will be married tomorrow evening at 9 o'clock at Harperly Hall, 1 West 64th street, New York. Miss Glenn is the daughter of Dr. and Mrs. James Sheppard. Mr. Birmingham established the Fourth Estate twenty-five years ago and has been its directing head and principal owner ever since.

Jack Shields, of the Houston Chronicle, took a trip in an airplane in the interest of the publicity campaign for recruits for air service, and wrote an account of his trip for the newspaper.

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CHICAGO AD AGENCIES BUY BIG SPACE

Liberal with Newspaper Copy in Telling Stories of Helping Clients to Success Through Advertising — Advocate Printed Word Protection

CHICAGO, July 22.—For five or six months past quite a number of Chicago advertising agencies have been using space liberally in local morning and afternoon newspapers, advertising to the business men the theories behind their respective businesses and the forms of service which the agencies respectively are prepared to render.

The Burnet-Kuhn Advertising Co., 39 South La Salle street, is using small single-column space, forcefully emphasizing the kinds of selling copy they create. The Erwin & Wasey Company, using larger two-column space, is conducting their personal campaign along similar lines, but the copy tends to the epigrammatic and always is couched in politely confidential phraseology. One recent advertisement, for example, says:

"We confess that we invite an unusual degree of co-operation from the advertiser in the belief that his experience is invaluable to our decisions to his problem." Both agencies utilize the single-thought, single-sentence copy idea.

Methods of Success Advertised

The William H. Rankin Company, 104 South Michigan avenue, is using full single-column space in the "Brass Tacks" copy series, which goes into striking details of their service, organization facilities and methods by which they have achieved success for various of their nationally-familiar clients. A single testimonial story of a client is told in each advertisement. The copy is given an nearly the typographical appearance of regular editorial copy as possible.

Possibly, however, the most unusual campaign of the kind now being conducted locally is that of the Mallory, Mitchell & Faust Agency, 189 West Madison street, which directs the attention of prospective advertisers at home entirely new phases of advertising and of the agency business, while at the same time, more or less directly benefiting the publishers of every paper used.

"There are today two missing links in advertising," states Paul Faust, secretary and treasurer of Mallory, Mitchell and Faust, Inc., in explaining the idea behind his company's campaign, "and neither of them are to be found in advertising itself. Neither can they be in the careful, scientific preparation of advertising copy. Neither in the painstaking analysis of a product to ascertain those points which lend themselves most suitably to advertising results.

The Missing Points

"The first and greatest of these two missing points is one quite generally recognized by sales executives in all lines of business the country over. This point is that every advertiser should himself take his entire sales organization and not only impress every member with the importance of its advertising, but should show every salesman how to utilize that advertising campaign personally to increase sales.

"Up to this time salesmen as a whole have continued functioning almost altogether upon the old-fashioned price, terms and dating basis. They may have been told and more or less impressed with the fact that their firm was spending a great deal of money on co-operative advertising, but their actual understanding of it went no further than that generality. Hence, whatever efforts the comparative few of them did make toward calling dealers' attention to the campaign was done in a haphazard, half-hearted way.

Now Beyond the Formative Stage

"Advertising today has got beyond the purely formative, experimental stages. The practical value of media to reach and influence the public no longer is questioned by anyone, so the old problem of "educating" is largely done away with. Business men nowadays know, as well as we agency men, that the consumer will see and read their published copy. The precise and economical and logical expenditure of their money has been made a comparatively simple and safe matter through reports of the Audit Bureau of Circulations.

"Guesswork has been eliminated; the element of chance and publishers' bunk reduced to a minimum. There now remain just two things needful for the effective agency to do: (1) to define the advertiser's exact need, and (2) to show how the best and quickest to meet that need. It is these two things which constitute the key-note of our present campaign in the newspapers.

"Utilization of Advertising"

"Mallory, Mitchell & Faust devised the phrase 'utilization of advertising' to express the need of the public publishing affairs. We aim to meet the common complaint of manufacturers that they cannot persuade their salesmen to work in close co-operation with their advertising departments. We have divided our campaign in 'chapters,' running nine or ten pieces of copy to each.

"Our purpose is to demonstrate to shop advertisers how the value of their present advertising may be multiplied in assisting to reduce sales expense, if properly utilized by the salesmen themselves, pointing out the necessity of thoughtful advertising to protect their factory investments and to make business expansion safe and sane.

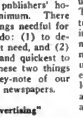
"The benefits of this policy to the publisher are obviously that it makes his paper far more effective to his advertisers than ever it was under the old system of buying a certain amount of space, preparing good copy and letting it go at that. If the utilization of advertising idea is in fact carried out, it will mean that complete results will be obtained from media, where hitherto surface results only have been obtained."

Must Give Up His "Throne"

BRIDGEPORT, Conn., July 23.—President George Finley, of the newly formed Press Club, must soon resign for he is also the managing editor of the Bridgeport Sunday Herald, succeeding Alfred S. O'Brien, resigned. The club's constitution prohibits those with executive authority in newspaper offices from holding office. Leo M. Pasquin, vice-president, will probably succeed to the chair. Mr. O'Brien is to ally himself with William R. Bull, bond salesman in the city.

"EDDIE" IS NOW SIR EDWARD MORRISON OF CANADA

THEY called him "Eddie" when he started; to Canada's fighting men he will always be "Dinky," but personal valor has caused King George to make him Major-General Sir Edward Whipple Bancroft Morrison, C. B., C. M. G., D. S. O., of all Canada.



MAJ.-GEN. SIR EDWARD MORRISON

Canadian newspapermen played their part full well during the

four and a half years the Dominion was under arms—at the front and at home. They "carried on" in a way that contributed no mean part in the final crushing of the Central Powers, but of the many distinctions won by Canada's newspaper representatives that contributed by Major-General Morrison, as commander of the Canadian Corps Artillery, and one of the world's foremost authorities on guns and gunnery, is among the best.

General Morrison's military training began in his early days of newspaper work, in Hamilton, Ont., when he made soldiering his hobby. His confreres of those days recall that many a battle he fought alone in the countryside adjoining the city.

Then came the Boer War, and "Eddie" Morrison was into it heart and soul. After South Africa had become a part of the Empire the Major-General Morrison to be returned to Ottawa, as managing editor of the Citizen.

Just a matter of years before the Huns over-ran Belgium, Morrison visited Germany and perceived the enormity of the German war machine. He submitted to the War Office a report that made a good many of the heads "take notice," and on coming back to Canada he persistently warned the Dominion that conflict with Germany was inevitable. As a result he was dubbed "the war editor," by non-believers.

Meanwhile he gave up newspaper work to become director of Canada's artillery. When the war cloud broke, he went overseas in command of the First Brigade, Artillery, C. E. F.

At Ypres, with a limited number of men and guns, Morrison did what is now a matter of history. From that time on, each successive engagement in which the Canadian gunners figured was a repetition of the first action, and he climbed from a lieutenant-colonel in command of a brigade to major-general, commanding the entire artillery force of Canada.

Canada's "father of the guns" is a quiet, little, rather stern-looking man, with steel-grey eyes and a stubby, thick moustache. Absolutely fearless and efficient to the "—nth" degree.

Starting Agency in Rochester

ROCHESTER, N. Y., July 20.—Augustus B. Hone and William McLoud are starting an advertising agency in this city, with more than a well known in the local field. Mr. Hone was secretary of the merchants' retail council of the Chamber of Commerce, and Mr. McLoud has been with the Kellogg Toasted Cornflake Company and the Bates Advertising Company.

An advertisement in EDITOR & PUBLISHER'S "Equipment Page" brings quick results.

FRIENDS HONOR HARRY FIRST

Noted Circulator Tendered Testimonial Luncheon by Admirers

A group of New York friends of Harry E. First, circulation manager of the Methodist Book Concern, with headquarters in Cincinnati and Chicago, and who is also in charge of circulation of the Methodist Advocate, tendered him a testimonial dinner at the Hardware Club on Tuesday, while he was on a brief visit to the city.

Those present were: Ernest Scholz, of the Crowell Publishing Company; James McKernan, president of the f. C. M. A.; Sam Booth, of the Globe; Jack Kelly, of the Metropolitan Magazine; James Wright Brown and Fenton Dowling, of EDITOR & PUBLISHER.

Mr. First is one of the foremost authorities in the United States on postal service, a former president of the f. C. M. A., and an honorary and life member of the Railway Mail Association.

CORRECTION FOR BELOIT NEWS

Circulation and Advertising Rate Figures Higher Than Tables Show

Since its April 1st circulation statement to the Audit Bureau of Circulations of 6,362, with flat advertising rate of 2 cents per line (as given in the circulation and advertising rate tables printed in this issue of EDITOR & PUBLISHER), the Beloit (Wis.) Daily News has reached a net paid circulation of 7,250 and is charging 2½ cents per agate line, according to D. B. Worthington, publisher.

The correction" arrived from Mr. Worthington after the plates were cast, and it was impossible to include it in the tabulation.

SACRAMENTO SUMMER ACTIVITIES

SACRAMENTO, Cal., July 22.—J. Earl Langdon, managing editor of the Sacramento (Cal.) Bee, has gone to the mountains on a vacation. Leslie Davies, assistant city editor, is in charge.

Owner C. A. P. Eichler, owner and publisher of the Auburn (Cal.) Herald, is subbing on the Bee copy desk during the vacation season. Miss Helen Nathan has had a week's following study at the University of California.

B. C. Irwin has resigned from the editorial staff to accept a position with the Siers-Hinman County Tax Assessor.

Arden Adams, assistant telegraph editor, left to become editor of the Merced (Cal.) Sun. Before departing for that new field Adams was married to Miss Phyllis Cramer, daughter of a prominent Sacramento banker.

Walter S. Tyler has returned from Virginia Beach points in the East with his bride, who was Miss Mae Katherine Lavinder of Roanoke.

Reviving Des Moines Press Club

DES MOINES, Ia., July 22.—The Press Club, which suspended during the war, is being reorganized. Officers have been elected as follows: President, Sam Smith. Capital; vice-president, L. R. Fairall, Register; secretary, Olin Archer, News; treasurer, Rodney Selby; directors: Louis H. Cook, L. E. Wood, Carl R. Stewart. Meetings will be held the first Monday of each month.

Toledo Blade's Gain 1,953,355 Lines

A copy error in the recent advertisement of the Toledo Blade, in EDITOR & PUBLISHER, showed that newspaper's advertising gain for the first six months of 1919, over the same period of 1918, to have been 593,355 lines. In reality the increase was 1,593,355 lines.

SERVES ADVERTISERS IN GREAT BRITAIN

Unique Society Nearly 20 Years Old and of Small Membership Collects Data, Works for Higher Ethics and Exchanges Experiences

By Herbert C. Ridout.
London Editor, Editor & Publisher

BRITISH advertisers are in possession of a society that has done excellent work in the protection of their interests, but for some strange reason its membership, although it includes some of the largest advertisers in the country, amounts to only about 150 instead of ten times that number.

The society is the Advertisers' Protection Society Ltd., with offices at 35 New Broad street, London E. C. 2, and to my knowledge it has been in existence some twenty years. At a bazard, I am inclined to attribute the comparative non-success of the society to the fact that though its members are advertisers, they do not advertise. It is true that most commercial advertisers receive circulars from them during each year, but the "boosting" looked for in such a body seems lacking. As the current annual report shows, it is quite evident that the society is doing good work, but without an extended membership it has not the power to achieve its ideals.

Optimistic on Future

The report of the society for the past year affords an interesting review of the current situation, and indicates a complete optimism in the future. It holds that advertising is likely to increase greatly in volume.

Paper restrictions are practically abolished. Periodicals will be able to print as much advertising as they can get, and now, it is claimed, is the time for advertisers to criticize more closely than ever the prices and values of the spaces that are offered to them.

That is where the society should be indispensable to any advertiser who desires to spend his money judiciously. There is no item in the accounts of a firm in which a leakage is likely to be so large, and at the same time so difficult to detect, as the item of "advertising." The function of the society is to disseminate such information among its members as will enable them to discover and stop such leakages. War inflation of prices has been far too rife during the past three or four years, therefore it is highly necessary that advertisers should form themselves into a strong and active force and so protect their vital interests, which are constantly being threatened.

For example, advertisement rates were considerably put up during the war, principally on account of the paper shortage, and again rose owing to cost of labor and paper. Circulation figures were withheld, and undoubtedly sales in a large number of cases were reduced, so the advertiser was penalized in every way.

Very little information is forthcoming from publishers as to their sales at the present time, or as to any reduction in rates even though paper is now coming forward enabling more pages to be added, with consequent revenue.

No donbt publishers will hold on to all they can get, therefore it is more necessary than ever that advertisers should organize and discipline themselves into a power that can exact fair play and justice.

That the society has rendered valuable service to its members in the past is sufficiently proved by the fact that it has scores of over ten years standing, and a dozen or more who date back to the foundation of the society in the closing years of the nineteenth century. During the last twelve months some thirty-five more have been added to the list, while only one has resigned.

The work done by the society during the year under review has not been of a sensational order. The unsettled conditions that have prevailed have prevented that, but much useful work has been figures greater pressure still is necessary. That pressure could be exerted effectually if the society numbered about 300 or 400 members instead of about 150, as it does. Actually, in my view, the membership should be nearer 1,000.

One reason for the lack of extension in the Advertisers' Protection Society lies in the fact that in its earlier years it worked quietly with the object of es-

AN OUTPOST OF DEMOCRACY ON TOP OF THE WORLD



ONE of the bright spots in life for the United States and British soldiers who are fighting the Bolshevik up near the top of the world has been a little four-column American newspaper that has overcome many seemingly unsurmountable obstacles and bolstered morale, even now and then causing a hearty laugh, along the snow banked fighting front of northern Russia.

The American Sentinel was born at Archangel on December 10, last, and has been issued weekly since. It is financed principally by the American Red Cross Mission. Capt. Roger Lewis, a former newspaper man who was attached to the mission and Reed Lewis, the Archangle representative of the American Committee of Public Information, decided that it was possible to establish the paper after the British had given the task up as impossible because they could not find the necessary type.

The Americans spent two months combing the Russian print shops of the Archangel district for English type and finally gathered enough to start publication. It was voted the worst "pied" bunch of type ever thrown under one roof.

Now, however, the American Sentinel is a going paper with a wide circulation and no advertising. It is true though it is not even now unusual to see Italic F, of 12-point G popping out more or less miscellaneously among the 10-point type, in which most of the columns are set.

The Sentinel features news of the army such as minstrel shows, dances and communications from soldiers in the field, but it also prints the news of the outside world and "from home" on far as it is able to secure it. The Sentinel has become a regular and necessary army ration and goes forward to the scattered units in the northern wilderness just like ammunition, bully beef and cootie powder.

The difficulties that the mechanical force, which was recruited from the convalescent hospital and is assisted by Russian girls, had to overcome were many. In the very beginning it was discovered that there were no printers' tweezers in Archangel. This handicap was only mastered when the American officer commanding the local hospital heard of the matter and sent over a pair of surgical forceps.

It has been related in the Sentinel that a day or two after one of the printers had set himself to work to "un-pie" a mess of type which they hoped to use in part to get out the first issue of the paper sent the following communication to the editor:

"You can't expect me to set up a plunny column without any ephs or quays or dgays. I quiecue right here. It's bad enought having to phish our kind oph type out oph this Russquie stuphph but iph it isn't there when you get it, I'm phinished. And that's no dgoque."

done and the foundations have been laid for much more.

A great improvement in the direction of cleaner advertising can be seen in many British periodicals. Undesirable advertisements, however, are still far too numerous and their banishment is one of the reforms the society is continually working for.

Circulations can be examined and criticised more justly now than during war time, and it must be remembered that the "net sale" is the one factor which must be kept in view in every case. If an advertiser does not know that, he does not know what real value any periodical is to him. To obtain these tablishing itself, but that reason exists no longer. With the membership it has it is already representative of British advertising interests, as may be seen from the list of its officers.

The president is Sir William P. Treloar, of Treloar's Carpets.

The vice-presidents are: Lord Leverhulme, Lever Bros., Ltd.; Sir Jesse Boot, Boots, Cash Chemists, Nottingham; Sir Woodman Burbidge, Harrods, Ltd.; Sir Thomas R. Dewar, Dewar's Whisky; Sir Thomas Lipton, Lipton, Ltd.; Sir Herbert J. F. Parsons, "Phosferine;" Sir Hedley F. Le Bas, Caxton Publishing Company, Ltd.; Cyril Haslam and H. Gordon Selfridge, Selfridge Store.

AD CLUB SHOWS HOW TO BOOM A CITY

Live Neosho (Mo.) Organization Proves That in These Days of Automobiles, Advertising Can Draw Business for Any Merchant

Already famous through the co-operative efforts of its business men to bring new trade to town, Neosho, Mo., has taken another stride in the same direction, recently having begun to buy fullpage advertising space in a newspaper of Joplin, Mo., which is a much larger city, to tell people what Neosho offers them as a trading center. The purpose was not to get trade out of Joplin, but from territory which might be served either by Neosho or Joplin.

Business men of Neosho, through the advertising club of that enterprising city, became aware of the fact, some time ago, that in these days when nearly every farmer has an automobile, trade can be drawn from a greater radius by any merchant, or any group of merchants who will go after it. At the last monthly "sales day" held by the Neosho Advertising Club, which followed the first of the advertisements in the Joplin newspaper, customers came as far as forty miles.

While using full pages in the Joplin newspaper, the merchants continue, of course, to employ similar space in Neosho papers, and they also reprint the advertisements appearing in Neosho, and mail them to a list of 6,000 prospective customers. The cost of all such advertising is equally distributed among the business houses directly participating. For example, the cost of the Joplin page was $62.50. The thirty advertisers, sharing the space paid $2 each, the advertising club paying the balance.

In the meantime, the members of the advertising club had been making a careful study of advertising at their club meetings, to make their advertisements more effective, and in the club, also, they have exchanged ideas relative to better merchandising methods, thus enabling themselves to "back up" their advertising to the fullest possible extent.

The plan has already been adopted by Webb City and other communities, both larger and smaller than Neosho, where adversetising clubs have been organized to handle its operation. Frequently, business men's committees or committees have gone to Neosho to investigate the plan at first hand. Business men of Clarksville, Tenn., under the leadership of a local civic community, recently decided to make a personal investigation of the Neosho plan with the purpose of adopting it, and merchants of Blair, Neb., are now contemplating similar action.

The honorary executive committee of the society consists of: W. B. Warren, Burge, Warren & Ridgeley, Ltd.; A. Bond Hickisson, John Bond's Crystal Palace Marking Ink; J. A. South, John Dickinson & Co.; E. Brunton & Sons, Liverpool, Manchester and Birmingham; W. E. Catesby, J. P. Catesbys, Ltd.; Dr. G. E. Dixon, Capsuloids, Ltd.; A. W. Fischer, J. Pullar & Sons, Ltd.; J. A. Kenningham, Condy & Mitchell, Ltd.; F. A. Lawman, Parke, Davis & Co.; Alec Nathan, "Glaxo;" Fred A. Oetzmann, Oetzmann & Co.; Ltd.; Dr. John J. Pilley, Mellin's Food, Ltd.; John Prosser, Molassine Company, Ltd.; D. Reynolds, Goodall, Backhouse & Co., Leeds; Russell Rumney, Ridge's Food Company; P. Sparks, Boots, Cash Chemists, Ltd.; John C. Umney, Wright, Layman & Umney, Ltd.; Edward H. Willmott, Ashtons & Parsons, Ltd.

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First in Its Unrivalled Field as a Producer of Business!

The Hartford Times.

Hartford, Conn.

is clearly first in its field because open minded space buyers have found it to be far and away the best business bringing proposition in the commonwealth.

Its 36,000 three-cent circulation is all home circulation—and the most sure-to-produce-circulation buyable.

Over a Million Gain in Lineage

The record for the first six months of 1919 shows The Times carried a total lineage of

5,433,739

A Gain Over 1918 of 1,065,067

The Times has no Sunday edition.

Compared with the lineage of the second Hartford paper, six days against six, the record shows The Times led by nearly 2,000,000 lines or over 57 per cent. Six days against seven it led the second paper by 588,174 lines. In foreign business, six days against seven, it led by over 200,000 lines or over 27 per cent.

Times rates are much higher than those of the second paper, otherwise these volume figures would carry little significance, for as every space buyer knows, volume alone is not difficult to secure.

Follow the example of over 100 national advertisers and concentrate on THE TIMES. You will get something for your money if you do.

KELLY-SMITH COMPANY

New York
Marbridge Bldg.

Representatives

Chicago
Lytton Bldg.

EDITOR & PUBLISHER
Q & A
Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—The cost of operating a newspaper, as you know, has been increasing along with the cost of all kinds of service and commodities and I am anxious to know whether publishers generally are advancing their advertising rates. If they are, upon what grounds—increased cost of operating or increased circulation?

Are we justified in asking an advance? Our circulation is 80,000 daily and the minimum local rate where an advertiser guarantees to use one-quarter page daily is 8 cents daily and 8½ cents Sunday.

The minimum foreign rate for 5,000 lines is 10½ cents. Our rate has been raised one cent a line each year for the past three years. H. R.

A.—**The tendency in the newspaper fields is all in the upward direction, as witness the following:**

We have just finished summarizing the A. B. C. and Government circulation figures of 1,848 evening newspapers as of April 1, 1919, and we find that they have a combined circulation of 18,026,323 and a joint combined advertising rate of $44.29½ per line.

Contrasting these figures with the Government statement and A. B. C. figures as of October 1, 1918, we find that the 1,647 evening newspapers listed in that compilation had a combined circulation of 18,373,904 and a joint combined agate line rate of $42.42.

In other words, the April 1, 1919, figures show a decrease of 350,000 evening circulation and an increase in rate of something over $1.75 per line.

Our figures show that there are four evening newspapers in the state of Ohio having a circulation between 50,000 and 100,000. The total combined circulation of the four is 316,673 and the average per paper 79,168. The joint rate for the four is 46½ cents per agate line. The average rate per line per thousand for the Ohio newspapers is .0014684.

The average rate per line per thousand for evening newspapers in the central group of States—Illinois, Ohio, Michigan, Indiana, Wisconsin, Iowa—having a circulation between 50,000 and 100,000—is .0013422.

Whereas the average rate per line per thousand for newspapers of that particular class—50,000 to 100,000 circulation—for all of the newspapers throughout the entire United States is .0015778.

In other words, in Ohio, four evening newspapers of this particular class have a little better rate than the Central group, but the average rate for Ohio, .0014684, is less—considerably less—than the average rate for newspapers of this class throughout the United States.

Our judgment is that you are entitled to a higher rate and we think you will agree with us if you will carefully study the list of English daily newspapers with circulations and minimum 5,000 agate line rate, that appear in this issue of EDITOR & PUBLISHER. We have listed 503 morning newspapers; 1,648 evening and 505 Sunday newspapers, and have summarized the information by States with population and in classes.

We are inclined to think that the following information may be helpful to you:

A leading daily of Texas reports to us that the present advertising rate is 54 per cent higher than it was in 1914; while the circulation had grown 29 per cent and actual cost of production has increased since 1914 over 45 per cent.

A leading Iowa daily had circulation of 46,000 in 1914 and an advertising rate of 6 cents per line. The circulation now is 60,000 and the rate 8 cents, to be advanced soon to 10 cents. The cost of production has increased 6 per cent since 1914.

A leading Southern paper has increased rate only 1 cent per line since 1914; the circulation increase was from 53,000 to 61,000 in the same period of time.

A leading Washington daily reports its rate per line per thousand of circulation is now less than in 1914, explaining it by increased revenues from circulation and volume of advertising.

Your line of about ⅛ of 1 cent per thousand of circulation is low. Compare it with other papers whose rates we have noted.

Increased costs of production are sure to force advance in ad rate in due time. It is proper, we think, to justify such advances on both increased circulation and the increased publishing costs.

The subject of newspaper rates held the attention of the Southern publishers for an entire morning session at their recent Asheville convention. It was brought out that a year or two ago national advertisers were trying to buy newspaper circulation on the basis of 1/6 of a cent per line per thousand. Finally one of the members introduced a motion with the idea of getting some concrete results from the discussion to the effect that the association would go on record as favoring a rate of 1/5 of a cent per line per thousand of circulation. This was unanimously voted down. The consensus of opinion was that every publisher was a law unto himself in the matter of fixing rate, and that he, alone, should be the judge as to what was fair and equitable rate for his space. That was the prevailing view.

It seemed to be the unanimous opinion that there was absolutely no likelihood of reduced costs. The trend and the tendency is all in the other direction with numerous indications of higher for editorial and other unorganized employes of the newspaper business.

It is our belief that under present conditions it is possible for you to get a higher rate—and we say this in the knowledge that your Government statement for October 1, 1918, showed a paid circulation of 78,222, whereas your April 1 Government statement for 1919 shows a paid circulation of about 76,605.

First on the Ground

First in the Air

THE BROOKLYN DAILY EAGLE

is now conducting an experimental airplane delivery on Long Island.

In New York City the New York Times, the New York World, and the Brooklyn Daily Eagle were the three leaders in volume of advertising for the first six months of 1919.

A. B. C. MEMBER

Meriden, Conn.

Has *over 49,000 population*, including large adjoining town of Wallingford.

93% of the entire circulation of

The Meriden Morning Record

is delivered in these two towns

Very, very few daily papers of other Connecticut cities are sold in Meriden.

About *75% of the high class* national advertisers who use Meriden newspapers advertise in The Record EXCLUSIVELY in this city.

The Record is THE ONLY MERIDEN newspaper that has ever submitted to A. B. C. AUDITS.

The Record has much more A. B. C. audited circulation than the other local paper claims UNaudited.

All EASTERN advertising handled through the HOME OFFICE. Gilman & Nicoll, Western Representatives, 1030 Tribune Building, Chicago.

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The Times-Picayune Building New Home Made Necessary by Increased Business

THAT New Orleans is forging ahead; its business men wide awake to their opportunities, and the people of this section appreciate a clean, fearless newspaper, is shown by the ever increasing business of The Times-Picayune, in both circulation and advertising.

Its circulation is larger now than last year at this time, when war was raging and interest in the outcome was at white heat. New presses have been ordered to relieve the overload, and take care of a still greater circulation that lies within its grasp.

Its advertising patronage is 50 per cent greater than last year. Notwithstanding the fact that nothing but clean advertising is accepted, more than 42 per cent of the total advertising carried by the three New Orleans newspapers this year was placed in The Times-Picayune.

To take care of the business that is being offered, both circulation and advertising, The Times-Picayune is building a new home for the exclusive use of the newspaper. High prices of building materials and operations have not been permitted to stand in its way.

Co-ordinating the newspaper with the home life of the people, as well as with the commercial interests of this section, through service that has taught them all to believe what it prints, brings to The Times-Picayune the largest and best clientele of readers and the greatest advertising patronage any newspaper here enjoys.

No national advertiser can reach the purchasing power of this section without using The Times-Picayune.

If any national advertiser wants additional service through trade investigations or otherwise, write to The Times-Picayune.

THE TIMES-PICAYUNE

South's Greatest Newspaper

National representatives: CONE, LORENZEN & WOODMAN

New York Chicago Detroit Atlanta Kansas City

A.A.C.W. WILL FEATURE DAILY NEWSPAPERS

Round Table Discussion Covering Three Half-Days Arranged for New Orleans Convention — Aim to Increase Space Value

The better and more profitable use of the newspaper as an advertising medium, both for local and for national advertising, will be considered in a round-table discussion, covering three half days, at the annual A. A. C. W. convention, to be held in New Orleans September 21 to 25.

At the sessions of the Newspaper Department of the advertising convention, publishers of newspapers and users of newspaper advertising space will seek methods for making the space of the newspapers of still greater value.

"The increase in the use of newspaper space by national advertisers," says a statement issued from the Association headquarters, "is one of the most striking developments of the times. Many national advertisers who used no newspaper space only a few years ago, are now placing most of their advertising appropriations through newspapers, and they have believed that this was especially valuable by way of co-operating with local retailers handling their goods.

"Newspaper men and others attending the Newspaper Department at the September convention are interested not only in ways for letting the advertiser know the advantages of using newspaper space, but are equally concerned with any plan which will make this advertising space of greater value."

Walter G. Bryan, publisher of the Atlanta Georgian-American, as chairman of the Newspaper Department, has general charge of the building of the newspaper advertising program for the convention.

BEAUMONT ENTERPRISE GAINED

Error Made in Transmitting 1919-1918 Advertising Figures

Transposition of figures in transmission made the Beaumont (Tex.) Enterprise show a loss in every classification, in the table of gains of Southern newspapers for the six months period ending June 30, 1919, printed on page 8 of the EDITOR & PUBLISHER for July 17, whereas the Enterprise gained in all but classified.

The Enterprise printed a total for first six months of 1919 of 2,920,078 in comparison with 2,487,744. In local display the figures were 1,585,562 for 1919, as compared with 1,438,612. The foreign advertising totaled 903,581 for 1919, against 606,610 in 1918. The classified record was 430,535 in 1919 in comparison with 442,522 in 1918.

—personal and printed salesmen

Mr. Advertiser—would you employ personal salesmen if they could not sell goods?

Would you permit your salesmen to create a demand that you could not supply?

Would you try to sell goods where freight rates are prohibitive?

Now consider the facts squarely.

Advertising is part of your sales force. Why let it run wild in a scattered endeavor to create a demand where your goods are not on sale?

Assign advertising to a specific territory just as you do men.

Localize your advertising in daily newspapers. Plan to do some dealers a lot of good rather than to do a lot of dealers little good.

Logical? It is irrefutable.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

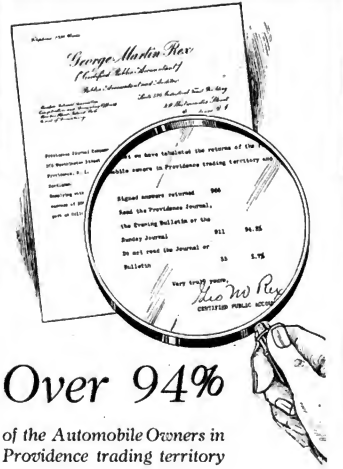
Established 1888

Publishers' Representatives

New York — Kansas City

Chicago — San Francisco

From Printers' Ink, issue of March 27, 1919.



Over 94%

of the Automobile Owners in Providence trading territory

READ THE

Providence Journal

DAILY AND SUNDAY

OR THE

Evening Bulletin

—indisputable evidence of the dominance and influence of these great newspapers, and of their supremacy for automobile and automotive accessory advertising.

The Journal and Bulletin carried over 70% of all the automobile advertising in all Providence newspapers during the first six months of this year.

1½c a line weekdays and
10c a line Sundays buys
their combined circulation.

THE PROVIDENCE JOURNAL COMPANY

CHAS. H. EDDY CO.

Representatives

New York — Boston — Chicago

1,306,802 Agate Lines Gained

BY

THE CINCINNATI ENQUIRER

Covering thoroughly the rich and populous territory of Cincinnati's metropolitan district of more than 700,000 population, THE ENQUIRER has been tested and NOT found wanting by hundreds of Advertisers who sought commensurate RETURNS and RESULTS with a comparatively nominal outlay of expense.

The average retailing establishment of Cincinnati is a progressive and thorough-going organization. All its stores do a tremendous retail business and Cincinnatians are kept prosperous through the diversity of manufacturing interests and neighboring great agricultural capacity.

Evidence of this great prosperity has been reflected in THE ENQUIRER'S advertising columns by Local Merchants and National Advertisers during the past SIX MONTHS of 1919 and enabled THE ENQUIRER to outstrip its contemporaries in the volume of advertising space gained.

For the Six months ending June 30, 1919, THE ENQUIRER Gained over the corresponding period of 1918 the huge total of

1,306,802 Agate Lines

The Per Cent of increase in lines for the Six months ending June 30, 1919, over 1918, compared with other local papers, is further proof of THE ENQUIRER'S dominance:

THE ENQUIRER, gain in %	38.5
2nd paper, gain in %	25.7
3rd paper, gain in %	25.6
4th paper, gain in %	12.7

Modern, Progressive, Wide Awake, THE ENQUIRER continues in the front rank because it renders to every Advertiser "SERVICE"

THE CINCINNATI ENQUIRER

CINCINNATI, OHIO

Acknowledged Leader of the Great Middle West.

Foreign Advertising Representatives

I. A. KLEIN, Metropolitan Tower, New York — JOHN GLASS, People's Gas Bldg., Chicago

R. J. BIDWELL CO., 742 Market St., San Francisco, Calif.

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Northern New Yorkers in Prosperous Period

But They Are Warned That Newspapers Must Be Conducted More Efficiently to Be Profitable

(BY TELEGRAPH)

MASSENA, N. Y., July 22.—Enthusiastic forecasts of excellent business and a congenial get-together marked the meeting of the Northern New York Press Association here last Friday and Saturday.

Interesting talks were given by G. F. Darrow, of the Ogdensburg Advance; Williston T. Manley, Canton Plain Dealer; Charles M. Redfield, Malone Evening Telegram; F. T. Swan, Potsdam-Herald Recorder; Fay C. Parsons, Cortland Standard, and F. D. Corse, Sandy Creek News.

C. A. Willard, of the Boonville Herald, described his conception of an efficient and practical newspaper plant layout. C. H. Skelton, president of the Central New York Press Association, was one of the guests of honor, and gave a talk from which optimism and cheerfulness emanated. He said that if the newspapers of the country are conducted efficiently, and an effort is made to cut out the parasitical growths, there should be bigger profits for the publishers this year than ever before.

F. D. Corse, president of the association, responded to an address of welcome on the part of Massena residents.

Aluminum in its application to the newspaper composing room was explained by Manley P. Northam in a trip of inspection to the Massena Aluminum Works.

A picnic was one of the features of the program.

WOMAN INVADES LARGER NEWSPAPER FIELD

(*Continued from Page 7.*)

Barnard College, and each evening she must hurry home to romp with two little Reids, a boy and girl.

While she enjoys yachting and frequently accompanies Mr. Reid on sailing races on Long Island Sound, her recreations, except her children and her farm, are few.

And she is proud, very proud of the fact that last year she led New York State in potato raising, with a crop of nearly 200 bushels to the acre.

Obituary

WILLIAM W. ATWILL, for many years connected with the advertising department of Emery, Bird & Thayer, Kansas City, died recently, aged 47 years.

REV. N. R. PITTMAN, associate editor of the Word and Way, a Baptist paper, Kansas City, is dead.

RUTH POTTER, daughter of Capt. W. D. Potter, formerly manager of the San Francisco Chronicle's classified advertising Company.

JOHN FORBES, formerly of the old Fort Scott (Kan.) Monitor and who moved to Fort Scott 50 years ago in a prairie schooner, died last week.

MRS. DALE ROGERS, wife of the advertising manager of the United Iron Works, Kansas City, died recently, following an operation.

FARRELL F. O'DOWD, a Civil War correspondent and for many years a stenographer in the City Court, New York, died at Freeport, N. Y., July 19, aged 54 years.

EDWARD V. MURPHY, of Washington, D. C., for many years official reporter of the United States Senate, a director of the Mergenthaler Linotype Company, and vice-president of the National Typographic Company of Washington, is dead, aged 76 years.

HENRY S. MOORE, for 35 years publisher of the West Philadelphia Advocate, died recently, aged 70 years.

MRS. JULIA HAMMILL GILLESPIE, formerly editor of the Cullman (Ala.) Tribune, died recently at Madisonville, Ky.

JOSEPH W. SUMNER, formerly with the Brooklyn Daily Eagle's circulation department, died July 13.

DR. MICHAEL A. WALSH, well-known in Providence, R. I., a few years ago as editor of the Providence Visitor, died July 18.

Charlotte Reporter Flies Over City

CHARLOTTE, N. C., July 21.—How a city in North or South Carolina looks from the sky was told in the Observer for the first time recently following a trip in an airplane over Charlotte and Camp Greene by Brock Barkley, of the Observer staff. In addition to the description of the view of the city, the sensations experienced by the human body on its first trip up helped fill four columns of space.

Neil-Mellin Marriage

SAN FRANCISCO, Cal., July 21.—Oscar H. Neil, editor of the Escalon (Cal.) Tribune and one time candidate for Governor of Washington on the Prohibition ticket, was married here a few days ago to Mrs. Augusta Mellin, of Berkeley. Mr. Neil has edited and published newspapers in Minnesota, Washington and other States.

New Agency in Detroit

DETROIT, July 22.—The Howard-Garfield-Gray Advertising Agency has started business in this city with Percival S. Howard, Hubert L. Garfield and William T. Gray as founders.



FRANCES McDONALD

Witty, sympathetic, practical, and written in this Author's best style

"WHY DOESN'T HE PROPOSE?"

has carried the country by storm. A feature that is as clever as its title.

Three times a week, about 500 words.

Released by

Thompson Feature Service

No. 443 Fourth Ave., NEW YORK

The New Home Owned and Occupied by the Daily Argus



FOUNDED 1892

The Daily Argus

(STILES & MERRIAM, INC., PROP.)

Mount Vernon, N. Y.

A 100 Per Cent Newspaper in A 100 Per Cent Suburban City

THE ONLY DAILY NEWSPAPER PUBLISHED IN MOUNT VERNON

☛ IT GOES INTO PRACTICALLY EVERY WORTH WHILE HOME IN THIS ENTIRE SECTION AND *MOUNT VERNON CANNOT BE COVERED WITHOUT USING THE DAILY ARGUS*

34 Newspapers are published in Westchester County, New York. The Daily Argus is *THE ONLY ONE*, a member of the Audit Bureau of Circulations.

A. B. C. Audit for year ending April 1, 1919—6,931.

Mount Vernon is a city of over 42,000 population, and there is a tributary territory of 30,000. It is unquestionably one of the richest buying areas in the country. The city, itself, has 14 public schools, 3 parochial schools, 4 private schools, 36 churches, a library of 40,000 volumes, 80 miles of paved streets, 3 electric railroads, main trolley lines, etc.

FOREIGN ADVERTISING AGENT, GEO. B. DAVID & CO., 171 Madison Avenue, New York City.

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Complete in Every Detail

The BRIDGEPORT Sunday POST

conforming with its policy of combining the biggest organizations in the newspaper field with the best there is to be had, has added a four-page section of

ROTOGRAVURE

Space may be procured in the foreign field in this choice section through the

GRAPHIC NEWSPAPERS, Inc.
450 Fourth Avenue NEW YORK

BRIDGEPORT POST
(Evening)

Bridgeport Standard-Telegram
(Morning)

Bridgeport Sunday Post

CONNECTICUT'S FORMIDABLE COMBINATION

JOHN GLASS
Peoples Gas Building
CHICAGO

SPECIAL REPRESENTATIVES

I. A. KLEIN
Metropolitan Tower
NEW YORK

BRIEFS

THOMAS W. LAMONT, of J. P. Morgan & Co., and owner of the New York Evening Post, has returned to his business desk after an absence of several months in Europe, as a special representative of the Treasury Department and as financial advisor to the American Peace Delegation.

REV. WILLIAM WALLACE ROSE, of Bridgeport Post and Standard staff and pastor of the Universalist Church of the Redeemer, has accepted a call from First Universalist Church of Rochester, N. Y.

WHEN SIDNEY W. CHALLENGER left to become managing editor of Middletown Press, July 22, his associates on Bridgeport Post presented him with a traveling bag and brief case.

OKLAHOMA CITY AD CLUB has launched an "On to New Orleans" campaign, and several hundred dollars already have been contributed towardsdefraying delegates' expenses.

SCHENECTADY (N. Y.) UNION-STAR has adopted eight-column page.

DALLAS ADVERTISING LEAGUE will establish permanent club rooms. An assistant secretary will probably be employed and an advertising library started.

FORT WORTH AD CLUB MEMBERS were guests of Chevrolet Motor Car Company and the Buick Motor Company at Chevrolet plant, Fort Worth, last week.

STEPS ARE BEING TAKEN BY KANSAS City Ad Club to bid for the next meeting of A. A. C. W.

TULSA AD CLUB PLANS TO MEET EXpenses of delegates to the A. A. C. W. in New Orleans.

JOHN TAYLOR of STRATFORD has joined Bridgeport (Conn.) Post staff.

"FUZZY" WOODRUFF HAS LEFT Atlanta Georgian to do publicity work for a motion picture company.

PAUL WAKEFIELD IS BACK TO WORK on Houston Chronicle, after 19 months overseas with army intelligence department.

NEWSPAPER EDITORS ARE LARGELY REsponsible for rapid growth of American Legion in Kansas, according to announcement from Legion headquarters.

CHICAGO WOMEN'S ADVERTISING CLUB has elected Mrs. Irene Sickel president.

MID-SUMMER MEETING OF INDIANA REpublican Editorial Association will be held at Magnesia Springs on August 1.

PRIZES WERE SO PLENTIFUL AT ONE-DAY golf tournament of Metropolitan Advertising Golf Association of New York City that fully half of seventy-odd contestants were rewarded with tangible proof of their prowess.

SANFORD JARRELL WILL LEAVE TOPEKA Capital, August 1, to become traveling man for Rock Island Magazine, at Chicago.

L. H. DURST, ASSISTANT STAFF CORRespondent at Fort Worth for Dallas Evening News, will sail, August 1, for Constantinople, to resume former position with Roberts College.

A. L. PRESTON, WHO RECENTLY SOLD Moberly (Mo.) Daily Index, has returned to Marshall, Mo., to resume connection with Democrat-News.

R. K. PHILLIPS, OF THE WEATHERFORD Democrat, and H. L. Moseley have purchased Eastland (Tex.) Oil City News and will operate it as daily.

KANSAS CITY JOURNAL HAS INSTALLED two Morkrum printing instruments in its telegraph department.

NATIONAL TRACTOR SHOW, JUST closed in Wichita, had an 8-page daily as one of features. It was published by a staff of seven representatives of Oliver Chilled Plow Company.

CONSTANTLY INCREASING DEMAND FOR courses of newspaper writing in Kansas high schools has manifested itself in enrollment of many school teachers in journalism courses and by many calls for graduates of state university journalism school, according to Prof. L. N. Flint.

H. Z. MITCHELL, EDITOR BEMIDJI SENtinel, has been elected to executive committee of Minnesota Editorial Association, succeeding Frank J. Mayer, of Minneapolis. President Asa M. Wallace of Sauk Center is representing association on commission to codify printing and publication laws.

NEW DEPARTMENT OF ADVERTISERS' Protective Bureau, Inc., has been formed in Kansas City to investigate advertising mediums and report on their standing and character.

MRS. ANDREW V. BARBER, WIFE OF "Dad" Barber, cartoonist on Bridgeport (Conn.) Sunday Herald, herself "Bab Vickery," special writer, rescued a woman from drowning, July 12.

DINNER TO NEWSPAPER MEN MARKED opening of new Hotel Fort, Des Moines, July 15.

SAMUEL B. EPSTEIN, OWNER FRANKLIN Jewelry Company, Indianapolis, is fined $50 and costs and sentenced to 10 days in jail for obtaining money under false pretenses through advertising.

WILL OF DR. ABRAHAM JACOBI BEqueaths $300,000 to his daughter, Mrs. George McAneny, wife of executive manager New York Times.

LEONARD CARROLL, FORMERLY OF STARS & Stripes and brother of Stuart Carroll, circulation manager of the S. & S., has returned from overseas.

EDWARD C. TONER, PUBLISHER ANDERson (Ind.) Herald, and his wife and young daughter were severely injured when automobile was struck by delivery truck.

COLLEGE OF THE CITY OF NEW YORK announces summer course in proofreading for men and women, to last five weeks.

DAVID J. LUSTIG, WRITER AND THEATRical critic for Bridgeport (Conn.) Times, has resigned to do vaudeville and scenario writing in New York.

KANSAS HISTORICAL SOCIETY HAS ISsued list of 142 newspapers and periodicals published of state. The society has complete file of these papers, aggregating 55,000 volumes.

MISS MADELINE VOIGHT OF CLEVELAND has started campaign to entertain National Amateur Press Association when it meets there, July, 1920.

Orlando, Florida

The Metropolis of the South, rightfully called the "City Beautiful," — The Northerner's Paradise, the Westerner's Ideal. The Easterner's Delight! The home of the Healthseeker

A city conceded to be the leading spirit of Inland Florida. County seat of Orange County and head of the Citrus Belt. Surrounded by thousands of acres of orange groves, truck gardens and farms; it possesses a combination market the like of which is difficult to equal.

Foreign Advertising Agencies should not overlook this important trade center when making up schedules

Orlando has a trading radius of 50 miles, ag grouping 60,000 people.

THE EVENING REPORTER-STAR

Orlando, Fla.

Is the oldest and best established daily and weekly in Central Florida.

IT GOES INTO THE HOME.

April Circulation Statement 2,175. 1876-1919

New York Representative American Press Ass'n 225 W. 39th St.

The Reporter-Star

Publishing Co., Inc., Orlando, Fla.

THOMAS F. STURGESS, FOR THIRTY years connected with Omaha newspapers, has resigned to enter the insurance business.

WILMINGTON CHAMBER OF COMMERCE is planning monthly magazine to advertise city and its industries.

SCHENECTADY NEWSPAPER PUBLISHERS and I. T. U. have agreed to raise of $4 a week for printers, making scale, day, $29; night, $32.50. Contract runs to December 15, 1920.

A "SWAP COLUMN" IS A NEW FEATURE of the Buffalo Times classified advertising pages.

BALTIMORE POLES HAVE STARTED monthly magazine, in their own language, called the Traveler. Frank Markiewicz is editor and publisher.

GREENSBORO (N. C.) DAILY NEWS, upon recent opening of O. Henry Hotel, in that city, home of late author, issued an "O. Henry Edition," devoted to career of beloved writer.

FRED CAREY HAS BECOME EDITOR OF THE Nebraska Leader, Omaha paper of Non-Partisan League.

RALPH H. MITCHELL HAS LEFT PORTland Oregonian to become assistant to managing editor Denver Times and Rocky Mountain News.

J. HAMMOND JOHNSON HAS LEFT MINneapolis Tribune for copy desk of St. Paul Pioneer Press.

PERCY HALLEN, MARKET EDITOR OF St. Paul Dispatch-Pioneer Press, has resigned to start paper of his own and become secretary of East Side Commercial Club. His successor is Louis McKenna

LAWRENCE BOARDMAN HAS LEFT ST. Paul Daily News to enter the service of the Northern Pacific Railroad.

FRANCY HALLEN IS SHIFTED FROM "night side" copy desk of St. Paul Dispatch-Pioneer Press to the "day side."

PORTLAND (ORE.) NEWS HAS BOUGHT building site and will erect 2-story building.

STEUBENVILLE (OHIO) GAZETTE, A Democratic daily, has been sold by H. H. McFadden to John S. Nolan, former member State Liquor License Commission.

INDIANAPOLIS NEWS HAS INCREASED salaries, ranging from $2.50 to $5 a week throughout business, circulation, and editorial departments. New increased wage scales were negotiated recently for mechanical departments.

CAMP SHERMAN NEWS, A DAILY, WILL discontinue publication, July 31.

VISITING NEWSPAPER MEN AND ADVERtising men at National Tractor Show in Wichita, Kan., July 14-19, were guests at dinner given by Wichita Eagle and Capper Publications.

MCJUNKIN ADVERTISING AGENCY HAS moved New York office to 450 Fourth avenue.

British Publishers Here

Pomeroy Burton, managing director of the Harmsworth Publications and a former American newspaper man, is among the British publishers who have arrived in this country within the last few weeks. His stay will be of short duration and is a business trip entirely. Other visitors now in this country are John R. Scott, general manager of the Manchester Guardian, and A. G. Wise, general manager of the Melbourne Herald.

C. M. Reed Visits New York

Clyde M. Reed, owner of the Parsons (Kan.) Daily Sun and private secretary to Governor Henry J. Allen, who incidentally is owner of the Wichita Beacon, was in New York for a visit this week. He left for home Tuesday evening.

Put The Clarksburg Telegram on Your List for Fall and Winter Advertising

Get Your Share of Business from Prosperous West Virginia

SOME FACTS ABOUT CLARKSBURG

POPULATION—35,000.
(Mostly white, native-born American.)
BANK RESOURCES—
$18,255,557.23.
POSTOFFICE RECEIPTS, 1918—
$138,530.26.
WHOLESALE AND JOBBING HOUSES—Twenty-five.
FACTORIES—Many kinds, representing—
Investment, $15,000,000.00.
Employees, 7,500.
Annual payroll, $9,000,000.00.
RAILROAD passenger and freight receipts, exclusive of coal and coke, $4,000,000.00 annually.

Telegram Maintains Supremacy in Clarksburg

The Telegram published 105% more foreign advertising than the other Clarksburg paper during the month of June, 1919, and gained 39% over its own high record for the same month of the previous year.

ADVERTISING RATE—Display, run of paper, flat, 2c line to February 1, 1920; 2½c. line thereafter.

Member West Virginia Select List

J. J. DEVINE, Clarksburg, W. Va.
General Foreign Advertising Representative

New York Office	Member	Chicago Office
103 Park avenue	Audit Bureau of	1411 Hartford Building
MACQUOID AGENCY	Circulations	A. R. KEATOR

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IMPORTANT CIRCULATION AND RATE DATA COVERING DAILY NEWSPAPERS

Editor & Publisher and Barbour's Advertising Rate Sheets, Inc., Present Semi-Annual List Showing in the Most Concise Form, the English Language Daily Papers Published in the United States July 1, 1919; Their 5,000 Agate Line Space Rate and Their Net Paid Circulation for the Six Months Period Ending March 31, 1919

Of July 1, 1919, there were 2,151 English language daily newspapers published in the United States, with an average net paid circulation for the six months period ending March 31, 1919, of *27,975,127*.

Five thousand agate lines of space could be run in each and every one of these papers, reaching undoubtedly the entire English-reading buying population of the United States for $335,173.36 —a cost of but 1½c. per person to reach, though either 5,000 lines in one insertion (more than two solid pages); through ten printed messages of 500 lines each, or through fifty such messages of 100 lines each, the men and women, and their families, who purchase these *27,975,127* papers daily.

All Can Profitably Use Papers

Regardless of the manner in which the space is used, it must be evident that every week-while product can profitably use or consumption can be profitably sold through daily newspaper advertising.

While this statement covers all of the morning and evening papers of the nation, the relative cost of territorial campaigns covering a number of States, a single state or a city with its trading radius varies little.

An analysis of the resume shows by states, and gives the total for the nation, of the population as estimated by the Government July 1, 1918; the number of morning, evening and the total number of daily papers; the morning, evening and total circulation; the morning, evening and total 5,000 agate line space rates; the number, circulation and 5,000 agate line space rates of daily papers with Sunday issues, and a complete analysis of A. B. C. morning, evening and Sunday net paid circulation.

The detailed analysis which follows gives clearer this information as well as indicating whether or not the rate is flat; whether the minimum space rate is based on less than 5,000 lines; on more than 5,000 lines or whether the minimum rate is based on insertions, instead of the total volume of space.

Fifteen Less Now

Comparing this resume with that appearing in the January 18 issue of Editor & Publisher, there are 2,151 daily papers now as against 2,166 then, a drop of 15. The entire net chance occurred in the morning papers where we have but 503 now, as against 519 on January 1. In the evening field, the net increase is one.

In circulation there was a total for the six months period ending March 31, 1919, of *27,975,127*, as against *26,624,951* for the six months' period ending September 30, 1918—a loss of *669,914*— 322,333 in the morning papers and 347,581 in the evening papers. The gain or loss in each state varies but a small percentage from the preceding figures that there was but one State that made a gain in excess of 50,000—New York, which gained 137,912. This slight drop in circulation, representing but 2½ per cent, is not in a sense a loss but a readjustment due to the ending of the war. During the last few months preceding the signing of the armistice, and especially in October and November, the Allied victories were so frequent that people naturally bought papers containing the latest favorable news. Considering this fact, the slight difference at this time is not as great as might be expected.

Cheapest Form of Publicity

It is not possible to make an accurate comparison of rates for the reason that the preceding figures were based on the minimum space rate, while these figures are based on the 5,000 agate line space rate. Though there is a drop of *669,914* in circulation, and an agate line in all papers for the 5,000 line basis, costs 50.40 more, the actual difference, were the comparison on the identical basis, would be very slight—certainly less than 5 per cent—considering the increases during the past six months in practically every line of business, and the increase in rates in other form of media, the increase in daily newspaper space is in keeping with its cost—the lowest of any form of printed publicity.

In the Sunday field, that is the Sunday editions of daily papers, the general conditions are somewhat the reverse, for there is a net increase of 2 papers; and a gain in circulation of 501,127. While it is true that the rate is $3.26 per line greater, the difference between the minimum space and the 5,000 agate line space rate must be taken into consideration as well as the increase of more than 500,000 in circulation.

In this resume we have not only shown the total daily A. B. C. circulation, but have shown the division in the morning and evening fields. While there is a slight drop in daily circulation, as there is in the circulation of the daily papers, the decrease in A. B. C. circulation is much less in proportion than on the daily as a whole, and is an indication of the continued confidence existing among publishers, agents and advertisers for A. B. C. figures. With the Sunday papers an increase is shown, though with increase of Sunday less in proportion than that of all the Sunday papers

Will Be Analyzed Weekly

From these figures, many other interesting facts and analysis will be made, and, in keeping with its policy, Editor & Publisher will present from week to week articles further analyzing and interpreting these figures.

Additional articles, and many of interest, according to population, will appear in the August 2 issue. This will be different than any analysis yet made and of great interest to every one interested in daily newspapers.

See additional tables on pages 30-36.

State	Number of English Language Dailies			Total net paid Circulation			Minimum agate line space rate		Number Sunday papers	Total Sunday circulation	Sunday minimum agate line space rate	A. B. C. Net Paid Circulation		
	Population	Morning	Evening	Total	Morning	Evening	Total	Morning	Evening				Morning	Evening	Total	Sunday
Alabama	2,202,370	3	22	25	69,749	162,362	232,101	.15	.40&15	11	171,406	.40&35	69,730	120,653	190,442	156,250
Arizona	366,000	2	2	4	16,000	21,000	37,000	.07½	.25@7 1/2	4	27,907	.1907 1/2	13,250	12,000	25,250	14,702
Arkansas	1,798,565	4	24	28	50,258	71,215	100,068	.14&07½	.25@50	6	88,174	.20@50	53,572	38,796	97,368	79,918
California	2,118,513	17	95	112	458,450	794,407	1,252,866	8.56@07½	.30@70	60	980,677	1.35@50	406,966	573,711	980,677	774,764
Colorado	1,014,981	9	28	37	82,478	213,870	272,384	.07½@35	.50@70	13	242,194	.4705%	45,980	196,586	242,566	212,722
Connecticut	1,380,631	20	30	50	98,226	165,925	264,151	.20@07½	.60@70	8	59,402	.20@50	23,751	116,504	140,255	54,872
Delaware	218,041	1	2	3	10,500	31,219	41,719	.035	.05@	1	.000		10,500	31,219	41,719	None
Dist. of Columbia	378,984	2	3	5	99,700	140,304	240,004	.25	.25@35	5	246,884	.5@60	99,700	140,304	240,004	230,879
Florida	968,177	11	16	27	72,046	64,764	136,720	.20@10	.25@35	10	82,665	.2@50	54,045	23,346	77,391	69,456
Georgia	2,609,121	10	28	38	117,000	176,000	293,000	.10@07½	.40@40	12	222,700	.60%15	102,000	172,124	274,124	210,971
Idaho	431,866	3	8	11	22,186	26,000	48,186	.06@20	.15@40	5	32,448	.1@50	19,267	None	19,267	16,599
Illinois	6,617,325	41	107	148	576,825	1,350,000	1,926,825	.15@07½	.50@70	75	1,507,654	.5@50	452,140	787,450	1,239,590	1,411,759
Indiana	2,934,167	24	109	133	280,200	555,422	835,622	.10@07½	.35@70	18	388,434	.2@50	227,901	322,376	550,277	493,427
Iowa	2,224,771	10	62	72	149,243	385,000	534,243	.12@07½	.50@70	12	92,550	.3@50	102,115	150,377	252,492	193,271
Kentucky	2,606,547	10	21	31	128,564	179,414	308,272	.20@15	.40@40	6	156,314	.2@50	114,688	130,790	245,478	146,227
Kansas	1,774,155	10	55	65	119,466	214,376	333,842	.14@07½	.50@70	11	139,500	.3@50	97,735	113,956	211,542	167,900
Louisiana	1,864,773	3	15	18	90,047	150,646	240,693	.16@15	.40@70	3	253,189	.4@60	90,207	127,558	223,065	246,572
Maine	768,014	1	6	12	61,000	65,000	126,000	.14@20	.15@35	4	57,000	.2@50	31,000	33,000	64,000	51,500
Maryland	1,996,399	6	11	17	314,201	218,045	532,246	.30@07½	.40@70	7	321,146	.5@60	168,412	216,150	370,942	321,146
Massachusetts	3,852,796	12	13	25	872,732	1,017,000	1,889,732	1.00@	.60@70	14	1,317,171	.60@70	737,780	579,391	1,317,171	1,246,446
Michigan	3,132,079	7	50	57	199,541	540,476	740,017	.35@07½	.50@70	11	661,124	.7@50	178,446	490,731	594,777	414,420
Minnesota	2,387,337	7	35	42	152,543	411,000	563,543	.20@07½	.50@70	8	240,250	.4@50	119,712	148,966	268,678	210,971
Mississippi	1,991,446	4	13	18	46,518	98,130	46,004	.07½	.30@35	4	28,191	.1@60	4,722	11,170	15,861	16,444
Missouri	3,443,695	21	37	58	504,440	450,000	1,000,000	.30@07½	.50@70	15	1,000,000	.5@50	551,450	787,450	1,338,900	1,000,000
Montana	486,270	11	8	20	49,464	44,650	111,794	.2725@07	.2140@40	5	46,454	.3@50	41,833	27,468	69,301	57,573
Nebraska	1,296,372	10	25	35	119,524	145,500	265,024	.17@07½	.50@70	7	236,424	.4@50	119,712	116,712	236,424	200,117
Nevada	114,782	2	4	7	5,429	7,218	12,648	.0617@06	.0625@35	3	9,425	.0617@50	None	4,632	4,632	None
New Hampshire	443,083	2	3	5	14,362	30,000	44,362	.05@07½	.15@35	2		.1@50	11,475	13,662	25,137	None
New Jersey	3,060,271	6	20	26	60,061	456,572	516,633	.12@06	.15@70	6	73,000	.2@35@70	None	256,396	256,396	54,288
New Mexico	367,240	2	3	5	7,426	11,000	18,426	.07½@05	.15@35	2	4,426	.1@50	None	None	None	None
New York	10,046,999	44	111	155	1,921,548	2,895,700	4,818,006	5.33@07½	.60@70	27	3,154,000	5.34@60	1,295,007	1,907,423	3,102,460	2,980,781
North Carolina	2,206,083	4	21	25	90,359	150,000	240,359	.15@07½	.40@70	7	127,967	.2@50	90,359	150,000	240,359	127,967
No. Dakota	731,487	3	11	14	24,527	39,106	63,633	.07½	.30@70	3	39,071	.1@50@60	22,777	37,982	60,759	34,978
Ohio	4,770,124	27	107	134	1,000,000	1,000,000	2,000,000	1.00@07½	.60@70	27	1,000,000	.5@50	1,000,000	1,000,000	2,000,000	1,000,000
Oklahoma	1,777,620	10	49	59	135,018	267,700	402,718	.2250@01	.0600@01	20	1,250,000	.20	168,581	176,028	194,679	125,467
Oregon	813,243	4	10	14	60,000	90,000	150,000	.15@07½	.45@70	5	90,000	.2@50	60,000	90,000	150,000	172,846
Pennsylvania	8,720,017	44	162	192	1,603,490	1,876,238	3,709,088	.2.00@05	.3.42@60	16	1,385,806	2.10@50	597,648	714,184	1,300,832	1,292,982
Rhode Island	604,397	2	5	7	52,001	92,317	144,318	.05@07½	.25@40	6	81,372	.2@50	51,751	29,747	81,498	81,372
So. Carolina	1,802,924	6	18	16	61,250	85,928	117,468	.1678@07	.1678@40	4	81,585	.2@50@70	31,039	38,813	69,852	64,346
So. Dakota	733,426	4	14	18	20,000	41,000	61,000	.10@07½	.30@40	4	35,250	.1@50	17,571	14,000	31,571	30,250
Tennessee	2,321,253	5	13	18	114,602	200,327	301,218	.07@03	.40@35	6	252,474	.4@50@60	142,192	156,491	297,795	248,313
Texas	4,727,797	27	73	100	276,613	519,492	796,105	.12@07½	.50@70	20	512,533	.4@50@70	201,000	301,000	502,000	404,000
Utah	453,048	3	4	7	70,991	53,749	124,740	.1314@06	.1542@35	3	101,973	.1614@50	46,455	52,118	98,561	75,087
Vermont	360,651	2	2	4	12,000	20,000	32,000	.05@07½	.15@35	1		.1@50	11,000	20,000	31,000	None
Virginia	2,324,000	12	16	28	156,876	178,726	335,602	.14@05	.3474@35	4	161,752	.6@60	108,830	131,224	240,054	138,191
Washington	1,668,270	8	21	29	87,455	207,000	294,455	.10@07½	.50@70	11	190,120	.4@50	87,455	207,000	294,455	190,120
W. Virginia	1,430,163	9	22	31	70,650	90,325	156,975	.2038@06	.3378@50	10	100,256	.2614@60	21,015	54,207	75,248	61,726
Wisconsin	2,632,067	8	45	53	54,701	140,000	194,972	.12@07½	.1.15@60	2	61,000	.5717@60	21,901	54,644	76,545	194,538
Wyoming	190,380	3	5	8	18,461	14,915	33,376	.0542@08	.0626@35	2	10,461	.0542@50	None	8,847	8,847	None
Total	105,207,194	503	1648	2151	9,548,864	18,426,263	27,975,127	$32 7395720	$44,280,0607	$67 6046725	505	16,617,117	$30 0315964	7,969,825	12,667,565	20,047,390	14,796,594

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES.

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1919, AND MINIMUM $5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT JULY 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

ALABAMA

			Net Paid Circulation	5,000 Agate Line Space Rate
Albany	*Albany-Decatur Daily*	(R)	3,000	.01#2850*
Anniston	*Star and Hot Blast*	(E)	2,500	.02
Birmingham	*Age-Herald*	(M)	†22,560	.05
	Ledger	(S)	†20,000	.06
	Ledger	(R)	†37,000	.07*
	News	(E)	†40,962	.08*
	Sunday's Edition (M)		†48,055	.10*
Dothan	*Eagle*	(R)		.02#1420*
Eufaula	*Citizen*	(R)		.00#7143*
Florence	*News*	(R)		.00#7143*
Gadsden	*Journal*	(R)	14,674	.01#7857*
	Times-News	(E)	3,713	.01#7857*
Huntsville	*Telegram and Mercury*	(U)		.01#2858*
	Times	(S)	2,382	.01#7857*
Mobile	*News Item*	(M)	†19,766	.03*
	Register	(M)	†30,000	.04*
	Sunday Edition	(M)	†38,048	.06*
Montgomery	*Advertiser*	(M)		.06*
	Journal	(E)		.06*
	Journal	(M)	†21,358	.05*
	Sunday Edition	(M)	†20,131	.05*
	Times	(R)	7,000	.01#7857*
Opelika	*News*		2,940	.01#7143*
Selma	*Journal*	(M)		.01#2858*
	Sunday Edition	(M)		.01#2858*
	Times	(U)		.02*
Sheffield	*Tri-Cities Daily*	(R)		.01#7857*
Troy	*Messenger*	(R)		.01#7143*
Tuscaloosa	*News and Times Gazette* (T)		2,150	.02#2860*
	Sunday Edition (M)			.02#2860*

ARIZONA

Bisbee	*Ore*		1,200	.025†
	Review	(S)	4,200	.03571#3†
Douglas	Dispatch	(E)	2,650	.025†
	International	(R)	2,560	.025*
Flagstaff	*Northern Arizona Leader*	(R)		.025†
Globe	Arizona Record	(S)		.025†
Jerome	*Verde Copper News*	(R)	1,500	.01#7857*
Mesa	*Tribune*	(R)	950	.01#7143*
Miami	*Arizona Silver Belt*	(R)	1,917	.01#7857*
Nogales	*Herald*	(E)	1,850	.01#7857*
	Oasis	(S)		.01#7857*
Phoenix	*Arizona Gazette*	(R)	†6,204	.04*
	Arizona Republican	(M)	†10,000	.05*
	Sunday Edition	(M)	†10,968	.035*
Prescott	Arizona Journal-Miner	(E)	1,500	.01#2860*
Tempe	*News*	(R)	.005	
Tombstone	*Prospector*	(E)	750	.01#7857*
Tucson	*Arizona Star*	(M)	3,351	.02#1420*
	Sunday Edition	(M)	3,734	.02#1420*
	Citizen	(R)	†4,196	.025*
Yuma	*Examiner*	(R)	1,100	.02*
	Sun	(E)	1,465	.01#2858*

ARKANSAS

Arkadelphia	*News*	(R)		.01#7143
Batesville	*Guard*		450	.00#5571*
Bentonville	*Daily*			.01#2858*
Conway	*Log Cabin Democrat*	(R)	925	.007#*
Eureka Springs	*Times-Echo*	(R)		.01#7857*
Fayetteville	*Democrat*		1,300	.00#5715*
Fort Smith	Southwest American	(M)	†12,000	.04*
	Sunday Edition	(M)	†13,845	.03*
	Times Record	(E)	†11,217	.03*
	Times Record	(M)	†11,217	.025*
Helena	*World*			.01#2858*
	Sunday Edition	(M)		.01#2858*
Hope	*Arkansas Herald*	(R)	878	.00#7143*
Hot Springs	*New Era*	(E)	3,907	.01#2858*
	Sentinel-Record	(S)		.035†#1661*
Jonesboro	*Sun*	(R)	1,193	.00#5715*
	Tribune	(E)	1,145	.00#7143*
Little Rock	*Arkansas Democrat*		†23,320	.05*
	Arkansas Gazette		†60,000	.07*
	Sunday Edition	(M)	†54,856	.08*
	News	(E)	†30,000	.05*
Malvern	*Record*		450	.01#2858*
Mena	*Star*		665	.01#7143*
Newport	*Independent*	(R)		.00#7143*
Pariwauld	*Press*	(R)	1,100	.00#7857*
Pine Bluff	*Commercial*		4,855	.025*
	Graphic	(R)	3,000	.01#7857*
Rogers	*Post*	(R)	645	.00#7.28*
Searcy	*Citizen*	(R)	560	.01#7857*
Siloam Springs	*Register*	(R)		.01#7143*
Stuttgart	*Free Press*	(R)		.01#2858*
Texarkana	Four States Press and Courier			
	—See Texarkana, Texas			
	Texarkanan	(R)	2,576	.01#2858*

CALIFORNIA

Alameda	*Times-Star and Argus*	(R)	3,893	.02#1420*
Anaheim	*Herald*	(R)	1,850	.01#2*
Bakersfield	*Californian*	(E)	2,000	.02*
	Echo	(D)	†3,741	.02*
	Sunday Edition	(M)	†3,741	.02*
	Report	(R)		.00714#20*
Berkeley	*Gazette*	(E)	6,627	.03211#2*
Brawley	*News*	(R)	1,305	.01#7857*
Calexico	*Chronicle*	(R)		.01#7857*
Chico	*Enterprise*	(R)	†1,265	.01*
	Record	(C)	†1,948	.01#7143*
Coalinga	*Record*	(R)		.00714#2*
Colusa	*Sun*	(R)		.01#7857*
Colusa	*Sun*	(R)		.00#5715*
Corning	*Observer*	(R)	376	.00#9.28*
Corona	*Independent*	(R)	663	.00714#2*
Dinuba	*Sentinel*	(R)		.01#7143*
El Centro	*Imperial Valley Press*		1,784	.015*
	Progress	(C)	1,784	.01#2858*
	Sunday Edition	(M)		.01#2857*
Escondido	*Times-Advocate*	(R)		.01#7143*
Eureka	*Humboldt Standard*		5,073	.02*
	Humboldt Times	(E)	4,000	.02#1420*
	Sunday Edition	(M)	†5,116	.02*
Fillmore	*Sun*	(C)		.01#2858*
Fresno	*Herald*	(C)	9,566	.03*
	Republican	(A)	20,356	.05*
Fullerton	*Tribune*	(R)	1,020	.01#7857*
Glendale	*News*	(R)	1,000	.01#7857*
Grass Valley	Union	(E)	2,001	.01#7143*
Gridley	*Globe*			.01#7143*
Hanford	Journal	(S)	1,198	.01#2858*
	Sentinel	(E)	1,277	.01#2858*
Hollister	*Free Lance*	(R)	1,256	.01#7143*
Holtville	*Tribune*	(R)	1,066	.01#7857*
Imperial	*Reporter*	(R)		.01#7857*
Long Beach	*Press*	(R)	15,728	.05*
	Telegram	(E)	15,000	.05*
Los Angeles	*Examiner*	(R)	†72,972	.14*
	Sunday Edition	(M)	†140,939	.21*
	(12-31-18 3 mos. ave.)			

Los Angeles	*Express*	(R)	†58,917	.10*
Cont.	*Herald*	(E)	†17,291	.04*
	Journal (Court News)	(R)		.01#2860*
	Record	(R)	38,337	.06*
	Times	(R)	†82,796	.12#
	Sunday Edition	(M)	†124,338	.20#
Madera	*Mercury*	(R)		.01#2857#
	Tribune	(R)		.01#7857*
Martinez	*Gazette*	(R)	940	.01#7143*
	Standard	(R)		.01#7143*
Marysville	*Appeal*	(C)	1,588	.01#2858*
	Democrat	(R)	†1,712	.01#2858*
Merced	*Sun*	(R)	1,290	.01#7143*
Modesto	*Herald*	(R)	4,023	.01#2857#1*
	News	(R)	3,986	.02857#5*
Monrovia	*News*	(R)	1,202	.01#7857#1*
Monterey	*Cypress-American*	(R)	950	.01#7143*
Napa	*Journal*	(R)	1,200	.01#7857*
	Register	(R)	1,150	.01#7143*
Oakland	*Enquirer*	(R)	†1,054	.01#2858*
	Inter-City Express (Court Journal)	(R)		.01#7857*
	Post	(R)		.06*
	Tribune	(R)	†44,154	.06*
	Sunday Edition	(M)	†46,884	.06*
Ocean Park	*Bulletin*	(R)		.01#7857#*
Ontario	*Report*	(R)	1,500	.01#2858*
Orange	*News*	(R)	1,907	.01#2858*
Oroville	*Mercury*	(R)	850	.01#2858*
	Register	(R)	1,300	.01#2857#1*
Oxnard	*Courier & News*		1,200	.01#2858*
Pacific Grove	*Review*	(R)	870	.01#7857#*
Palo Alto	*Times*	(R)	1,049	.01#4286*
Pasadena	*Star-News*	(E)	†11,241	.04#2860*
Petaluma	*Argus*	(R)	1,580	.01#7143*
	Courier	(R)	930	.00#7143*
Placerville	*Republican*	(R)	340	.00#5715*
Pomona	*Bulletin*	(E)		.01#7857*
	Progress	(R)	12,876	.014*
Porterville	*Messenger*	(C)		.00#5715*
	Recorder	(R)	950	.00#5715*
Red Bluff	*News*	(R)		.01#7143*
	Sentinel	(R)		.01#7143*
Redding	*Record*	(R)	1,076	.01#7857#1*
	Searchlight	(C)	1,500	.01#7857#1*
Redlands	*Facts*	(R)		.01#7857*
Richmond	*Independent*	(R)	2,850	.01#2857*
	News	(E)	1,000	.01#7857*
	Record-Herald	(R)		.01#7857#*
Riverside	*Enterprise*	(R)	3,469	.02*
	Press	(E)	3,445	.02*
Sacramento	*Bee*	(T)	†35,413	.06*
	Saturday Edition	(T)	†47,196	.06*
	Recorder (Court News)	(R)		.02*
	Star	(E)	7,554	.02*
	Union	(A)	7,723	.05
	Sunday Edition	(M)		.05*
Salinas	*Index*	(R)	1,090	.00#7143*
	Journal	(R)	1,500	.00#5715*
San Bernardino	*Index*	(T)	†2,107	.02*
	Sunday Edition	(M)	†2,107	.02*
	Sun	(E)	†6,482	.02#1420*
	Telegram	(M)	†6,482	.02#1420*
San Diego	*Sun*	(E)	†16,591	.035*
	Transcript (Court News)	(R)		.00#2858*
	Tribune	(R)	†15,166	
	Union	(M)	†13,000	†30,471 .06
	Sunday Edition	(M)	†24,528	.05
San Francisco	*Bulletin*	(E)	†86,386	.15#
	Call and Post	(R)	†95,595	.16
	Chronicle	(M)	†99,482	.20#1.25#
	Sunday Edition	(M)	†142,514	.25#1.25#
	Commercial News	(B)		.05*
	Examiner	(R)	†115,766	.25#
	Sunday Edition	(M)	†263,784	.35#
	Journal of Commerce	(E)	8,500	.07#2860#
	News	(R)	†47,000	.10*
	News Bureau	(R)	600	.025†
	Public Builder	(M)		.01#7857*
	Recorder (Eng. Also)	(R)		.03#2858*
San Jose	*Mercury-Herald*	(R)	†13,106	.04*
	Sunday Edition	(M)	†13,106	.04*
	News	(R)		.02#1420*
San Louis Obispo	*Telegram*	(R)	1,353	.00#7857*
	Tribune	(C)	600	.00#5714*
San Mateo	*Times Mateo News-Leader*	(E)	1,000	.01#7857*
San Pedro	*News*	(R)	1,784	.01#2858*
	Pilot	(R)	1,784	.01#2858*
Santa Ana	*Register*	(R)	8,501	.025*
Santa Barbara	*News and Independent*	(R)	†1,785	.01#2857#*
	Press	(C)	3,294	.01#7857*
Santa Cruz	*News*	(E)	2,500	.01#2*
	Sentinel	(C)	1,875	.01#2857*
Santa Maria	*Times*	(R)	1,538	.01#2858*
Santa Monica	Outlook	(R)	1,724	.01#7857*
Santa Rosa	*Press Democrat*	(R)	4,925	.01#7857*
	Republican (Morn. also)	(E)	2,887	.01#7857*
Stockton	*Independent*	(E)	†12,762	.02#1420*
	Record	(R)	13,485	.04*
	Record (Court News)	(R)		.01#2858*
Taft	*Midway Driller*	(R)	3,363	.02*
Tulare	*Advance*	(C)		.01#7143*
	Register	(R)	971	.01#7857*
Vallejo	*Chronicle*	(R)	2,975	.01#7857#2*
	News	(R)		.01#7143*
	Times	(C)	1,538	.01#2858*
Venice	*Vanguard*	(R)	2,165	.01#2858*
Ventura	*Free Press*	(R)		.01#7857#*
	Post and Democrat	(C)	850	.00#7143*
Visalia	*Post*	(R)	1,902	.01#7857*
	Times	(R)	1,417	.01#2858*
Watsonville	*Pajaronian*	(R)	1,611	.01#7857*
	Register	(C)	1,171	.01*
Whittier	*News*	(R)		.01#7857#*
Willows	*Journal*	(R)	570	.01#7857#2*
Woodland	*Democrat*	(R)	1,550	.01#2858*
	Mail	(C)	*940	.01#4286*

COLORADO

Aspen	*Democrat-Times*	(R)	830	.00#2858*
Boulder	*Camera*	(R)	1,700	.01#7857*
	Record	(R)		.01#2858*
Canon City	*Record*	(R)	1,111	.01#7143*
Colorado Spgs.	*Gazette*	(R)	†6,446	.03*
	Telegraph	(E)	†6,764	.025
	Telegraph	(M)	†5,709	.025
	Recorder (Court News)	(R)		.01#7857*
Cripple Creek	Cripple Creek Times and Victor Record	(C)		.01#7857*
Denver	*Express*	(R)	15,123	.04*
	Mining and Financial Review	(R)		.025

COLORADO—Continued

Denver	*Post*	(R)	†113,526	.15*
Cont.	*Sunday Edition*	(M)	†163,411	.15*
	Record-Stockman	(R)		.04‡
	Rocky Mountain News	(E)	†32,094	.07*
	Sunday Edition	(M)	†54,333	.11*
	Times	(M)	†53,847	.07*
Durango	Democrat	(C)		.01#07143*
	Herald	(R)	1,957	.01#7143*
Florence	*Citizen*	(R)		.00714#2*
Fort Collins	*Courier*	(R)	1,487	.01#7857*
	Express	(C)	2,208	.01#2858*
Fort Morgan	*Times*	(R)	1,200	.01#2857#2*
Grand Junct.	*News*	(E)	1,700	.01#2857*
	Sentinel	(S)	2,994	.01#7143*
Greeley	*Tribune*	(R)		
	Republican	(R)	†2,408	
	Tribune-Republican	(R)		†2,717 .01#2858*
La Junta	*Democrat*	(R)		.01#2858*
Lamar	*News*	(R)		.01#2858*
Leadville	Herald-Democrat	(A)	3,634	.03
Loveland	*Call*	(R)		.01#7143*
	Times	(R)		.01071143*
	Herald	(R)	1,150	.01#2857#2*
Monrose	*Press*	(R)	1,382	.01#2857*
Pueblo	*Chieftain*	(E)	†9,863	.04*
	Sunday Edition	(M)	†9,012	.05*
	Star-Journal	(S)	†8,863	.04*
Sterling	*Advocate*	(R)	3,000	.01#2858*
Trinidad	*Chronicle*	(E)	2,000	.01#7143*
	Chronicle-News	(S)	3,053	.01#2858*
Victor	*Victorite*	(R)	1,750	.01#2858*

CONNECTICUT

Ansonia	*Sentinel*	(R)	16,879	.02*
Bridgeport	*Herald*	(E)		.01#2858*
	Post	(R)	†27,688	
	Standard		†45,863	.09*
	Telegram	(B)	†17,775	
	Sunday Edition	(M)	†13,205	.04*
	Times and Farmer	(R)	12,214	.025
Bristol	*Press*	(R)	2,000	.01#2858*
Danbury	*News*	(R)	8,998	.01#2858*
Hartford	*Courant*	(M)	†32,747	.085
	Sunday Edition	(M)	†29,429	.06*
	Post	(R)	†36,055	.06*
	Times	(R)	†36,055	.06*
Manchester	*Herald*	(E)	†11,727	.03571#*
Meriden	*Journal*	(R)	5,166	.02#
	Record	(R)	5,000	.02#
Middletown	*Press*	(R)	7,758	.01#4286*
Naugatuck	*News*	(R)	4,100	.01#7143*
New Britain	*Herald*	(E)	6,034	.01#7143*
	Record	(R)	7,110	.01#2858*
New Haven	*Journal-Courier*	(R)	†14,714	.035*
	Register	(S)	†20,590	.04*
	Times-Leader	(R)	†15,594	.025
	Union	(E)	†25,825	.04*
	Sunday Edition	(M)	†1,271	.04*
New London	*Day*	(E)	†10,636	.03571#*
	Globe	(R)	1,608	.025*
	Telegraph	(R)	†2,732	.02*
Norwalk	*Hour*	(R)	†3,186	.02#1420*
	South Norwalk Sentinel	(R)	†1,740	.01#2858*
Norwich	Bulletin	(R)	†10,205	.025*
	Record	(R)	†11,548	.025*
Stamford	*Advocate*	(R)	†7,438	.02#1420*
Torrington	*Register*	(R)	†4,200	.01#2858*
Waterbury	*American*	(R)	†9,200	.02857#5*
	Democrat	(R)	†8,500	.02*
	Republican	(R)	†10,527	.035*
Willimantic	*Chronicle*	(R)	†3,000	.01#2858*
Winsted	*Citizen*	(R)	2,684	.00857#5*

DELAWARE

Wilmington	*Every Evening*	(R)	†12,711	.03*
	Journal	(M)	†25,508	.035
	News	(R)	†10,599	.03*

DISTRICT OF COLUMBIA

Washington	Cockrell's Transcript (Court News)	(R)		.01#2858‡
	Herald	(R)	†26,082	.07*
	Sunday Edition	(M)	†23,407	.07*
	Post	(E)	†61,548	.15#
	Sunday Edition	(M)	†80,105	.16#
	Star	(E)	†104,833	.20#
	Sunday Edition	(M)	†82,119	.13#
	Times	(M)	†58,284	.14#
	Sunday Edition	(M)	†45,168	.14#

FLORIDA

Clearwater	*Sun*	(R)	933	.01071143*
Daytona	Journal	(C)		.01#2858*
	News	(R)	2,150	.01#2857*
Fort Myers	*Press*	(R)	911	.01071143*
Gainesville	*Sun*	(E)	1,600	.01071143*
Jacksonville	*Florida Metropolis*	(R)	†19,135	.045*
	Florida Times-Union	(M)	†20,220	.06*
	Sunday Edition	(M)	†35,778	.06*
Key West	*Citizen*	(E)	2,340	.01#7143*
	Journal (Eng. & Span.) (D)			.01071143*
	Sunday Edition	(M)		.01071143*
Lakeland	*Star*	(R)		.01*
	Telegram	(E)		.01071143*
Miami	*Herald*	(M)	†9,455	.03*
	Sunday Edition	(M)	†9,455	.03*
	Metropolis	(R)	†6,711	.03*
Ocala	*Star*	(E)	2,700	.01#7429*
Orlando	*Reporter-Star*	(E)	2,175	.01#2858*
	Sentinel	(C)	2,003	.01071143*
Palatka	*Post*	(E)	1,004	.01221143*
Pensacola	*Journal*	(A)	3,127	.025*
	News	(E)	5,220	.02*
St. Augustine	*Record*	(E)	1,200	.01#2858*
St. Petersburg	*Independent*	(E)	3,526	.01321143*
	Times	(E)	5,517	.01071143*
Tallahassee	*Democrat*	(R)	†1,780	.01#2858*
Tampa	*Times*	(E)	15,566	.035*
	Tribune	(R)	†19,017	.04
	Sunday Edition	(M)	†25,154	.04*
Tarpon Spgs.	*Leader*	(E)	600	.01071143*
West Palm Beach				
	Palm Beach Post	(A)		.01#5714*

GEORGIA

Albany	*Herald*	(E)	5,361	.02*
Americus	*Times-Recorder*	(C)	1,784	.01#2858*
Athens	*Banner*	(E)	1,200	.01#2858*
	Herald	(E)	1,825	.015
Atlanta	*Constitution*	(M)	†51,188	.08*
	Sunday Edition	(M)	†53,799	.085*

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For Explanation of Key Letters and Markings See Foot Note on Page 36

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES.

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT JULY 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

	Net Paid Circula-tion	5,000 Agt. Line Space Rate
GEORGIA—*Continued*		
Fulton County Report		
Atlanta (Court News)	(R)	
Georgian	(R) 149,441	.08*
Sunday American	(S) 109,853	.12*
Journal	(E) 199,223	.07*
Sunday Edition	(S) 109,853	.12*
Augusta *Chronicle*	(R) 111,672	.02*
Sunday Edition	(M) 110,685	.03*
Herald	(E) 117,413	.035*
Brunswick *Sunday Edition*	(M) 112,812	.03*
Banner	(R)	.01425854*
News	(R)	.01425854*
Columbus *Enquirer-Sun*	(R) 13,338	.02*
Sunday Edition	(S) 13,338	.02*
Ledger	(T) 17,360	.025*
Sunday Edition	(T) 17,360	.025*
Cordele *Dispatch*	(T) 1,050	.01425854*
Griffin *Courier Herald*	(E) 1,600	.01425854*
News and Sun	(E)	.0314286d
(Three to six issues Sunday or Monday)		
La Grange *Reporter*	(R)	.01425854*
Macon *News*	(R) 19,547	.04*
Sunday Edition	(M) 17,429	.04*
Telegraph	(M) 20,963	.04*
Sunday Edition	(M) 19,884	.04*
Moultrie *Observer*	(R) 1,025	.0071429*
Newnan *Free Press*		.0071429*
Rome *Tribune-Herald*	(E) 3,135	.01425854*
Savannah *News*	(R) 20,409	.05*
Sunday Edition	(M) 19,884	.05*
Press	(M) 16,315	.04*
Thomasville *Times-Enterprise*	(E) 1,800	.0107143*
Tifton *Gazette*	(E) 1,300	.0107143*
Valdosta *Times*	(E) 1,014	.01428562*
Waycross *Journal-Herald*	(E) 1,800	.0114286*
IDAHO		
Boise *Capital News*	(S) 12,843	.01*
Idaho Statesman	(R) 16,267	.04*
Sunday Edition	(S) 115,509	.04*
Coeur D'Alene *Press*	(R)	.0089286*
Hailey *Wood River Times-News-Miner*	(R)	.0178572*
Idaho Falls *Post*	(R) 2,612	.01428562*
Lewiston *Tribune*	(A) 4,002	.02142862d
Moscow *Star-Mirror*	(E) 1,325	.0089286*
Pocatello *Tribune*	(R) 2,710	.0250*
Twin Falls *News*	(E) 1,300	.0107143*
Times	(S) 3,258	.02142862d
Wallace *Press-Times*	(C) 1,917	.03*
ILLINOIS		
Alton *Telegraph*	(R) 15,054	.01428562*
Times	(R) 15,054	.01428562*
Aurora *Beacon-News*	(R) 115,743	.04*
Sunday Edition	(M)	.0892858*
Beardstown *Illinois-Star*	(E)	.0892858*
Bellwille *Advocate*	(R) 4,306	.03*
News-Democrat	(E) 4,000	.01428858*
Belvidere *Republican*	(E) 4,000	.01428858*
Bloomington *Bulletin*	(T) 17,482	.02*
Sunday Edition	(M) 17,482	.02*
Pantagraph	(R) 117,052	.035*
Cairo *Bulletin*	(E) 7,838	.0107143*
Sunday Edition	(M) 11,833	.0107143*
Citizen	(E) 2,962	.0107143*
Herald	(C) 2,962	.0107143*
Canton *Ledger*	(E) 3,453	.0214286*
Register	(R) 13,455	.015*
Carbondale *Free Press*	(E) 3,000	.0107143*
Carlinville *Enquirer*	(R)	.0071429*
Centralia *Sentinel*	(E) 14,836	.0178572*
Champaign *Courier*	(R) 14,605	.01285727*
News	(E) 16,910	.0214286d
Sunday Edition	(M) 16,910	.0214286d
Courier	(E) 16,910	.0107143*
News	(R)	.0107143*
Chicago *American*	(E) 1330,216	.60*
Calumet/South Chicago	(R)	.03*
Drovers' Journal	(E) 27,236	.06*
Herald and Examiner	(R) 1209,994	.54d
Sunday Edition	(M) 1330,216	.60*
Journal	(R) 116,007	.10
Law Bulletin (Court News)	(R)	.102
Municipal Court Record		
(Court News)	(R)	.102
National Hotel Reporter	(R)	.10
News	(R) 1286,498	.63*
Post	(R) 1	.03*
Racing Form	(T) 12,792	.14285724
(This does not include the circulation of the Buffalo, N. Y. Edition)		
Tribune	(R) 1424,826	.85*
Sunday Edition	(M) 1693,995	.85*
Clinton *Journal*	(C) 1,962	.0107143*
Public	(E) 1,962	.01*
Connersville-*News*	(E) 5,142	.017857*
Decatur *Herald*	(R) 17,282	.035*
Review	(R) 15,000	.04*
Sunday Edition	(R) 2,266	.01285727*
Independent	(E) 2,450	.0071429*
Dixon *Telegraph*	(R) 5,027	.02*
(Effective 10-19 the Leader was absorbed by the Telegraph. Therefore the circulation is now count but a period of 10 days.)		
Du Quoin *Evening Call*	(E) 8,723	.03*
East St. Louis *Edwardsville Intelligencer*	(R) 3,627	.015*
Effingham *Record*	(E) 1,600	.0107143*
Elgin *Courier*	(R) 18,151	.02*
News	(R) 7,294	.03*
Evanston *News-Index*	(R) 4,411	.02857155*
Freeport *Bulletin*	(R) 6,000	.01785725*
Journal-Standard	(R) 10,648	.0178572*
Galesburg *Mail*	(R) 10,950	.0107143*
Mail	(S) 10,540	.02*
Republican-Register	(R) 18,777	.01785725*
Harrisburg *Chronicle*	(R)	.1428558*
Register	(R)	.0125*
Hoopeston *Chronicle*	(R)	.01428580*
Herald	(R) 1,099	.0071429*
Jacksonville *Courier*	(R) 12,886	.0078572*
Journal	(E) 7,452	.0107143*
Sunday Edition	(M) 19,048	.01428562*
Jerseyville *Democrat*	(R)	.0071429*
Joliet *Herald-News*	(R) 110,771	.045*
Sunday Edition (3-31-19 3 mos. stmt'd)	(M) 116,174	.045*

	Net Paid Circula-tion	5,000 Agt. Line Space Rate
ILLINOIS—*Continued*		
Kankakee *Democrat*	(R) 3,612	.01428580*
Gazette	(R)	.02*
Republican	(R) 6,040	.01285727*
Kewanee *Star-Courier*	(E) 5,472	.01285727*
La Salle *Post*	(R)	.01428580*
Tribune and Peru Press	(R) 12,168	.0178572*
Lewiston *Record*	(R)	.0071429*
Lincoln *Courier-Herald*	(R) 11,785	.02*
Star	(R) 2,030	.0107143*
Litchfield *News-Herald*	(E) 2,101	.0107143*
Union	(R)	.0089286*
Macomb *Dy-Sundor*	(R)	.0107143*
Journal	(R) 4,304	.01428562*
Mattoon *Post*	(R)	.0214286*
Republican	(R) 1,434	.0107142*
Marseilles *Register*	(R) 1,700	.0071429*
Mattoon *Commercial Star*	(C) 2,937	.01*
Journal-Gazette	(R) 4,213	.01428562*
Metropolis *News*	(R) 1,716	.01428562*
Monmouth *Dispatch*	(R) 4,748	.0214286*
Atlas	(R) 3,621	.01*
Morris *Herald*	(R) 2,034	.0107143*
Journal	(E) 2,335	.0107143*
Mount-Carmel *Republican-Register*	(R) 1,900	.015*
Mount Carroll *Democrat*		.0071429*
Mount Vernon *Register*	(R) 1,040	.017*
News	(E) 2,212	.01428562*
Murphysboro *Independent*	(R) 1,803	.01*
Republican-Era	(R) 1,600	.0085715*
Nati Stock Yds *Journal*	(R) 9,886	.05*
Ottawa *Free Trader-Journal*	(R) 2,835	.0107143*
Republican-Times	(R) 4,873	.015*
Pana *Palladium*	(R) 1,800	.01*
Paris *Beacon*	(R) 2,134	.0107143*
Gazette	(C)	.01214296*
News	(E) 2,307	.01285727*
Paxton *Record (No Thurs. issue)*	(R)	.0107143*
Peoria *Herald*	(R)	.01428558*
Journal	(R) 119,732	.04*
Sun, Jr'l-Transcript	(R) 119,732	.04*
Star	(R) 121,851	.04*
Sunday Edition	(M) 119,732	.04*
Transcript	(R) 12,283	.04*
Peru *News-Herald*	(E) 1,600	.0071429*
Pontiac *Leader*	(R) 2,066	.0107143*
Quincy *Herald*	(M) 19,119	.04*
Journal	(R) 19,275	.025*
Whig	(M) 19,680	.04*
Sunday Edition	(M) 19,680	.0285715*
Rockford *Register-Gazette*	(R) 15,000	.035*
Republic	(R) 17,127	.02*
Star	(E) 18,000	.02*
Sunday Edition	(M) 112,586	.035*
Rock Island *Argus*	(E) 17,132	.01285728*
Union	(C) 3,136	.01285728*
Roodhouse *Record*	(R)	.0071429*
Savanna *Times-Journal*	(R) 1,172	.0107142*
Shelbyville *Shelby-Union*	(R) 1,310	.0142856*
Springfield *Illinois State Journal*	(R) 116,526	.035*
Register	(R) 116,526	.035*
Illinois State Register	(M) 120,031	.04*
Sunday Edition	(M) 115,930	.04*
(About 3-1-19 the State Register changed to an evening and Sunday paper.)		
Sterling *Gazette*	(R) 15,072	.02*
Streator *Free Press*	(R) 13,564	.01214296*
(For 3 mos. stmt.)		
Independent-Times	(R) 12,840	.01214296*
Taylorville *Breeze*	(R) 1,877	.0071429*
Courier	(R) 3,893	.0125*
Urbana *Courier*	(R) 7,835	.01785743*
Washington *Gazette*	(R) 2,067	.01*
Vue	(R) 15,490	.015*
INDIANA		
Alexandria *Times-Tribune*	(R) 966	.0107143*
Anderson *Bulletin*	(E) 9,829	.02*
Herald	(D) 16,274	.015*
Sunday Edition	(M) 17,000	.015*
Attica *Tribune*	(R)	.0085715*
Auburn *Star*	(R)	.0085715*
Bedford *Democrat*	(R) 1,800	.0107143*
Republican	(R) 2,228	.0107143*
Bloomington *Telephone*	(R) 2,360	.0107142*
World	(E) 2,360	.0107142*
Bluffton *Banner*	(R) 2,126	.0107143*
News	(R) 2,126	.0107143*
Brazil *News*	(R) 2,668	.0085715*
Times	(R) 2,755	.0107142*
Clinton *Clintonian*	(R) 2,050	.0107142*
Columbia City *Commercial-Mail*	(R) 1,248	.01285858*
Post	(R) 1,765	.01071431*
Columbus *Herald*	(R)	.02*
Ledger	(C) 1,500	.0125*
Connersville *Examiner*	(R) 3,972	.025*
Examiner	(R) 4,450	.01285858*
Crawfordsville *Journal*	(R) 2,211	.025*
Review	(R) 3,771	.025*
Star	(R) 3,902	.015*
Decatur *Democrat*	(R) 2,968	.0125*
Dunkirk *News*	(R)	.0107143*
Edinburg *Republican*	(R)	.008*
Elkhart *Truth*	(R) 3,312	.01*
Elwood *Call Leader*	(R) 4,896	.0214286*
Record	(R)	.0085715*
Evansville *Courier*	(R) 1,425	.0107143*
Press	(R) 124,146	.04*
Journal-News	(R) 21,840	.04*
Journal-News	(T) 145,991	.03*
Saturday Edition	(M) 21,840	.04*
Sunday Edition	(M) 112,179	.03*
Post	(R) 11,100	.04*
Fort Wayne *Journal-Gazette*	(R) 129,933	.04*
News	(E) 124,722	.04*
News and Sentinel	(R) 132,902	.055*
Current-News	(C)	.01*
Times	(C) 5,515	.015*
Franklin *Star*	(R) 1,475	.01428858*
Gary *Post*	(R) 5,101	.025*
Tribune	(R) 5,797	.025*
Goshen *Democrat*	(R) 2,730	.01*
News-Times	(R) 3,965	.0125*
Greencastle *Banner*	(R) 1,425	.0107143*
Herald	(R) 1,100	.0107143*
Greenfield *Reporter*	(R) 1,960	.0107143*
Greensburg *News*	(R) 1,767	.01285*
Times	(R) 1,812	.0071429*
Hammond *Lake County Times*	(R) 8,845	.01214296*
Hartford City *Press*	(R) 2,472	.01*
Telegram-Gazette	(R) 2,410	.0085715*
Huntington *Herald*	(R) 13,797	.01285727*
Press	(R) 12,828	.01*
Sunday Edition	(M) 12,851	.015*

	Net Paid Circula-tion	5,000 Agt. Line Space Rate
INDIANA—*Continued*		
Indianapolis *Commercial (Court News)*	(R)	.0285*
Indiana Times	(R) 747,883	.07*
Law Stock Journal	(R) 3,308	.07142864
News	(E) 192,799	.07*
Star	(E) 192,799	.11*
Sunday Edition	(M) 1106,387	.11*
Jeffersonville *News*	(R) 794	.01428858*
Star	(R) 1,775	.01428858*
Kendallville *News-Sun*	(R) 1,775	.0085715*
Kokomo *Dispatch*	(R) 5,000	.01428572*
Sunday Edition	(M) 16,010	.01785724*
Tribune	(R) 10,232	.01428572*
Lafayette *Courier*	(R) 10,996	.02*
Journal	(R) 7,243	.02143*
La Porte *Argus*	(R) 1,800	.0214286*
Herald	(R) 3,376	.01285727*
Lebanon *Reporter*	(R) 3,188	.01285729*
Linton *Republican*	(R) 2,500	.0142856*
Logansport *Pharos-Reporter*	(T) 10,258	.015*
Press	(E) 10,258	.015*
Sunday Edition	(M) 10,258	.015*
Madison *Courier*	(R) 2,620	.0107143*
Herald	(R) 2,216	.0107143*
Marion *Chronicle*	(R) 10,769	.02142864*
Leader-Tribune	(R) 7,000	.02142864*
Sunday Edition	(M) 18,316	.02142864*
Martins-ville *Republican*	(R)	.0107143*
Michigan City *Dispatch*	(R) 2,526	.0107143*
News	(E) 3,000	.0107143*
Monticello *Journal*	(R) 880	.0107143*
Montpelier *Herald*	(R) 1,000	.0107143*
Mount Vernon *Democrat*	(R) 840	.0107143*
Muncie *Press*	(E) 9,900	.025*
Star	(R) 126,853	.05*
Sunday Edition	(M) 119,010	.05*
New Albany *Ledger*	(R)	.0071429*
Tribune	(R)	.0085715*
Newcastle *Courier*	(R) 12,930	.01785572*
Times	(R) 2,216	.0107143*
Noblesville *Ledger*	(R) 2,097	.01285727*
Peru *Journal*	(R)	.0214286*
Journal (Morn. also)	(E) 3,940	.01785572*
Plymouth *Democrat*	(R) 1,800	.0107143*
Republican	(R) 1,134	.0125*
Portland *Commercial Review*	(R) 2,500	.01071424*
(ceasing also)		
Republican	(C) 1,362	.01071424*
Sun (ceasing also)	(R)	.0089286*
Princeton *Clarion-News*	(R) 1,750	.01428858*
Democrat	(R) 1,700	.01428858*
Remselaer *Republican*	(R) 850	.0107143*
Richmond *Item*	(D) 98,228	.025*
Sunday Edition	(M) 98,228	.025*
Palladium	(R) 111,096	.02*
Rochester *Republican*	(R)	.0071429*
Sentinel	(R) 1,300	.0085715*
Rushville *Republican*	(R) 1,800	.0107143*
Seymour *Democrat*	(R) 1,140	.0071429*
Republican	(R) 1,200	.0071429*
Shelbyville *Democrat*	(R) 2,887	.01*
News	(E)	.01428858*
Republican	(R)	.01*
South Bend *Tribune*	(R) 16,431	.035*
Tribune	(R) 717,636	.035*
Sullivan *Times*	(R) 1,200	.0125*
Terre Haute *Post*	(R) 9,121	.02*
Star	(R) 727,500	.0071429*
Sunday Edition	(M) 119,267	.04*
Tribune	(R) 119,192	.04*
Sunday Edition	(M) 119,192	.04*
Tipton *Times*	(R)	.0071429*
Tribune	(R) 2,091	.0107143*
Union City *Public*	(E)	.0107143*
Times	(R)	.0107143*
Valparaiso *Messenger*	(R) 1,995	.0071429*
Vidette	(R) 1,600	.0085714*
Vincennes *Capital*	(R) 2,500	.0107143*
Commercial	(D) 12,994	.015*
Sun	(M) 2,922	.01285727*
Wabash *Plain Dealer*	(R) 3,006	.01214296*
Times-Star	(R) 2,906	.0125*
Warsaw *Times*	(R) 2,085	.0125*
Union	(R) 2,085	.015*
Washington *Herald*	(R) 2,049	.0085715*
Herald	(R) 1,793	.0085715*
IOWA		
Ames *Times*	(R)	.0178572*
Atlantic *News-Telegraph*	(R) 2,200	.01142864*
Boone *News-Republican*	(R) 13,444	.0214286*
Burlington *Gazette*	(R) 10,000	.025*
Hawk-Eye	(R) 10,964	.025*
Post	(R) 1,470	.0135715*
Cedar Falls *Record*	(R) 1,470	.0135715*
Cedar Rapids *Gazette*	(R) 20,000	.035*
Republican (D) 111,191		
Times (T) 112,205	114,390	.0357143*
Sunday Republican (M)	115,232	.0357143*
Centerville *Citizen*	(R) 2,000	.0107143*
Charles City *Press and Intelligencer*	(R) 2,950	.01428858*
Clinton *Herald*	(R) 9,000	.025*
Herald	(R) 19,998	.02*
Council Bluffs *Nonpareil* (E) 17,812		.03*
Nonpareil (R) 7,311	10,328	.03
Creston *Advertiser-Gazette*		.01428858*
Plain Dealer	(C)	.0178572*
Davenport *Democrat and Leader*	(R) 116,284	.04*
Times	(M) 118,258	.04*
Sunday Edition	(M) 118,258	.04*
Des Moines *Capital*	(R) 100,668	.08*
Sunday Edition	(M)	.08*
News	(S) 47,043	.075*
Record (Court News)	(R) 828	.0251
Register (E) 163,384		
Tribune (R) 149,112	1111,517	.14*
Sunday Edition (M)	170,765	.12*
Dubuque *Telegraph-Herald* (R) 9,967		
Telegraph-Herald(D)110,000	110,079	.04*
Sunday Edition (M)		.04*
Times-Journal (R) 15,675		
Times-Journal (D) 19,350	111,028	.03*
Sunday Edition (M)	111,029	.03*
Fairfield *Journal*	1,970	.0107143*
Fort Dodge *Messenger and Chronicle* (R)	19,762	.03*
Fort Madison *Democrat*	2,826	.0251
Iowa City *Citizen* (R)	12,195	.015*
Press (E)	7,000	.02*
Keokuk *Gate City & Constitution-Democrat* (R)	15,094	.028*
Marshalltown *Times-Republican* (R)	112,130	.02857151*
Mason City *Globe-Gazette and Times*	11,000	.0178572*
Missouri Valley *Times*	1,350	.0085715*
Mount Pleasant *News*	1,378	.0085715*
Muscatine *Journal & News-Tribune* (R)	18,332	.02*

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES.

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1915, AND MINIMUM $5,000 AGATE LINE ADVERTISING RATES, AS OF FEBRUARY 1, 1915.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

IOWA—Continued

			Net Paid Circulation	5,000 Agt. Line Rate
Newton	*News*	(R)	2,450	.01785?2*
Oelwein	*Register*	(R)	1,500	.01571428*
Oskaloosa	*Herald*	(R)	4,900	.0142858*
Ottumwa	*Courier*	(M)	12,606	.05*
Perry	*Chief*	(R)	2,965	.0142858*
Sioux City	*Journal*	(M)	24,787	.105
	Journal	(E)	730,644	.105,151
	Sunday Edition	(M)	127,144	.60
	Live Stock Record	(R)	5,200	.025
	Tribune	(M)	19,000	.07
Washington	*Journal*	(R)	12,827	.01285?2*
Waterloo	*Courier and Reporter*	(R)	18,484	.03*
	Times-Tribune	(D)	111,096	.025*
	Sunday Edition	(M)	113,241	.025*
Webster City	*Freeman Journal*	(R)	1,600	.0142858*

KANSAS

Abilene	*Chronicle*	(R)		.00714?9?
	Reflector	(R)	1,024	.00714?9?
Arkansas City	*News*	(R)	2,100	.01285?2*
	Traveler	(R)		.01785?2*
Atchison	*Globe*	(R)	17,126	.07*
Augusta	*Daily Gazette*	(R)		.0142858*
Baxter Springs	*Citizen*	(R)	950	.01071428*
Beloit	*Call*	(R)	1,100	.01071428*
Burlington	*Republican*	(R)	2,627	.01071?2*
Chanute	*Tribune*	(R)	3,040	.01071428*
Cherryvale	*Republican*	(R)	1,200	.00857?4*
Clay Center	*Dispatch-Republican*	(R)	1,600	.01071428*
Coffeyville	*Journal*	(R)	4,027	.01071428*
	News & Daily Earth	(C)		.01071428*
Columbus	*Advocate*	(R)	800	.00714?2*
Concordia	*Blade-Empire*	(R)		.01785?2*
Council Grove	*Guard*	(R)	1,100	.01071428*
Dodge City	*Globe*	(R)	2,016	.0142858*
El Dorado	*Republican*	(R)	2,937	.01428?2*
	Walnut Valley Times	(R)	2,700	.01428?2*
Emporia	*Gazette*	(R)	3,905	.01428?2*
Fort Scott	*Tribune-Monitor*	(R)	2,215	.01428?8*
Frankfort	*Herald*	(R)	1,200	.01071428*
Goddard	*Herald*	(R)	1,519	.01071428*
Gardner	*Times*	(R)	1,020	.01071428*
Great Bend	*Tribune*	(R)	3,660	.01785?2*
Hiawatha	*World*	(R)	1,500	.01071428*
Hutchinson	*Gazette*	(D)	10,095	.02*
	Gazette	(R)	10,095	.02*
	Sunday Edition	(M)	10,095	.02*
	News	(R)	511,471	.025*
Independence	*Free Press*	(R)	2,730	.01071428*
	Reporter	(R)	2,612	.00857?5*
	Star	(R)	3,480	.00857?5*
Iola	*Register*	(R)	15,719	.01428?8*
Junction City	*Union*	(R)	2,550	.01428?8*
Kansas City	*Kansan*	(R)		.01428?8*
Kiowa	*Record*	(C)		.01071428*
Lawrence	*Gazette*	(R)		.00992?6*
	Journal-World	(R)	14,592	.0428?2*
Leavenworth	*Post*	(C)	6,917	.025*
	Times	(C)	7,912	.01071428*
Lyons	*Republican*	(R)	1,125	.00992?6*
Mc Pherson	*Republican*	(R)	2,860	.025*
Manhattan	*Mercury*	(R)	1,310	.01714?9*
	Nationalist	(R)	1,975	.01428?8*
Neodesha	*Sun*	(R)		.00714?9*
Newton	*Kansas-Republican*	(R)	2,875	.01428?8*
Norton	*Telegram*	(R)		.00714?9*
Osawatomie	*Herald*	(R)	14,336	.01428?8*
Parsons	*Eclipse*	(R)		.01071428*
	Republican	(R)	4,500	.01714?9*
	Sun	(R)	3,253	.0142858*
Pittsburg	*Headlight*	(R)	6,534	.025*
	Sun	(C)	4,230	.01785?2*
Pratt	*Tribune*	(R)		.03*
Salina	*Journal*	(R)	15,708	.015*
	Union	(R)	3,186	.01285?8*
Topeka	*Capital*	(R)	185,486	.07*
	Sunday Edition	(R)	132,987	.07*
	Legal News	(R)		.00571?4*
	State Journal	(R)	125,846	.06*
	News	(R)		.01071?2*
	Herald	(R)	139,322	.07*
	Eagle	(R)	154,152	.12*
	Sunday Edition	(R)	83,000	.12*
	Stockman	(R)		.0357?14*
Winfield	*Courier*	(R)	12,180	.01428?8*
	Free Press	(R)	1,850	.01071?5*

KENTUCKY

Ashland	*Independent*	(R)	14,234	.025*
Bowling Green	*News & Messenger*	(D)	4,400	.0125*
	Times-Journal	(R)	1,145	.005*
Covington	*Kentucky Post*	(E)	2,375	.01428?8*
Danville	*Kentucky Advocate*	(R)	4,990	.0142858*
Frankfort	*State Journal*	(D)		.0142858*
Fulton	*Leader*	(D)	13,472	.015*
Henderson	*Gleaner*	(D)	13,400	.03*
	Journal	(R)		.01142?6*
Hopkinsville	*Kentucky New Era*	(R)	3,300	.01428?8*
Lexington	*Herald*	(R)	11,370	.035*
	Herald	(M)	11,800	.05*
	Leader	(R)	12,552	.05*
	Sunday Edition	(M)	12,552	.05*
Louisville	*Courier-Journal*	(R)	141,361	.09*
	Herald	(M)	44,130	.14*
	Herald	(E)	152,456	.08*
	Post	(M)	74,767	.06*
	Post	(E)	141,952	.08*
	Record (Court News)			.01071428*
	Times	(R)	162,871	.10*
Madisonville	*Messenger*	(R)	2,500	.01071?4*
Mayfield	*Messenger*	(R)	2,550	.01071?4*
	Times	(R)	1,500	.01071?4*
Maysville	*Bulletin*	(R)	1,455	.00892?6*
	Independent	(R)	2,234	.01071?4*
	Public Ledger	(R)	1,526	.00892?6*
	Pinnacle-News	(R)	1,500	.01071?4*
Owensboro	*Inquirer*	(T)	12,925	.01071?4*
	Sunday Edition	(M)	13,000	.01071?4*
	Messenger	(D)	15,920	.02*
	Sunday Edition	(M)	16,000	.02*
Paducah	*News-Democrat*	(C)	6,997	.025*
	Sunday Edition	(M)		.01285?2*
	Sun	(R)	15,254	.02142?6*
	Register	(R)	3,000	.01071428*
	Democrat	(R)		.01285?2*
	Sun	(R)	2,782	.02142?6*

LOUISIANA

Alexandria	*Town Talk*	(R)	3,892	.01285?2*
Baton Rouge	*State-Advocate-Times*	(D)	3,200	.02142?6*
Crowley	*Signal*	(R)		.01428?8*
Hammond	*Herald*	(R)		.00714?9*
Jennings	*Daily Record*	(R)		.01071428*

LOUISIANA—Continued

Lafayette	*Advertiser*	(R)		.01071?5*
	Gazette	(R)		.01071?5*
Lake Charles	*American Press*	(R)		.01785?2*
Monroe	*News Star*	(R)	2,400	.01428?8*
Morgan City	*Review*	(R)	798	.01285?
New Orleans	*Item*	(E)	173,218	.07*
	Sunday Edition	(M)	197,347	.15*
	Official Court Docket (Court News)	(R)		.01071?4*
	States	(E)	144,290	.07*
	Sunday Edition	(M)	139,304	.07
	Times-Picayune	(M)	134,000	.07*
	Sunday Edition	(M)	194,624	.15*
Ruston	*Leader*	(R)		.00571?4*
Shreveport	*Journal*	(R)	19,718	.025*
	Times	(R)	14,309	.025*
	Sunday Edition	(M)	16,850	.035*
	Times	(M)	134,297	.045*

MAINE

Augusta	*Kennebec-Journal*	(D)	10,633	.03*
Bangor	*Commercial*	(M)	10,341	.0275*
	News	(E)	10,341	.03214?9*
Bath	*Times*	(E)	10,183	.03214?9*
Biddeford	*Journal*	(R)	4,143	.01214?9*
	Record	(R)		.01785?2*
Lewiston	*Journal*	(T)	12,600	.035*
	Saturday Edition	(Y)	14,735	.035*
	Sun	(D)	10,582	.025*
Portland	Eastern Argus	(D)	5,000	.02*
	Express and Advertiser	(E)	125,265	.05*
	Sunday Telegram, *and* (The Telegram is the Sunday edition of the Express and Advertiser.)	(M)	121,549	.0375*
	Press	(E)	114,206	.025*
	Sunday Press & Times (M)		5,029	.0175*
Waterville	*Sentinel*	(R)		

MARYLAND

Annapolis	*Advertiser*	(R)		.03571?4*
	Evening Maryland Gazette	(E)	2,350	.0285714*
Baltimore	*American*	(R)	104,961	
	American	(E)	102,489	.12
	Sunday American	(M)	190,991	.16
	Herald	(E)	7,000	.025*
	News	(R)	1105,416	.15*
	Sunday	(M)	1100,384	.15*
	Record (Court News)	(R)		.01071?4*
	Sun	(E)	1195,418	
	Sun	(R)	1173,186	.1168,637 .25*
	Sunday Sun	(M)	1133,001	.25*
Cambridge	*Banner*	(R)	1,357	.01071?4*
Cumberland	*News*	(E)	6,000	.0214?9*
	Sunday Advertisers and Timeses	(M)	1365,036	.35*
	American	(R)	1600,820	.40*
	Christ Science Monitor	(M)	1,200	.05*
	Financial News (Finan.)	(R)	2,548	.2125*
	Globe	(E)	1127,306	
	Globe	(R)	1212,906	1293,783 .30*
	Sunday Globe	(M)	1329,446	.35*
	Herald	(E)	1116,835	
	Herald	(R)	1153,828	1250,658 .30*
	Sunday Herald	(M)	1137,475	.25*
	News Bureau (evening also) (Financial)	(E)	9,827	.285*
	Record	(E)	1109,481	.15*
	Sunday	(M)	1367,074	.35*
	Record	(R)	1,955	.0214?9*
	Transcript	(T)	32,467	.20*
	Sunday Edition	(V)	34,000	.20*
Brockton	*Enterprise*	(R)	16,945	.03571?4*
	Times	(E)	16,925	.0357?14*
Chelsea	*Record*	(E)	2,850	.01785?2*
Clinton	*Item*	(E)	1,454	.01214?9*
Fall River	*Globe*	(E)	6,357	.02*
	Herald	(E)	19,419	.0428?2*
	News	(R)	16,789	.02*
Fitchburg	*Sentinel*	(E)	10,868	.0285714*
	Sentinel	(R)	10,868	.0285?2*
Framingham	*News*	(R)		.01428?8*
Gardner	*News*	(R)	3,327	.01071?4*
Gloucester	*Times*	(E)	10,000	.0285714*
Haverhill	*Gazette*	(E)	113,819	.025*
Holyoke	*Telegram*	(E)	15,000	.02*
	Transcript	(R)	12,253	.03*
Hudson	*Sun*	(E)		.00714?9*
Lawrence	*Eagle*	(R)	11,826	
	Tribune	(R)	12,252	114,058 .02*
	Sun-American	(R)		.01785?2*
	Sunday Tribune	(M)		.03571?4*
	Telegram	(R)	17,513	.025*
Leominster	*Enterprise*	(R)	3,000	.01071?4*
Lowell	Courier-Citizen (evening also)	(E)	16,780	.035*
	Sun	(R)	20,500	.04*
Lynn	*Item*	(E)	19,000	.04*
	Telegram-News	(R)	115,201	.04*
	Sunday	(M)	17,000	.04*
Malden	*News*	(R)	7,173	.03214?9*
Marlboro	*Enterprise (meantime except Sunday)*	(R)	2,900	.0142858*
Melrose	*Journal*	(R)		.0214?86*
Milford	*News*	(R)	4,000	.01285?2*
New Bedford	*Mercury*	(R)	15,282	
	Standard	(R)	121,392	
	Sunday Standard	(M)	121,446	.05*
	Times	(S)	6,447	.01785?2*
Newburyport	*News and Herald*	(R)	13,953	.01857?5*
North Adams	*Herald*	(R)	7,816	.01071?4*
	Transcript	(R)	12,862	.03571?4*
Northampton	*Hampshire Gazette*	(R)	15,716	.01785?2*
	Herald	(R)		.01785?2*
Nth Attleboro	*Chronicle*	(R)	1,805	.01214?9*
Pittsfield	*Berkshire Eagle*	(E)	14,500	.0285714*
Quincy	*Patriot-Ledger*	(E)	8,583	.0142858*
	Telegram	(R)	3,500	.01071?4*
Salem	*News*	(E)	118,851	.05*
Springfield	*News*	(E)	1,000	.0285714*
	Republican	(R)	114,626	.04*
	Sunday-Record	(M)	119,424	.045*

MASSACHUSETTS

Springfield	*Union*	(B)	126,554	
	Cook's	(R)	1,200	142,883 .07
	Sunday Edition	(M)		128,976 .07
Stoneham	*Enterprise*	(R)		.01071?4*
Taunton	*Gazette*	(R)	17,530	.025*
Wakefield	*Item*	(R)	2,574	.01142?6*
Waltham	*Free Press-Tribune*	(R)	4,000	.0535?15*
	News	(R)	2,725	.0535?15*
Westfield	*Journal*	(R)	2,543	.0142858*
Woburn	*Times*	(R)		.01785?2*
Worcester	*Gazette*	(R)	126,699	.06*
	Post	(R)	122,272	.045*
	Telegram	(R)	132,198	.075*
	Sunday Edition	(M)	136,077	.075*

MICHIGAN

Adrian	*Telegram*	(R)	1110,420	.025*
Albion	*Recorder*	(R)	1,800	.01142?6*
Alpena	*News*	(R)	12,754	.0142858*
Ann Arbor	*Times-News*	(E)	17,206	.025*
Battle Creek	*Enquirer & News*	(T)	111,182	.03*
	Sunday Edition	(Y)	111,182	.03*
	Sunday Edition	(M)	19,511	.03*
	(1-31-19 1 mos. mar.)			
Bay City	*Times-Tribune*	(R)	15,779	.035*
Benton Harbor	*News-Palladium*	(E)	4,050	.015*
Big Rapids	*Pioneer*	(R)	1,804	.00857?5*
Cadillac	*News*	(R)	2,950	.01428?8*
Calumet	*News*	(R)	5,267	.01785?5*
Cheboygan	*Tribune*	(R)	1,709	.01*
Coldwater	*Reporter*	(R)	2,715	.01*
Detroit	*Free Press*	(R)	1134,466	.17
	Sunday Edition	(M)	1156,538	.17
	Journal	(E)	1109,824	.175
	Legal News (Court News)	(R)		.02028?8*
	News	(R)	1210,543	.25
	Sunday Edition	(M)	1182,203	.25
	Times	(R)	110,761	.06
Dowagiac	*News*	(R)	2,110	.01*
Escanaba	*Mirror*	(R)	2,121	.01428?8*
	Press	(R)	2,856	.01428?8*
Flint	*Journal*	(E)	124,298	.05
Grand Haven	*Tribune*	(R)	2,300	1.002?5*
Grand Rapids	*Herald*	(A)	132,417	.06
	Herald	(M)	114,774	.045*
	Press	(E)	178,406	.11
Greenville	*Call*	(R)	1,500	.00714?9*
Hancock	*Copper Journal*	(R)	4,017	.01785?2*
Hillsdale	*Herald*	(R)	15,414	.01*
Holland	*Sentinel*	(R)	1,500	.00714?9*
Houghton	*Mining Gazette*	(C)	7,311	.01785?2*
Ionia	*Sentinel-Standard*	(R)		.01285?2*
Iron Mountain	*Tribune-Gazette*	(R)		.01428?8*
Jackson	*Citizen-Patriot*	(R)	121,356	.05
	Saturday Edition	(R)	121,217	.05
	Sunday Edition	(M)	119,000	.05
	Press	(E)	110,703	.045*
Kalamazoo	*Gazette*	(R)	110,210	.025*
	Saturday Edition	(Y)	119,091	.04*
	Sunday Edition	(M)	119,091	.04*
Lansing	*State Journal*	(R)	126,315	.05*
Ludington	*News*	(R)	2,200	.01*
	Sunday Edition	(M)	12,396	.015*
Manistee	*News-Advocate*	(R)	12,912	.01214?3*
Marquette	*Mining Journal*	(R)	5,240	.025*
Marshall	*Chronicle*	(R)	1,962	.0142858*
Menominee	*Herald-Leader*	(R)	3,304	.01571?3*
Monroe	*News*	(E)	14,000	.03*
Mount Clemens	*Leader*	(R)	1,961	.01571?3*
Muskegon	*Chronicle*	(E)	111,962	.05*
Niles	*Star*	(R)		.01071?4*
	Times	(R)		.01071?4*
Owosso	*Argus-Press*	(R)	3,144	.01428?8*
Petoskey	*News and Review*	(R)	1,524	.00714?9*
Pontiac	*Press-Gazette*	(R)	110,860	.025*
	(1 mos. 1915; 2 mos. 1912)			
Port Huron	*Times-Herald*	(E)	110,199	.0357?15*
Saginaw	*Courier*	(M)	123,320	.05
	Sunday Edition	(M)	121,320	.05
St. Joseph	*Herald-Press*	(R)	1,700	.01285*
Sault Ste Marie	*News*	(R)	1,500	.01071?4*
South Haven	*Tribune*	(R)	1,575	.01071?4*
Standish	*Tribune*	(R)	2,011	.01*
Three Rivers	*Commercial*	(R)	12,093	.01*
Traverse City	*Record-Eagle*	(R)	13,100	.0428?8*
Ypsilanti	*Tri-mountain-Press*	(R)	1,643	.01071?4*

MINNESOTA

Albert Lea	*Tribune*	(R)	2,914	.01428?8*
Austin	*Herald*	(E)	1,200	.00857?5*
Bemidji	*Pioneer*	(R)	1,063	.01071?4*
Brainerd	*Dispatch*	(R)	1,745	.01071?4*
Crookston	*Times*	(R)	5,068	.0175*
	Tri-mountain Record and Law Bulletin (Court News)	(R)		.035*
	Herald	(E)	135,283	.06*
	News Tribune	(R)	121,355	.04*
	Sunday Edition	(M)	130,054	.05*
Fairmont	*Martin Co. Independent*	(R)	2,308	.00571?4*
	Sentinel	(R)	1,838	.00571?4*
Faribault	*News*	(R)	1,900	.01428?8*
Fergus Falls	*Tribune*	(R)		.01071?4*
Hibbing	*Tribune*	(R)	3,319	.0225*
International Falls	*Journal*	(R)		.01071?4*
	Transcript	(R)	1,401	.01071?4*
Mankato	*Free Press*	(R)	4,960	.01785?2*
	Review	(R)	1,675	.01428?8*
Minneapolis	Dance and Commerce (Court News)			.025 .03*
	Journal	(R)	1299,225	.130*
	Bulletin	(R)	1,200	.01285?2*
	Market Record (Grain)	(R)	2,500	.025*
	News	(R)	1174,296	
	Tribune	(B)	166,306	
	Tribune	(M)	197,796	1124,074 .160
	Sunday Edition	(M)		1132,942 .160
Montevideo	*American*	(R)	1,800	.01071?4*
Moorehead	*News*	(R)		.00571?4*
Owatonna	*People's Press*	(R)	1,944	.01428?8*
Red Wing	*Eagle*	(R)		.00714?9*
	Republican	(R)	1,500	
	Republican (R)		2,162	2,707 .01285*
Rochester	*Bulletin*	(R)	2,700	.00857?5*
	Post and Record	(R)	3,174	.01142?6*
St. Cloud	*Journal-Press*	(R)	2,731	.01428?8*
St. Paul	*Dispatch*	(E)	111,762	.014285?*
	Herald	(R)	176,856	1136,000 .14*
	Pioneer-Press	(M)	161,465	.14*
	Sunday Edition	(M)	182,019	.18*
	News	(E)	121,966	.08*
	Sunday Edition	(M)	143,183	.099*

For Explanation of Key-Letters and Markings See Foot Note on Page 36

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES.

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT JULY 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, H. C. Bunce, Pres., T. R. Wood, Sec., and Barbour's Advertising Rate Sheets, Inc., Chicago.

MINNESOTA—Continued

South St. Paul	Net Paid Circulation	5,000 Agt. Line Space Rate
Reporter (Live Stock and Agriculture)	(R) 15,983	.525¢
Stillwater *Gazette*	(R) 4,683	.0187143¢
Virginia *Enterprise*	(R) 12,346	.0178572¢
Virginia *Virginian*	(R) 4,683	.0187143¢
Winona *Republican-Herald*	(R) 16,544	.053¢

MISSISSIPPI

Biloxi	*Herald*	(R) 2,584	.0107143¢
Clarksdale	*Register*	(R) 2,150	.025¢
Corinth	*Corinthian*	(R) 980	.0107143¢
Greenville	*Democrat-Times*	(R) 3,810	.0107143¢
Greenwood	*Commonwealth*	(R) 1,300	.02¢
Hattiesburg	*American*	(R) 4,620	.0178572¢
Jackson	*Clarion-Ledger*	(R) 14,772	.025*
	Sunday Edition	(M) 15,271	.025*
	News	(E) 8,474	.03¢
	Sunday Edition	(M) 14,976	.03¢
Laurel	*Leader*	(R) 2,122	.0178572¢
Meridian	*Dispatch*	(C) 5,747	.02¢
	Star	(E) 19,708	.02¢
	Sunday Edition	(M) 19,797	.02¢
Natchez	*Democrat*	(C) 3,300	.015*
Vicksburg	*Herald*	(C) 2,745	.015*
	Post	(E) 3,240	.015*
West Point	*Times-Herald*	(R)	.0071429¢

MISSOURI

Brookfield	*Argus*	(R)	.0107143¢
Butler	*Democrat*	(R)	.0071429¢
Cameron	*Rex*	(R)	.0071429¢
	Observer	(R)	.0071429¢
Cape Girardeau	*Southeast Missourian*	(M) 10,755	.05¢
Carrollton	*Democrat*	(R)	.00535714¢
Carterville	*Record*	(R)	.0071429¢
Carthage	*Democrat*	(C)	.0071429¢
	Press	(R) 2,668	.0178572¢
Charleston	*New Idea*	(R)	.0071429¢
Chillicothe	*Constitution*	(R) 1,785	.0178572¢
	Tribune	(R) 2,100	.0142858¢
Clinton	*Democrat*	(R)	.0178572¢
Columbia	*Missourian*	(R) 1972	.0178572¢
	Tribune	(R) 2,358	.0178572¢
Excelsior Springs	*Call*	(R)	.0071429¢
Galion	*Gazette*	(R) 1,533	.0071429¢
	Sun	(R) 1,820	.00535714¢
Hannibal	*Courier-Post*	(R) 15,176	.015¢
Independence	*Examiner*	(R) 2,296	.0142858¢
	Sentinel	(R)	.0107143¢
Jefferson City	*Capital News*	(E) 3,650	.015¢
	Democrat-Tribune	(R) 1,900	.00857143¢
	Post	(R) 3,000	.0071429¢
Joplin	*Globe*	(D) 9,26,376	.06¢
	Sunday Edition	(M) 9,26,376	.06¢
	News-Herald	(T) 116,510	.04¢
	Sunday Edition	(M) 116,511	.04¢
Kansas City	*Drover's Telegram*	(R) 35,000	.07¢
	Journal	(M) 346,693	.10¢
	Sunday Edition	(M) 346,693	.10¢
	Post	(M) 125,000	.07¢
	Sunday Edition	(M) 1148,010	.15¢
	Star	(E) 1224,170	.14¢
	Times (B)	1210,170	1042,340	.15¢
	Sunday Edition	(M) 1222,766	.25¢
	Western Contractor (No issue Wednesday)	(R)	
Kirksville	*Express*	(R) 2,276	.0107143¢
	News	(R) 2,204	.0071429¢
Lamar	*Democrat*	(R)	.00571429¢
Lexington	*Intelligencer*	(R)	.0071429¢
Louisiana	*Press-Journal*	(R)	.0071429¢
Macon	*Chronicle-Herald*	(R) 2,015	.0142858¢
Marshall	*Democrat-News*	(R) 1,600	.00857143¢
Maryville	*Democrat-Forum*	(R) 1,859	.0142858¢
	Tribune	(R) 2,600	.015¢
Mexico	*Intelligencer*	(R) 2,600	.0071429¢
	Ledger	(R) 1,981	.0071429¢
Moberly	*Democrat*	(R) 3,210	.0142858¢
	Index	(R) 2,600	.02¢
	Monitor	(R)	.00535714¢
Monett	*Times*	(R) 1,000	.0107143¢
Neosho	*Democrat*	(R)	.0071429¢
Nevada	*Mail and Post*	(R)	.0142858¢
New Bloomfield	*American*	(R) 1,812	.0178572¢
Rich Hill	*Review*	(R)	.00857143¢
St. Charles	*Banner-News*	(R) 970	.0089286¢
	Cosmos-Monitor	(R)	.0071429¢
St. Joseph	*Gazette*	(D) 117,648	.06¢
	Sunday Edition	(M) 114,216	.06¢
	News-Press	(E) 30,000	.07¢
	Stock Yards Journal	(R) 9,420	.025*
St. Louis	*Globe-Democrat*	(M) 1172,564	.22
	Sunday Edition	(M) 1163,534	.22
	Post-Dispatch	(E) 1292,234	.20¢
	Sunday Edition	(M) 1339,660	.20¢
	Thursday Edition		.20¢
	Friday Edition		.20¢
	Record (Court News)	(R)	.0107143¢
	Republic	(R) 107,040	.15
	Sunday Edition	(M) 107,040	.15
	Star	(R) 1100,270	.10
	Times	(E) 1104,239	.10¢
Sedalia	Capital (evening ed'n)	(C) 2,950	.0125*
	Democrat	(R) 2,600	.0178572¢
Springfield	*Leader*	(R) 116,595	.03*
	Sunday Edition	(M) 115,662	.03*
	Republican	(D) 113,981	.04*
	Sunday Edition	(M) 114,119	.03*
	Republican and Trubune	(R) 1,351	.0107143¢
	Times	(R)	.0071429¢
Warrensburg	*Star-Journal*	(R) 700	.00535714¢
Webb City	*Sentinel*	(R) 1,000	.00857143¢
West Plains	*Quill*	(R) 804	.0042858¢

MONTANA

Anaconda	*Standard*	(M) 110,676	.04*
	Sunday Edition	(M) 114,747	.045*
Billings	*Gazette* (B)	5,447	
	Gazette (R)	3,070	12,115	.045*
	Sunday Edition	(M)	.045*
Bozeman	*Chronicle*	(C) 2,419	.02¢
Butte	*Bulletin*	(E) 9,255	.0428572¢
	Miner	(R) 114,391	.04*
	Sunday Edition	(M) 114,391	.04*
	Post	(R) 113,268	.045¢
Fort Benton	*River Press*	(R)	.0107143¢
Great Falls	*Leader*	(R) 16,043	.025*
	Tribune	(R) 15,981	.03¢
	Sunday Edition	(M) 112,661	.04*
Havre	*Promoter*	(R) 1,428	.0142858¢

MONTANA—Continued

Helena	Independent	(A)	6,812 .02¢
	Montana Record-Herald	(R)	17,048 .025
Kalispell	*Inter Lake*	(R)	2,300 .0178572¢
Lewistown	Democrat-News	(A)	2,300 .0221429¢
Livingston	Enterprise	(C)	3,000 .0178572¢
Miles City	Star (A)	2,286	
	Montana (R)	3,500	3,500 .0214286¢
Missoula	*Missoulian* (B)	14,449	
	Sentinel (R)	12,264	
	Sunday Missoulian (M)	15,449	.04¢

NEBRASKA

Beatrice	*Express*	(R)	2,205 .015*
	Sun	(C)	3,509 .0178572¢
Columbus	*Press*	(R)	2,300 .0142858¢
Falls City	*Journal*	(R)	2,328 .0214286¢
Fremont	*Tribune*	(R)	3,000 .025*
Grand Island	*Independent*	(R)	15,907 .02¢
Hastings	*Tribune*	(R)	17,286 .025*
Kearney	*Hub*	(R)	2,720 .0126572¢
Lincoln	*Star*	(M)	151,207 .06¢
	Sunday Edition	(M)	116,944 .06¢
	State Journal	(R)	122,172
	State Journal	(R)	111,665	133,610 .07¢
	Sunday Edition	(M)	133,610 .07¢
Nebraska City	Nebraska Press	(C)	2,596 .0121429¢
	News	(R)	2,500 .02¢
Norfolk	*News*	(R)	19,920 .03¢
North Platte	*Tribune*	(R)	3,000 .0178572¢
Omaha	*Bee*	(B)	145,731
	Bee	(R)	114,286	163,981 .09¢
	Sunday Edition	(M)	160,000 .09¢
	Drovers Journal-Stock-man	(R)	24,643 .05¢
	News	(E)	150,000 .07¢
	Sunday Edition	(M)	163,154 .09¢
	Record (Court News)	(R)	.0071429¢
	World-Herald (B)	143,893	
	World-Herald (R)	136,546	180,342 .10¢
	Sunday Edition	(M)	169,751 .09¢
Plattsmouth	*Journal*	(R)	.0071429¢
Wymore	Arbor State (B)		.0071429¢
York	*News-Times*	(R)	2,825 .015¢

NEVADA

Carson City	*Appeal*	(R)	.0107143¢
	Chronicle	(C)	500 .0107143¢
Goldfield	*Tribune*	(R)	1,087 .0092586¢
Reno	*Gazette*	(E)	3,000 .02¢
	Neva. State Journal	(A)	4,204 .0267858¢
Tonopah	*Bonanza*	(R)	.0178572¢
	Times	(C)	.0142858¢

NEW HAMPSHIRE

Claremont	*Eagle*	(R)	1,500 .0089286¢
Concord	*Monitor*	(R)	5,000 .02¢
	Patriot (Morn also)	(E)	3,074 .01¢
Dover	*Foster's Democrat*	(E)	3,000 .0071429¢
Keene	*Sentinel*	(R)	2,500 .0178572¢
Manchester	*Leader* (R)	13,442	
	Union (B)	11,4751	
	Mirror and American		5,172 .025¢
Nashua	*Telegraph*	(R)	4,315 .0267715¢
Portsmouth	*Herald*	(E)	1,850 .0057143¢
	Herald	(R)	4,400 .025¢
	Times	(R)	.0142858¢

NEW JERSEY

Asbury Park	*Press*	(R)	17,134 .0225¢
	Sunday Edition	(R)	17,795 .0225¢
Atlantic City	Gazette-Review	(B)	5,268 .02¢
	Sunday Gazette	(M)	.02¢
	Press	(B)	
	Union	(R)	3,200 .035¢
Bayonne	*Review*	(R)	5,000 .025¢
	Times	(E)	4,000 .0185715¢
Bridgeton	*News*	(R)	5,537 .0157143¢
	Pioneer	(R)	.0071429¢
Burlington	*Enterprise*	(R)	4,660 .0178572¢
Camden	*Courier*	(E)	15,000 .02¢
	Post-Telegram	(R)	12,378 .03¢
Elizabeth	*Journal*	(E)	17,756 .0114286¢
	Times	(R)	5,894 .025
Hackensack	*Republican*	(R)	3,000 .0178572¢
Hoboken	*Hudson Observer*	(R)	142,110 .07
Jersey City	*Jersey Journal*	(R)	31,000 .03¢
Long Branch	*Record*	(R)	13,899 .0171429¢
Millville	*Republican*	(R)	4,000 .0142858¢
Morristown	*Record*	(R)	3,739 .0142858¢
Newark	*Ledger* (evening also)	(R)	1,500 .02¢
	Sunday Edition	(M)	.04¢
	News	(E)	96,119 .04¢
	State Eagle	(R)	161,612 .11¢
New Brunswick	*Home*	(R)	3,000 .0228572¢
	Sunday Times	(M)	3,000 .0142858¢
Passaic	*Herald*	(E)	18,185 .025¢
	(13-31-10 3 mos. eff'c)		
	Telegraph	(R)	18,405 .025¢
Paterson	Call	(E)	15,695 .0121429¢
	News	(E)	15,695 .04¢
	Press-Guardian	(R)	12,865 .03¢
	Sunday Chronicle	(M)	12,865 .03¢
Perth Amboy	*News*	(E)	19,723 .025¢
Plainfield	*Courier-News*	(E)	7,000 .0214286¢
Trenton	State Gazette	(B)	10,920 .025
	Times	(R)	20,000 .04¢
	Sunday Times-Advertiser	(M)	119,931 .06¢
Union Hill	Hudson Dispatch (P. O. Weehawken)	(R)	12,214 .03¢
Vineland	*Journal*	(R)	2,075 .0142858¢
Woodbury	*Times*	(R)	1,850 .0142858¢

NEW MEXICO

Albuquerque	*Herald*	(R)	4,261 .015¢
	Journal	(A)	7,479 .025¢
East Las Vegas	*Optic*	(R)	.0178572¢
Roswell	*News*	(R)	1,550 .0121429¢
	Record	(R)	.0071429¢
Santa Fe	*New Mexican*	(R)	1,358 .0171429¢

NEW YORK

Albany	*Argus*	(A)	15,960 .04¢
	Journal	(R)	116,017 .035
	Knickerbocker Press	(R)	130,592 .06¢
	Sunday Edition	(M)	143,957 .07¢
	Times-Union	(R)	1,000 .0171429¢
Amsterdam	*Recorder and Democrat* (R) (3-31-19 3 mos. sim.)		15,635 .0228572¢
Auburn	*Advertiser-Journal*	(R)	4,875 .0192858¢
	Citizen	(R)	7,000 .0228572¢

NEW YORK—Continued

Ballston Spa	Journal	(R)	.0071429¢
Batavia	*News*	(R)	18,458 .0225¢
Beacon	*Herald*	(R)	.0071429¢
	Journal	(R)	.00857715¢
Binghamton	*Press and Leader*		126,554 .08¢
	Republican-Herald	(B)	110,304 .035
Brooklyn	*Citizen*	(S)	35,499 .12¢
	Eagle	(S)	49,656 .18¢
	Sunday Edition	(M)	.18¢
	Standard Union	(R)	153,265 .15¢
	Sunday Edition	(M)	150,929 .15¢
	Times	(S)	41,299 .11¢
	Sunday Edition	(M)	.11¢
Buffalo	*Commercial*	(R)	.05
	Courier	(E) †90,346	
	Enquirer	(R) †30,260	
	Express	(M) 1115,359	.15
	Express	(B) 137,522	.08
	Sunday Edition	(M) 163,960	.12¢
	Live Stock Record	(R)	.0214286¢
	News	(E) 1103,635	.12¢
	Racing Form (also published at Chicago, Ill.)	(C)	.0142857¢
	Times	(R)	155,286 .10¢
	Sunday Edition	(M)	190,583 .10¢
Canandaigua	*Messenger*	(R)	4,100 .015¢
Catskill	*Mail*	(R)	1,923 .0214286¢
Cohoes	*Dispatch*	(R)	3,510 .015
	Republican	(R)	5,400 .0178572¢
Corning	*Leader*	(R)	.0142858¢
	Journal	(E)	17,191 .04¢
Cortland	*Standard & Homer Republican*	(R)	5,053 .02¢
Dansville	*Breeze*	(R)	1,000 .0107143¢
Dunkirk	*Observer*	(E)	11,564 .025
Elmira	*Advertiser*	(R)	10,254 .025¢
	Star-Gazette	(E)	18,251 .04¢
	Star-Gazette	(R)	1,235 .03¢
Flushing	*Journal*	(R)	3,800 .0157143¢
	Times	(R)	.0142858¢
Geneva	*Times*	(R)	5,299 .03¢
Glens Falls	*Post-Star*	(R)	10,832 .0178572¢
	Times	(R)	6,596 .0142858¢
Gloversville	*Herald*	(E)	10,000 .03¢
	Leader-Republican	(R)	16,995 .02¢
Herkimer	*Telegram*	(R)	.0142858¢
Hornell	*Tribune-Times*	(R)	6,767 .0192858¢
Hudson	*Register*	(E)	2,440 .0071429¢
	Republican	(R)	12,311 .0085715¢
Ithaca	*Journal*	(E)	7,000 .0178572¢
	News	(R)	4,475 .0178572¢
Jamaica	*News Island Farmer*		.0071429¢
Jamestown	*Journal*	(R)	17,453 .0178858¢
	News	(E)	.0178572¢
	Post	(B)	19,129 .0221429¢
Kingston	*Freeman*	(R)	16,833 .0178572¢
	Leader	(R)	.0142858¢
Lackawanna	*Leader*	(R)	.0142858¢
Little Falls	*Times*	(R)	3,906 .0114286¢
Lockport	*Union-Sun and Journal*	(R)	17,042 .025¢
Long Isl. City	*Star*	(R)	12,868 .05¢
Malone	*Farmer*	(R)	3,200 .0142286¢
Medina	*Journal*	(R)	.0128572¢
Middletown	*Record*	(R)	.01¢
	Times-Press	(R)	15,903 .025¢
Mt. Vernon	*Argus*	(R)	17,194 .04¢
Newburgh	*News and Journal*	(R)	110,070 .04¢
New Rochelle	*Standard*	(R)	4,000 .0085715¢
	Star	(R)	1,882 .0121429¢
New York	*American*	(B)	1501,482 .45¢
	Sunday Edition	(M)	1930,233 .70¢
	American Metal Market and Daily Iron and Steel Report	(T)	5,692 .0171429¢
	Bond News	(R)	10
	Bond Buyer	(B)	5¢
	Brass	(S)	.10
	Call	(E)	120,821 .10¢
	Commercial	(M)	114,855 .10¢
	Commercial Financial America (news-ed.)	(E)	1,850 .12¢
	Globe and Commercial Advertiser	(R)	1179,906 .38¢
	Herald	(A)	107,642 .38¢
	Sunday Edition	(M)	.38¢
	Illustrated Daily News	(B)	.25*
	Journal	(E)	1675,118 .25*
	Journal of Commerce and Commercial Bulletin	(B)	23,642 .225¢
	Law Journal	(R)	3,658 .05¢
	Mail	(E)	1182,344 .35¢
	Marine Record	(R)	.05¢
	Metal Journal	(T)	.05¢
	News Record (Textile)	(R)	4,906 .15¢
	New York News	(R)	.04¢
	Post	(E)	132,349 .22¢
	Reporter	(R)	.0071429¢
	Sun	(B)	1121,221 .38¢
	Sunday Edition	(M)	1175,118 .38¢
	Sun	(R)	1194,564 .38¢
	Telegram	(E)	190,687 .38¢
	Sunday Edition	(M)	.29¢
	Telegraph	(R)	.04¢
	Sunday Edition	(M)	.04¢
	Times	(R)	1367,587 .42¢
	Sunday Edition	(M)	1542,278 .35¢
	Tribune	(R)	1109,428 .30¢
	Sunday Edition	(M)	198,302 .30¢
	Wall Street Journal (news-ed.also) (Financial)	(A)	18,436 .20¢
	Wall's	(A)	3,154 .02
	Women's Wear	(A)	12,000 .10¢
	World	(A)	368,316 .50¢
	Sunday Edition	(M)	.50¢
	World	(R)	355,069 .50¢
Niagara Falls	*Gazette*	(R)	12,853 .0107143¢
N.Tonawanda	*News*	(R)	15,853 .0107143¢
Norwich	*Sun*	(R)	2,000 .0178572¢
Nyack	*Journal*	(R)	2,000 .0107143¢
Ogdensburg	*Journal*	(E)	.0142858¢
	Republican-Journal	(R)	13,094 .0142858¢
Olean	*Herald*	(E)	12,000 .0178572¢
	Times	(R)	5,031 .0085715¢
Oneonta	*Star*	(R)	6,210 .0142286¢
Ossining	*Citizen-Sentinel*	(R)	.0142858¢
Oswego	*Palladium*	(R)	4,216 .0107143¢
	Times	(R)	3,254 .0125¢
Peekskill	*News*	(E)	.0071429¢
	Union	(R)	2,000 .0142858¢
Plattsburg	*Press*	(R)	3,542 .0107143¢
	Republican	(R)	3,600 .0128572¢
Port Chester	*Item*	(R)	3,000 .0107143¢
Port Jervis	*Gazette*	(R)	1,043 .00857143¢
	Union	(R)	1,979 .00857715¢

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES.

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT JULY 1, 1919

Published for the information and guidance of space buyers, circulation agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

NEW YORK—*Continued*

			Net Paid Circula.	5,000 Agt. Line Space Rate
Poughkeepsie	Eagle-News	(B)	7,974	.01716296*
	*Star and Enterprise	(E)	7,974	.01716296*
Rochester	Democrat and Chronicle	(M)	46,083	.15c
	*Sunday Edition	(S)	46,083	.15c
	*Herald	(M)	19,327	.06c
	*Sunday Edition	(S)	19,327	.06c
	Post Express	(E)	18,047	.0475¢
	Record (Court News)	(R)		.01438588
	*Times-Union & Advertiser	(R)	47,005	.12
Rome	Sentinel	(E)	5,253	.01432864
Salamanca	Republican Press	(E)	2,050	.01431296
Saratoga Spgs.	Saratoga Sun	(E)	5,720	.02
	Saratogian	(R)		.01¢
Saugerties	Post	(E)	1,056	.05*
Schenectady	*Gazette	(E)	17,000	.04*
	*Union-Star	(E)	2,716	.025¢
Staten Island	Advance	(E)	14,000	.04
Syracuse	*Herald	(M)	143,642	.11
	*Sunday Edition	(S)	143,642	.11
	Journal	(E)	51,412	.08*
	*Post-Standard	(E)	51,412	.11¢
	*Sunday Edition	(S)	49,586	.11¢
Tarrytown	News		1,769	.01428588*
Troy	*Record	(M)	76,319	
	*Record	(S)	119,222	.25,341 .04*
	Times	(R)		.03*
Utica	Herald-Dispatch		20,628	.035
	Sunday Tribune	(M)		.03*
	Observer	(R)	17,797	.04¢
	Press	(E)	22,051	.04¢
Watertown	Standard	(R)	9,312	.02857857
	Times	(E)	115,961	.025
Wellsville	Reporter	(R)	1,915	.01071428*
White Plains	Argus	(R)		.01071428
	Record			.01071428
	Reporter		2,700	.0150
Yonkers	Herald	(R)	10,471	.03*
	Record	(R)	2,540	.01428572*
	Statesman	(R)		.0714286¢

NORTH CAROLINA

Asheville	*Citizen	(M)	11,454	.03¢
	*Sunday Edition	(M)	19,734	.03¢
	*Times	(E)	11,454	.03¢
	*Sunday Edition	(M)	19,901	.02*
Charlotte	*News	(E)	18,228	.025*
	*Sunday Edition	(M)	18,428	.025*
	*Observer	(M)	31,000	.07¢
	*Sunday Edition	(M)	119,928	.07¢
Concord	Tribune	(E)	1,492	.00928e*
Durham	Herald	(C)	5,167	.02*
	Sun	(E)	11,000	.04
Elizabeth City	Advance			.01072422
Fayetteville	Observer	(R)	2,314	.01428572
Goldsboro	Argus	(R)	1,100	.01071428*
Greensboro	*News	(E)	11,000	.02*
	*Sunday Edition	(M)	122,291	.035*
	Record	(R)	4,001	.01428588*
Greenville	News	(R)	1,411	.0142858e*
	Reflector	(R)	1,271	.00928e*
Henderson	Dispatch			.01071428
Hickory	Record	(R)	1,707	.01071428
High Point	Enterprise	(R)	2,299	.0142858e*
Kinston	Free Press	(R)	1,203	.00928e
	News	(C)		.01285728
New Bern	New Bernian	(C)	2,450	.01285728
	Sun-Journal	(R)	2,879	.01785714
Raleigh	*News and Observer	(M)	24,000	.07¢
	*Sunday Edition	(M)	120,717	.04*
	*Times	(E)	15,355	.04¢
Rocky Mount	Telegram	(R)	4,316	.0142858e
Salisbury	Post	(R)	3,450	.01071428*
Scotland Neck	Commonwealth			.01285728
Tarboro	Southerner	(R)	700	.01071428
Washington	News	(R)	1,575	.0142858e*
Wilmington	*Dispatch	(M)	9,305	.03*
	*Sunday Edition	(M)	6,002	.02*
	*Star	(M)	8,362	.02*
Wilson	Times	(E)	3,250	.01428e*
Winston-Salem	*Journal	(M)	15,850	.02*
	*Sunday Edition	(M)	15,850	.02*
	*Twin-City Sentinel	(E)	9,734	.02*

NORTH DAKOTA

Bismarck	*Tribune	(R)	4,514	.02*
Devils Lake	Journal	(R)	1,800	.01785728*
	World			.01071428*
Fargo	*Courier-News	(M)	12,537	.04*
	*Sunday Edition	(M)	13,298	.04*
	*Forum	(E)	12,000	.04¢
Grand Forks	*American	(E)	10,633	.03*
	*Herald	(E)	110,240	
	*Herald	(S)	15,092	110,132 .06*
	Times	(M)		11,000 .05*
Jamestown	Alert		1,150	.01071428
Mandan	Pioneer		1,472	.02
Minot	News & Optic Reporter	(G)	4,100	.015*
New Rockford	State Center	(R)		.01¢
Valley City	Times-Record	(E)	1,100	.01071428*

OHIO

Akron	*Beacon Journal	(E)	129,599	.05*
	Press	(R)	19,567	.04*
	*Times	(R)	31,000	.06¢
	*Sunday Edition	(R)	18,074	.03*
Alliance	*Review and Leader	(E)	7,994	.02*
Ashland	Times-Gazette	(R)		.01428588
Ashtabula	Star and Beacon	(E)	13,881	.04¢
Athens	*Messenger	(E)	18,718	.02*
Bellaire	Independent	(R)	831	.01071429
	Leader	(R)	3,446	.0125*
Bellefontaine	Examiner	(E)	2,854	.01428e*
	Index-Republican	(E)	2,654	.00857158*
Bellevue	Gazette	(R)	2,500	.00857158*
Bowling Green	*Sentinel-Tribune	(E)	12,570	.00857158*
Bucyrus	Forum	(R)		.01071428*
	Telegraph	(R)	3,176	.01071428*
Cambridge	*Jeffersonian	(E)	10,115	.01285728*
	Times	(E)	3,250	.00714296*
Canton	*News	(E)	12,811	.03*
	Sunday Edition	(M)		.035*
	*Repository	(M)	23,862	.05*
	*Sunday Edition	(M)	19,161	.05*
	Times	(E)	10,761	.035*
Celina	Standard	(R)	1,600	.01428e*
Chillicothe	News-Advertiser	(E)	3,062	.01¢
	Scioto Gazette	(E)	2,812	.00857158
Cincinnati	American Racing Record	(R)	.05	

OHIO—*Continued*

			Net Paid Circula.	5,000 Agt. Line Space Rate
Cincinnati—	Commercial Tribune	(A)	40,712	.10
Cont.	Sunday Edition	(S)		.0357143*
	Court Indna(CourtNews)(R)			.01428572
	Enquirer	(A)	62,911	.12*
	*Sunday Edition	(M)		.25*
	*Post	(E)	102,964	.14¢
	*Times-Star	(M)	1158,723	.24¢
Circleville	Herald	(E)	1,875	.01571428*
	Union-Herald	(R)		.00714429*
Cleveland	*Iron Trade and Metal Market Report	(T)	4,357	.0607143*
	Legal News and Recorder	(Court News)	(B)	.05¢
	*Leader	(M)		.07*
	*News	(E)	1130,534	.20*
	*Sunday News-Leader	(M)	1143,211	.20*
	*Plain Dealer	(E)	1167,720	.24*
	*Sunday Edition	(M)	1200,000	.24*
	Press		100,431	.12*
Columbus	Business and Law Journal (Court News)	(B)		.04¢
	Citizen	(R)	74,174	.10*
	Dispatch	(R)	76,665	.10¢
	Sunday Edition	(M)	74,542	.10¢
	Ohio State Journal	(A)	49,427	.09
	Live Stock Record	(R)		.05*
	Reporter (Court News)	(B)		.0533143*
Conneaut	Courier-Herald	(E)	3,031	.01428572*
Coshocton	Tribune and Times-Age	(R)	19,427	.01785728*
	*Sunday Edition	(M)	19,427	.01785728*
Dayton	*Herald	(E)	1,24,100	.04*
	*Journal	(E)	1,40,057	.04*
	*Sunday Edition	(M)	1,50,302	.04*
	*News	(E)	1,38,486	.05*
	*Sunday Edition	(M)	1,21,231	.045*
Defiance	Crescent News	(E)	2,542	.00857158*
	Express	(R)		.00714296*
Delaware	*Gazette	(R)	11,900	.00857158*
	Journal-Herald	(E)	1,187	.00714296*
Delphos	Herald	(E)	1,407	.00857158*
Dennison	Paragraph	(R)		.00857158*
Dover	Reporter	(R)		.00714296*
East Liverpool	Review	(R)	15,909	.015*
	Tribune	(E)	15,909	.015*
East Palestine	Leader	(R)	2,300	.00857158*
Elyria	Chronicle	(R)	4,256	.01428572*
	Telegram	(E)	15,013	.015*
Findlay	Courier	(R)	6,170	.00857158*
	Republican	(R)	10,793	.015*
Fostoria	Review	(R)	3,138	.01¢
	Times	(R)	3,100	.00857158*
Fremont	Messenger	(E)	4,548	.00857158*
	News	(R)	13,419	.01071428*
	31-31-19 3 mos. ends			
Galion	Inquirer	(R)	2,412	.00857158*
Gallipolis	Tribune	(R)	2,500	.00857158*
Geneva	Free Press-Times	(R)	1,450	.01071428*
Greenville	Advocate	(R)	2,176	.01428572*
	Tribune	(R)	1,760	.00714296*
Hamilton	Journal	(E)	17,000	.04*
	*Republican-News	(E)	15,872	.01428572*
Ironton	Democrat	(E)	2,825	.01428572*
	Register	(E)	3,200	.01285728*
Kenton	Democrat	(E)	2,907	.01428572*
	News-Republican	(R)	2,907	.01428572*
Lancaster	Eagle	(E)	6,033	.01428572*
	Gazette	(R)	3,033	.02857728*
Lima	*News	(E)	11,181	.01285728*
	*Sunday Edition	(M)	111,181	.02*
	Republican-Gazette	(D)	19,000	.04¢
	*Sunday Edition	(M)	19,000	.04¢
	Times-Democrat	(R)	3,357	.01428586*
Lisbon	Journal	(R)	1,025	.00857158*
Logan	Herald-Leader	(R)	1,172	.01071428*
Mansfield	News	(E)	9,236	.01071428*
	Shield	(R)	3,857	.00928e*
Marietta	Journal	(E)	3,000	.01071428*
	Register-Leader	(R)	3,172	.01071428*
Marion	Star	(E)	9,236	.01071428*
	Times	(R)	19,853	.02*
Martin's Ferry	Herald	(E)	3,856	.01285728*
Marysville	Tribune	(R)	19,522	.015*
Mashlin	Independent	(R)	19,416	.01285728*
Mechanicsburg	Telegram	(R)		.01¢
Middletown	Journal	(R)	4,174	.00857158*
	News	(E)	4,000	.01071428*
Mount Vernon	Banner	(R)	2,349	.00714296*
	Republican	(R)	2,349	.00714296*
Newark	Advocate	(R)	15,968	.015*
	American Tribune	(E)	15,917	.01285728*
New Philadelphia	Times	(R)	4,413	.01285728*
Niles	News	(R)	1,300	.00857158*
Norwalk	Reflector-Herald	(R)	3,000	.00857158*
Painesville	Telegraph	(R)	2,760	.01428586*
Piqua	Call	(E)	3,919	.01071428*
	Leader-Dispatch	(R)		.01285728*
	News	(E)	2,720	.01071428*
Pomeroy	News	(R)	1,672	.00714296*
Portsmouth	Times	(R)	13,105	.025*
	*News	(E)		.025*
St. Marys	Leader	(R)	2,250	.01071428*
Salem	*News	(E)	12,910	.00857158*
Sandusky	*Register	(E)	15,327	.01428586*
	*Sunday Edition	(M)	15,945	.01142896*
	*Star-Journal	(E)	15,408	.01285728*
Shelby	Globe	(R)	2,050	.00571443*
Sidney	Journal	(R)		.01071428*
	Star	(R)	2,650	.01071428*
Springfield	*News	(E)	114,984	.04*
	*Sunday Edition	(M)	111,525	.02*
	*Sun	(E)	112,961	.035*
	*Sunday Edition	(M)	111,815	.02*
Steubenville	Gazette	(R)	7,315	.01071428*
	Herald-Star	(E)	6,706	.015*
Tiffin	Advertiser	(R)	2,044	.01428572*
	Herald	(R)	2,618	.00857158*
Toledo	*Blade	(E)	82,973	.20*
	Legal News(Court News)	(B)		.05¢
	*News-Bee	(E)	28,000	.07*
	*Times	(E)	19,593	.04*
	*Sunday Edition	(M)		.04*
Toronto	Tribune	(R)		.00857158*
Troy	News	(E)	2,679	.00857158*
Uhrichsville	Chronicle	(R)	2,647	.00857158*
Upper Sandusky	Chief	(R)	2,746	.01071428*
	Union (morning also)	(E)	1,812	.00857158*
Urbana	Citizen	(R)	1,538	5,366 .01785728*
	*Courier	(E)	13,729	
Van Wert	Bulletin	(R)		.00714296*
	Times	(E)	2,087	.00857158*
Wapakoneta	News	(R)	2,680	.01314296*

OHIO—*Continued*

			Net Paid Circula.	5,000 Agt. Line Space Rate
Warren	Chronicle	(R)	5,032	.01285728*
	Tribune	(E)	5,825	.01285728*
Washington C. H.	Herald	(E)	3,073	.01142866*
Wellston	Sentinel	(R)		.00714296*
Wilmington	News	(E)	2,400	.00857158*
Wooster	News	(E)	3,441	.01071428*
	*Republican	(E)	3,441	.01071428*
Xenia	*Gazette (R)	(D)	13,058	
	*Republican (R)	(E)	11,191	14,251 .015*
Youngstown	*Telegram	(E)	121,583	.05*
	*Vindicator	(M)	124,318	.05*
	*Sunday Edition	(M)	122,348	.05*
Zanesville	*Signal	(E)	110,762	.025*
	*Times Recorder	(E)	120,786	.03*

OKLAHOMA

Ada	News	(R)	2,100	.01428588*
Alva	Pioneer	(R)	795	.00428588*
	Review-Courier	(R)		.00714296*
Ardmore	Ardmoreite	(C)	5,787	.025*
Bartlesville	Enterprise	(E)	4,175	.01428586*
	*Examiner	(D)	12,961	.01285728*
	Sunday Edition	(E)	14,318	.01285728*
Blackwell	News	(R)	800	.01071428*
	Tribune	(E)	1,500	.01285728*
	(3 mos. statement)			.0533143*
Chickasha	Express	(E)	2,812	.01071428*
Claremore	Progress(NoThursisue)	(R)	850	.01785728*
Collinsville	Herald	(E)		.01071428*
Cushing	Citizen	(R)		.01071428*
	Herald	(E)		.01428588*
Drumright	Derrick	(R)		.01785728*
Duncan	Banner	(E)	1,600	.01428586*
El Reno	Democrat	(R)		.01071428
Enid	Eagle	(C)	4,700	.01428586*
	News	(C)	4,875	.01571428*
Frederick	Leader	(R)	1,960	.01571428*
Guthrie	Leader	(R)	12,206	.035
Henryetta	Free Lance	(E)		.01071428*
Hobart	Democrat-Chief	(R)		.00892864*
Holdenville	Republican	(R)	2,340	.01428572*
Hugo	News	(E)	1,645	.01071428*
Kingfisher	Free Press	(R)	1,200	.01428572*
	Times	(E)	1,850	.01571428*
Lawton	Constitution	(R)	3,127	.01428588*
	News	(E)	2,192	.01071428*
McAlester	News-Capital	(E)	4,000	.01428572*
Miami	Miami District News	(D)	3,977	.03*
	Record-Herald	(R)	3,739	.02*
Muskogee	*Phoenix	(E)	112,053	.03*
	*Sunday Edition	(M)	112,599	.035*
	*Times-Democrat	(R)	111,441	.03*
Newkirk	Eagle	(R)		.01428572*
	Reporter	(R)		.01071428*
Norman	Transcript	(R)		.01428572*
Nowata	Star	(C)	1,750	.01285714*
Oklahoma City	Legal News(CourtNews)	(R)		.05¢
	Live Stock News	(R)		.02857157*
	*Oklahoman	(E)	156,721	
	*Times	(R)	138,639	195,411 .12*
	*Sunday Oklahoman	(M)	166,443	.06*
Oklahoma News		(R)	26,516	.05*
Okmulgee	Daily Times	(E)		.01071428*
	Democrat	(C)	4,853	.02142864*
Pauls Valley	Times	(E)		.01071428*
Perry Sentinel		(R)		.00892864*
Ponca City	Courier	(E)	2,000	.01428586*
Purcell	Register	(R)		.01428586*
Sapulpa	Herald	(E)	4,012	.01428572*
	Herald	(R)		.01785728*
Shamrock	Bulletin	(R)		.01071428*
Shawnee	News-Herald	(U)		.02142864*
Stillwater	Press	(R)		.01428586*
Tulsa	*Democrat	(R)	122,770	
	*Times	(E)	114,883	139,653 .04*
	*Sunday Democrat	(M)	122,270	.04*
	Daily Oil Record	(R)		.00714286*
	*World	(E)	119,982	.06*
	*Sunday Edition	(M)		
Vinita	Journal	(R)	120,784	.06*
			830	.01071428*

OREGON

Albany	Democrat	(R)	1,225	.01071428*
	Herald	(E)		.01071428*
Astoria	Astorian	(C)	1,930	.01785728*
	Budget	(E)	1,281	.01071428*
Baker	Democrat	(C)	1,340	.01071428*
	Herald	(E)	1,940	.01428572*
Bend	*Bulletin	(E)	1637	.00892864*
Dallas	Gazette-Times	(R)	2,405	.01428572*
	(See The Dalles)			
Eugene	*Guard	(E)	12,450	.01428588*
	*Register	(E)	16,151	.01428588*
			14,331	.01428588*
Grants Pass	Courier	(R)	961	.01071428*
Klamath Falls	Herald	(E)	1,510	.01428588*
La Grande	Observer	(E)	2,125	.01785728*
Marshfield	Coos Bay Times	(E)	2,500	.01428572*
	Record	(R)		.01964296*
Medford	Mail	(E)	3,076	.01785728*
	Sunday Sun	(M)	2,333	.01285728*
Oregon City	Enterprise	(C)	1,200	.01428572*
Pendleton	*East Oregonian	(E)	12,675	.01071428*
	*Tribune	(E)	15,408	.01285728*
	*Sunday Edition	(M)		.01071428*
Portland	*News	(E)	125,115	.07*
	Oregon Building Record	(R)		.01785728*
	*Oregonian	(M)	175,214	.06*
	*Sunday Edition	(M)	166,511	.06*
	*Telegram-Journal	(E)	196,511	.05*
	*Sunday Edition	(M)	196,288	.05*
Roseburg	Record-Abstract (Court News)	(R)		.01¢
	*Review	(R)	158,169	.10*
Salem	*Capital Journal	(E)	5,600	.01071428*
	Register	(R)	1,785	.01071428*
	Statesman	(C)	2,700	.01428572*
	Oregon Statesman	(C)	4,149	.015*
The Dalles	*Chronicle	(E)	11,300	.01071428*

PENNSYLVANIA

Allentown	*Call	(E)	122,484	.04*
	Chronicle and News	(E)	15,562	.01785728*
	*Democrat	(M)	14,545	19,164 .02*
	*Item	(E)	13,619	
	Leader	(R)		.01285728*
Altoona	*Mirror	(E)	123,501	.04*
	Times	(R)	15,232	.025*
	Tribune	(E)	15,232	.025*
Ashland	News	(R)	1,415	.01428586*
	Telegram	(R)		.00714296*
Bangor	News	(R)		.00714296*

For Explanation of Key-Letters and Markings See Foot Note on Page 36

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES.

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT JULY 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

NEWSPAPERS	Net Paid Circulation	5,000 Agt. Line Space Rate
Beaver	*Times* (R)	3,000 .01¢
Beaver Falls	*Tribune* (R)	5,071 .0071¢42*
Berwick	*Enterprise* (R)	.0071¢715*
Bethlehem	*Globe* (R)	26,000 .035*
	Times (R)	7,991 .0142857*
Bloomsburg	*Press* (R)	1,150 .01*
Braddock	*News-Herald* (R)	3,523 .0071*
Bradford	*Era* (R)	3,917 .0142858*
	Star and Record (R)	6,000 .0142857*
Bristol	*Courier* (R)	2,105 .0107143*
Brownsville	*Telegraph* (R)	2,000 .0285725*
Butler	*Citizen* (R)	6,343 .0142858*
	Eagle (R)	3,000 .0142857*
	Times (E)	2,364 .0107143*
Canonsburg	*Notes* (morning also)	2,564 .0107143*
Carbondale	*Leader* (R)	3,491 .05†
Carlisle	*Herald* (R)	3,330 .0071429*
	Volunteer (S)	
	The Volunteer is the oldest weekly publication of the kind in America.	
	Sentinel (R)	2,825 .0107143*
Chambersburg	*Franklin Repository* (R)	4,561 .0107143*
	Public Opinion (R)	1,871 .0071429*
	Valley Spirit (R)	1,970 .0121429*
Charleroi	*Mail* (M)	2,000 .01*
Chester	*Republican* (M)	2,705 .01*
	Times (E)	11,000 .05*
Clearfield	*Progress* (R)	3,136 .0125*
	Public Spirit	.0142857*
Coatesville	*Record* (R)	5,208 .0178572*
Columbia	*News* (R)	3,000 .0071643*
	Spy (R)	2,309 .0142858*
Connellsville	*Courier* (R)	3,500 .01*
	News (R)	4,181 .0107143*
Corry	*Journal* (R)	3,871 .0142858*
Danville	*News* (R)	2,415 .0142858*
Downey	*Herald* (E)	2,744 .0071429*
Doylestown	*Democrat* (R)	4,000 .0071429*
	Intelligencer (R)	5,007 .01*
Du Bois	*Courier* (R)	3,050 .0142858*
	Express (E)	5,000 .0142857*
Easton	*Express & Argus* (R)	13,798 .03*
	Free Press (R)	15,000 .0285715*
East Stroudsburg	*Press* (R)	3,655 .0107143*
Erie	*Dispatch* (A)	9,874 .025
	Sunday Edition (A)	.025
	Herald (R)	10,775 .025*
	Sunday Edition (R)	11,000 .025*
	Times (R)	129,826 .06*
Farrell	*News-Herald* (R)	3,000 .0142858*
Franklin	*News-Herald* (R)	2,700 .021*
Garrettsville	*Journal* (R)	1,000 .0142857*
Greensburg	*Record* (R)	2,783 .0085715*
	Review (R)	3,007 .0107143*
	Tribune (R)	4,210 .0085715*
Greenville	*Record* (R)	2,000 .0085715*
Hanover	*Record-Herald* (R)	2,700 .0085715*
	Record Sun (E)	3,530 .0121429*
Harrisburg	*Courier* (R)	14,000 .06*
	Patriot (E)	20,020 .0071429*
	Telegraph (R)	.0285*
Hazleton	*Plain Speaker* (R)	7,616 .02*
	Standard-Sentinel (R)	7,300 .0142857*
Homestead	*Messenger* (R)	.0128572*
Huntingdon	*Journal and News Era* (R)	.0071429*
Indiana	*Gazette* (R)	.0107143*
Irwy Shore	*Herald* (R)	1,059 .0071429*
Johnstown	*Democrat* (R)	10,505 .03*
	Leader (R)	14,000 .04*
	Tribune (R)	24,434 .04*
Kane	*Republican* (R)	2,000 .0085715*
Kittanning	*Simpsons' Leader* (R)	2,750 .0085715*
	Times (E)	2,500 .0071429*
Lancaster	*Examiner* (R)	6,621 .0121429*
	Intelligencer (R)	22,810 .05*
	News Journal (E)	9,921 .0357143*
Latrobe	*Bulletin* (R)	4,042 .0107143*
Lebanon	*News* (R)	4,000 .0178572*
	Report (R)	5,015 .015*
	Times (R)	.0085715*
Lehighton	*Leader* (R)	1,215 .0071429*
Lewistown	*Sentinel* (R)	5,282 .015*
Lock Haven	*Express* (R)	2,732 .0142858*
Mc Keesport	*News* (E)	11,000 .0321429*
Mahanoy City	*American-Tribune*	2,500 .0142858*
	Record (R)	2,000 .0107143*
Mauch Chunk	*News* (R)	2,126 .0107143*
	Times (E)	.0142858*
Meadville	*Republican* (R)	17,339 .0142858*
	Tribune-Republican (E)	.0178572*
Mechanicsburg	*Journal* (R)	.0178572*
Middletown	*Journal* (E)	1,337 .0057143*
Milton	*Standard* (R)	3,402 .0178572*
Monessen	*Independent* (E)	.0142858*
Monongahela	*Republican* (R)	2,863 .0107143*
Mount Carmel	*News* (R)	3,372 .0107143*
Natrona	*Press* (R)	812 .0085715*
New Brighton	*Beaver Valley News* (R)	2,500 .0142857*
New Castle	*Herald* (R)	8,227 .0185715*
	News (E)	13,431 .0321429*
New Kensington	*Dispatch* (E)	.0142858*
Norristown	*Herald* (R)	3,277 .0178572*
	Times (E)	4,000 .02*
Oil City	*Blizzard* (R)	3,104 .0107143*
	Derrick (R)	3,000 .0142857*
Philadelphia	*Bulletin* (R)	457,977 .45*
	Enquirer (R)	311,127 .30*
	Sunday Edition (M)	1344,208 .40*
	Evening Ledger (E)	1344,208 .40*
	Sunday Edition (M)	1197,810 .30*
	Press (E)	1344,208 .40*
	Sunday Edition (M)	1195,385 .30*
	Public Ledger (R)	1344,208 .40*
	Public Ledger (R)	1194,404 .30*
	Sunday Edition (M)	1134,710 .25*
	Record (R)	1117,681 .25*
	Sunday Edition (M)	1107,863 .20*
	Star (E)	.05*
Phillipsburg	*Journal* (E)	1,490 .0107143*
Phoenixville	*Republican* (E)	2,000 .0107143*
Pittsburgh	*Chronicle Telegraph* (E)	1190,508 .12*
	Gazette Times (M)	1127,328 .12*
	Sunday Gazette Times (M)	101,691 .12*
	Dispatch (E)	185,873 .09†
	Sunday Edition (M)	185,402 .12*
	Law Bulletin (Court Rules) (M)	.0107143*
	Leader (S)	80,438 .10†
	Law Stock Journal (R)	.0285715*

NEWSPAPERS	Net Paid Circulation	5,000 Agt. Line Space Rate
Pittsburgh— *Post* (R)	174,739	.09
Sun (E)	173,092	.09
Sunday Post (M)	1104,506	.12
Press (R)	1116,209	.14
Sunday Edition (M)	1111,212	.14
Pittston *Gazette* (M)	3,737	.0178572*
Pottstown *Ledger* (E)		.0142858*
News (R)	70,306	.0171429*
Pottsville *Chronicle*		.0142864*
Journal (R)	8,126	.02*
Republican (M)	118,000	.0285724*
Punxsutawney *Spirit* (R)	4,000	.0128572*
Reading *Eagle*	34,000	.05*
Sunday Edition (M)	121,578	.05*
Herald (E)		.025*
News-Times (R)	16,000	
Times (M)	116,176	.04*
Renovo *Record* (R)		.0071429*
Ridgway *Record* (R)	2,733	.01*
St. Mary's *Press* (R)	950	.0071429*
Sayre *Times* (R)		.0128572*
Scranton *Republican* (R)	127,444	.08*
Times (E)	136,751	.07
Shamokin *Dispatch* (R)	3,890	.0142858*
News (E)		.0142858*
Sharon *Herald* (R)	7,700	.0142858*
Telegraph (E)	14,548	.0142858*
Shenandoah *Herald* (E)	11,815	.0142429*
Sunday Edition (M)	4,834	.0178572*
Stroudsburg *Record* (R)		.0089286*
Times and Democrat (R)	3,612	.015*
Sunbury *Daily* (E)	3,176	.0178572*
Item (R)	3,000	.0142857*
Susquehanna *Transcript* (R)	1,000	.0107143*
Tamaqua *Courier* (R)	3,200	.0107143*
Tarentum *Telegram* (R)	1,763	.0107143*
Valley News (R)	3,466	.0085715*
Titusville *Herald* (R)	4,772	.0142858*
Towanda *Review* (R)	3,496	.015*
Tyrone *Herald* (R)		.0107143*
Uniontown *Genius* (R)	6,000	
Herald (E)	9,767	16,265 .035†
News Standard (R)		.0142858*
Warren *Chronicle* (A)	2,682	.0107143*
Sunday Edition (A)		.0142858*
Mirror (R)	2,127	.0142858*
Times (R)	3,000	.0142857*
Washington *News* (E)	14,000	.0178572*
Reporter (M)	19,533	.0142857*
Waynesboro *Record-Herald* (R)	14,440	13,953 .03*
West Chester *Local News* (R)		.0142858*
Wilkes-Barre *Leader* (R)	11,926	.03*
Record (E)	11,000	.02*
Times-Leader (E)	116,707	.03*
Sunday Edition (M)	119,000	.04*
Williamsport *Gazette and Bulletin* (R)	11,664	.02*
Sun (E)	14,000	.03*
York *Dispatch* (R)	12,099	.03*
Gazette and Daily (R)	14,355	.03*

RHODE ISLAND

Arctic	*Pawtuxet Valley Times*	(R)	.0157143*
Newport	*Herald*	(R)	.0157143*
	News	(E)	4,200 .0157143*
Pawtucket	*Times*	(R)	123,812 .045†
Providence	*Bulletin*	(E)	183,000 .12*
	Journal	(R)	129,875 .075*
	Sunday Edition	(M)	1111,000 .10*
	News	(R)	.035
	Tribune	(M)	126,725 .035
	Sunday Edition	(M)	112,305 .07
Westerly	*Sun*	(E)	3,000 .0142857*
	Sunday Edition	(M)	14,565 .015*
Woonsocket	*Call and Reporter*	(E)	111,888 .03

SOUTH CAROLINA

Anderson	*Mail*	(R)	4,693 .0178572*
	Tribune	(C)	.0178572*
Charleston	*American*	(M)	.0142858*
	Sunday Edition	(M)	.025*
	News and Courier	(R)	110,560 .05*
	Evening Post	(E)	112,302 .02*
	Sunday Edition	(M)	112,302 .03*
Columbia	*Record*	(R)	112,791 .03*
	Sunday Edition	(M)	111,784 .04*
	State	(R)	124,157 .05*
	Sunday Edition	(M)	124,429 .05*
Florence	*Times*	(R)	.0142858*
Greenville	*News*	(R)	110,054 .05*
	Sunday Edition	(M)	19,547 .03*
	Piedmont	(R)	116,186 .05*
Greenwood	*Index-Journal*	(R)	5,245 .02*
Rock Hill	*Herald*	(R)	.0107143*
Spartanburg	*Herald*	(D)	10,248 .0142858*
	Journal	(R)	16,428
	Sunday Herald	(M)	17,287 .03*
Sumter	*Item*	(R)	3,564 .0071429*
Union	*Times*	(R)	2,890 .0142585*

SOUTH DAKOTA

Aberdeen	*American*	(D)	15,839 .0214286*
	Sunday Edition	(M)	15,839 .0214286*
	News	(R)	4,726 .015*
Deadwood	*Pioneer-Times*	(C)	.0178572*
Huron	*Plainsman*	(R)	550 .01*
	Herald	(R)	2,921 .0171429*
	Sunday	(M)	.025*
Lead	*Call*	(R)	1,510 .0285724*
Madison	*Leader*	(R)	.856 .0042858*
	North American	(R)	.0142858*
Mitchell	*Gazette*	(R)	2,600 .0178572*
	Republican	(R)	13,872 .19,268 .02*
	Republican (D)		11,376
	Sunday Edition	(M)	15,304 .02*
Mobridge	*Tribune*	(R)	.0071429*
Pierre	*Capital*	(R)	726 .0085715*
	Capital Journal	(C)	.0214286*
Sioux Falls	*Argus-Leader*	(R)	115,934 .0214286*
	Press	(D)	19,571 .0214286*
	Sunday Edition	(M)	110,516 .0214286*
Watertown	*News*	(R)	1,959 .0178572*
	Public Opinion	(D)	5,961 .02*
Wilmer	*Journal*	(C)	.0214286*
Yankton	*Press and Dakotan*	(C)	1,970 .0142858*

TENNESSEE

Chattanooga	*News*	(R)	116,048 .04*
	Times	(R)	130,172 .06*
	Sunday Edition	(M)	126,430 .06*

NEWSPAPERS			Net Paid Circulation	5,000 Agt. Line Space Rate
TENNESSEE—*Continued*				
Clarksville	*Leaf-Chronicle*	(R)	2,850	.0142858*
Columbia	*Herald*	(E)	2,001	.0157143*
Jackson	*Sun*	(M)	12,000	.03*
Johnson City	*Staff*	(R)	3,000	.0178572*
Knoxville	*Journal and Tribune*	(M)	19,000	.04*
	Sunday Edition (3 mos. statement)	(M)	120,594	.045*
	Sentinel	(R)	112,783	.045*
Memphis	*Commercial Appeal*	(M)	1139,203	.12*
0	*Sunday Edition*	(M)	1119,089	.15
	Courier-News	(R)	3,200	.0132143*
	News-Scimitar	(M)	150,119	.11†
	Press-Scimitar	(E)		.09
	Press	(R)	27,852	.045*
Morristown	*Gazette*	(R)		.0071429
Nashville	*American* (R)		115,196	.06*
	Tennessean (R)		129,494	154,345 .08*
	Sunday Tennessean	(M)	134,061	.08*
	Banner	(E)	149,407	.07*
	Sunday Edition	(M)	148,969	.08*
	Commercial Daily (Court News)	(R)		.0285715*

TEXAS

Abilene	*Reporter*	(S)	3,638 .02*
Amarillo	*News*	(C)	4,810 .0285724*
	Sunday Edition	(M)	.0285724*
	Panhandle	(R)	.0142858*
Athens	*Review*	(R)	.0107143*
Austin	*American*	(M)	7,411 .03*
	Sunday Edition	(M)	.025
	Statesman	(S)	7,573 .02*
Ballinger	*Ledger*	(R)	900 .0060714*
Bay City	*Tribune*	(R)	.0071429*
Beaumont	*Enterprise*	(E)	119,346 .05*
	Sunday Edition	(M)	1121,695 .05*
	Journal	(R)	16,424 .025*
	Sunday Edition	(M)	15,293 .025*
Belton	*News*	(R)	.0128572*
Bonham	*Favorite*	(R)	1,760 .0142857*
Brenham	*Banner-Press*	(R)	755 .0085715*
Brownsville	*Herald*	(S)	2,060 .0142858*
	Sentinel	(C)	.0107143*
Brownwood	*Bulletin*	(R)	.0142858*
Bryan	*Eagle*	(R)	.012*
Cleburne	*Enterprise*		1,075 .0178572*
	Sunday Edition	(M)	.0178572*
	Review	(C)	1,905 .0107143*
Commerce	*Journal*	(R)	.0071429*
Corpus Christi	*Record and Herald*	(A)	2,218 .0142858*
Corsicana	*Sun*	(R)	2,105 .0107143*
Cuero	*Record*	(T)	.0071429*
	Star	(T)	.0071429*
Dallas	*Dispatch*	(R)	25,014 .04*
	Journal	(R)	129,946 .08†
	News	(R)	1,444 .04*
	Sunday Edition	(M)	1100,472 .14†
	Times Herald	(R)	27,000 .06*
Denison	*Gazette*	(C)	.0107143*
	Herald	(R)	3,738 .0142858*
Denton	*Record and Chronicle*	(R)	1,747 .0142858*
El Paso	*Herald*	(E)	116,000 .06*
	Times	(R)	112,995 .05*
	Sunday Edition	(M)	17,139 .05*
Ennis	*News*	(R)	.0089286*
Fort Worth	*Live Stock Reporter*	(R)	2,369 .02*
	Record	(R)	1124,387 .06*
	Sunday Edition	(M)	1121,707 .06*
	Star-Telegram	(R)	163,442 .10*
	Sunday Edition	(M)	1121,853 .10*
Gainesville	*Herperina*	(C)	.0107143*
	Register	(R)	1,650 .0142858*
Galveston	*News*	(E)	18,372 .04*
	Sunday Edition	(M)	114,739 .04*
	Tribune	(R)	10,831 .04*
Gonzales	*Inquirer*	(R)	.0107143*
Greenville	*Banner*	(R)	.0142858*
	Herald	(C)	3,254 .0178572*
Hillsboro	*Mirror*	(R)	1,200 .0142858*
Houston	*Chronicle*	(R)	184,304 .08*
	Sunday Edition	(M)	1127,850 .08*
	Post	(R)	142,668 .08*
	Sunday Edition	(M)	147,896 .08*
	Press	(R)	15,736 .03*
Jacksonville	*Progress*	(R)	.0092262857*
Kaufman	*Herald*	(R)	.0085742*
Lampasas	*Leader*	(R)	.0142858*
Laredo	*Record*	(C)	.0107142*
	Times	(R)	.0107143*
Longview	*Journal*	(R)	.0107143*
	News-Clarion	(R)	1,060 .0142858*
Lufkin	*News*	(R)	.0107143*
McAllen	*Monitor*	(R)	.0142858*
McKinney	*Courier-Gazette*	(R)	1,284 .0071429*
Marlin	*Democrat*	(R)	.0071429*
Marshall	*Messenger*	(R)	1,235 .0142864*
	Noonday Sentinel	(R)	.0107143*
Mart	*Herald*	(R)	.0085715*
Mexia	*News*	(R)	.0071429*
Mineral Wells	*Index*	(R)	.0071429*
Nacogdoches	*Sentinel*	(R)	900 .0071429*
Navasota	*Examiner-Review*	(R)	675 .0071429*
Orange	*Leader*	(R)	.0142858*
Palestine	*Herald*	(R)	1,885 .0089285*
	Trader	(R)	.0071429*
Paris	*Advocate*	(R)	.0057143*
	Banner Herald	(R)	.0071429*
	News	(C)	4,278 .0178572*
Port Arthur	*News-Record*	(T)	.02*
	Sunday Edition	(M)	.02*
Ranger	*Times*	(R)	.0071429*
	Sunday Edition	(M)	.04*
San Angelo	*Standard*	(S)	2,356 .0178572*
San Antonio	*Commercial Recorder* (Court Rules)	(R)	.0357143*
	Express	(R)	133,852 .07*
	Sunday Edition	(M)	133,852 .07*
	Light	(T)	134,797 .07*
	Saturday Edition	(T)	134,797 .07*
	Sunday Edition	(M)	129,518 .07*
	News	(R)	19,353 .05*
San Benito	*Light*	(R)	.0085715*
Sherman	*Courier*	(R)	.0142858*
	Democrat	(R)	.0107143*
Sulphur Springs	*News-Telegram*	(R)	2,545 .0142858*
Taylor	*Democrat*	(R)	.0085715*
	Press	(R)	.0071429*
Temple	*Telegram*	(R)	1,958 .0107143*
	Sunday Edition	(M)	17,143 .025*
Terrell	*Transcript*	(R)	17,624 .03*
	Tribune	(R)	1,703 .0142857*
	Sunday Edition	(M)	.0178572*

For Explanation of Key-Letters and Markings See Foot Note on Page 36

CORRECTED LIST OF 2,151 ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES.

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING MARCH 31, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT JULY 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

TEXAS—*Continued*		Net Paid Circulation	5,000 Agt. Line Space Rate
Texarkana	Four States Press and Courier	(A)	5,347 .02c
	Texarkanian—see *Texarkana, Ark.*		
Timpson	*Times (No Thurs. Issue)*	(R)	.0057143c
Tyler	*Courier-Times*	(E) 1,950	.0142858c
Victoria	*Advocate*	(R) 1,900	.0107143c
Waco	Colored Observer(Negro)	(B)	.0057143c
	News Tribune	(B) 112,998	.035*
	*Sunday Edition	(M) 7,650	.056
	Times-Herald	(S) 7,804	.03c
Waxahachie	*Light*	(E)	.0142858c
Weatherford	*Herald*	(R) 1,110	.0071429c
Wichita Falls	*Wichita Times*	(C) 5,792	.0214286c
	Wichita Tribune	(A) 4,900	.025c
Yoakum	*Herald*	(R) 600	.0057142c
	Times	(C)	.0071429

UTAH				
Logan City	*Journal*	(R)	1,636	.0142858c
Ogden	*Examiner*	(B)	15,310	.0214286c
	Standard	(M)	15,912	.0214286c
	Standard	(M)	17,837	.03*
Salt Lake City	*Deseret News*	(T)	19,383	.06
	Saturday Edition	(V)	121,637	.06
	Herald	(D)	28,500	.05*
	Sunday Edition	(M)	32,806	.06*
	Telegram	(E)	124,993	.07*
	Tribune	(B)	141,128	.06
	*Sunday Edition	(M)	169,174	.08

VERMONT				
Barre	*Times*	(R)	10,765	.0229c
Bennington	*Banner*	(E)	2,853	.0114286c
Brattleboro	*Reformer*	(E)	2,619	.02*
Burlington	*Free Press*	(B)	10,609	.025*
	News	(R)	9,200	.02*
Montpelier	*Argus*	(R)	3,000	.0142858c
Rutland	*Herald*	(R)	10,025	.0178572*
	News	(R)	3,653	.0128572*
St. Albans	*Messenger*	(R)	3,576	.0114286c
St. Johnsbury	*Caledonian*	(R)		.0102857*

VIRGINIA				
Alexandria	*Gazette*	(R)		.0178572c
Bristol	Herald-Courier	(R)	19,457	.0142858c
	*Sunday Edition	(M)	110,186	.04*
Charlottesville	*Progress*	(D)	17,500	.0178572c
Clifton Forge	*Review*	(R)	1,806	.0107143c
Covington	*Virginian*	(E)		.0128572c
Danville	*Bee* (R)	5,122	10,365	.03c
	Register (C)	5,183		
Fredericksburg	*Star*	(R)	1,650	.0071429c
Harrisonburg	Independent	(R)	5,117	.0142858c
	*News-Record	(B)	5,117	.0142858c
Hot Springs	*Day Letter*	(A)		.05c
Lynchburg	*Advance*	(R)	16,514	.05
	News	(R)	10,000	.04c
	*Sunday Edition	(M)	111,109	.025
Newport News	*Press*	(D)	17,500	.0178572c
	*Times-Herald(R)	(M)	112,597	.04*
	*Sunday Press	(M)	112,597	.04*
Norfolk	*Ledger-Dispatch*	(R)	142,309	.06*
	*Virginian-Pilot	(R)	142,211	.06*
	*Sunday Edition	(M)	142,697	.07*
Petersburg	Index-Appeal	(C)	7,000	.0178572*
	Progress	(R)	7,130	.025*
Portsmouth	*Star*	(S)	8,581	.03c
Pulaski	*Southwest Times & News Review*	(R)	1,260	.0142858c*
Richmond	*Journal*	(R)	21,612	.05
	Virginian	(R)	18,681	.05*
	*Times-Dispatch	(R)	130,062	.07*
	*Sunday Edition	(M)	131,531	.08*
	Virginian	(A)	11,395	.035
Roanoke	*Times*	(D)	110,641	.07*
	*World-News(R)		111,288	.04
	*Sunday Times	(M)	115,249	.07

VIRGINIA—*Continued*				
Staunton	*Leader (morning ed.)*	(R)	15,017	.015*
	News	(C)	3,260	.0142858c
Winchester	*Star*	(R)	12,738	.0114286c

WASHINGTON				
Aberdeen	*World*	(R)	4,200	.03c
Bellingham	American Reveille	(C)	9,122	.03
	Herald	(R)	10,124	.03
	Journal	(T)	2,775	.015*
Centralia	*Chronicle*	(E)	2,676	.0071143*
	Hub	(T)	2,004	.01*
Ellensburg	*Record*	(R)	1,500	.0142858*
Everett	*Herald*	(R)	12,341	.03*
	Tribune	(C)	4,200	.02
Hoquiam	Washingtonian	(C)	2,400	.0178572c
Olympia	*Olympian*	(C)	1,185	.025c
	Recorder	(R)	1,375	.0125c
Port Angeles	*Herald*	(R)		.0128572*
	News	(R)	960	.0107143*
Port Townsend	*Leader*			.0114286*
Seattle	Bulletin (Court News)	(B)		.03c
	Post-Intelligencer	(R)	151,819	.04*
	*Sunday Edition	(M)	168,477	.12*
	Product News	(M)		.0028715c
	Star	(E)	165,346	.005*
	Times	(M)	172,541	.10*
	*Sunday Edition	(M)	194,665	.15
	Union Record	(R)	4,000	.01*
Spokane	*Chronicle*	(R)	140,668	.08
	Press	(R)	51,821	.03*
	*Spokesman-Review	(R)	142,825	.085
	*Sunday Edition	(M)	150,000	.10
Tacoma	Index (Court News)	(R)	600	.0178572c
	Ledger	(M)	114,177	.05*
	*Sunday Edition	(M)	136,994	.07*
	*News-Tribune	(E)	148,433	.07*
	*Times	(E)	15,267	.035*
Vancouver	*Columbian*	(E)	1,800	.0142858c
Walla Walla	*Bulletin*	(R)	14,996	.03*
	*Sunday Edition	(R)	15,000	.04*
	Union	(R)	12,144	.02*
	*Sunday Edition	(R)	12,144	.02*
Wenatchee	*World*	(R)	10,123	.025*
Yakima	Yakima Herald	(R)	10,381	.03*
	*Sunday Edition	(M)	15,642	.02*
	*Yakima Republic	(R)	14,591	.02*

WEST VIRGINIA				
Bluefield	Telegraph	(C)		.0214286c
	*Sunday Edition	(M)		.025*
Charleston	Gazette	(A)	11,418	.03c
	*Mail	(R)	10,409	.025*
Clarksburg	Exponent	(E)	7,000	.02
	*Telegram	(M)	17,864	.02*
	*Sunday Edition	(M)	18,381	.03*
Elkins	*Inter-Mountain*	(R)		.0107143*
Fairmont	Times	(R)	6,808	.0107143*
	*Sunday Edition	(M)		.015*
	*West Virginian	(M)	5,440	.02*
Grafton	*Sentinel*	(E)	2,150	.0142858*
Huntington	*Independent-Herald*	(R)		.0035715*
	News	(E)		.0107143*
	Advertiser	(R)	18,408	.02*
	*Sunday Edition	(R)	18,408	.02*
	*Herald-Dispatch	(R)	111,245	.0228572*
	*Sunday Edition	(R)	111,671	.0228572*
Keyser	*Mineral News*	(R)		.0107143*
Mannington	*Telegram*	(R)		.0107143*
Martinsburg	*Journal*	(R)	12,369	.0128572*
	News	(E)	3,878	.0085715*
Morgantown	New Dominion	(R)	2,507	.0142858*
	Post	(R)	2,816	.0142858*
Moundsville	*Echo*	(R)	1,975	.0114286*
	Star	(R)	1,975	.0114286*
Parkersburg	News	(A)	6,239	.0128572*
	*Sunday Edition	(A)		.0142858c
	*Sentinel	(R)	16,372	.0171429*
Princeton	*Press*	(R)		.0057143

WEST VIRGINIA—*Continued*				
Sistersville	*Review*	(R)		.0107143*
Wellsburg	*Herald*	(R)	820	.0142858*
Wheeling	*Intelligencer*	(R)	19,770	.0325*
	News	(E)	14,000	.04
	*Sunday Edition	(M)	119,150	.06†
	Register	(A)	15,804	.03
	Sunday Edition	(M)		.035*
	Telegram	(R)		.0128572*
Williamson	*News*	(R)	1,900	.0128572*

WISCONSIN				
Antigo	*Journal*	(R)	2,525	.0114286c
Appleton	*Crescent*	(R)	3,877	.0142858c
	Post	(R)	14,806	.0142858c
Ashland	*Press*	(R)	3,950	.0071429*
Baraboo	*News*	(R)	1,660	.0057143*
	Republic	(R)	1,000	.0057142*
Beaver Dam	*Citizen*	(R)	1,976	.0107143*
Beloit	*News*	(E)	10,362	.02*
Berlin	*Journal*	(R)	800	.0071429*
Chippewa Falls	*Chippewa Herald*	(R)	2,332	.0128572*
	Independent & Times	(T)	1,140	.0099429*
Eau Claire	*Leader* (D)	15,848	19,843	.0214286*
	Telegram (R)	12,265		
	*Sunday Edition	(M)	15,000	.0214286*
Fond du Lac	*Commonwealth*	(R)	15,734	.02*
	Reporter	(R)	16,520	.0178572*
Grand Rapids	*Leader*	(R)	1,250	.0107143*
Green Bay	*Press Gazette*	(R)	11,011	.025*
Janesville	*Gazette*	(R)	17,612	.025*
Kenosha	*News*	(E)	8,006	.015*
	News	(R)	15,321	.0142858*
LaCrosse	*Tribune and Leader-Press*	(R)	113,502	.03*
	Sunday Edition	(M)	112,566	.04*
Madison	*Capital Times*	(R)	9,011	.02*
	Democrat	(R)	10,000	.0142858*
	Sunday Edition	(M)	15,975	.02*
	Wisconsin State Journal	(R)	15,000	.02*
	Sunday Edition	(M)	110,991	.035*
Manitowoc	*Herald-News*	(R)	15,025	.0142858c
Marinette	*Eagle-Star*	(R)	3,458	.015*
Menasha	*Record*	(R)		.0071429*
Merrill	*Herald*	(R)	2,347	.0128572*
Milwaukee	*Journal*	(R)	111,681	.04*
	Sunday Edition	(M)	192,830	.14*
	Leader			.07*
	Reporter (Court News)	(R)		.0107143*
	Sentinel	(R)	150,000	.06*
	Sentinel	(R)	155,584	.07*
	*Sunday Edition	(R)	165,288	.11*
	Wisconsin-News	(E)	76,738	.04*
Monroe	*Journal*		965	.0035715c
	Times	(R)	1,500	.0128572*
Neenah	*News*	(R)	952	.0128572*
Oshkosh	*Northwestern*	(R)	113,805	.03*
Portage	*Democrat & Register*	(R)		.015*
Racine	*Journal-News*	(E)	7,966	.02*
	Times-Call	(R)	10,079	.024*
Rhinelander	*News*	(R)		.0107143*
Sheboygan	*Press*	(R)	16,693	.0214286*
	Telegram	(E)		.0071429*
Stevens Point	*Journal*	(R)	1,996	.015*
Stoughton	*Courier-Hub*	(R)	1,106	.0107143*
Superior	*Telegram*	(R)	115,150	.035*
Watertown	*Times*	(R)		.0128572*
Wausau	*Record-Herald*	(R)	15,337	.0178572*

WYOMING				
Casper	*Tribune*	(R)	3,350	.025*
Cheyenne	State Leader	(C)	6,861	.02*
	Wyoming State Tribune	(R)	15,847	.025*
	Post	(R)		.0142858*
Laramie	Boomerang	(A)		.0142858c
	Republican	(R)	1,342	.0107143*
Sheridan	*Enterprise*	(R)	3,274	.02c
	Post	(C)		.02c

For Explanation of Key-Letters and Markings See Foot Note Below.

EXPLANATION OF KEY-LETTERS AND MARKINGS IN FOREGOING TABLES

The list of papers is corrected to July 1, 1919. The circulation figures are the average net paid for the 6 months' period ending March 31, 1919, as reported to the Audit Bureau of Circulations or to the Government under the Act of Congress of August 24, 1912. The agate line rates (14 agate lines equal 1 inch) are the 5,000 line space rates applying to general "foreign" advertising, in effect July 1, 1919, and include all changes in rates up to noon, Tuesday, July 1, 1919. Roman type, published mornings; *italic type*, published evenings. '(A)"—Every morning; "(B)"—Morning ex. Sunday; "(C)"—Morning ex. Monday; "(D)"—Morning ex. Sunday and Monday; "(E)"—Morning and evening weekdays; "(F)"—Morning and evening weekends and Sunday morning; "(G)"—Morning ex. Monday and evening Sunday; "(H)"—Morning ex. Monday and evening ex. Saturday and Sunday; "(I)"—Morning ex. Sunday and Monday and evening ex. Sunday; "(M)"—Sunday exclusively; "(Q)"—Every evening; "(R)"—Evening ex. Sunday; "(S)"—Evening ex. Sunday and Sunday morning; "(T)"—Evening ex. Saturday and Sunday; "(U)"—Evening ex. Saturday and Sunday morning; "(V)"—Saturday exclusively. The asterisk (*), preceding the name of a paper indicates membership in the A. B. C.; following a rate, the asterisk indicates that the rate is flat and not subject to time or space discounts. The **bold faced** circulation figures represent AVERAGE NET PAID circulation for the 6 months' period ending March 31st; the light face figures represent the average NET PAID circulation for the 6 months' period ending September 30th preceding. As a further service four characters are used with the rate figures to indicate the rate basis. Where the minimum space rate is the 5,000 line rate no character is used; if the rate is flat, the asterisk (*) so indicates the fact; where the minimum rate is based on less than 5,000 lines the ditto (") indicates the fact; where the minimum rate is based on more than 5,000 lines, the number character (2) indicates the fact; where the publisher's card does not give space rates but does give insertion rates the open rate is used and the fact that lower insertion rates may be earned is indicated by the (‡). The light face rate figures indicate that the rate has been estimated. Because there is no question as to what the A. B. C. figures actually represent, A. B. C. figures are used in preference to Government figures whenever available. The dagger (†) indicates that the figures have been taken from A. B. C. statements.

This compilation of eight pages of Newspaper Circulations and Advertising Rates is part of an exclusive loose-leaf Statistical Service (fully protected by copyright) and made available semi-annually for the use of newspapers, advertisers and advertising agents by EDITOR & PUBLISHER Co., New York, and Barbour's Advertising Rate Sheets, Inc., Chicago.

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THE MOST MOMENTOUS NEWSPAPER FEATURE IN THE HISTORY OF JOURNALISM

GENERAL LUDENDORFF'S INTIMATE AUTHENTIC CLOSE-UP HISTORY OF THE GERMAN EFFORT TO DOMINATE THE WORLD WRITTEN BY HIMSELF IS THE GREATEST CIRCULATION BUILDING NEWS-FEATURE BEAT EVER OBTAINED FOR THE NEWSPAPERS IN THE WORLD'S HISTORY.

The German side of the war has been shrouded in mystery, and up to the present time no one who knows has spoken. Now, Ludendorff—the man who conceived, planned and carried out the most colossal military campaigns and who directed the most stupendous military machine in the world's history—tells the whole story.

Shortly after the signing of the Armistice, General Ludendorff went to Sweden, taking with him a tremendous mass of records and a large staff of assistants. From these records and his own knowledge and experience, he, personally, has produced this amazing document—one for which the whole world is waiting.

We know so much about our own defeats. Germany was so silent about hers that it seemed at times as if the balance of victory was all on her side. But Ludendorff discloses the real condition of Germany just before the war, and gives credit and places blame where he—(and Germany)—believes it belongs. He tells also when and where the German plans miscarried and the military crises through which the Central Powers passed, all unknown to the allied world.

Ludendorff's story will be complete—the history of every great battle and campaign. It will not deal with disjointed

THE McCLURE NEWSPAPER SYNDICATE 373 FOURTH AVE., NEW YORK

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events, but will lay bare, without fear or favor, the whole German side of the war. It will not be a justification, but a history for all time.

THE LARGEST CASH ADVANCE EVER PAID IN THE HISTORY OF THE PUBLISHING BUSINESS WAS MADE FOR THIS MANUSCRIPT. Some of the greatest expert judges of book and newspaper material were sent by the McClure Newspaper Syndicate, Sir George Hutchison, the great English publisher, and Lord Northcliffe to Stockholm to read the manuscript. They unanimously reported that it was THE GREAT STORY OF THE GERMAN SIDE OF THE WAR for which the whole world has been waiting and that its appeal will be universal.

We have obtained the serial rights for the United States and Canada—Lord Northcliffe, for England and the British Empire. The book will be brought out simultaneously here, in Germany, France, Scandinavia, Great Britain and the British Empire, Spain, Italy, and practically every civilized country.

The German story of the First Battle of the Marne is sure to be a revelation. The German side of Ypres, Arras, the Aisne, Cambrai, Verdun, the Somme, the Russian, Italian and Rumanian campaigns will thrill the world as Ludendorff tells it.

No other great and compelling figure of the German military machine has survived. von Hindenburg, von Kluck, von Falkenhayn, Mackensen were favorites of the moment and passed out. Ludendorff's star rose constantly higher and never set till the whole German scheme was smashed. He is the one big, outstanding genius of all Germany's campaigns.

FEW PAPERS CAN BOAST THE FOLLOWING OF ALL NEWSPAPER READERS IN THEIR TERRITORY. BUT

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LUDENDORFF'S OWN STORY

NO MATTER WHAT OTHER PAPER THEY BUY, EVERY READER IS GOING TO BUY ALSO THE PAPER WHICH PRINTS LUDENDORFF'S STORY.

LUDENDORFF'S STORY WILL STIR UP MORE CONTROVERSY AND EDITORIAL COMMENT THAT ANYTHING CONNECTED WITH THE GREAT WAR THAT HAS YET BEEN, OR WILL BE, OR CAN BE PUBLISHED. The opposition papers are sure to advertise editorially several times each week the paper which carries this story.

This is the first time in the history of journalism that the first publication of so momentous a work has been obtained for the newspapers. No magazine will carry one word of Ludendorff's story. Book publication will not be made until the story is at least half completed in the newspapers.

The newspapers alone will tell the world first and exclusively what none but those in the innermost circles of the Central Empires have been permitted to know. Their's will be the opportunity to lay bare the German side of the conflict to all the world.

Only one paper in each territory can obtain this feature. Territories are already closing rapidly. New York, Boston, Pittsburg, Chicago, St. Louis, Toronto, San Francisco, Los Angeles, Seattle, Cincinnati asked us our terms before our announcement was made, and closed immediately at our price. Numerous other territories are now negotiating.

There is not a moment to be lost. Quick action by wire for option and terms is the only sure way to be able to give your readers THE MOST MOMENTOUS NEWSPAPER FEATURE THAT HAS EVER BEEN PRODUCED IN THE HISTORY OF JOURNALISM.

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GENERAL LUDENDORFF'S
CLOSE-UP HISTORY
OF THE
GERMAN EFFORT
TO DOMINATE THE WORLD

will be released in daily instalments of about 2,500 words each, beginning Monday, August 25th. Before our first announcement and because they asked for option we have already closed with the

NEW YORK WORLD
CHICAGO DAILY NEWS
TORONTO STAR
ST. LOUIS POST DISPATCH
PITTSBURGH GAZETTE TIMES
BOSTON POST
CINCINNATI ENQUIRER
SAN FRANCISCO EXAMINER
LOS ANGELES EXAMINER
SEATTLE STAR
LOUISVILLE COURIER-JOURNAL

and numerous other papers are negotiating and are closing hourly.

ONLY ONE PAPER IN EACH TERRITORY CAN RUN THIS STORY

Quick action is the sure way to secure it for your paper.

WIRE
OR LONG DISTANCE PHONE AT ONCE

(First Page Cablegram to New York World Wednesday, July 23.)

LUDENDORFF'S BOOK IS EAGERLY AWAITED

Intimate Knowledge of Kaiser's Part in War, and Estimate of Allies Expected to Be Set Out.

Copyright, 1919, by The Press Publishing Co. (The New York World).

(Special Cable Despatch to The World.)

LONDON, July 22.—The approaching publication of Gen. Ludendorff's book on the great war, throughout the main part of which he was the dominating German military figure, is arousing tremendous interest here. For he alone can throw authoritative light on many obscure episodes of the highest importance in judging not only of the German military system at work, but of those of the different Allied countries to which he was opposed.

Nobody can speak with more intimate knowledge of the real part played by the former Kaiser both in triumph and adversity and on the relations between the German civil and military power in times of crisis, for Ludendorff virtually became dictator in the most crucial period of his country's fortunes. His estimate of the capabilities of the Allied military leaders as viewed from the enemy's experience of their work and achievements should be highly instructive when allowance is made for the critical hostility of their most formidable antagonist.

Above all, Gen. Ludendorff's book is expected to provoke a storm of controversy on many points; controversy which must be fruitful in startling revelations. In short, Ludendorff is in a position to write the book of the war, and, it is understood, he has done so.

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NEW SCALES SIGNED WITH PRESSMEN

Newspapers in Chicago, Detroit, Cleveland, Toledo, Indianapolis, Tacoma, Boston and Other Cities Grant Higher Wages to Employes

The International Printing Pressmen and Assistants' Union of North America reports to EDITOR & PUBLISHER the following new agreements and scale changes negotiated with newspaper publishers:

Indianapolis, Ind.—Journeymen members of the web branch, awarded $3 a week additional to former rates, effective, from November 4, 1918, to September 10, 1918, with $2 a week raise on September 10, 1919, and $2 a week more on September 10, 1920, besides an additional war bonus of $3 a week, dating from September 10, 1918, until six months after end of war with Germany. Fly boys were awarded an increase of $4 a week. Six hours were made a day's or night's work on Independence, Labor, Thanksgiving and Christmas days; unless he happen to fall on a Friday or Saturday. A uniform on these holidays was raised to $2 instead of $1.

Tacoma, Wash.—Web branch increase for foremen and journeymen on day shift $2 a week and on night shift of $2.50 a week. Apprentices, who received $8 to start and $1 increase every six months, given a raise of $4 a week for beginners with $2 additional for second and third year; $3 more for fourth year and $4 additional for fifth year. A new bonus clause was established and additional holidays added which call for a five-hour day on January 1, February 22, Memorial day, July Fourth, Labor day, October day, November 11 Thanksgiving and Christmas days. Day crews called for entire night's run, 8 p. m. to be paid not less than one day's pay.

Holyoke, Mass.—Increase $3 a week.

Hamilton, O.—Increase $2.50 a week for foremen and cylinder pressmen, $4.50 for platen pressmen, $2 and $9.50 for rotary web pressmen, and $2.50 for assistants.

Toledo, Ohio—Increase $3 a week.

Sioux City, Ia.—Scale of $2 to $2.50 a week.

Springfield, Mass.—Web and increase $6 to $12 a week for journeymen.

Waco, Tex.—Increase $5 to $6 a week for cylinder pressmen, $4 for platen pressmen, $2 for cylinder feeders and $4 to $5 for platen feeders.

Lawrence, Mass.—Increase $6 a week for commercial pressmen, $4 to $5 for web pressmen and $5 to $7 for apprentice pressmen.

Savannah, Ga.—New agreement with newspapers carry increases over wages paid last September of $5 a week for foremen and $2.50 for journeymen on evening papers. Contracts for the latter end give increases up to $7.50 a week over wages paid to September, 1918, scale for other pressmen in this work for one year.

Belleville, Ill.—Increase $2 a week, except pressmen on one pony cylinder with one job press, one cylinder press, or one job press and one web, who make a raise of $35 a week for offset pressmen; used members receiving $1 a week more scale.

Raleigh, N. C.—New dailies and web agreements with increases of $5 to $10 a week for cylinder pressmen, $3 for cylinder feeders, $4 to $10 for platen pressmen, $5 for offset pressmen, $5.50 to $6.50 for web pressmen on morning papers and $6 for web pressmen on evening papers.

Oakland, Cal.—Increase $3 a week.

Wilkes-Barre, Pa.—New agreement fixes scales for offset pressmen, platen pressmen and cylinder feeders, and carrying an increase of $2 a week for cylinder pressmen, $2 to $4.50 for cylinder apprentices.

El Paso, Tex.—The Times has increased journeymen $4.50 to $5.50 a week. In addition members are receiving a war bonus of 50 cents a night, making up $3 a week for first journeymen, $4.75 for all others.

San Diego, Cal.—Increase $3 a week for cylinder foremen, apprentices and feeders, and platen journeymen, $2 a week for cylinder journeymen, platen foremen, apprentices and feeders, and $1.50 a week for automatic pressmen. Web has secured a voluntary increase of twenty-five cents a day.

Wichita, Kan.—Increase in Web pressmen $1 a week for foremen, $4 for relievers and $3 for other journeymen. Colormen and journeymen receiving an additional bonus of $1.

Biloxi, Miss.—Increase of $2.50 a week for cylinder pressmen and $2 for platen pressmen and cylinder feeders.

Waterbury, Conn.—Increase $2 a week.

Waterloo, Ia.—Increased as follows: Cylinder pressmen, running two cylinders, $2 a week; pressmen in charge of magazine press under foreman, $1.50; newspaper web pressmen, $1.50; journeymen newspaper web pressmen, $2, 43 others $1 a week, except offset pressmen who received no increase.

Jamestown, N. Y.—Increase $3 to $4 a week for cylinder pressmen, $4 for cylinder assistant pressmen, $5.50 for platen pressmen, $4 to $7 for platen feeders, $5 to $6 for web pressmen and establishing a scale of $6 to $7 for web pressmen.

Oshkosh, Wis.—Increases $4 a week for cylinder pressmen, $5.50 for cylinder assistants, $2 for platen pressmen, $6 for platen assistants, $2 for web pressmen, and an additional increase of $1 a week for all on January 1, 1920.

Ardmore, Okla.—Increase of $6 to $7 a week for cylinder pressmen, $4 to $5 for platen pressmen, $4 for cylinder and platen feeders, also established scales of $32 a week for offset pressmen, $33 for web press foremen and $27 for web press journeymen.

Gary, Ind.—Increase $5 a week for cylinder pressmen, $0.50 for platen pressmen, $1 for cylinder feeders, $1 for platen feeders, $10.50 for web pressmen, $32 for assistant web pressmen, and establishing a scale of $35 a week for offset pressmen.

Atlantic City, N. J.—Increases $7 a week for cylinder pressmen, $4 to $5 for platen pressmen, $2 for platen feeders and $1 for cylinder feeders.

Richmond, Ind.—Increases $3 to $5 a week for pressmen and $2 to $4 for feeders.

Charleston, W. Va.—Increase $11 to $12 a week for flatbed and $10 for web end and establishing a scale of $30 a week.

Muskogee, Okla.—Flatbed and web branches in-crease.

Reno, Nev.—Increase $5 a week for all.

Tulsa, Okla.—Scale for men in charge of a press $1 a day; for journeymen at the day's agreement provides for an additional man on each press and also for a new night shift.

Boston, Mass.—Increase of $1.17 a day for web pressmen in charge, $1.00 a day for the second man, and an increase of 30 to 46 cents an hour for overtime on Saturday nights and Sunday runs.

Cleveland, O.—Web pressmen receive 15 per cent increase, making wages for men in charge $0.3234 a day and for journeymen $3.46½ a day. Men working more than one shift receive double and one-half after first shift and more called back within eight hours from time and one-half for all work performed on call back, but not less than $3 a week for men in charge or $2.75 a week for journeymen.

Chicago.—New arbitration agreement gives increase of $2.75 cents a day and additional for Saturday nights.

Detroit.—Web pressmen receive 15 per cent increase, which makes wages for men in charge $0.3234 a day and for journeymen $3.46½ a day. Men working more than one shift receive double and one-half after first shift and more called back within eight hours from time and one-half for all work performed on call back, but not less than $3 a week for men in charge or $2.75 a week for journeymen. Apprentice rates increased

TIPS FOR THE AD MANAGER

BERBIER COMPANY, 19 W. 44th street, New York. Placing orders with newspapers for Street & Smith.

CASKINS & HOLMAN, 250 Fifth avenue, New York. Placing 185-1. 3 col. orders with some Pennsylvania newspapers for Pierce-Arrow Motor Car Company.

CHAMBERS AGENCY, INC., Maison Blanche building, New Orleans. Sending contracts and copy to newspapers in South and Central West for "Grapico."

WENDELL P. CLUTON COMPANY, 165 Broadway, New York. Making contracts with newspapers generally for Durham Duplex Razor Company.

COWEN COMPANY, 50 Union Square, New York. Placing tryout campaign with some Pennsylvania newspapers for Linillard Tobacco Company.

WILLIAM F. DOMM AGENCY, Danbury, Conn. Reported will make up lists during August using newspapers for Kerr Chemical Company.

M. P. GOULD COMPANY, 60 W. 35th street, New York. Placing experimental campaign with newspapers in six cities for Hunyadi Jahos.

A. W. ELIS COMPANY, 40 Central street, Boston. Placing 1-in. 4-t. orders with some Pennsylvania newspapers for James D. Crowley.

CHARLES H. FULLER COMPANY, 623 S. Wabash avenue, Chicago. Again making contracts with newspapers for F. A. Stuart Company.

E. J. GOULSTON AGENCY, 18 Tremont street, Boston. Placing orders with newspapers for Burgess, Lang & Co.

GUNDLACH ADVERTISING COMPANY, 122 S. Michigan avenue, Chicago. Reported will make up lists of newspapers during the next sixty days for Farmer Burns' School of Wrestling.

H. WALTON HERCSTRA, 25 E. Jackson Boulevard, Chicago. Reported will make lists of farm papers during August for Empire Manufacturing Company.

A. P. HILL COMPANY, People's Bank building, Pittsburgh. Placing orders with some Ohio newspapers for Jersey Cereal Food Company.

W. S. HILL COMPANY, Vandergift building, Pittsburgh. Placing orders with some New England newspapers for Goldine Manufacturing Company.

HOYT'S SERVICE, 116 W. 32nd street, New York. Again making contracts with newspapers generally for Piso Company.

WYLIE B. JONES AGENCY, Binghamton, N. Y. Making contracts with newspapers for Dash Balm Company.

LIBERTY ADVERTISING AGENCY, 147 Fifth avenue, New York. Making contracts with newspapers for Postum Cereal Company.

MACMARTIN AGENCY, Security building, Minneapolis. Will probably make list during August for La Crosse Tractor Company.

MASON-ROBINSON COMPANY, Lincoln building, Louisville. Reported will make list of newspapers during next thirty days for Peasler-Gaulbert Company.

REDFIELD & FISHER AGENCY, 34 W. 33rd street, New York. Placing orders with newspapers for A. B. Norwalk Company.

JOSEPH RICHARDS COMPANY, 9 E. 40th street, New York. Placing orders with some Pennsylvania newspapers for Liggett & Myers Tobacco Company.

RUTHRAUFF & RYAN, 404 Fourth avenue, New York. Places the advertising for Electro Importing Company.

RUSSEL M. SEEDS COMPANY, 330 University Square, Indianapolis. Placing orders with newspapers for Burrell-Dugger Company.

MERRILL ADVERTISING AGENCY, Wilton, Conn. Has started to place the advertising of the Hotel Empire, New York, payable in room accommodations; also placing advertising of hotels in Boston, Philadelphia, Pittsburgh, Detroit and Chicago; placing the advertising for the Ozo Company, of Wilton, Conn., on a new drink called "Ozo."

SHERIDAN, SHAWHAN & SHERIDAN, 30 E. 34th street, New York. Placing orders with newspapers for Bethlehem Motors Corporation.

TRACY-PARRY COMPANY, Lafayette building, Philadelphia. Making contracts with some Middle West newspapers for High Rock Knitting Company.

STROH PRODUCTS COMPANY, Detroit. Advertising a new soft drink called "Mattay-Cola." This concern was formerly the Stroh Brewing Company.

R. H. McKinney at Chicago

R. H. McKinney, of J. P. McKinney & Son, special representatives of New York and Chicago, is temporarily in charge of the firm's Chicago offices at 122 South Michigan avenue.

Gompers to Aid A. A. C. of W.

Samuel Gompers, president of the American Federation of Labor, has accepted a place on the program of the convention of the Associated Advertising Clubs of the World at New Orleans, September 21 to 25, as a participant in a conference which will undertake to determine, first, the terms upon which the employer and employe can agree and thereby insure increased production, and, second, what advertising can do to help promote such an understanding.

Berger Case Near End

WASHINGTON, July 21.— Victor Berger's right to sit in the House as Representative from the Fifth Wisconsin District, after his conviction on charges of disloyalty, was taken up today for final determination by a special Elections Committee, with his counsel, Henry F. Cochems of Milwaukee, again challenging the right of Congress to exclude him.

A. B. C. Meets in N. Y. Tomorrow

The monthly meeting of the board of directors of the Audit Bureau of Circulations will be in New York Friday.

CO-OPERATIVE ADVERTISING POSSIBILITIES

(*Continued from Page* 14.)

"Specialty House" pages are similar to the "Neighborhood" pages in many respects. The work of developing the contracts is quite the same and there have been instances where the newspaper retailed at least 50 per cent of the advertisers as regular patrons after the "Specialty House" page was discontinued.

As in all cases where co-operative advertising is used, the success of the plan will depend upon the sincerity of purpose, care in preparation and co-operation between publishers and contributors of space throughout the entire campaign.

Appoints Cone, Lorensen & Woodman

The Madison (Wis.) State Journal, recently acquired by the Lee Syndicate, will hereafter be represented in the national advertising field by Cone, Lorensen & Woodman.

The building permits for Norfolk in May totaled $1,000,000.

The FIRST effective means of securing distribution of nationally advertised food products

FIFTY of the leading GROCERY STORES of Worcester, Mass. (more are being added daily) AGREE TO STOCK and display THE GOODS of any manufacturer who advertises them in

THE WORCESTER TELEGRAM

These Worcester Grocers are taking their own medicine, for they have contracted to use a total of

52 PAGES OF ADVERTISING IN THE TELEGRAM

The first page of which was published July the 12th. The advertising the grocers are doing is designed to bring trade to their counters—to keep old friends and customers and to win new customers and make friends of them.

This advertising preaches the gospel of Dependable Service and Dependable Good—ADVERTISED GOODS. Underlying the whole effort is a foundation supplied by the character of fifty or more of Worcester's reputable business men.

If you would lessen SELLING RESISTANCE in Worcester County—if you would open the doors of Worcester's finest Grocery stores to your products—if you would engage the efforts of the leading stores of the city in your behalf—

IF YOU WOULD SELL MORE GOODS IN WORCESTER

communicate at once with

THE WORCESTER TELEGRAM

PAUL BLOCK, INC.,

representative

NEW YORK CHICAGO BOSTON DETROIT



Home of Detroit News and Its Paper Storage, Adjoining

Again First in America The Detroit News

The advertising records for the first six months of 1919 show that The Detroit News has again come into its own as the heaviest carrier of paid advertising in America.

This achievement is the best possible proof of the striking prosperity of "Detroit, the Dynamic," the thorough, concentrated circulation of The News in Detroit and its extraordinary lead over all competitors. The news has over double the city circulation of its nearest competitor, and practically treble that of the next paper. The Sunday News has over 40% greater city circulation than its only Sunday competitor.

So many advertisers appreciate the effectiveness and economy of placing all or the greater part of their campaigns in The Detroit News that it has completely outclassed all local competitors in advertising lineage and has also exceeded every other paper in America.

Note the following list. As far as it is known, each paper is the heaviest carrier of advertising space in its respective field. These figures have been secured either from the newspapers direct or from the July number of The Advertising Age.

OBSERVE THE DETROIT NEWS' POSITION

Seven Day a Week Field Leaders Which Exceeded 7,500,000 Lines, January 1, to June 30, 1919

	Lineage	Detroit News Lead
Detroit News	11,771,284	
Pittsburgh Press	11,659,592	111,692 lines or .96%
Chicago Tribune	10,794,549	976,735 lines or 9. %
Los Angeles Times	9,114,994	2,656,347 lines or 29.14%
New York Times	8,797,937	2,973,347 lines or 33.79%
Cleveland Plain Dealer	8,459,025	3,312,259 lines or 39.16%
Philadelphia Inquirer	8,111,770	3,659,514 lines or 45.1 %
St. Louis Post-Dispatch	7,937,320	3,813,964 lines or 49.06%

Six Day a Week Field Leaders Which Exceeded 5,500,000 Lines, January 1, to June 30, 1919

	Lineage	Detroit News Lead
Detroit News	8,634,986	
Pittsburgh Press	8,351,084	283,902 lines or 3.38%
Indianapolis News	7,786,718	848,268 lines or 9.65%
Chicago News	7,712,310	922,676 lines or 11.96%
Philadelphia Bulletin	7,431,477	1,203,509 lines or 13.93%
Cleveland Press	7,410,452	1,224,534 lines or 16.52%
Newark News	6,930,990	1,703,996 lines or 24.58%
Norfolk Ledger-Dispatch	6,500,942	2,134,044 lines or 32.83%
Toledo News-Bee	5,998,566	2,636,420 lines or 43.95%
Buffalo Evening News	5,893,758	2,741,228 lines or 46.5 %

THE DETROIT NEWS

The Advertisers' Exceptional Opportunity

"Always in the Lead"

*Note—The Baltimore Sun, 12,585,629 lines; Kansas City Star and Times, 10,949,084 lines, and St. Paul Dispatch and Pioneer Press, 8,134,980 lines, are not included in the above list, as their week day lineage is the aggregate of two editions per day and largely consists of the same advertising duplicated and carried over from the morning to the evening edition or vice versa; in other words, including Sunday, 13 editions per week are added together instead of 7, which makes comparison with other daily newspapers impossible.

SHOULD USE FULL POWER OF PRESS IN DEFENCE OF ITS RIGHTS

Concerted Campaign of Education to Maintain Fair Postal Rate Would Have Forced Just Legislation, T. F. McPherson Tells Inland Publishers.

NEWSPAPERS have not used the power and influence of their great circulations with any degree of consistency in self defense when occasion arose in the past, T. F. McPherson, business manager of the Wisconsin State Journal, declared at the recent meeting of the Inland Daily Press Association. Continuing his address, which was on "The Power and Influence of Newspapers," he said:

"If when we were fighting to maintain a fair postal rate, a campaign of education had been carried on through the columns of every newspaper, thoroughly informing the public as to the facts in the case, public opinion would have operated to force just legislation.

Co-operation as an Aid to Propaganda

"Publishers constantly confronted by local problems often find it difficult to concentrate upon questions that affect the industry generally. If the Inland Daily Press Association had a secretary whose remuneration was such as to make it profitable for him to devote all his time and energy to Inland interests the time of this officer could be directed when necessary to creating propaganda for release in the papers of all members.

Would this method of fighting for our rights enable the association to have such publicity prepared by a man who could by virtue of consultation with legal talent and close personal study of proposed legislation vital to publishers' interests swing public sentiment in our favor?

Would Set Good Example

One publisher expressed the opinion that the idea of newspapers employing a press agent would be considered ridiculous by the public. Personally, I can't agree with that viewpoint. On the contrary, I think it would indicate to intelligent space buyers that publishers placed such value and faith in the power of their organs as to warrant the additional expense of employing specialists to prepare the copy when important publicity campaigns are launched.

There is a firm conviction in my mind that were a system devised by the Inland Daily Press Association that would enable publisher members to adopt a standardized form of monthly analyzation of their business, copies of same to be filed with a designated authority of this association and available for reference, many of us would be amazed to find that we have a long, long way to travel to reduce our properties to a cost producing level with that under which many of our fellow publishers operate.

Passing up the detail let us focus our attention upon the big question: What is the earning capacity of a newspaper property with relation to its power and influence in its field?

Truth Now Essential

Do you agree with me that *the greatest newspaper in a given field is that newspaper which wields the greatest educational force therein?*

Do you believe as I do that the American people will no longer support a newspaper that leaves it to them to discover what is false and what is true and that the people want the newspaper that will ferret out the truth for them and give them the truth?

Do you agree with me that to publish false statements about trade commodities is to lose the confidence of the people and that to print the truth about trade commodities often leads to barren advertising columns and serious financial losses over varying periods of time?

If you do believe these things which my experience has taught me are true, you will also realize the tremendous business responsibility of the newspaper in this extremely commercial era.

Founded on Democracy

My conception of the building of a vast power and far reaching influence for a newspaper is to establish the policy of the newspaper on a profound belief in democracy.

The work of the newspaper then is to reach, educate and uplift the average man. To do this the newspaper must reach both the educated and the uneducated. It must cultivate a reading habit all the way from the primer stories to the highly important stories and the complex consideration of state affairs and fundamental problems of life.

The trend of the modern American newspaper is distinctly toward *Service*. The man is fit to go into the newspaper game today unless he is inspired with a patriot's purpose and a soldier's courage and determination, all others are unfit. If we are to have a better America, a cleaner America, a happier and more prosperous America it is to come through the service of the American newspaper.

BOOK ON SOUTH JUST OFF PRESS

Filled with Facts and Is Ready for Free Distribution

"The South of 1919" is the title of a book of facts and figures on the Dixieland of today that has just come from the press and is being distributed throughout the country by the Southern Newspaper Publishers' Association. The book is filled with valuable information and ought to be on file in every advertising office. Under the title of "The Rejuvenated South" the opening chapter deals with comparisons of the bank deposits of Southern cities with cities of equal size in the East and West, greatly to the favor of the South.

Industry, agriculture, live stock raising, mineral production, manufacturing, lumbering and the various other activities of the South as well as the work of such organizations as "Pig Clubs" and "Girls Canning Clubs" are dealt with under separate heads. Following a general survey each State is taken up separately and the work concludes with a list of the membership of the Southern Newspaper Publishers' Association with a word about the advertising possibilities below the Mason-Dixon line.

Matthew Gray, formerly of the Binghamton Press, has joined the Troy (N. Y.) Times staff.

Believes Pulp Paper Life Can Be Prolonged Indefinitely

ST. PAUL, July 23.—Dr. Warren Upham, the archaeologist of the Minnesota Historical Society and in his day a geologist of note, speaking as a scientist, says he will not believe the wood pulp is so perishable until he has positive evidence. He refers to insects, etc., that are found intact after burial millions of years in the rocks, and seems to think that if wood pulp paper is properly protected it may last indefinitely.

Dr. Upham expressed this view on the oft-expressed opinion of library experts that 50 years hence will see the ordinary newspaper files of today only a little pile of "paiheric dust." This is the maximum life lease given the wood pulp print paper now and for a generation past in use.

RUMELY QUERY ABROAD

Testimony Will Be Taken in Switzerland for Former Editor

A request of counsel for Dr. Edward A. Rumely, former editor and proprietor of the New York Evening Mail, for the appointment of a commission to take testimony of nine witnesses at Berne, Switzerland, in behalf of his client, has been granted by Judge Smith of the Criminal Branch of the Federal Court at New York City. Dr. Rumely is soon to be tried on the charge of having made a false return to the Alien Property Custodian regarding the ownership of the Evening Mail.

Secretary Glass for Governor?

WASHINGTON, D. C., July 23.—Secretary of the Treasury Carter Glass, who owns the Lynchburg News, may run for Governor of Virginia next term, as a stepping-stone to the United States Senate, according to a report here.

Wilmington Aims to Check Signboard Invasion

New Administration Plans to Draw Up Protective Ordinance, Therefore Lacking — Newspapers Prosper

WILMINGTON, Del., July 21.—War against unsightly billboards, which has been waged here for several years, is beginning to bear fruit. Because there are no municipal regulations, except those applying to the erection of buildings, the billboard mania has run wild here, with the result that large signs are stuck up all over town, some of them ornamental and in keeping with good taste, but many of them just the reverse. And, to make matters worse, some have been erected on the roofs of buildings in such a manner as to cause doubt as to their stability.

Now, however, the city has a new administration and it promises results. The new city solicitor is already making a study of the subject in other cities, with a view to drawing up a protective ordinance.

Notwithstanding this rush to billboard advertising the newspapers here are almost overtaxed with advertising, which is heavier now than ever before.

Martin Le Chance, formerly of the Troy (N. Y.) Record, has joined the staff of the Albany (N. Y.) Knickerbocker Press.

The Leaf-Chronicle

Published at Clarksville, Tennessee,

the center of a rich agricultural and great dark tobacco growing section, is SUPREME in its field.

Established 1808, it is still growing.

Member Associated Press and Southern Newspaper Publishers' Association.

Advertisers cannot get the cream of the business of this favored section except through the medium of

The Leaf-Chronicle

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising and for more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.



Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

The DUPLEX

Speed Reliability Economy

FLAT-BED WEB PRESSES

Model B
High-Speed Flat-Bed for larger dailies—5500-6000 per hour, 4, 6 or 8 pages.

Model D—4, 6, 8 or 10 pages.

Model A
Small, light, less expensive, for small daily or weekly paper. All advantages of the Model B except the high speed. 3500 per hour, 4, 6 or 8 pages.

"TUBULAR-PLATE" PRESSES
For the Stereotype Field.

"They Double the Product"
of any other type of rotary press, plate for plate and running at the same speed. Built 2-page wide or 4-page wide, as preferred.

SOME RECENT PURCHASERS

"Our Customers Write Our Ads"

Duplex High-Speed Flat-Bed Presses

Unless otherwise noted, is eight-page press.

Washington, Indiana.....*Democrat*
Santiago, Cuba.....* * *
Tampico, Mexico.....* * *
Tampico, Mexico.....* * *
Seattle, Washington.....*North American Times*
Santa Rosa, California.....*Republican*
Louisville, Kentucky.....*Masonic Home Journal*
Dublin, Georgia.....*Courier*
Fredericksburg, Virginia.....*Free Lance*
Ionia, Michigan.....*Sentinel*
Goshen, Indiana.....*Democrat*
North Attleboro, Massachusetts.....*Chronicle*
Cleveland, Ohio.....*Polish Daily News*
Morristown, New Jersey.....*Jerseyman*
Waynesboro, Pennsylvania.....*Press*
San Juan, Porto Rico.....* * *
Waltham, Massachusetts—(12 page).....*Tribune*
Nashville, Tennessee.....*Baptist Publishing Co.*
Gijon, Spain.....*Noroeste*
Lewistown, Montana—(12-page).....*Democrat News*
Antofagasta, Chile—(10-page).....* * *
Winchester, Kentucky.....*Democrat*
Santo Domingo, Haiti.....* * *
Richmond, Kentucky.....*Register*
Blackwell, Oklahoma.....*News Sun*
Annapolis, Maryland.....*Capitol*
Corsicana, Texas—(12-page).....*Sunlight*
Buenos Aires, Argentina.....* * *
Lewiston, Idaho—(12-page).....*Tribune*
Monessen, Pennsylvania.....*Independent*
Okmulgee, Oklahoma.....*Chieftain*
Youngstown, Ohio.....*Romanul Co., Inc.*
St. Augustine, Florida.....*Record*
Lawton, Oklahoma.....*News*
Lawton, Oklahoma.....*Constitution*
Shanghai, China.....* * *
Laramie, Wyoming—(10-page).....*Republican*
Vancouver, Washington.....*Washingtonian*
Prince Rupert, B. C.....*News*
Centralia, Wash.....*Chronicle*

Duplex Tubular-Plate Presses

Unless otherwise noted, is sixteen-page equipment.

Hazleton, Pennsylvania.....*Plain-Speaker*
Pernambuco, Brazil.....* * *
Pernambuco, Brazil.....* * *
Alexandria, Louisiana.....*Town Talk*
Copenhagen, Denmark—(32-page equipment, full-speed octuple capacity) *Berlingske Tidende*
Rome, Italy—(32-page equipment, full-speed octuple capacity).....*Il Tempo*
Rome, Italy—(32-page equipment, full-speed octuple capacity).....*L'Epoca*
Muscatine, Iowa.....*Journal*
Paducah, Kentucky.....*Sun*
Sterling, Illinois.....*Gazette*
Danville, Illinois—(24-page Tubular).....*Commercial News*
Paris, France—(64-page Tubular Plate outfit—equivalent of two octuples in high-speed capacity or four quads).....*Nouveau Temps*
Wichita Falls, Texas.....*Times*
Johnstown, Pennsylvania—(24-page Tubular).....*Democrat*
Bethlehem, Pennsylvania—(20-page Tubular).....*Times*
Dubuque, Iowa.....*Catholic Printing Co.*
Racine, Wisconsin—(20-page Tubular).....*Racine Journal*
Olean, New York.....*Times*
Cape Girardeau, Missouri—(12-page Tubular).....*Republican*
Johannesburg, South Africa—(24-page press, added to 24-page Tubular now in use, making total of 48-page, or double sextuple in full-speed capacity).....*Argus Printing and Publishing Co.*
Port Huron, Michigan—(16-page press, duplicating present press, making 32-page Tubular equipment, full-speed octuple capacity).....*Times-Herald*
Lexington, Kentucky—(4-page unit).....*Herald*
Beloit, Wisconsin—(4-page unit).....*News*
Richmond, Virginia—(Two 8-page units added to present presses, making two 3-page outfits in use).....*News-Leader*
Lewiston, Maine—(4-page unit).....*Sun*
New Haven, Connecticut—(4-page unit).....*Times-Leader*
Logansport, Indiana—(4-page unit).....*Pharos Reporter*
Alliance, Ohio—(4-page unit).....*Review*
Battle Creek, Michigan—(8-page unit, making 24-page press in all) *Enquirer-News*
Windsor, Ontario—(8-page unit).....*Star*
Rockford, Illinois—(4-page unit).....*Republic*
Bloomington, Illinois—(4-page unit).....*Pantograph*

DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN

Eastern Office: World Building, New York

CYRUS CURTIS FETED BY LONDONERS

British "M. P." Declares American Newspaper Men Responsible for U. S. Entry Into European War—Pledge to New Friendship

By HERBERT C. RIDOUT,
London Editor EDITOR & PUBLISHER.

LONDON, July 3.—Cyrus H. K. Curtis, proprietor of the Philadelphia Ledger, Saturday Evening Post, etc., was feted July 1 in the old house of Dr. Samuel Johnson, in Gough Square, at a tiny thoroughfare off London's newspaper avenue, Fleet street. Banquet given by



CYRUS H. K. CURTIS

Cecil Harmsworth, M. P., and a number of eminent newspaper men, including John Walter, Wickham Steed, both of the London Times; Major-General E. D. Swinton, "eye-witness" and part inventor of the tanks.

Cecil Harmsworth (a brother of Lord Northcliffe) said that they welcomed Mr. Curtis because his newspapers were deservedly held in the highest respect and admiration throughout the world of journalism. They paid their tribute especially to him because of the very great influence he had in America and because he threw its whole weight of his influence to the support of the Allied cause from the day that the war began.

Bands Must Never Be Broken

It was unanimously agreed that there has been established a great friendship all must see that it is never broken again.

Among the wise maxims of Dr. Johnson was: "A man, Sir, should keep his friendships in constant repair. Mr. Curtis' hosts declared they must see to it that the friendship between this country and the United States is kept in constant repair.

It was pointed out that in looking through the press one could not fail to observe that already, since the date of the armistice, causes of difference had arisen between some sections of the people in this country and some sections of the people in the United States. There were honest misapprehensions on one side and the other, and there were dishonest misrepresentations. There were old sores that some eager spirits would unwisely open up afresh.

Those present agreed that it is for them to take care that they exercised influence on public opinion to obviate and defeat such misapprehensions to the largest extent in their power.

Mr. Curtis, whose reception was one that augurs well for the future relationships between British and American journalists, said that if there is any difference of feeling between the people of the United States and England, he did not know of it, but that it was a question which had been brought to his attention since he had been in England a number of times.

Henry Wickham Steed, editor of the Times, in his address said it had been his privilege to be brought into touch with the American Mission to promote Peace in Paris. He has come to feel strongly that the future peace of the world depends in the first degree upon the continual growth of the inter-comprehension which has sprung up between the two chief branches of the English-speaking race; upon the constant effort all must make to appreciate the point of view of one or the other; and to give each other the benefit of any doubt on question that may arise.

Closer Understanding Needed

Mr. Steed said:

"It is impossible for the majority of Englishmen ever to regard the American people as foreigners. We might, however, get nearer to understanding them if we extended to them the courtesy and took the same pains to comprehend them as we took with the people of France and of Italy.

"For many generations Americans had been regarded as poor and distant relations. Latterly they had been regarded as wealthy relations, animated by a spirit of enterprise we did not always share. But if we came to realize the place of the United States in the world, their number, resources and material wealth, we should come nearer to understanding them. The chief element in the American people is their great undifferentiated idealism."

Mr. Steed said he once had to explain to a French audience that the attitude of the Englishman in his moments of ordinary tranquility bore no relation to his attitude in a moment of crisis, and it was the latter action that counted most. It was this difference which had obtained for Englishmen, with people who did not understand them, the character of hypocrites; yet it was not hypocrisy, for hypocrisy presupposed conscious inconsistency.

So with Americans—their great fundamental characteristic of idealism is somewhat less prominent in ordinary circumstances than their great commercial attributes. And it was this which made some people say it was only the dollar that counted.

That was a fundamental fallacy, said Mr. Steed. When they approached the question of the war, there was no calculation of interest or canny reckoning of what was to their advantage, but only a great wave of idealism which Mr. Curtis had done so much to create.

Sandusky Star-Journal Building

SANDUSKY, Ohio, July 23.—The Star-Journal has let contracts for the erection of its new home, expected to be ready for occupancy February 1. It will be a handsome four-story structure, at the southwest corner of Jackson and Market streets, and will be one of the most complete newspaper plants in the State, erected not only to meet present needs but for the future greater Sandusky.

Missourians to Meet in September

KANSAS CITY, Mo., July 23.—The annual meeting of the Missouri Press Association will be held at Springfield September 25-27. J. W. Stonebraker of Carrolton, Mo., is president.

Discuss Relations Between Printers and Publishers

Messrs. Southam and Ross Explain to Canadian I. T. U. What Higher Wages Mean

OTTAWA, Ont., July 23.—The relations between Canadian publishers and compositors were discussed at a meeting here of the Ontario and Quebec Typographical Unions' Conference, the delegates to which were welcomed by several prominent citizens, including F. D. Ross, proprietor of the Journal, and W. M. Southam, head of the Citizen.

They recounted how all disputes between Ottawa newspapers and compositors during thirty years had been settled by arbitration, to the satisfaction of both parties. Mr. Ross drew attention to what a wage increase actually meant to a newspaper, saying that a $2 or $3-a-week increase to compositors meant a great deal more than what it might appear to represent, necessitating, in fact, an upward revision of all salaries, as a matter of fairness to the whole staff. In the aggregate, it amounted to many thousands of dollars a year.

James Hogan, second vice-president of the International Typographical Union, said the union had found a solution for radicalism, Bolshevism and "I. W. W.ism." He urged the necessity of doing everything possible towards obtaining a greater measure of efficiency and also for still closer co-operation.

An Opportunity for America to become the Authority on South America

The Right, Title, Interest and Copyrights in the publication known as

The South American Year Book

(Great Britain's Encyclopedia on South America) is

FOR SALE

An opportunity for North American publishers or exporters to become the Disseminators of Authoritative South American Statistics and other Information from the American, instead of the British, viewpoint.

For Particulars address AMERICAS, Box A895 Editor & Publisher

Billy Birch of the old San Francisco Minstrels used to tell how he paid a visit to the North Woods, where great trees grew only two feet apart, and of how deer with horns twenty feet wide went dashing about through the forest.

And when Dave Wambold asked him how the deer managed to do this, Billy replied "That's the deer's business."

If you want to "cover Long Island," do not use the Standard Union.

But if you want to cover Brooklyn, then we can help, because 97 per cent of the circulation of the Standard Union is sold in Brooklyn.

10,646,989 people.

76 Cities of over	5,000
51 Cities of over	10,000
38 Cities of over	15,000
22 Cities of over	25,000
10 Cities of over	50,000
5 Cities of over	100,000
3 Cities of over	200,000
1 City of over	5,000,000

50,326 Square Miles.
First in Population.
First in Manufacture.
First in Assessed Valuation.
First in Apple Production.
First in Potato Production.
First in Hay Production.
First in Onion Production.

52,038 Tobacco Dealers.
29,758 Groceries and Delicatessen.
8,815 General Stores.
5,480 Retail Shoe Stores.
3,959 Garages and Repair Shops.
3,920 Retail Dry Goods Stores.
4,515 Retail Druggists.
3,793 Retail Hardware Dealers.
3,163 Auto Accessory Dealers.
675 Sporting Goods Dealers.
378 Department Stores.

A daily newspaper campaign cooperative with local dealers in this territory will quickly popularize any meritorious line of merchandise and it is well known that New York approval means nation wide approval.

The percent cost of intense cultivation of New York state is lower than that of any other territory—first because of the preponderance of population, and second because of the unexcelled transportation facilities, enabling one to make better time.

Try New York State as a splendid field for intensive daily newspaper advertising and be quickly convinced that this is the logical, economical and satisfactory way for National Advertisers to link up with local merchants and get results.

Don't ask the retailer to do all the cooperating. Do the cooperating yourself. Play the game HIS way. Don't try to force him to play it YOUR way—for he will not do it.

Your local dealer gets HIS customers through using his own home town newspapers. Go to his people through the same channel, and you will forge a strong link in the chain that will bind your customers to you.

NEW YORK STATE

The total population of the cities represented in this list is 7,157,506 people—over 67 per cent of the population of New York State.

This, remember, is merely the urban population, the "town folks" reached every day by this list of daily newspapers.

There is no other place on earth having but 50,326 square miles, where any such market can be found—or a market anywhere equalling this one.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)..	33,559	.07	.07
Albany Knickerbocker Press (S)...	43,957	.07	.07
Albany Sunday Telegram	27,959	.05	.05
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
*Brooklyn Daily Eagle (E).....	46,902	.18	.18
*Brooklyn Daily Eagle (S).....	69,046	.18	.18
*Brooklyn Standard-Union (E).....	53,264	.15	.15
*Brooklyn Standard-Union (S).....	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier & Enquirer (S)....	115,359	.17	.15
Buffalo Evening News (E).....	103,634	.16	.16
Buffalo Evening Times (E).....	56,861	.10	.10
Buffalo Sunday Times (S).....	71,435	.10	.10
Elmira Star-Gazette (E).....	25,889	.06	.05
Glens Falls Post-Star (M).....	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)..	6,245	.03	.02
Ithaca Journal (E)	10,791	.025	.025
*Jamestown Morning Post (M).....	9,131	.025	.02071
*Mount Vernon Daily Argus (E)...	7,193	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M).....	305,241	.50	.41
New York American (S).....	947,270	.75	.65
New York Globe (E).....	179,906	.39	.36
†New York Herald (M).....	107,642	.40	.36
†New York Herald (S).....		.50	.45
New York Evening Journal (E)...	675,118	.75	.75
New York Post (E).....	32,369	.25	.20
New York Sun (E).....	194,695	.39	.36
†New York Sun (M).....	117,414	.39	.36
†New York Sun (S)			
†New York Telegram (E).....	190,681	.342	.315
†New York Telegram (S).....		.246	.225
New York Times (M).....	350,598	.50	.485
New York Times (S).....	500,000	.55	.5335
New York Tribune (M).....	108,011	.32	.28
New York Tribune (S).....			
New York World (E).....	355,869	.50	.48
New York World (M).....	334,513	.50	.48
New York World (S).....	509,762	.60	.576
Niagara Falls Gazette (E).....	12,454	.03	.03
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E).....	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E).....	17,660	.08	.04
Syracuse Journal (E).....	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E).....	3,640	.0178	.0178

*A. B. C. Statements April 1st, 1919. Government statements April 1st, 1919.

Total Circulation	6,914,295
2,500 Line Rate	10.2097
10,000 Line Rate	9.4766

†Seven-day average.

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VIRGINIANS ENDORSE LEAGUE OF NATIONS

At Annual Convention in West Point, L. E. Pugh Elected President—Will Meet Again in November to Form a Daily Section

WEST POINT, Va., July 18.—Unanimous indorsement of the League of Nations was voted by the Virginia Press Association this afternoon. This action, with the election of the following officers, closed the annual convention:

L. E. Pugh, of the Newport News Press, president; James C. Latimer, of the Roanoke Times, secretary-treasurer; W. R. Kennedy, of the Lexington Gazette, chaplain; R. A. Anderson, of the Marion News, member of the executive committee of the National Editorial Association; R. A. James, of the Danville Register, chairman of the Daily Section.

The invitation of Newport News to hold a special session in that city at a date to be fixed in November was unanimously accepted.

At the next meeting it is hoped to complete the organization of the Daily Section as well as to attend to business of importance to the publishers of the State.

Executive Committee

President Pugh announced the following executive committee for the ensuing year: J. L. Hart, of Farmville; M. T. Harrison, of Bedford; George B. Keezell, of Harrisonburg; W. A. Land, of Blackstone; A. P. Rowe, of Fredericksburg.

Ashby Land, of the Wakefield Enterprise, and Carl Tomlinson, of the Southside Sentinel, Urbanna, were elected to membership.

At the morning session Attorney-General John R. Saunders delivered an address on "Tidewater Virginia." W. S. Copeland, C. J. Campbell and others urged the resumption of exchange lists, it being the consensus of opinion that the interests of the State could thus be drawn closer together.

Mrs. B. G. Robinson-Martin delivered the historian's address. In the future she will report her historical matter to the president who will include the same in his annual address.

After an interesting discussion the report of the finance committee increasing the weekly paper dues from $3 to $5 per year, and the daily paper dues to $8 per year, was adopted.

Resolutions were also adopted urging the re-creation of the print paper committee, and urging the establishment of departments for linotype instruction at Virginia Polytechnic Institute, Blacksburg; the College of William and Mary, Williamsburg; and the Virginia School for the Deaf and Blind, at Staunton.

Chairmen of Districts

To take the place of the minutes of the association it was voted to issue a quarterly bulletin carrying information regarding the association and its activities.

Approval was also given to the organization of the newspapers of the congressional districts into district branches for the discussion of business interests.

Chairman for the various districts were elected as follows:

First, A. P. Rowe, Fredericksburg Star.
Second, Norman R. Hamilton, Portsmouth Star.
Third, A. W. Perkins, Richmond Virginian.
Fourth, W. A. Land, Blackstone Courier.
Fifth, R. A. James, Danville Register.
Sixth, M. T. Harrison, Bedford Democrat.
Seventh, George W. Berry, Harrisonburg News-Record.
Eighth, B. M. Bushong, Standardsville Record.
Ninth, J. A. Whitman, Wytheville Enterprise.
Tenth, Heirome L. Opie, Staunton Leader.

This afternoon the members of the association were taken on an automobile tour of the industries of West Point, and tonight they were the guests of Mr. and Mrs. Crosby Thompson, at "Overlook," where a fish fry was enjoyed.

Interesting the Motorists

FALL RIVER, Mass., July 23.—The Herald has added an automobile section Saturdays, combined with the regular day's feature. Last week three pages were devoted entirely to automobile news and advertising. The page also contained a detailed description of a one-day tour. Each week during the summer season one of these maps will be reproduced.

Strikes Rich Oil

EASTLAND, Tex.—S. F. Ballentine, not long ago a $40-a-week reporter for the El Paso Herald, has struck rich oil on property he owns here and now is estimated to have an income of $100,000 a month.

RECENT A. B. C. REPORTS

CHICAGO, July 24.—A. B. C. reports have been issued for the following newspapers: Cedar Rapids (Ia.) Evening Gazette, Galveston Daily News, Long Branch (N. J.) Daily Record, Middletown (N. Y.) Times-Press, Newburgh (N. Y.) Daily News, New York Call, New York Jewish Daily Forward, New York Jewish Morning Journal, Sharon (Pa.) Herald, Asbury Park (N. J.) Press, Boston American, Boston Morning, Evening and Sunday Globe, Boston Post, Boston Transcript, Boston Morning Herald and Journal, Evening Traveler and Sunday Herald, Boston Sunday Advertiser and American, Lexington (Ky.) Leader, New Bedford (Mass.) Standard and Morning Mercury, Urbana (Ohio) Daily Democrat, Xenia (Ohio) Gazette and Republican, Little Rock (Ark.) Democrat, Little Rock Gazette, Meadville (Pa.) Tribune Republican, Springfield (Ohio) Daily News, Springfield Sun, Taunton (Mass.) Daily Gazette, Wheeling (W. Va.) Intelligencer, Wheeling News, Wooster (Ohio) Daily Republican.

N. Y. Circulators Choose Watertown

The fall meeting of the New York State Circulation Managers Association will be held in Watertown, October 20 and 21, according to an announcement of the board of directors.



The Best Rotogravure Section in America

A Complete 16-page "Movie" Magazine

Free Every Sunday With

THE PHILADELPHIA

RECORD

Circulation—Exceeding 140,000—Advertising Rates 40c per Line—Yearly Contracts, 30c per Line

Representative Newspapers

in

New York *(Telegram)*
Boston *(Globe)*
Philadelphia *(North American)*
Baltimore *(Sun)*
Washington *(Post)*
Cleveland *(Plain Dealer)*

will run as a leading Sunday feature in August and September:

LIFE AFTER DEATH

Do the Dead Communicate with the Living?

YES

Sir Arthur Conan Doyle
Sir Oliver Lodge
James Hyslop, Ph.D., LL.D.
(Secretary of the American Society for Psychical Research)

NO

Rupert Hughes
Sinclair Lewis

PERHAPS

Booth Tarkington
Harvey J. O'Higgins
Ollah Toph

There will be eight full-page illustrated articles, release dates running weekly. Each article may be used as a whole, or subdivided for daily use. No series with a wider human appeal than this was ever assembled. Territory is closing rapidly, but yours may be open. For terms communicate, preferably by wire, with the—

METROPOLITAN NEWSPAPER SERVICE

432 FOURTH AVENUE
NEW YORK CITY

Frank B. Elser, Editor. Maximilian Elser, Jr., General Manager.

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URGES FINDING COST PER SUBSCRIBER

Chairman of S. N. P. A. Paper Committee Sees No Prospect of Pre-War News Print Price and Says Publishers Must Act Accordingly

In a report just made to the members of the Southern Newspaper Publishers' Association, Charles I. Stewart, chairman of its paper committee, says "while there is reason to look for a reduction in the price of news print, there is no hope that anything approximating pre-war prices will result," and suggests that "every publisher make a very close calculation of news print and postage cost per subscriber, compare this with his subscription rates" and be governed in his rates and paper consumption accordingly.

The Newsprint Situation

Mr. Stewart's report follows:

"The paper market is undoubtedly much softer than it was a few months ago. Every publisher is doubtless aware of this fact, since there have been frequent offerings on the open market at prices nearly as good as the best contract prices.

"In some cases publishers can buy paper now at less than the contract price. There is a general impression that paper will be lower when the time comes to make contracts for 1920. Coal is more abundant and cheaper and the labor conditions are very much better than they were a year ago.

"The price of chemicals entering into newsprint manufacture, advanced by war conditions, must soon return to normal pre-war prices. These things should result in a material reduction in the cost of production, which seems to foreshadow a lower price.

"The big demand for advertising space has not, perhaps, caused an increased demand for newsprint much more than absorbing the consumption lessened by the falling off in circulation following the cessation of hostilities, but the prospect that the demand for newsprint for the fall of 1919 and for 1920 will be greater than ever before.

"While there is reason to look for some reduction in price, there is no hope that anything approximating pre-war prices will result. The publishers, therefore, are confronted with reasonable certainty that the price of paper will continue high.

Greater Demand Coming

"There is no indication that any other element of newspaper cost will show a material decline. On the contrary, the tendency is for costs to increase. This makes it important for newspapers to maintain subscription rates, particularly for mail subscriptions. Unless Congress interferes, after July 1, the 1½ cent second class rate will be 1½ cents per pound on 50 per cent increase as compared to the rate in effect prior to July 1, 1918.

"The increased bulk of the average paper, due to increased advertising, makes certain a marked increase in the newsprint and postage cost to the individual subscriber. Newspapers which under the War Board rules were able to hold their paper within a size—making it possible to hold the newsprint consumption down to 75 pounds per subscriber—will probably find it necessary now to consume 100 pounds per subscriber.

"An increase of 25 pounds of white paper at 4 cents per pound, and increase of the postage rate to $1.50 on the first of July, will mean an increase, beginning July 1, of $1.75 per year per subscriber in the cost of newsprint and postage, with the same price for newsprint last year and this year. In other words, with a consumption of 100 pounds of paper per subscriber the newsprint and postage cost alone will be $5.50 per year.

100 Lbs. Per Subscriber

"While some of the Southern papers consume more, others consume less, and it will probably be found that the newsprint consumption of the membership of our association will average about 100 pounds per subscriber. The seven-day papers in the larger cities will, of course, run considerably above this. It follows, therefore, that very few newspapers at the prevailing subscription rates will be able to get out of their subscribers more than the cost of newsprint and postage. Many of them will fail unless there is a marked advance in subscription rates, to secure from the subscriber enough to pay the newsprint and postage bills.

"I suggest that every publisher make a very close calculation of the newsprint and postage cost per subscriber and compare this with his subscription rates.

"Notwithstanding these conditions, there is a tendency to return to the reckless methods prevailing prior to the War Board's regulations. The smaller newspapers are forced into policies they would prefer to avoid because this appears to be the only means by which to meet the competition of the cheap papers put out in the larger cities.

"This appears to be one of the big problems confronting Southern publishers and one to which I believe very serious attention should be given. If the Southern association should be able to establish and maintain a fair circulation price, if it accomplished nothing else, it would fully justify itself."

Sent $575,000 Worth of Tobacco to Soldiers in France

MONTREAL, Que., July 23.—During the war, the Montreal Gazette's tobacco fund for Canadian soldiers overseas became somewhat of an institution and a recently-issued booklet contains an interesting résumé of the work.

The fund operated continuously for 195 weeks, or nearly four years—the longest period of any similar newspaper fund in America—and during that time tobacco and cigarettes worth, at Montreal retail prices, approximately $575,000 were sent overseas. This supply consisted of 25,000,000 cigarettes, 500,000 packages of smoking tobacco, 6,674 pipes and 4,122 pouches and lighters. All of the shipments crossed the ocean safely.

The Gazette gave a weekly subscription to the fund and bore all costs of operating, while the Canadian tobacco companies supplied their product at a price little higher than actual cost. The Department of Militia and Defence cooperated to the extent of forwarding the tobacco as military stores, thus saving cost of transportation and permitting the entire amount collected to be devoted to the purchase of tobacco.

Starts Free Milk and Ice Fund

WINSTON-SALEM, N. C., July 22.—A free milk and ice fund for the babies of needy families has been started by the Sentinel. More than $1,000 in contributions already has been received from readers.

THAT most insidious and palatable apple which opened the eyes and stimulated the industry of our remote ancestors, could not have been more tempting and luscious, nor grown amidst more romantic and beautiful surroundings than the apples of West Virginia! And this season promises a big crop.

In fact, the harvest here generally is excellent in prospect—and then—

There will be fine spending at all the trade centers, with something over for investment.

Down here a little timely advertising in the daily newspapers will bring big returns.

Study the map of West Virginia.

Start with these papers, which are read at home and passed around:

	Circulation.	Rate for 5,000 lines.
Bluefield		
*Telegraph ...(M)	5,463	.02142
Charleston		
‡Gazette .....(M)	11,410	.03
‡Gazette .....(S)	11,700	.02
‡Mail .....(E)	9,336	.025
Clarksburg		
†Telegram ....(E)	7,864	.02
†Telegram .....(S)	8,351	.02
After Feb. 1st, 1920.... .025 line (flat).		
Fairmont		
*W. Virginian .(E)	5,192	.02
Grafton		
*Sentinel .....(E)	2,275	.014
Huntington		
†Advertiser ...(E)	8,524	.02
†Herald-Dispatch ....(M)	11,165	.02
†Herald-Dispatch ....(S)	11,599	.02
Martinsburg		
†Journal .....(E)	3,219	.0129
Moundsville		
*Echo	1,730	.0115
Parkersburg		
*News .....(M)	6,239	.02
*News .....(S)	6,239	.02
†Sentinel .....(E)	6,695	.017
Wheeling		
†Intelligencer .(M)	10,139	.0325
†News .....(E)	14,749	.04
†News .....(S)	17,800	.05

*Government statement, April 1, 1919.
†A. B. C. statement, April 1, 1919.
‡Publishers' statement, April 1, 1919.

Read Up on West Virginia!

EDITORIAL



FOR SPACE BUYERS

EDITOR & PUBLISHER presents in this issue a list of the daily newspapers of the United States, published in the English language, with figures showing their average net paid circulation (according to A. B. C. reports and Government statements) for six-months period ending March 31, 1919, and their 5,000 agate line advertising rates as in effect July 1, 1919.

This feature may be advantageously compared with the list of English language dailies printed in the EDITOR & PUBLISHER for January 11, giving circulation figures as of October 1, 1918, and minimum advertising line space rates as of January 1, 1919.

This immensely valuable information is made easily available to the profession, by whole-hearted co-operation of EDITOR & PUBLISHER and Barbour's Advertising Rate Sheets, Inc. It will afford an authoritative guide to space buyers, advertising agencies and national advertisers, generally in planning national and localized advertising campaigns for the Fall.

With these lists as a basis, the matter of computing costs of advertising by States and sections is simplified. Their publication serves the interests of buyers of advertising quite as effectually as the interests of publishers. In the last analysis, these interests, are entirely mutual.

The time was when many of the agencies contended that the placing of campaigns in the newspapers involved so much trouble and expense that usual commissions did not justify the service required. Dependable information about circulations and rates, covering all of the dailies of the country, was almost impossible to obtain. EDITOR & PUBLISHER and Barbour's Advertising Rate Sheets, Inc., have changed this situation through making such information available to all. This service to advertisers and publishers will be continued, with semi-annual revisions of the facts and figures.

THE NATIONAL GAME

MOST healthy-minded men like baseball. Yet even a confirmed "fan" will admit, if you pin him down to frankness, that the newspapers carry more baseball news and gossip than the fans time to read—and that much of it is trivial and foolish.

There is a tradition that newspapers must print a great volume of matter about baseball—and that tradition shows no signs of weakness on account of either old age or of its unsoundness.

The average reader of a newspaper does not fail to notice that, albeit, news values of "sport" interest and importance are treated inadequately, while a page is given over to baseball. He sees, too, a direct relation between these two facts. Space is limited—and some things must be minimized. He notes that the real news usually suffers in order that the baseball stuff may be padded out to make a "showing" with those who are interested in the game.

EDITOR & PUBLISHER likes to see baseball and in the wisdom of printing baseball news. But it is proper to urge that baseball gossip and piffle should not occupy space sorely needed for news and features of infinitely greater public interest and value.

Editors should analyze their papers for the express purpose of comparing the news value of the baseball gossip with matter which has had to be either cut to the bone or left out in order to accommodate such matter. A little cold-blooded consideration along this line will serve to bring about better balanced news policies.

THE space grafter urges upon the editor the "news value" of the advertising matter which he offers for free publication. The same argument will apply to almost every paid advertisement appearing in a daily newspaper. All good advertising has news value. Some advertising may even contain news which the editor might have been glad to use and pay for, if we assume that the advertiser had employed a press agent to bring it to his attention. No part of an editor's education is more important than a knowledge of where to draw the line —and he is generally safe if he draws it against the press agent.

NEWSPAPER ADVERTISING RATES

NATIONAL advertisers are to be congratulated on the fact that, despite the enormous increases in the costs of publishing, they are now paying—generally speaking—a lower rate per line per thousand of circulation for newspaper advertising space than in 1914.

This statement is based upon reports made to EDITOR & PUBLISHER by some of the leading big-city newspapers. The situation thus revealed, it may be safely said, does not apply to any other product or service. That leading newspapers should be able, notwithstanding steadily mounting costs, to sell advertising at a lower rate per thousand of circulation than five years ago must be classed among the economic miracles of the times.

The facts as to three representative American newspapers, the New York Times, Washington Star and Atlanta Journal, will illustrate prevailing conditions as to increased costs of production and circulation growth, and afford ground for wonder as to how it has been found possible by these newspapers to not merely maintain basic advertising rates, but to actually lower them.

In 1914 the circulation of the New York Times, daily and Sunday, averaged 246,118; for the six months ending March 31, 1919, the average was 393,178. The rate for run of paper in 1914 was 40 cents an agate line. The present rate is 50 cents an agate line for the daily and 55 cents an agate line for the Sunday issue. This increase covering an increased daily average circulation of 147,060.

The white paper bill of the Times, due both to the advanced cost of newsprint and to the larger amount necessary to take care of the circulation growth, has increased about 300 per cent since 1914. The payroll of the machanical department, including printers, pressmen and stereotypers, has increased more than 100 per cent in the same period. The advertising rate has advanced 25 per cent in five years, while the circulation has increased 55 per cent and the costs of publishing, as to two major items, have advanced 100 per cent and 300 per cent, respectively.

The Washington Star, in 1913, charged 15 cents an agate line daily and 10 cents an agate line Sunday. This rate was based on a daily average circulation at that time of 66,080. The present rates are 17 cents an agate line daily and 13 cents an agate line Sunday, and the circulation for the six months ending April 1, 1919, averaged 102,233.

Thus, an increase of 13 1/3 per cent in the daily rate covers a circulation gain of 54.7 per cent. The increase in the Sunday rate has been 30 per cent, covering an increased Sunday circulation of 65.6 per cent. In 1914 national advertisers received 4,405 circulation for each cent of daily line rate and 4,983 for each cent of Sunday line rate. At present they receive 6,014 circulation for each cent of daily line rate and 6,352 circulation for each cent of Sunday line rate.

The Star finds that, in five years, the cost of newsprint has almost doubled, and the total cost of news-

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James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: H. C. Ridout.
Paris: F. B. Grundy.
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San Francisco: R. J. Bidwell.
Boston: A. J. Haskell.
Washington: Robert T. Barry.
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paper production has increased approximately 50 per cent. In spite of these facts, the basic cost of space to advertisers has been actually reduced 36.5 per cent daily and 27.4 per cent Sunday. The Star accounts for this surprising situation by the increase in circulation revenue and the volume of advertising carried.

The Atlanta Journal's circulation in 1914 was 53,000, and the minimum advertising rate was 8 cents an agate line. The circulation under the last Post Office report was 61,575, and the rate is now 9 cents an agate line. The actual cost of publishing the Journal in May, 1919, was 66 2/3 per cent more than the cost of publishing in May, 1914.

Thus it will be seen that, while national advertisers themselves have been forced by economic conditions to increase the selling prices of their products to keep pace with mounting costs of manufacture and distribution, they are now profiting through a lower basic rate for advertising than they could secure five years ago.

EDITOR & PUBLISHER will not be accused of partisanship in the interests of newspapers when the assertion is made that no other commodity is now selling at so low a rate, considering cost of production, as do newspapers. The facts cited substantiate this claim. That present low rates are economically sound is open to serious question—but the fact that they have been generally maintained in the face of conditions to which all other manufacturers bow in submission is undeniable.

If labor costs continue to increase, as seems imminent, it requires but a minor gift of prophecy to foresee drastic advances in basic advertising rates by all newspapers. In fact, the trend is already upward, as evidenced in the figures shown in EDITOR & PUBLISHER rate lists as of July 1, 1919, compared with January 1, 1919. The increase in that period has been 8.6 per cent. That is significant. The moral for national advertisers is plain: When facing a rising market, buy early!

AMERICANIZATION THROUGH THE PRESS

THE Inter-Racial Council and its co-ordinated organization, the American Association of Foreign Language Newspapers, are attempting in a big way to Americanize our foreign born residents through first Americanizing the foreign language press.

The supporters of this movement are men of dominance in the business world—such men as Gen. Coleman Du Pont and Col. William Boyce Thompson. The Inter-Racial Council hopes to strengthen the foreign language press in its fight against Bolshevism and anarchy. The national organization hopes to turn a large volume of national advertising to these newspapers, thus aiding in making them not only prosperous but vehicles for educating their readers to the value of National made products.

The people who are directing this allied work invite helpful suggestions. EDITOR & PUBLISHER begs to offer one.

It should be made possible, at the earliest moment, for the foreign language newspapers of the United States to receive the news service of one of the big press associations. The Associated Press, the United Press and the International News Service treat news in the American way. They are impartial, independent, progressive. By using such a news service, without alteration in translation, a foreign language newspaper would become, inevitably, a real force for Americanization, developing the American viewpoint and attitude toward events.

This would involve no attempt to control the editorial policies of such papers. Their editors should be wholly free, in the American way, to interpret and comment upon news and affairs. It would simply place them in line with the English language newspapers so far as the treatment of news is concerned —and this would be a great achievement.

"ADVERTISING is largely an American idea," says J. W. Sanger, a commissioner of the U. S. Bureau of Commerce. Nobody will quarrel with the statement. And most Americans will feel that this idea has been a pretty handsome contribution to the progress of the world.

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PERSONALS

IN THE EDITORIAL ROOM

Major-General Sir David Watson, editor of the Quebec Chronicle, following his return from overseas after an absence of nearly five years, at a civic reception was officially welcomed by citizens and afterward presented to the city a flag given him by the Commune of Abscon, a French town which his troops liberated from German rule in October of last year. He was also honored by the Garrison Club, which presented him with a silver loving cup.

Charles H. Grasty, treasurer of the New York Times and formerly editor and publisher of the Baltimore Sun, addressed the Baltimore Rotary Club last week on experiences in Europe as war correspondent.

Victor Morgan, editor of the Cleveland Press, has declined a job. Following the recent two-day street car strike and a tentative settlement certain matters were to be arbitrated. The city council selected Mr. Morgan for the work, but he promptly turned down the honor.

Capt. F. W. Parker, of the 56th Pioneer Infantry, who returned to his home in Portland, Me., two weeks ago, after service with the Army of Occupation in Germany, has become superintendent of the U. S. Senate stationery department in Washington, D. C. Before entering the army Captain Parker was city editor of the Portland Daily Press.

Miss Edna N. Taylor has returned from France, where she did war work, and reclaimed the news desk of the Wilmington (Del.) Every Evening.

Lieut. Timothy A. O'Toole has resumed his duties as sports editor of the Wilmington (Del.) Sunday Star.

"Billy" Guard, formerly a Baltimore newspaper man, later with the New York Times and now with the Metropolitan Opera Company, has been visiting the scenes of his early labors in Baltimore.

Oscar Cesare, of the New York, cartoonist for the New York Evening Post, and Mrs. Cesare are spending the summer in Asheville, having bought a home there. Mrs. Cesare is the only child of the late O. Henry, the famous North Carolina writer. She has spent a great part of her life in Asheville.

Miss Mae Muller, of New York, a writer for the Hearst newspapers, and John Carter, wealthy medicine manufacturer of Anniston, Ala., were married recently.

Miss Fannie Rivers, of Houston, and J. C. Sanders, of the Tyler (Tex.) Morning Tribune, were married July 13.

Mrs. Kate Upton Clarke, a former member of the Brooklyn Eagle staff and Brooklyn Institute lecturer, is now an LL.D., by virtue of an honorary degree conferred by Wheaton College.

Edward Logan, formerly of Buffalo, has returned to the editorial staff of the St. Louis Republic.

Curtis Vinson of the Galveston (Tex.) News and Miss Clarice West Moore of Wallasey, Cheshire, England, were married in Houston last week. The marriage is the culmination of a romance begun in England in 1918, where Mr. Vinson was stationed on board the U. S. S. Stockton.

Edith Knight Holmes, editor of the women's clubs section of the Portland Oregonian, was married to Joseph Adams Hill on June 25.

John Kelly, well-known New York ship news reporter, and Miss Martine Brevier, of the Navy yeomanette force, have been married.

David J. Davies, city editor of the Pittsburgh Dispatch, was married to Miss Norma Maier, of the Dispatch circulation department, July 9.

Howard Underhill Archer, editor and manager of the Rye (N. Y.) Chronicle, and Miss Elsie A. Mason, of Hornell, N. Y., were married July 12.

Miss Betty Adler has gone to Europe as a special representative of the Jewish Syndicate of Newspapers. She is a sister of E. P. Adler, publisher of the Davenport (Ia.) Times.

IN THE BUSINESS OFFICE

A. E. Braun, vice-president of the Pittsburgh Post and Sun Publishing Company, has been elected vice-president of the American Window Glass Machine, American Window Machine and Window Glass Machine Companies.

A. J. McFaul, advertising director of the St. Paul Dispatch-Pioneer Press, was given a surprise dinner by his staff at the St. Paul Hotel.

George F. Goldsmith, Jr., of the New York office of the Philadelphia Public Ledger, is at Atlantic City on his vacation.

Edward R. Ellis, of Boston, has been appointed New England representative of the Messenger of the Sacred Heart, of New York City.

Joseph J. Lane has been appointed New England manager of the Red Cross Magazine, with office in the Little building, Boston.

A. J. Putnam, of the Muskogee (Okla.) Phoenix advertising department, and Miss Margaret Thornton, of Dallas, Tex., were married June 28.

Thomas A. Barrett, for many years at the head of the advertising department of the National Farm Power papers in New York, is now managing the publishing work on the American Agriculturist and New England Homestead. J. W. Hastie takes the title of Eastern advertising manager of the National Farm Power.

Miss Marie Magee, for several years connected with the advertising force of the St. Paul Dispatch-Pioneer Press, has resigned to take up work for the livestock department of the Minnesota state government.

Dert Dunlap, for years connected with the Twentieth Century Farmer at Omaha, Neb., is now with the Kansas City Journal Company in the management of the Missouri and Kansas Farmer.

David W. Howe, for two years a Scribner's Magazine representative in New York State and Southern territory and recently with the New York Tribune since his return from overseas duty in the air service, has joined the advertising department staff of the Syracuse Post-Standard.

WITH THE AD FOLKS

Al. L. Baumgartner, president of the Thompson-Koch Advertising Agency, Cincinnati, runner-up in the Ohio State Golf Championship in 1917, has just captured the championship of the Hyde Park Country Club, putting up a new club course record with 68. He also won the long distance driving contest with a drive of 330 yards straightaway and won the approaching contest.

George D. Briggs, formerly of Chicago Daily News Record, has been appointed publicity manager of Strong, Hewat & Co., New York.

William Ketnick has joined the staff of the Allardt Theatrical Advertising Company, Chicago.

Derby Brown has been appointed director of production for Wood, Putnam & Wood Company, Boston.

Charles F. McCahill has become a partner in the Tucker Advertising, New York, resigning as manager of the sales service department of the Boston Herald, Record & Traveler.

Dewey Booker is now on the Joseph Richards Company staff, New York.

A. L. Green has resigned as manager of advertising and promotion for the Burgess-Nash Company, Omaha, to become connected with the Modern Farm Utilities Company, in the same city.

Norton Mattocks is the new advertising manager of the Klearflax Linen Rug Company, Duluth.

George D. Wilcox has started an advertising service in Detroit after overseas air service. He was formerly advertising manager of the Republic Motor Truck Company, at Alma, Mich.

H. P. Fluhart of the Okmulgee (Okla.) Times has been made advertising manager of the John H. Moore Motor Agency of Okmulgee. Mr. Fluhart is said to be the first advertising man in Okmulgee to devote his full time to a commercial position.

Edward Lloyd Schoen of Chicago has been appointed advertising manager for Schloss Bros., clothiers, Indianapolis. He formerly was connected with the advertising departments of Chicago newspapers.

L. V. Schneider has resigned from the staff of the Indianapolis News to become Indiana publicity director for the Universal Film Manufacturing Company.

William F. Blaha of Chicago has become copy chief of the Coolidge Advertising Company, Des Moines.

Paul Ayers Rockwell, formerly of the Marsengale Agency staff, Atlanta, is on the high seas on his way home from France. A bullet in his shoulder put him out of the fighting and he took up newspaper correspondence.

Samuel M. Goldberg, New York City, publishers' special representative, will celebrate on August 11 the 25th anniversary of his entrance into the advertising business. He started with Henry C. Hall on the Christian Standard, Detroit.

Harris N. Pickett has become advertising manager of the Ohio Trailer Company, Cleveland. He was formerly advertising and assistant sales manager of the General Asbestos & Rubber Company, Charlestown, S. C.

Ralph Barstow has left Rochester, N. Y., for Greenfield, Mass., where he assumes the duties of sales promotion manager for the Greenfield Tap & Die Corporation.

Albert Warner has left the Albany Knickerbocker Press to do special work in the editorial department of the Troy Record.

David Tewksberry, editor of the Ketchikan Times, has returned to Seattle, and ifis now on the copy desk of the Seattle Post-Intelligencer.

John L. Travis, managing editor of the Seattle Times, is spending his vacation motoring about the highways of the State.

C. B. Blethen, editor, and Joseph Blethen, publisher of the Seattle Times, have returned from a short business trip to California.

PRICE HAS LIVED UP TO HIS OPPORTUNITIES

PROGRESS is measured by opportunity, and many a publisher of a small-town newspaper has done quite as well in his field as his brother in a larger city has done in his.

Take Thomas C. Price, for instance, he owns and publishes the Lincoln County News at Fayetteville, Tenn., which has a population of about 5,000. One ought to have practical experience in the mechanical department to run a newspaper in a town of that size, and Mr. Price is full equipped. He worked for ten years with the Methodist Publishing House at Nashville, in the composing room, beginning when he was fifteen years old. Then he ran a linotype machine for Marshall & Bruce Company for six years. After that he worked on the Nashville Banner for three years, when he bought the Lincoln County News and blossomed out as an editor and publisher.



THOMAS C. PRICE.

He has trebled the circulation of his paper since he took hold, and last year did a business of more than $15,000. Besides that, he has served as president of the Middle Tennessee Editors' League. That means he has lived up to his opportunities.



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GROUP ADVERTISING EFFECTIVE ABROAD

American Manufacturers Should Use It Overseas to Establish Good Will and Overcome Prejudice, Motor Export Manager Suggests

By P. S. Stenstrup
General Manager, General Motors Export Company

The passing of the Creel bureau on July 1 marked the end of the official activities of our Government in promoting American publicity in foreign fields. Shall private enterprise continue the work which our Government found desirable and effective in giving our overseas friends a better conception of our ideals, purposes and activities during the war period, or shall we grant foreign competitors the exclusive use of the power of "group" or "pool" advertising in foreign fields?

The value of this and other forms of publicity in the United States is generally recognized. The growth of advertising of all kinds since the Armistice has been remarkable. One prominent American publisher is reported as having rejected millions of dollars' worth of advertising because his printing equipment was inadequate to handle the large volume of business offered.

Foreign Field Neglected

Never before in the history of American business has the power of publicity been so generally acknowledged or so liberally employed in the United States. Even the Government has shown its acknowledgment and appreciation of the excellent results accomplished by advertising during the war by recently expending with satisfactory results $184,352 in a campaign for recruits for our new army.

Unfortunately, the very general recognition by American business men of the power and effectiveness of advertising in this country has not brought a correspondingly greater appreciation of the possibilities of advertising in the overseas field. True, a few of our larger manufacturers are conducting rather extensive overseas campaigns, and the American export publications have recently enjoyed considerable increase in their advertising patronage, but few concerted efforts have been made by large advertisers or groups of advertisers to systematically and intensively develop the foreign field.

Prejudice to Be Overcome

The possibilities of "group" advertising, sometimes called "pool" advertising, a plan offering great possibilities for promoting the sale of, and building good will for, American products abroad, seem to have been entirely overlooked by American manufacturers, although this method of building good will and developing business for certain industries is already extensively and effectively employed by British advertisers. That other countries are awakening to the appreciation of the possibilities of this form of advertising is proved by the fact that Brazilian coffee growers recently started an advertising campaign in this country, backed by an appropriation of one million dollars, to increase the demand for and consumption of their product.

If "group" advertising can be effectively and profitably employed to increase the demand for and the use of certain products in this country, why should it not be even more effective in promoting the sale of American products abroad? American products will not only encounter world competition in the foreign markets, but in certain sections of the globe more or less well defined prejudices exist against American products and American methods. What more effective method could be used to overcome these sales impediments than good "group" advertising?

The motor car business overseas is in its infancy and the rapidity and extent of its development will depend largely on the employment abroad of those aggressive publicity and sales methods which have been so successful in building the business in the United States to its present huge proportions.

The possibilities of a "pool" advertising campaign abroad to increase the use of American motor cars are alluring. The field is the largest ever presented to an advertising man, and the purpose is to increase the usefulness, the wealth, and the happiness of the people of the entire world through rapid economical transportation.

A "pool" campaign could be supported by placing a uniform assessment on each car exported or by taking a percentage of the net value of each car exported for the advertising fund. The benefits from the campaign accruing to such manufacturer would be in proportion to the number of cars which he exported and to his share in the cost of the campaign, while the industry as a whole would be greatly benefited.

THIS COLLEGE PROFESSOR STARTED AS PRINTER



Prof. Robert W. Jones

From a country newspaper office printer's case to a university professorship has been the career traveled in 18 years by Robert W. Jones, who is now a member of the faculty at the University of South Dakota, at Vermillion, as director of the course in journalism.

Professor Jones holds three University degrees, A.B. and LL.B. from the University of Missouri, and A.M. from the University of South Dakota. He also has an honorable withdrawal card from the International Typographical Union dated August, 1905. He has been reporter, copy reader and city editor of various daily papers in Missouri, for eight years was a special correspondent of the St. Louis Globe-Democrat and has been professor of journalism at the University of South Dakota the last three years.

Earl C. Donegan, editor, and William Steinke, cartoonist, of Bridgeport Post, are flying in connection with their newspaper work.

ILLINOIS

205 Miles Wide.
380 Miles Long.
56,665 Square Miles.
6,152,257 People.
$3,905,321,075 Assessed Valuation

Annual Production

$2,000,000,000 Manufactured Products.
880,000,000 Steel Products.
400,000,000 Meat Products.
418,000,000 Bushels of Corn.
244,400,000 Bushels of Oats.
57,590,000 Tons of Coal.
30,400,000 Bushels of Wheat.
18,500,000 Barrels of Petroleum.
13,500,000 Bushels of Potatoes.
5,111,000 Hogs.
3,438,000 Tons of Hay.
1,500,000 Tons of Coke.
1,315,000 Beef Cattle.
988,000 Sheep.

Illinois Has

250,000 Farms.
18,026 Factories.
12,216 Miles of Railroad.
35,100 Tobacco Dealers.
19,500 Grocers and Delicatessen Dealers.
6,650 General Stores.
3,700 Shoe Stores.
3,600 Hardware Stores.
3,200 Drug Stores.
3,000 Garages and Repair Shops.
2,800 Auto Accessory Dealers.
2,200 Dry Goods Stores.
425 Sporting Goods Stores.
304 Department Stores.
73 Cities over 5,000.
32 Cities over 10,000.
25 Cities over 15,000.
16 Cities over 25,000.
5 Cities over 50,000.
1 City over 2,500,000.

What more could any one ask for a try out territory? It is all there. And the Illinois daily newspapers listed here are "on the job" to help manufacturers and retailers.

Illinois is SOME state.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	16,000	.04	.04
Bloomington Pantagraph (M)	17,211	.035	.035
Champaign Daily Gazette (E)	4,605	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M)	289,094	.38	.31
*Chicago Herald-Examiner (S)	590,851	.53	.46
Chicago Daily News (E)	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	15,086	.03	.03
*Elgin Courier (E)	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,591	.025	.025
Rockford Register-Gazette (E)	13,477	.03	.03
Sterling Daily Gazette (E)	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, $2.3304.
Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

ADVERTISING MEN ARE "APOSTLES OF TRUTH"

Present Demand of Public Is for Honesty in Print—Success of Profession in War Activities Proves Its Value in Reconstruction

SPOKANE, Wash., July 22.—The advertising man is a "regenerated apostle of truth," according to George A. Phillips, president of the Spokane Ad Club.

"History tells us that the book agent, the quack medicine man and the cure-all artist were among the first and most aggressive advertisers to take advantage of printed mediums." Mr. Phillips says. "The purchasers of advertising in those days were impelled for results. So the 'advertising man' resorted to high-pressure methods of appeal to bring quick results.

The Days of Old

"The most flagrant statements were made, the most unreasonable exaggerations were indulged in, to attract attention, without any regard for the truth. The public rebelled at these ridiculous methods, putting the 'advertising man' in the same category as the common liar and the quack.

"Then there came a demand for common sense, honesty, and truth in advertising, and sound principles were laid down for the guidance of ethical advertisers. Nowadays, the right type of advertising man carefully analyzes every statement before putting it into print.

"The results of the war activities of advertising men demonstrate their value to their flag and their country. Their ability in aiding the government during war proves that they can aid immensely in the activities of reconstruction.

Censoring Public "Schemes"

"The Spokane Ad Club has organized a 'Publicity Bureau' within the club, consisting of ten advertising men, all members of the club, served by a paid secretary. This bureau co-operates with other civic bodies and the newspapers in handling all publicity for public enterprises, carefully avoiding the giving of assistance to any publicity to private undertakings.

"For example, this bureau handled the publicity for all the Liberty Loans, the Red Cross, and United War Work funds. It conducts publicity for patriotic and community events, and for the promotion of community improvements, including good roads, public buildings, and hospitals. It is a central point from which is distributed reliable information concerning all these matters of common interest.

"The Bureau standardizes publicity and practically eliminates misstatements. It forms a governing body through which the talent of every advertising man in the community is made available.

A Serious Responsibility

"The advertising man who joins in reconstruction work is assuming a serious responsibility. He must bear in mind that reconstruction means that something of value has been broken down and that he is engaged in rebuilding for better ideals, not only in the business fabric of the country but the social, moral, and patriotic strength of the country.

"The almighty dollar has been reduced in rank and superseded by good citizenship. These are heroic days, and the value of the advertising man as an aid in reconstruction is no greater than the value of the man, personally.

"The late Theodore Roosevelt said that no nation could be great unless its sons and daughters have in them the quality to rise level to the needs of heroic days. He added that 'this heroic quality is but the apex of a pyramid, of which the broad foundations must solidly rest on the performance of duties so ordinary that to impatient minds they seem commonplace.'

"The moral is: Be truthful in advertising."

FROM RURAL PAPER TO HEARST MANAGER

James A. Callahan, who, as EDITOR & PUBLISHER lately had the pleasure of announcing, was recently made business manager, as well as advertising manager of the San Francisco Examiner, received his first advertising experience at Wa-



JAMES A. CALLAHAN

seca, Minn., about eighteen years ago. He left there to enter the publicity department of the Bell Telephone Company of Minneapolis, Minn., and was appointed advertising manager. After three years in that position, Mr. Callahan went to Grand Forks, N. D., as advertising manager of the Times, and when that paper was merged with the Evening Herald he became advertising manager of the Morning Herald & Evening Times.

Mr. Callahan's next step was his return to Minneapolis in 1912 to accept the position of assistant advertising manager of the Minneapolis Journal. He continued in that capacity until 1916, resigning to become advertising manager of the San Francisco Examiner, which position he held when Mr. Hearst appointed him to act also as business manager.

"Cal"—as he is familiarly known—although now weighted down with the well-known arduous and multifarious duties of business manager, continues to exercise direct supervision of the advertising department of the Examiner

C. A. McCulloch in Big Transaction

CHICAGO, July 22.—Charles A. McCulloch, a former newspaper man who has been connected at various times with the Tribune, Post and Journal, has, in association with J. Ogden Armour and John R. Thompson, purchased the Parmelee Transfer Company from John C. Shaffer, owner of the Evening Post and Indiana Star League Newspapers, and John J. Mitchell.

WISCONSIN!

"A STATE OF MIND"

PERHAPS it will be news to you that Wisconsin built a line of ocean ships for the war that would stretch out two miles stern to bow.

One Wisconsin yard alone delivered to the Emergency Fleet Corporation during 1918, twelve ocean carriers of 3,500 tons dead weight each.

Fifteen other vessels between 3,100 and 4,200 tons were also produced, in other yards, and tugs, patrol-boats, and submarine chasers galore.

Yes, Wisconsin *is* a *manufacturing* state as well as an *agricultural* state; above all, it is a "STATE OF MIND."

If you have something that deserves to be bought and will advertise it in the daily newspapers, of course, Wisconsin will buy it.

In Wisconsin the "word to the wise" can be best said in the dailies:

Papers	Circulation	Rate for 5,000 lines
Beloit News (E)	6,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E)	*6,037	.025
†Green Bay Press Gazette (E)	11,011	.025
Kenosha News (E)	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S).	†10,891	.03
Milwaukee, Wisconsin-News (E)	*62,000	.10
Milwaukee Journal (E)	113,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.025
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1, 1919.
*Publisher's Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919

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CIRCULATION NOTES

The ticket scalpers did not have a chance to do business with the happy newsboys who were the guests of the Portland (Me.) Express-Advertiser at the big Robinson Circus, for the medium of admission was an indelible stamp on the back of the right hand of each of the youngsters.

As the result of successfully greeting the R-34 British trans-Atlantic airship, in an airplane when it recently arrived at Mineola, L. I., the Brooklyn (N. Y.) Daily Eagle expects shortly to deliver newspapers by air to towns on Long Island, as an experiment to test the practicability of such a permanent service.

The Portland (Me.) chief of police is working on a plan to revive the effect of the old ordinance regulating the sale of newspapers on the streets by newsboys, charging that children from five to 10 years of age are being allowed to sell the papers without the slightest semblance of regulation of any kind.

"When the circulation manager's away the assistants will play." This parody on the old adage came particularly true in the office of the Phoenix (Ariz.) Republican recently while Oliver King, circulation manager was attending the I. C. W. A. meeting in Buffalo, and the assistants' playing took the form of a one-day drive for subscribers. The result was that the Republican's circulation climbed 135 in the one day. Ray Kane and Harry Orcutt carried out the drive all by themselves, with one solicitor and the paper's carrier boys as the drive workers.

An "Aerial Extra" of the Topeka State Journal was thrown from an airplane over the city July 10 by W. G. Clugston, a staff member. It was the first newspaper to be so circulated to Topekans.

C. E. Story, city district manager for the Des Moines Register and Tribune, is spending a two weeks' vacation on the shores of Lake Michigan.

Earl R. Foster, circulation manager of the Des Moines News, has been visiting the Scripps McRae papers in Cleveland, Columbus and Cincinnati.

Fifty carriers of the Indianapolis Star were taken for a week's outing to Webster Lake as a reward for excellent service throughout the past year. This was the sixth outing party of carriers.

L. C. O'Brien, formerly with the Indianapolis News, Cincinnati Times-Star, St. Louis Star and San Antonio Express, is now in charge of the reorganized circulation department of the Oklmulgee (Okla.) Times.

When the Providence (R. I.) street car men went on strike last week, the newspapers were set to handle the circulation situation. In place of sending bundles via the electric cars, automobiles were used. One paper used a motorcycle to carry papers, while another pressed a motorcycle into use for reporters.

Through a newly perfected plan the Baltimore morning newspapers are saving several hours in their deliveries on the Eastern Shore where they have a very large circulation, which heretofore was reached by trains up to Wilmington and thence back along the peninsula. Now the papers are bundled into auto trucks, which carry them to Annapolis, from which they are ferried across the Chesapeake Bay and distributed by the trucks.

To keep in touch with the newsboys the Des Moines Capital furnished Dave Fidler, street circulator, to the General Newsboys Club for one week as boxing instructor. Fidler is known as the leading newsboy boxer of the middle West. The annual outing of the Des Moines juniors was held recently at "The Ledges," near Boone, Ia., the State camp of the Boy Scouts. To show their appreciation of the outing the newsies dug a swimmer well for the camp grounds, which now furnishes the camp with fine drinking water.

The Des Moines Sunday Capital is now printing the two outside pages of its rotogravure in green ink. It also carries a peach colored sporting section each Sunday, which is in keeping with its "peach sports edition" on the daily Capital. Both have been very popular with the readers according to Messrs. Leggett and Ward, in charge of the country and city circulation departments, respectively.

The Houston Chronicle's picture gravure section last Sunday featured the local Boy Scouts organization and it proved a very popular edition. A full page was given to the local troops and showed them at their activities. The "Inquiring Reporter" column also continues to maintain high interest. Every day the reporter asks five persons chosen at random, on his rounds of the streets, a leading question, sometimes on a topic of the day, sometimes on rather personal matters, as for instance, what would you do if you were a boy again? The replies are published.

The "Daily Laugh Column" is a popular innovation on the Houston Chronicle. Contributions are accepted and, if of sufficient merit, the contributor is paid $1.

Fred M. Smith, formerly of the country circulation department of the Des Moines Capital, has become circulation manager of the Fargo (N. D.) Courier-News.

The Buffalo Times held a "Kids' Day" at Erie Beach, July 14. A coupon from the Times was good for a free round trip to the resort for any schoolboy or girl under 14 years. A prize baby show has also made a decided hit for the Times with Buffalo people.

The Portland (Ore.) Journal promoted an automobile excursion from Portland to Vancouver, B. C., for the annual convention to the Interstate Realty Association, July 18, 19 and 20. About 100 realty dealers and their families were guests.

In the Atlanta Sunday American of July 13 there appeared a new department which readers will see regularly in the future unless Atlanta Boy Scouts start things they can't finish and they have never done that yet. The youngsters will write their page, work for it and, with only the technical assistance of a newspaper man, will edit it themselves.

The Atlanta Georgian has published the Peace Treaty complete and distributed it in connection with all editions of Thursday.

The Metropolitan News Company entertained the circulation managers of Greater New York at dinner in honor of the opening of its new building at 47-53 Chrystie street.

Vernon S. Batty, circulation manager of the Gloversville (N. Y.) Leader-Republican, has succeeded F. Ernest Hinckley as circulation manager of the Gloversville Morning Herald.

The Schenectady (N. Y.) Union-Star is conducting a six weeks' circulation campaign, offering four automobiles and 48 other prizes. Ten per cent cash commissions are given all who fail to win a prize.

The Fall River (Mass.) Evening Herald issued a Welcome Home edition July 3, consisting of 36 pages of interesting text and advertising. The general manager, Edward Gans, formerly of Editor & Publisher, has been treating the people of Fall River to a succession of newspaper stunts of the up-and-going kind.

Louis Silverman, 15 years old, a St. Louis newsboy, won the Missouri University scholarship in competition with three other high school graduates. He will enter the department of engineering. The scholarship carries with it an allowance of $150, payable in installments, the first year.

Jane Marie Hall, of the circulation department of the Omaha-World-Herald, was married to Dan J. Harmon, Jr., July 1.

Bert Bowman has resigned as country circulator for the St. Paul Dispatch-Pioneer Press to handle western circulation of the Metropolitan Magazine. He and P. W. Blake, former city circulator of the Omaha Daily News, will establish an agency under the Rhoads-Warfield Company of Omaha and cover Minnesota, Wisconsin, northern Iowa and eastern South Dakota.

Ralph Pryne, formerly in temporary charge of circulation for the St. Paul Dispatch-Pioneer Press, has been transferred to what is known as the New Business branch of the advertising department of those papers.

John A. McNeil, former circulation manager of the Bridgeport (Conn.) Evening Herald, and Mrs. McNeil will spend the summer in St. Louis and the winter in California.

The St. Paul Dispatch-Pioneer Press offers a trophy to the playground winning the greatest number of points in a field meet to be held in August, and a medal to the boy or girl winning the highest number of points in each of ten classes. The papers co-operate with the city Department of Parks and Playgrounds. Four thousand youngsters will contest.

Stuart Carroll, circulation manager of the Stars & Stripes, will continue in Paris for some time, where he is engaged in the publishing business.

Simmons Heads Georgians

Monroe, Ga., July 17.—The Georgia Press Association closed its convention today by electing the following officers: President, J. Kelly Simmons, McRae; W. G. Sutlive, Savannah Press, first vice-president; C. D. Rountree, Wrightsville Headlight, second vice-president; Ernest Camp, Monroe Tribune, third vice-president; C. E. Benns, Butler Herald, secretary; J. J. Howell, Cuthbert, treasurer; and Hal M. Stanley, Dublin, corresponding secretary. It is the 17th term in office for Mr. Stanley, who is also state labor commissioner. Next year's meeting will be held at Carrollton.

Paper Cost Experts Meet Tomorrow

The executive committee of the Cost Association of the Paper Industry will hold a meeting at the New York headquarters, 18 East 41st street, on July 24, at 10 A. M.

try-out market

The Indianapolis Radius can be covered with minimum expense. It is dominated by one paper which can create consumer demand, and command dealer and jobber co-operation. Try out your product in the Indianapolis Radius through

the INDIANAPOLIS News

Chance Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined

U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

Photogravure Advertising 25c line

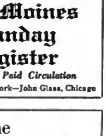
8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

MAKE MANY PROTESTS ON N. Y. STATE MAIL

Farmers, Business Men, Private Citizens and Post Office Employes Lay Complaints Against Service Before Department Investigators

SALEM, N. Y., July 23.—Hearings conducted here this week in the investigation of rural mail delivery conditions resulted in an avalanche of complaints by farmers and employes of the postal service. Farmers from several points in Washington county complained that they were without mail delivery for three or four days at a time.

Rural delivery carriers declared they were unable to cover the routes assigned them by the postal department.

Inspector Dow heard the complaints, and announced he will forward his report to Washington.

Hundreds of newspaper editors, civic leaders and private citizens attended the hearing at Hudson Falls, July 16, and heard of the woefully inefficient system in vogue in post offices in that vicinity. Mr. Dow listened to the complaints, making notations, and promised that all would be investigated and reported to the postal department.

Woeful Inefficiency

One of the most striking incidents of the hearing was the testimony of a resident of the Cambridge section, who said that often at 8 o'clock at night the carrier passed his house, bound for the post office at Cambridge after his day's delivery work was completed. The post office was 7 or 8 miles away from that point and the earrier still had the mail he picked up during the day. This was bad enough in the summer, with excellent weather conditions, but under the present plan the man will be obliged to go over the same route in the winter, with even greater delays.

Resignations of postmasters, carriers and other agents of the postal department were general throughout the section, witnesses testified. Since May 1, when the present working conditions were placed in operation, scores of carriers have quit, and in many cases "doubling up" has been practiced, with the result that conditions were even worse, with one man doing several men's work.

Maine Publishers Entertained

PORTLAND, Me., July 17.—Members of the Maine Daily Newspaper Publishers' Association held their quarterly meeting at Bath, yesterday, as guests of Frank B. Nichols, publisher of the Daily Times. The publishers were taken in automobiles to New Meadows Inn, where they enjoyed a shore dinner. Later, they made an automobile tour of the city.

THIRD WAR MEDAL AWARDED TO MAJ. ADLER FOR GALLANTRY

Major Julius O. Adler, 306th Infantry and of the New York Times management, was decorated again Monday for gallantry in action, when Col. A. Sapelli,



MAJOR JULIUS O. ADLER

Italian Colonial Troops, representing King Victor Emmanuel of Italy, pinned the coveted Italian War Cross upon his breast.

The citation shows that the King himself recommended the award of the cross to Major Adler, "although you did not fight on Italian soil, but distinguished yourself gallantly in action for the common cause."

Major Adler said he had no idea why he should be decorated, unless the King had reference to "that little affair outside of St. Juvin."

Major Adler also has the Distinguished Service Cross and the Croix de Guerre.

Col. Wilber E. Wilder, commandant of the New York Recruiting District, bade Major Adler farewell as a soldier and bade him take into civilian life the admirable qualities he had displayed as a soldier, of which the Colonel and the army, he said, are very proud.

Major Adler is a nephew of Adolph Ochs, publisher of the New York Times.

A. O. Reinhart Retires

HAZELTON, Pa., July 23.—A. O. Reinhart retired from the Plain Speaker organization yesterday after 21 years' service.

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative,
1606 Hesworth Building
29 E. Madison St. CHICAGO

PRES. WILSON CONCEDED TO SAVE ALLIES

(*Continued from Page 5.*)

out for ourselves, just as they do, God bless 'em.

Preparedness for U. S.

Particularly, we must have just as big a navy as they or anybody else has. We owe that to our self-respect, as well as to our coast line. They must scale down or we scale up. Without naval equality this foolish old world won't pay much attention to our desire for justice and peace.

The kind of altruism which the old world singecats admire is altruism with a kick in it. Good advice without a navy is mere impudence. We mustn't offend our European friends in this way.

Then we must have universal military training and service, not only as a protective peace measure, but as a measure to promote American citizenship and preserve the spirit of American nationalism—the real victory won by us for ourselves in this war.

Favors League of Nations

I began last autumn by being for these things only, and against the League of Nations, but I have been drawn toward the broad view. I want to see America go out into the world and help, not so much for the others as for ourselves.

That's the way to keep ourselves alive. There have been nations almost as great as we. Most of them died from the ingrowing and down-breeding effects of narrow selfishness. Let's be game in this country to try the other plan under the enlightened and safe leadership of the man who is today everywhere recognized as the world's leader—Mr. Wilson.

Preacher Files Libel Suits

CONCORDIA, Kan., July 23.—Charges of criminal libel have been filed against Ray Gree, editor of the Concordia Blade-Empire, and Fred Cook, editor of the Jamestown (Kan.) Optimist, by Rev. F. R. Beers, pastor of the Baptist church here. The suit is the outcome of a "parable" printed in the two papers some time ago, relating how a certain pastor, unnamed, had asked the share of profits from a meeting for orphans.

MORGAN GOES TO BIRMINGHAM

Will Fill New Advertisers' Service Post on the News

BIRMINGHAM, Ala., July 26.—To render more efficient service to its advertisers the News has created the position of office and promotion manager and appointed Cole E. Morgan to fill this post.



COLE E. MORGAN

Mr. Morgan comes from the Louisville Courier-Journal and Times, of which he was promotion manager, and for which he conducted successful publicity and promotion campaigns, immediately following the armistice last winter and through the spring and early summer of 1919.

Before going to Louisville, Mr. Morgan for eight years was connected with the editorial and later the advertising departments of the Atlanta Georgian until he entered the Army Y. M. C. A. service as director of publicity in Tennessee during the war. At other times he occupied important editorial positions on Knoxville, Chattanooga and Memphis papers.

New Era Features
30 East 42nd St., New York City
Forty Leading Papers Print Our Service.
Send for our Headline History of the World War

WE SPEND MORE THAN $500,000 per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSMAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.
If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.
Write or wire for rates.
The Associated Newspapers
170 Broadway New York

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 37TH ST. NEW YORK

LONDON TIMES ISSUES SPECIAL U. S. EDITION

Historic Effort in Cause of Anglo-American Friendship—Produced in 4th of July Special Edition—Editorial Exchange Endorsed

By HERBERT C. RIDOUT,
London Editor EDITOR & PUBLISHER.

LONDON, July 5.—That Anglo-American amity is in the course of becoming a living reality of tangible force and influence is quite apparent from the increasing attention being paid to American interests and news by the British newspapers, the latest evidence being the fine American number of the London Times issued on July 4.

The special edition must have been a thing of joy to Lord Northcliffe, who has made it almost his life work to formulate a spirit of understanding and community between the United States and Great Britain, for it typifies in print the great publisher's ideals and aspirations in creating a bond of union between the two English-speaking countries.

A 50-Page Edition

The publication took the form of a separate 22-page supplement, full Times size, presented with the day's ordinary issue, which by reason of the bulky American element therein had to be enlarged to 28 pages, making in all a 50-page number, this I believe to be a record in British daily newspaper production and well worthy of the historic occasion.

Notable contributions from men of light and leading in both countries went to make a unique review of American progress with a friendly touch that bespoke a delightful sympathy with the Anglo-Saxon cause.

An article of exceptional value and interest was one by James Keeley on "The Newspaper Press," in which he endorses the suggestion first printed in EDITOR & PUBLISHER for an exchange of staffs.

That the suggestion should be given this publicity under the aegis of the Times prompts the belief that Lord Northcliffe may be one of the first to give it concrete realization.

U. S. Advertisers

American advertisers loomed large in this Times edition, and for their contribution to the commercial interchange —no small part, indeed, of the successful establishment of international relations—their identities deserve recording. British advertisers were also well represented. American users of space included the financial houses of Brown Brothers & Co. (New York), First National Bank of Boston, Guaranty Trust Company of New York, American International Corporation (New York), Speyer & Co., Pritchitt & Co., Anglo-South American Bank, Bernhard, Scholle & Co., Harris Forbes & Co., J. H. Bache & Co., and Blair & Co., all of New York, the Philadelphia Fourth Street National Bank, Merchants-La Clede National Bank of St. Louis, West & Co. (Philadelphia), Washington Loan & Trust Co., and the Old Colony Trust Co., of Boston, Mass.

Miscellaneous national advertisers included Armour & Co., Ltd., Libby, McNeill & Libby, Northwest Trading Co., Ltd. (Seattle), the Cities Service Co. (Henry L. Doherty & Co., Wall Street, New York), who used a whole page relating to their petroleum enterprise, Chapman, Ltd., exporters (New York), Bowring & Co. (New York), the John MeE. Bowman, Hotels Biltmore, Commodore, Belmont, Murray Hill, Ansonia and Manhattan, of New York, being featured in a whole page (the design of which bore the imprint of the Bryant Advertising Corporation, New York), while Cyrus H. K. Curtis in a page advertisement printed a message to the British business man urging him to cultivate the American field, pointing the opportunities of the national market there, Philadelphia as the second largest market in the U. S., and the Public Ledger as the means to open the market.

Idea for U. S. Newspapers

The whole edition was a stupendous triumph of which not merely the Times may be proud but British journalism as a whole is mightly proud, and as an effort on behalf of the cementing of Anglo-American friendship it is historic.

It only requires one or two of your American newspapers to return the compliment by issuing an All-British number, placing before the American people a record of British achievements and sentiments—events in a general way that EDITOR & PUBLISHER'S own International Number covered from a newspaper point of view. The fairway to an open understanding would be cleared and the nations brought closer together on our side of the Atlantic.

Will Concentrate on "Sports"

OTTAWA, Ont., July 21.—An innovation in Canadian newspaperdom has been inaugurated by the Journal newspapers, this city, in the appointment of Capt. E. B. Archibald as associate sporting editor and supervisor of amateur recreations and sports. It will be his aim to encourage sport purely for the purpose It serves in developing health and physical fitness. Captain Archibald is a noted Canadian athlete.

URGES HOME ADVERTISING IN LOCAL PAPERS

(*Continued from Page* 13.)

newspaper for a year, the chances are the campaign would arouse nation-wide interest because of its practical results.

A campaign of this kind to be a whirlwind of a success must have real energy and actual cash back of it. And it must be on a yearly basis, with copy changed regularly. There is a difference between running a standing card about the town and a bang-up reason-why talking advertisement. A live, wide-awake town wants the kind of advertisements that say something, and say something different every day.

Make the Home People Proud

Men who travel a great deal know very little about the towns they pass through. Impressions they receive from the car windows are not to be depended upon. Often a town does not sell well when viewed from the window of a passing train, yet it may have everything to offer a prospective citizen or factory-locator.

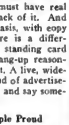
Men who travel talk a great deal about towns, and the advertising town is sure to receive the additional word-of-mouth advertising which would result from interest its local advertisements would arouse.

Every American town has an interesting story to tell. It should tell its story in detail, and keep repeating that story until it becomes as well known as any nationally advertised product. And, the place to begin telling that story is in the local newspaper, so that its people will learn why they should be proud of their own home town, and why the story should be sent into the outside world through the combined efforts of every citizen.

ALBERT WILLIAM STONE, LATE OF Pueblo Star-Journal, has joined Denver Post editorial staff.

HIS HOBBY IS STARTING ADVERTISING CLUBS

John H. Rennard, advertising manager of the Marietta Paint & Color Company, of Ohio, is also president of the Advertising Club of Marietta, which he organized. He always has been active in advertising club work and was founder and president of the Wheeling (W. Va.) Advertising Club. Before taking up advertising he was a reporter on the Wheeling News and later became news editor of the Wheeling Intelligencer. He has also served as chairman of the vigilance committee of the Pittsburgh Publicity Association.



J. H. RENNARD.

$1,000,000 to Boom Chicago

CHICAGO, July 22.—The "Chicago Boosters" are perfecting plans, endorsed at a recent meeting, to spend $1,000,000 during the next four years in an advertising campaign for the city. The purpose of the campaign, as outlined by William D. McJunkin, with whom it originated, is to "remove the stigma falsely attached to the name of Chicago by other cities, largely through misrepresentations in their press."

Florida, Georgia and South Carolina are the principal producers of phosphates in the United States.

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue, Lytton Building
NEW YORK CHICAGO

The Biggest Gain
in local advertising made by any Cleveland paper during May, 1919, over May, 1918, was shown by
THE PLAIN DEALER
Largest Morning Circulation Between New York and Chicago
The PLAIN DEALER gained 221,175 lines of local display against the 194,850 lines of the second paper.

After the War—and on a 2c Basis
The circulation report of the Louisville Herald to the U. S. Postoffice Dept., as of April 1, 1919, shows the following.

DAILY	52,456
SUNDAY	48,767

Average Daily & Sun. 51,930
Use of premiums and reduced rate offers to mail subscribers were all discontinued in August, 1918.
The Herald has the largest daily (morning) and the largest daily-Sunday average circulation in Louisville.
Herald circulation is concentrated in the Louisville trading territory.
The Louisville Herald
Kentucky's Greatest Newspaper

Beloit, Wisconsin
Metropolitan in character, it is city highly industrialized, the largest all engine factory and largest wood working machinery plant in the world.
THE BELOIT DAILY NEWS covers the City's needs so thoroughly that Milwaukee papers do not circulate here. Net paid circulation 6,360, Rate 2½c. per inch flat.
D. B. WORTHINGTON, Owner & Publisher.
Special Representatives:
G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH
Chicago, Marquette Bg. Detroit, Kresge Bg. New York, 5th Ave. Bg. Boston, Advertisers Bg.

LOS ANGELES
EVENING HERALD
Carries a greater volume of advertising than any daily on the Pacific coast
DAILY CIRCULATION
127,773
Charter Member A. B. C.

You Cannot Cover Mount Vernon, N. Y., Without Using the
DAILY ARGUS
The only newspaper published there. It goes into every home in that section.
Foreign Representative,
GEO. B. DAVID & CO.,
171 Madison Ave., New York

The Pittsburg Dispatch
wilt its dominating influence brings advertisers paying results.
WALLACE G. BROOKS
Brunswick Building, New York
THE FORD PARSONS CO.,
Peoples Gas Building, Chicago
and
H. C. BOOK
Real Estate Trust Building, Philadelphia

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data and rate on request.
The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

SOUTH'S FARM WEALTH MADE BY LOYALTY

Georgia Editor Says Government Plea for Food Crops Met With Response That Brought New Strength and Riches—A Buying Market

The State of Georgia, long regarded in a financial way only as a land of cotton, bought $40,000,000 worth of Western meat in 1915, reduced it to $25,000,000 in 1916, and this year will have meat to sell to the world, according to reliable authorities, and W. T. Anderson, president and editor of the Macon Telegraph, told Easton & Putnam at the S. N. P. A. convention at Asheville, that this more than anything else indicates why manufacturers of nationally advertised goods have entered the South, knowing it is now prepared to buy the best they have to offer.

Mr. Anderson, who is a recognized student and authority on the development and growth of the South during the preliminary period of coming back—for the South has only started—in discussing conditions this week, said:

True of South as a Whole

"I think the conditions prevailing in Georgia are generally true of the South as a whole. In 1865 the negroes of this country, constituting about 45 per cent. of the population, were dispersed, disorganized and demoralized by the preachments of the carpet-baggers following in the wake of Sherman's army.

"The owners of the large plantations who gave employment to this entire 45 per cent. population found it necessary to break up their farms into small tracts and to rent these lands to their former slaves, furnishing them with seed and food. In return the rent contracts without exception were made payable in cotton.

"The consequence of this system was that the South produced more cotton than the world needed, and our Agricultural Department is authority for the statement that we sold cotton at 9½ cents per pound, the average cost of producing it being 10½ cents per pound. The way we accomplished this miracle without going into bankruptcy was to use the labor of women and children, both whites and negroes, without paying a cent for it.

Profit by Government Urging

"As a result of this over-production our buying power was so curtailed that a great many manufacturers of nationally advertised and distributed goods kept out of the South, knowing that we were too poor to buy their fine wares.

"The great pressure by the Government put upon all farmers throughout the United States to raise food crops as an act of loyalty, and the profit which the farmers of the South have been able to get on their cotton during these two or three years has converted the Southern States from a poverty-ridden

ALWAYS A PIONEER

At a recent conference, the advertising staff of the New York Tribune was treated to a talk on the past history of the Tribune by Royal Cortissoz, who has been for many years its art critic. Mr. Cortissoz was at his best in recalling incidents of the days when Whitelaw Reid was putting the Tribune on the strong, permanent basis of "First of all—the News."

For instance, at the time of the great Chicago fire, Mr. Reid sent John Hay, the Tribune's leading editorial writer, from New York to cover the story. (Mr. Hay later became Secretary of State.) Another event in line with this policy was the sending of a leading staff man, John Hazzard, to report the opening of Wagner's "Nibelungenlied" at Bayreuth, Germany.

Mr. Cortissoz also recalled other ways in which the Tribune led in New York journalism. It erected the first office skyscraper in New York, with the most commodious and attractive newspaper offices in the world. It installed the first Hoe Press and aided materially in the development of the Linotype.

liability of the nation into an upstanding, self-determining, unbondaged people, who have the right to say what crops they will plant and to exercise some intelligence in the amount of each crop that should be produced.

"The new development of Georgia is reflected in the packing houses distributed over the State to take care of our cattle and hogs which are being grown for market. There are today six such plants.

"Cotton that was held is now selling for 33 cents per pound. The land is one of plenty and the manufacturers of nationally advertised articles are coming into our section with unprecedented celerity."

Bernard Douglas, formerly of the Cohoes Dispatch, has been named editorial writer for the Albany (N. Y.) Argus.

"KIDNAPPED" WRITER GETS DAMAGES

Wealthy Chicagoan Who Tied Webb Miller, Reporter Assigned to Interview Him, and Took Him to Jail, Settles for $500

A law suit begun against Mark Morton, the "salt king," of Chicago, by the Chicago American in 1914, in which Webb Miller, now acting London manager for the United Press Associations, had the role of a kidnapped reporter, has just been settled out of court, on a payment by Morton to Miller of $500. The damages originally asked were $25,000.

In June, 1914, Miss Helen Morton, the daughter of Mark Morton and prominent in Chicago society, figured in a sensational elopement. Finally, she was found in Virginia and brought back to her home. The Morton family went to great lengths to escape publicity and took the daughter to one of their country estates near Wheaton, Ill.

A Dangerous Assignment

Miller was assigned by the Chicago American to find and interview the illusive Helen. Later he was told that Morton had threatened to shoot the first reporter that set foot on his estate.

On arrival at the Morton country place by hired automobile, Miller sauntered up the driveway toward the house. In the backyard were three men tinkering with an automobile and one of them hailed him. He went over to the group and on being asked who he was, cheerfully admitted he was a reporter.

Then things began to happen. According to Miller's story, the three men grabbed him, dragged him into the barn, and began to choke his neck to strike with a long, heavy rope. Then the leader, who proved to be Morton, told the two farmhands to get some tar and feathers ready.

When they refused to participate in a tarring bee, Morton carried Miller on his back and threw him into the automobile, announcing his intention of taking the reporter to the Wheaton jail. This he did, but not without further adventure.

Motor Car Is Wrecked

About half way to Wheaton, Morton lost control of the automobile and it tore into a barbed wire fence at about thirty-five miles an hour. The machine was wrecked and both occupants severely cut by the barbed wire. Morton then commandeered the reporter's hired automobile, which had been trailing the other car, and took the reporter to jail. The next day Miller was acquitted of the only charge Morton could concoct—trespass.

Then the Chicago American brought suit against Morton for $25,000, charging false arrest, kidnaping and assault. When the case came up for trial, Miller was in Mexico for the United Press. When it next came up, he was in London, and later at the American front, for the U. P.

A few weeks ago, Morton evinced a desire to settle the suit out of court and as Miller thought it would be too much trouble to return to Chicago on the chance of a favorable verdict, he consented to settle. The other day he received a check for $500 and the case was dismissed.

London Advertising Man Here for Ideas

Charles Wiles, advertising manager of Harrods, London, has arrived in this country and will make a study tour of American methods of advertising that will take him as far West as the Pacific Coast. One of the purposes of his visit will be an interchange of ideas with American advertising men.

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency *Checking Copies* by "S & M Insured Agency Delivery Service."

SOME SERVICE USERS

New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-Sloats	Ithaca Journal
Mail-Eve. Sun	Bridgeport
Eve. World-Sun	Post-Telegram
Wilmington	Sioux City, Iowa
Journal-News	Argus-Leader
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Times
Herald-Traveler	New Haven Reg-
Post-Transcript	ister

Send for full particulars of S & M Service.]

Cooperative Delivery Schemes Service of S. & M. Mandel Inc.

450 Fourth Ave. N.Y. 7905-7300 Mad.Sq.

The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

The New Jersey Shore Resorts
are enjoying unprecedented prosperity

The Asbury Park Press
(Evening)
and The Shore Press
(Sunday)
are the recognized mediums for this district.

The Associated Press news service. American Newspapers Publishers Association membership Audit Bureau of Circulation. Reports on request.
Standard Advertising Rate Card

Frank R. Northrop, Special Representative,
303 5th Avenue, New York City
Association Building, Chicago
J. Lyle Kimmich, Publisher, Asbury Park, N. J.

The Dominating Force
in a manufacturing territory famous for its hustle, thrift and prosperity where 25 million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
I. A. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News
Member A. N. P. A., A. B. C., A. P.

Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue New York City

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

3 OF A KIND
New England Market

Boston American
Merchandising Service Department

To cover the first effectively you need the other two.
Govt. Statement for Six Months Ending April 1st Shows

301,270

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives.
I. A. KLEIN, Metropolitan Tower, New York.
JOHN GLASS, Peoples Gas Bldg. Chicago.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED FOR SALE

New York Sun Will Move To Stewart Block

Change to Building Mr. Munsey Bought in 1917 Probably Will Take Place During the Fall

As soon as alterations now under way are completed, the New York Sun and the Evening Sun, owned by Frank A. Munsey, will give up their present quarters at 150 Nassau street and move to the Stewart building, on old landmark of New York City, occupying the block front on Broadway from Chambers to Reade street, which Mr. Munsey bought in October, 1917. It is not expected that the removal will take place until October and possibly not until December.

The basement and sub-basement of the Stewart building are being remodeled to accommodate the presses and the foundry of the two newspapers. The present mechanical equipment now includes five Hoe Setxuple "20th Century" presses and their number will be increased to twelve. A mezzanine floor in the basement will be used by the mailing department.

The business offices will be located on the ground floor at the northwest corner of the building, extending 40 feet along Broadway and about 225 feet along Reade street. The composing room of both papers will be on the second, and the news departments, the editorial writers' offices on the third, and the engraving department, which now is housed at 165 William street, will be on the seventh or top floor.

When Mr. Munsey bought the building, which was built nearly 72 years ago by the late A. T. Stewart, one of the pioneer New York merchants, he announced his intention, ultimately, of tearing it down and erecting on the site as a home for the Sun and the Evening Sun, a building better fitted architecturally to its surroundings.

He said at that time that the high price of steel and other building supplies made it impossible to say when construction work on the new building would begin and it is understood that while he still has this project in mind, its realization has been postponed indefinitely. One of his business representatives said that when the new building was erected the basement would remain as recently remodeled.

News Print Made in Philippines

The Philippines are in a position not only to supply news print for domestic needs but to export large quantities of this product, according to a report just made by the Director of the Bureau of Forestry. It is said that the raw materials available, such as the bamboo and two kinds of grasses, the cogon and the talahib, are of such good quality and can be so cheaply secured that if this industry is given careful study the islands will not need to import annually $2,000,000 worth of paper as heretofore.

Test wells for oil are now being drilled in Florida.

NEW INCORPORATIONS

NEW YORK: Travel Information, Inc.; advertising; $5,000; C. M. Barnard, H. Barnes, O. R. Bradbury, 51 Chambers street.

Charles H. Amm Company; printing and publishing; $20,000; C. J. Amm, E. and P. Judkoff.

Sinai Press; $20,000; H. E. Golden, H. H. Hunter, A. H. Rosenberg, 364 Alexander avenue.

Fine Arts Printing Company; $50,000; S. Taubenhaus, 1. Schmal, S. Schwartzberg, 29 Convent avenue.

INDIANAPOLIS, Ind.—Indiana Farmers' Publishing Company; $125,000; Edwin S. Whitaker, William D. Fitzpatrick, Nellie Prentice.

Newspapers Get A. B. C. Reports

CHICAGO, July 24.—Audit Bureau of Circulations reports have been issued to the following newspapers: Alliance (Ohio) Review and Leader, Chicago Daily News, Chicago Evening American, Chicago Evening Post, Chicago Herald and Examiner, Chicago Tribune, Hudson (N. Y.) Republican, Los Angeles Times, Madison (Ind.) Courier, Parkersburg (W. Va.) Sentinel, San Bernardino (Cal.) Daily Sun, San Bernardino Index, Springfield (Mo.) Leader.

Kansas City (Mo.) Journal, Kansas City Post, Kansas City Star & Times, Kingston (N. Y.) Freeman, Martins Ferry (Ohio) Times, Mount Vernon (N. Y.) Daily Argus, Ottumwa (Ia.) Daily Courier, Pittsburgh Dispatch, Pittsburgh Gazette-Times, Pittsburgh Post, Pittsburgh Press, Portsmouth (Ohio) Daily Times, Poughkeepsie (N. Y.) Evening Star & Enterprise.

Fall River (Mass.) Evening Herald, Fall River Evening News, Long Beach (Cal.) Press, Long Beach Telegram.

Another Daily for Rome, Ga.

ROME, Ga., July 22.—With Thomas E. Edwards, of Anniston, as secretary-treasurer and general manager, the News Publishing Company of Rome has been organized with $40,000 capital. It will start about September 1 an afternoon paper. Officers, besides Mr. Edwards, are Julian Cummiog, president, and R. A. Denny, vice-president. Mr. Edwards was until within the last month business manager of the Anniston Star.

30-Story Home for Buffalo Enquirer

BUFFALO, July 23.—William J. Conners, owner of the morning Courier and the evening Enquirer, intends erecting a 30-story newspaper and office building at 246-54 Main street, the location of his present plant. It will have a frontage of 66 feet and will be 100 feet deep and "will be the handsomest building erected in Buffalo," according to Mr. Conners. The structure is to be known as the Enquirer building.

Will Sell Intertype Stock

The board of directors of the Intertype Corporation, Brooklyn, N. Y., have decided to sell the unissued $500,000 par value of the first preferred stock of the

FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

For Sale

Unusual circumstances place on the market for immediate sale daily doing $60,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-764, care of Editor & Publisher.

For Sale

One twelve (12) page Cox Duplex flat bed press—built four years ago. Splendid condition. Address A-769, care of Editor and Publisher.

For Sale

Goss Matrix Rolling Machine, with Sprague motor attached, all in first class condition, and at a low price. Write for details. The News, Dayton, Ohio.

Equipment For Sale

For Sale—Model 8 low base linotype. Also electric linotype pot, good as new. Democrat, Albany, Ore.

Matrix Rolling Machine

For Sale—Modern Goss Matrix Rolling Machine, in perfect condition with direct-geared three phase, 60 cycle, 220 volt G. C. Motor. Price $400 as it stands on our floor. We are substituting any head machine. North Adams, Mass., Transcript.

For Sale

4, 6, 8 and 12 page Goss press with equipment, motor, belting, shafting, etc. The Standard-Sentinel, Hazelton, Pa.

For Sale

One 7 H.P. motor; one 2 H.P. motor; one ½ H.P. motor; one foot power round hole perforator; one hand punch; one hand proof press; several iron pulleys; several type cases. The Gazette, Billings, Mont.

Equipment For Sale

For Sale—One 36x50, two revolution Cottrell Quadruple Supplement book press; folder, trip, back up, rear delivery, in splendid condition and offered at an attractive price. Daily Mail, Anderson, South Carolina.

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corporation, at par for cash. This is in view of the "rapidly expanding business of the corporation." Present stockholders will be given the first opportunity to subscribe before public offering is made.

N. Y. to Have New Garment Daily

A new trade daily, the Daily Garment News, will be launched in New York early next month, according to J. Danenberg, of Ready-To-Wear Publishing Company. A staff is now being organized. The Garment News will be published mornings, and, aside from style news and other information bearing upon the women's garment industry, the retail field and accessories, will present a number of new features not now covered, it is said.

Open Gravure Plant at Buffalo

BUFFALO, July 23.—The Buffalo Gravure Company, Inc., has entered the printing field here to supply gravure supplements to newspapers, and produce printing for advertising purposes. A contract has been closed with the Buffalo Courier for 120,000 eight-page supplements weekly for three years.

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to ½ or ¼ page size at 4,500 per hour.

A good press at a reasonable price.

Walter Scott & Company
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders Machinery of Every Description

CONNER, FENDLER & CO.
14 Beekman St. New York City

Starts Ship News Bulletin

The Bureau of Shipping Information of the Naval Communication Service now issues a daily bulletin carrying the names of more than 10,000 vessels, giving their location. The bulletin is of great value to shipowners, shippers and all engaged in business with a maritime connection. Daily reports of the movements of vessels are received from the Bureau of Operations of the Navy, the Shipping Board, the British Ministry of Shipping and other sources. The "Communication Service' is under the direction of Lieut. Commander R. B. Coffman.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any useful mechanical equipment for which you have no present need. A few lines inserted for thirty cents per line may thus turn into cash something which now merely occupies storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Business Manager

Business manager; thoroughly competent man; wide successful experience as business manager; also as circulation manager good size dailies, seeks engagement for now or later date. Would consider stock proposition. Address A-784, care of Editor & Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old; college graduate; can write heads to suit your style; will come on probation. C. J. V., care Editor & Publisher.

Cartoonist

Cartoonist with some national reputation wishes to make a change about Sept. 1st. Ten years' experience, seven on one paper. Experienced in political and human interest cartoons. Want to get into larger field—the only reason for desiring a change. Address A-786, care of Editor and Publisher.

Newspaperman

Newspaperman, 32, looking for opening on small daily or good weekly where, in time, an interest in the paper might be secured. Box 277, Garwood, N. J.

Statistician

Salary, $2,500; nine years with Hearst New York papers; at present Government War Work. 31 Nassau Building, Room 425, 140 Liberty Street, N. Y. City.

Editor

Have you an opening for an ambitious young woman? I have been a proofreader eight years and wish to do newspaper work that will lead toward editorial position. Alert intelligence and earnest work will be given for chance to make good. Address A-790, care of Editor and Publisher.

Web Pressman

Now in charge of afternoon daily desires change of location. Experienced on eight large Goss and two-deck open Scott Goss. Hoe or Scott presses. State what kind of press you have and scale of wages and help on press. Address A-791, care of Editor and Publisher.

Reporter or City Editor

Young man, University graduate, five years' experience as reporter and city editor desires position on Ohio or Western Indiana daily. Best references as to character and ability. Correspondence solicited. Address A-796, care of Editor and Publisher.

Woman Editor

Woman wants position as editor woman's or children's department, or literary work on paper. Three years' experience. Address A-794, care of Editor and Publisher.

Circulation Manager

27 years old, 20 years circulation experience on both morning and afternoon papers, and now has charge of that department on a well known daily desires change. For further information address A-793, care of Editor and Publisher.

Editor

Thirty-four years old, now with one of the leading dailies of New York City, is seeking a change to spot with some good daily in a city of from 60,000 to 150,000 population. Must have full information on financial condition of paper and mechanical condition of plant. Ask also unquestioned authority to direct editorial department (outside of political interest) and an appropriation under which to operate. Will give A-1 service. Graduate of New York record as reporter, re-writer man, city editor and editorial writer. Will accept stock as part payment for services. Address A-803, care Editor and Publisher.

Accountant—Executive Ability

Young Woman, 23 years of age, good executive ability, 3 years' experience, desires position as accountant. Has accurate knowledge of all office detail, billing and circulation work, can also operate typewriter and dictaphone. Last year employed as head accountant and office manager of daily paper in city with population of 150,000. Address A-801, care Editor and Publisher.

SITUATIONS WANTED

Change Wanted

Man of 38 with family, now General Manager of paper in city of 50,000 and with 13 years' newspaper experience, desires to make change. Best references. Has invested one-quarter of his means. Address Box A-799, care Editor and Publisher.

Editorial Assistant

Man, 28, of real talent and promise, successful as advertising writer, will sacrifice good position for chance on live paper. Address A-792, care of Editor and Publisher.

Wanted

Wanted—a managing editor and editorial writer of afternoon paper in city of from 50,000 to 100,000 population; must have year as reporter; one year as sports editor; one year as city editor; one year as business manager; five years as managing editor and editorial writer, part owner of publication; no afternoon paper in city of 40,000. University education; age twenty-eight to thirty-five years; must assume responsibility of ownership. Interested man in a publication which maintains a constructive, conservative editorial policy, not involved directly in politics through owner's participation. Hampden's American membership in a League of Nations, as now proposed and understood. Will be discharged as editor of paper August 1st. Available for duty September 1st. Correspondence and references desired. Salary, $2,600. Address, Editor No. 1, care Editor & Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Unusual Opportunity

for an experienced advertising salesman in Southern New England territory. Good field. Must make New Orleans headquarters and live in territory assigned. Previous experience essential. Unusual opportunity for live man. Give full territory and who is capable of developing into advertising manager. Also age, experience and salary expected. All replies held strictly confidential. Southern Marine Journal Publishing Co., Houston, Texas.

Advertising Manager

Wanted—advertising manager for leading daily in Eastern town of thirty thousand. Man with ability to develop field from beginning. Permanent position to right party. Address A-788, care of Editor and Publisher.

Business Manager

Business Manager wanted on a daily evening paper in a city of forty thousand. Must have knowledge of business ability, a general knowledge of the newspaper business, together with reasonable optimism and imagination. A splendid opportunity for a young man with ambition. Address A-797, care of Editor and Publisher.

Circulation Man

Wanted—Circulation man to build up the circulation of live, up-to-date daily in Thumb district of Michigan, of which Port Huron is metropolis. Present circulation, present circulation is 14,000, and we have just completed a private audit of same. Canvasser for several years, yet circulation has been held intact simply by selling the paper on its merits. The city circulation practically already 100% in so-to problem whatever. Correspondence invited with people who believe he can increase the outside circulation in a territory of 160,000 people. Permanent position. Territory outside territory consists of numerous small towns and fine agricultural district. Address The Times-Herald, Port Huron, Mich.

Syndicate Salesman

One of the fastest growing syndicates in the country has an opening for a man who has a wide acquaintance among newspaper publishers and who believes in selling service and features. The right man can secure unusually favorable contract. Address A-722, care Editor and Publisher.

HELP WANTED

Publication Assistant

Stenographer with experience in editorial and advertising departments of a monthly publication for work in New York. Must be familiar with and be able to handle advertising personnel of newspapers and magazines, cuts and proofs and keep editorial and advertising records. Address A-804, care Editor and Publisher.

Managing Editor

Wanted—Managing editor for newspaper, in city near Albany. Do not apply unless you are young and have plenty of initiative. Wonderful opportunity for man with ambition to get ahead. State previous experience and salary expected. Address A-795, care of Editor and Publisher.

Wanted At Once

Young man to take managing editorship proposed afternoon daily in city 15,000. Must be first class all round, with experience. Interview in all writing. Detail experience and submit reference of present employers. $25.00 to start. Marc G. Perkins, Fremont, Nebraska.

Advertising Salesman

Wanted at Once—Advertising Salesman and copy writer for morning paper in Southern city of 30,000. Drawing account until established. Experienced only. Address A-800, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Half Interest For Sale

For Sale—Half interest in morning paper, California city of 15,000, to a practical man. Splendid field for development, possibly consolidation. Fine newspaper proposition for man with better than $15,000 cash, with possibilities of considerably more. Prefer good advertising man. Address A-804, Editor and Publisher.

For Sale

Sullivan Daily Times, only daily in city of 5,000 in county of 32,000, rich prosperous section of Indiana. Property enjoys good revenue and excellent prospects. Plant in fine right condition. Personal reasons for selling. For information address Paul Wynter, Sullivan, Indiana.

CHINESE PRESS SHOWS SIGNS OF PROGRESS

Emil M. Scholz Writes of Pioneer Work Being Done in Orient in Way of News Service to Papers—American Advertising Going to China

Emil M. Scholz, formerly publisher of the New York Evening Post, and who has specialized several months in the Orient, expects to return to the United States in September, but does not plan to return to New York before October.

In a letter to EDITOR & PUBLISHER, written from Shanghai, China, June 13, Mr. Scholz describes the general strike there in May, directed against the Government's action in the Shantung matter. Everything Japanese is being boycotted, he says. America stands very high with the Chinese. President Wilson's speeches having been translated into the language of the country and very widely circulated. These speeches, according to Mr. Scholz, constitute a sort of political Bible for the natives, who are looking more and more to America for guidance and for co-operation.

"The great task in China is to fit its swaddling clothes," writes Mr. Scholz. "There is no paper here that has over 30,000 daily circulation, and most of them are under 5,000. They are all ambitious to adopt modern methods, but they are not commercially profitable. Eighty per cent. of the people here do not read, while exactly the reverse is true in Japan.

"I have met Powell, who runs Millard's Review, and he is one of the progressive Americans here. Carl Crow, formerly of the Committee on Public Information, has embarked in a new venture that promises well. He is placing advertising in the vernacular press, and also conducts a news agency that furnishes news to the Chinese papers here and in Peking, where he is associated with Roger Ames Burr. The papers are taking to the service. It looks to me like the beginning of the Chinese United Press. They are placing business like the Ingersoll watch in the Chinese papers. American manufacturers who expect to open the Chinese market have got to advertise to the consumer."

Mr. Scholz has addressed the advertising club in Shanghai on "The Commercial Development of American Newspapers," and also talked at the Peking Press Club, on which occasion his address was translated to the Chinese editors present.

Gets Artificial Limbs for Poor Boy.

ALBANY, N. Y., July 22.—Two hundred dollars were needed to supply artificial limbs for a boy whose legs were amputated above the ankles. The Knickerbocker Press presented the case to the public, withholding the boy's name. It asked for aid from readers and three days later a table was printed showing the names of the readers who had given more than twice the amount desired.

First Woman to Fly Across Texas

FORT WORTH, Tex., July 21.—Miss Catherine Oglesby, of the Star-Telegram, made an airplane flight to a number of North Texas cities recently with Major Theodore Maxfield, of the Saturday Evening Post writer. Miss Oglesby is the first Texas newspaperwoman to make a flight across the state. At Paris, Texas, she was greeted by Governor W. P. Hobby.

History Again Repeats

ST. PAUL, Minn., July 23.—St. Paul Judd, descendant of Daniel Webster, who had been on the "day side" copy desk of the St. Paul Dispatch-Pioneer Press, succeeded John Cowan, "night side" copy reader, it was not the first time he found himself "in his steps." Eleven years ago Judd left his Massachusetts home to take Cowan's place as telegraph editor of the Minneapolis Tribune.

$5,000 or less cash for investment in a small southern, southwestern or Pacific Coast daily. Proposition S. W.

CHARLES M. PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION
is the recognized route to large returns in nearly every line of commercial industry.
We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.
We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

Digitized by Google

PRES. M'KERNAN NAMES I. C. M. A. COMMITTEES

Organization Expects to Double Membership Before the St. Louis Convention in 1920—Noted Workers Represented in Personnel

President James McKernan of the International Circulation Managers' Association, yesterday announced his committees for the ensuing year as follows:

Transportation: Harold Hough, chairman, Port Worth (Tex.) Star Telegram; P. C. Boddner, Jacksonville (Fla.) Metropolis; C. J. Tool, Grand Rapids (Mich.) Herald; J. N. Haviland, Chicago American; H. S. Stodghill, Louisville Herald; James L. Parker, Philadelphia North American; Joseph Levy, New Orleans Item; W. Harrington, St. Louis Globe Democrat; Edwin R. Towne, Phoenix, Arizona Gazette; Robert J. Corrigan, Denver News and Times.

Convention: W. R. Page, chairman, Columbus (Ga.) Daily Ledger; Robert B. Allen, New York Evening Post; Robert T. Bulger, Buffalo Courier-Inquirer; Herbert Peters, Univeston Tribune; C. F. Stout, Plainfield (N. J.) Courier-News; Robert L. McLean, Philadelphia Public Ledger; Frank Charlotta (N. C.) Observer; E. B. Ragan, Spring-field (Ill.) State Register; George J. Dumont, Duluth (Minn.) News-Tribune; Robert S. Weir, Louisville Courier-Journal.

Auditing: Albert Michner, chairman, Harrisburg (Pa.) Telegraph; Alfred Hall, Utica (N. Y.) Press; Thomas F. Farrelly, Providence (R. I.) Journal; Ernest Schoix, New York City, Crowell Publishing Co.

Newsboys' Welfare: George H. Reynolds, chairman, New York Globe; Benjamin Adams, Boston Traveler, Grand Rapids (Mich.) Press; T. J. Kavanaugh, Detroit (Mich.) Daily Times; Joseph Levell, Bloomington (Ill.) Daily Pantagraph.

Program: John Schmid, chairman, Indianapolis News; John Tobey, Altoona Constitution; William Van Argen, Syracuse Herald; John Long, Toronto World; P. L. McCrary, Superior (Wis.) Telegram; L. L. Sears, Davenport Iowa Times; J. E. Nunn, Houston Chronicle; Clarence W. Hixson, Syracuse (N. Y.) Post-Standard; John D. Simmonds, Atlanta (Ga.) Journal; John Kaiser, Hartford (Conn.) Times Leader.

Audit Bureau: John M. Schmid, chairman, Indianapolis News; David B. Smith, Portland (Ore.) Journal; R. S. Miller, Baltimore (Md.) News; W. M. Cowherd, Atlantic City Gazette Review; W. S. Campbell, (N. D.) Herald Etquette.

Membership: J. J. Lynch, chairman, Cleveland Press; W. L. Butts, Brooklyn, N. Y.; F. F. Hoard, Publishers Advertising Association, Kansas City, Mo.; M. A. Miner, Utica (N. Y.) Observer; Frank O'Donnell, Washington (D. C.) Journal; Oliver King, Phoenix (Ariz.) Republican; L. L. Boyer, Iowa Mutual Liability Casualty; George W. Mathews, Winnipeg (Can.) Telegram; E. J. Barrett, New York (N. Y.) Democrat; H. A. Morris, Raleigh (N. C.) News and Observer; Charles R. Goodrich, Rochester (N. Y.) Herald; R. Erskine, Regina (Can.) Leader; W. J. Lyons, Toronto (Can.) News-Tribune; Murray W. Young, Johnston (Pa.) Leader; Frank W. Emery, New York Herald; C. W. Seiter, Dallas Commercial; Victor Lattemer, Milwaukee, Wisconsin News; W. J. Dennis, Halifax (N. S.) Herald-Mail; Harry E. Sneckner, Jackson (Mich.) News; M. J. Burke, Brooklyn Daily Eagle.

Publicity: J. M. Ansnerg, chairman, Albany (N. Y.) Knickerbocker Press; William Hofmann, New York State Federation; J. F. Payne, Indianapolis (Ind.) Indiana Daily Times; James R. Henderson, Minneapolis Minnetie; William Hayes, Toronto Mail and Empire; C. J. Flanagan, New York Times; L. J. Robinson, Cornell Daily Sun; Lowal Norsquett; Tom Downey, Boston Globe; Frank De Bruin, Jr., National Commercial Photograph; Samuel N. Johnson, Philadelphia Enquirer.

General Welfare: H. A. Wenige, chairman, Glens Falls (N. Y.) Post Star; Charles Wallerstein, New York Herald; M. W. Keogh, Washington (D. C.) Times; William G. Bowen, Washington (D. C.) Star; L. H. Hammond, Jr., Boston Transcript; Roy C. Webster, Hartford Courant; J. R. Rochleke, Sacramento Bee; P. D. Pragone, New York Bulletino Della Sera; R. O. Dyer, Milwaukee (Wis.) The Journal; William L. Stoup, Richmond (Va.) Virginian.

Entertainment: A. E. MacKinnon, chairman, New York; A. G. Lincoln, St. Louis Post Dispatch; W. S. Allen, St. Louis Times; R. E. Gridle, St. Louis, World Color Printing Co.; W. Harrington, St. Louis Globe-Democrat; E. R. Stenhaem, St. Louis Republic; H. H. Tree, El Paso Herald; Roy Hutzen, Detroit Free Press; M. D. Treble, Buffalo Times.

Honorary: Clarence Eyster, chairman, Peoria (Ill.) Evening Star; William Elder, Toronto Telegram; R. S. Craft, Jackson (Mich.) Citizen-Press.

By-Laws: D. B. G. Rose, chairman, Louisville (Ky.) Standard Printing Co.; William L. Argue, Toronto Star; C. S. Dubosh, Newark Ledger; Joseph A. Lackey, Nashville Banner, A. C. Jenkins, Birmingham Ledger.

Publishers Auxiliary Committee: A. Lincoln, chairman, St. Louis Post-Dispatch; A. E. MacKinnon, New York City; Joseph Taylor, Grand Rapids (Mich.) Press.

Railway Mail Service and Post Office Committee: Albert Michner, chairman, Harrisburg (Pa.) Telegram; John Schmid, Indianapolis News; C. E. McClure, Philadelphia North American; Joseph Levy, New Orleans Item; W. Harrington, St. Louis Globe Democrat; Edwin R. Towne, Phoenix, Arizona Gazette; Robert J. Corrigan, Denver News and Times.

The association now has five hundred members, and President McKernan in his inaugural speech requested that the membership be doubled, calling attention to the fact that this only requires each member to bring in one application during the coming year.

The membership committee is twice the usual size and it is expected that the organization will double its membership in the next year. The slogan is 'One Thousand Members for St. Louis.'

President McKernan, who is circulation manager of the New York World, said to EDITOR & PUBLISHER:

"The I. C. M. A. is doing effective work in the circulation field and business managers and publishers who appreciate having their circulation managers keep up to date should see that they join this association.

"On the invitation of the Publishers' Association, the 1920 convention of the I. C. M. A. will be held in St. Louis June 15, 16 and 17."

Following are the officers and directors:

President, James McKernan, New York World; first vice-president, William L. Argue, Toronto Star; second vice-president, A. G. Lincoln, St. Louis Post-Dispatch; secretary-treasurer, Clarence Eyster, Peoria Evening Star.

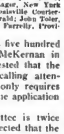
Directors: J. M. Annenberg, Albany Knickerbocker Press; James L. Farley, Philadelphia North American; James R. Heuderson, Montreal Gazette; H. H. Friis, El Paso (Texas) Herald; George H. Reynolds, New Bedford (Mass.) Standard; J. Kavanaugh, Dayton (Ohio) News; M. D. Treble, Buffalo Times; John Eisenlord, Chicago American; William Elder, Toronto Telegram.

Wales Agency Girls Win Ball Game

At the annual outing and field day of the Wales Advertising Company, New York, held at Bear Mountain July 12, the surprise of the day was the showing made by a team of young ladies from the art, detail and stenographic departments, who made the men's nine play their hardest to defeat them by the close score of 12-11. The young ladies' team has issued a challenge to any similar team in the New York Council of the American Association of Advertising Agencies.

LAWYER-EDITOR HAS MADE HIS MARK

TEN years spent in the practice of law and another decade as owner, publisher and editor of a newspaper—that is the record of Edward Albright, publisher and owner of the Gallatin (Tenn.) News.



EDWARD ALBRIGHT.

Mr. Albright was graduated from the law department of Cumberland University in 1898, when he was twenty-five years old. He hung out his shingle in Gallatin, Tenn., near which town he was born. Just why he dropped the aspiration for the towel sack and every young lawyer has, he doesn't say, but he bought the Gallatin News at the end of the time specified above and has been running it ever since. The News has no competition, since it is the only newspaper in Gallatin, a county seat of 4,000 population and in a county of 30,000. All of the local business is for Mr. Albright. He loves the work of editorial associations and has devoted himself to it in large and generous measure. He has been president of the Middle Tennessee Editors' League and also of the Tennessee State Press Association and is vice-president of the National Editorial Association. He hasn't any political aspirations, however, as he showed when, in 1918, he declined to enter the race for Governor of his state, though two-thirds of the newspapers in Tennessee endorsed him for the Democratic nomination. He never has care for political office. He has a good paying newspaper property and is content to give his attention to that.

W. R. Robinson, formerly an editorial writer on the Philadelphia Public Ledger, is now doing similar work for the Cleveland Plain Dealer.

H. B. Lautman, city editor of the Pittsburgh Leader, is recovering from the effects of an auto accident.

D. C. HATCHER GOES TO ATLANTA

Becomes Circulation Manager of Georgian Before His 26th Year

DETROIT, July 23.—Douglas C. Hatcher, at present circulation manager of the Detroit Journal, has signed a year's contract with the Hearst organization as circulation manager of the Atlanta Georgian.

Mr. Hatcher goes to Atlanta on August 31. His has been a rather spectacular career. Starting in Lansing, Mich., as a newsboy, "Hatch" first got into the mail room of the Lansing State Journal. Soon after he was made circulation manager, in which post he so distinguished himself that, early in 1915, he was offered and took the circulation manager's post on the Detroit News. He went to the Detroit Journal on January 1, and now gets into the biggest newspaper organization in America—and all before he is 26 years old.

Buffalo Men Join New Agency

BUFFALO, July 23.—Besides Alex F. Osborn, other local advertising men who will became affiliated with the Barton, Durstine & Osborn Advertising Agency, are Clarence L. Davis, who will be general treasurer and local service manager; Donald B. Wheeler, director, and D. R. Davis, who will be production manager. He formerly was copy director of the Vanderhoef agency of Chicago.

Robert Egan, Pittsburgh newspaper man, has been appointed general director of the Knights of Columbus activities in Paris.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's
PRESS CLIPPINGS
Tenth Avenue at 45th Street
New York

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue, NEW YORK — Lytton Building, CHICAGO

R. J. Bidwell Co.
Pacific Coast Representative
Daily Newspapers
of
"Advertising Value"
Rates, Circulation, Special Data,
Promptly Upon Request
PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

Canadian Press Clippings
The problem of covering the Canadian field is answered by obtaining the service of
The Dominion Press Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at one load office,
76-78 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
The National Jewish Daily

New York Sun—July 19, 1919

ENTIRE WORLD CALLS FOR STEEL

Orders in Broad Inquiry Now Exceed Shipments

GERMANY AND AUSTRIA BUY

Situation Indicates Sustained Activity Throughout Summer

Developments in the iron and steel trade this week have been of a very favorable nature. Producers report that new orders have exceeded shipments, coming both from foreign and domestic sources. In fact the week was marked by a broadening inquiry for steel and steel products from all parts of the globe, including Germany and Austria.

50,000,000

Gross Tons Of Steel For 1919 Estimated Production

PENNSYLVANIA

has led in steel production in this country for many years—and still leads all other states in steel.

With the entire world calling for steel, Pennsylvania's continued prosperity is assured for a long time to come. Every industry benefits.

Business in every line is good in Pennsylvania. People are all working.

These daily newspapers, covering the state from the east to the west, and from the north to the south, will carry YOUR message, together with the name of your LOCAL DEALER to the buying public of this territory —a territory well worth the most intensive cultivation.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03
*Altoona Mirror (E)	23,676	.04	.04
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican (M&E).	14,177	.04	.04
Connellsville Courier (E)	6,888	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M&E)	22,018	.05	.05
Lebanon Daily News	8,349	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.19	.14
Pottsville Republican (E)	10,797	.0329	.0329
Scranton Republican (M)	27,330	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
*Williamsport Sun (E)	16,110	.05	.035
York Gazette (M)	15,026	.03	.03

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

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To Newspaper Publishers

Just one year ago, after careful investigation of conditions, I launched a campaign seeking to produce closer co-operation between the newspapers and advertising agents for the purpose of producing increased volume of general advertising.

I advocated the adoption of an increased commission allowance to 15 per cent. and 2 per cent. cash discount, to help meet the agents' increased cost of doing business. I am informed that 90 per cent. of the daily newspapers are now on that basis.

I advocated commission allowance to agents on national advertising linked to the names of local dealers — localized national advertising — and have definite assurance from hundreds of newspapers that they are now doing this.

Millions of dollars of new advertising for newspapers is now in preparation in the agencies, and I most earnestly urge publishers to do everything in their power to help make it easier for the agencies placing it.

The wonderful superiority of newspaper advertising is about to have its greatest demonstration. We need have no fear of the result.

JASON ROGERS,
Publisher of the New York Globe.

MEMBER A. B. C. **THE NEW YORK GLOBE** NOW 180,000

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EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, JULY 31, 1919 Vol. 52, No. 9

Stanford University Library AUG 6 1919

In Chicago The Daily News

Six days a week, against all competitors, morning or evening

Leads in Automobile Advertising

There is no longer any question in well-ordered advertising offices and agencies as to what six-day medium is to be used in Chicago. The high efficiency of Daily News advertising as a selling influence for Passenger Cars and Trucks of all prices, and for Tires and other Accessories, has been so fully demonstrated that The Daily News is automatically selected as the right six-day medium for the Chicago market.

Lineage figures speak plainly. They cannot be disputed. There is no way to go behind them. For the month of June, 1919, they tell the following story of the automobile advertising situation in Chicago:

Total automobile lineage for all six-day newspapers, as prepared by an independent audit company

THE DAILY NEWS—FIRST	56,244 lines
Post	43,863 lines
Tribune	31,842 lines
Journal	20,501 lines
American	15,347 lines
Herald and Examiner	11,469 lines

AS TO THE COST OF THIS ADVERTISING

If cost is considered—and it is considered in every case—there is a wider difference between The Daily News and its nearest competitor than even these lineage figures show. The greater difference is disclosed in the following table showing the cost of the above advertising in dollars and cents:

	Lines	Cost
THE DAILY NEWS—FIRST	56,244	$20,247.84
Post	43,863	5,263.56
Tribune	31,842	12,736.80
Journal	20,501	3,582.68
American	15,347	5,064.51
Herald and Examiner	11,469	3,455.39

In words, the automobile advertisers who spent money in Chicago newspapers in June, spent nearly twice as much for Daily News advertising as they spent in the THREE OTHER EVENING NEWSPAPERS COMBINED.

They spent two-thirds as much money in The Daily News as they spent in ALL THE OTHER CHICAGO NEWSPAPERS COMBINED for six-day advertising.

Not a dollar of the lineage published in The Daily News was involved in trade deals or other considerations. It was cash paid for value received.

Dollars play few favorites, and when the automobile advertisers of the country make their advertising appropriations in Chicago in this manner there can be no question of their preference as to media in the six-day field.

THE DAILY NEWS

FIRST in Chicago

Digitized by Google

"The Isle of Rhodes!"

That is what they used to call "Little Rhody" in the spacious days of the seventeenth century.

Today, the "Isle of Rhodes" boasts of a density of population unequalled by any other state, over 500 persons to the square mile, and 95% in the cities.

Connecticut with double its population has only 231 people to the square mile, half of them RURAL, and still is the FOURTH state in the density of its population.

Massachusetts is second state in density of population. Its population has increased nine times and over in the last century and a quarter, and 92% live urban.

In contrast, Maine, New Hampshire and Vermont, have about the density of the prosperous agricultural states, the first two being in addition maratime as well as industrial.

As to Vermont, it is the beauty spot, and makes the most of its historic mountains, high plateaus and jolly little lakes and islands.

And, none of the New England states has any prouder boast than its newspapers.

Read the list.

There is not one of those papers that has not figured NATIONALLY in the big affairs of the Nation, and played the part of patriot.

There is not one that has not had and does not carry its full share of NATIONAL ADVERTISING and would not be *proud* to carry MORE.

Every newspaper on this list can serve you better in its territory than any other form of publicity.

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American .....(S)	365,660	.35	.35
Boston American .....(E)	301,270	.40	.40
Boston Globe .....(ME)	293,781	.30	.30
Boston Globe .....(S)	329,781	.35	.35
Boston Post .....(M)	459,603	.45	.45
Boston Post .....(S)	367,074	.35	.35
Boston Record .....(E)	50,650	.15	.15
Boston Transcript .....(E)	29,820	.20	.20
Fall River Herald....(E)	9,419	.025	.025
Fitchburg Daily News (E)	5,605	.025	.025
Fitchburg Sentinel ..(E)	6,912	.025	.01785
*Haverhill Gazette ....(E)	13,319	.035	.025
Lynn Item .....(E)	15,121	.05	.0333
Lynn Telegram-News .....(E&S)	15,000	.04	.04
Lowell Courier-Citizen .....(ME)	16,780	.035	.035
New Bedford Standard-Mercury .....(ME)	26,674	.05	.05
Salem News .....(E)	18,355	.055	.04

MAINE—Population, 763,787.

Portland Express ....(E)	25,263	.06	.045
Portland Telegram ....(S)	21,846	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times .....(E)	23,752	.06	.04
Providence Bulletin ..(E)	55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun .....(E)	4,223	.02	.015
Woonsocket Call-Reporter .....(E)	11,888	.04	.03

VERMONT—Population, 361,205.

Barre Times .....(E)	6,765	.0214	.0143
Burlington Daily News (E)	8,200	.02	.02
Burlington Free Press .....(M)	10,489	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post-Standard-Telegram .....(M&E)	45,463	.095	.09
Bridgeport Post .....(S)	13,205	.045	.04
Hartford Courant ...(MS)	24,745	.06	.05
Hartford Times .....(E)	36,955	.07	.07
New Haven Journal-Courier .....(M)	15,101‡	.04	.035*
New Haven Register..(E)	26,959	.065	.055
New London Day ....(E)	11,636	.03	.025
New London Telegraph .....(M)	4,830	.0128	.0128
Waterbury Republican ....(MS)	10,762	.035*	.025

*Rate on 3,500 lines.

Government Statements, April 1st, 1919.

‡A. B. C. April 1st, 1919.

The New England Daily Newspaper is NEAR to its people. It belongs! When they see your goods advertised in their paper, it carries weight with them.

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MARYLAND IS THE MOTORIST'S PARADISE

MARYLAND'S splendid system of State roads, famed among all automobile tourists, leads the driver into every corner of the State, from ocean and bay front to the tip of the Blue Ridge, with water and mountain scenery that rivals the show places of Europe.

$3,000,000 additional will be spent within the next year in further improvement of Maryland's roads.

The automobile, naturally, plays an important part in the life of the State, and automobile makers, tire and accessory manufacturers find Baltimore and Maryland a most profitable market.

THE Baltimore Sun

is the first choice of automobile advertisers who wish to interest Marylanders in their cars, tires and accessories.

Reach the Maryland motor enthusiast through his favorite newspaper —The Baltimore Sun

In June The Sun published, in morning, evening and Sunday issues, 213,000 lines of automobile display and classified advertising, a gain of 94,000 lines over the same month a year ago.

The five issues of all the other Baltimore papers combined in June carried only 138,000 lines, The Sun publishing 75,000 lines of automobile advertising more than all other Baltimore newspapers.

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If you were to ask
most any intelligent Philadelphian
how to make your advertising
do you the most good
in Philadelphia,
the reply undoubtedly would be:
"Put it in The Bulletin."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for June 447,401 *Copies a Day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin."

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EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52. NEW YORK, THURSDAY, JULY 31, 1919 No. 9

NATIONAL EDITORIAL ASSOCIATION MEMBERS START VICTORY TOUR THROUGH NORTHWEST

Program Will Be a Practical Educational Course for Editors and Publishers of Smaller City Newspapers—Extends from July 26 to August 26—Result Should Be Strengthening of Friendship Ties Between United States and Canada

THE members of the National Editorial Association of the United States, representing the cream of the smaller city newspaper publishers and editors, are off on their international "Victory Tour," which will come to a close with the annual convention sessions August 9 at Portland, Ore.; August 15, at Seattle; and August 18, at Victoria, B. C.

The N. E. A. party left Chicago last Saturday for Winnipeg, and during the past week have been the guests of the citizens and business men of Winnipeg, Portage, Dauphin, Saskatoon, University City and Saskatoon, in Canada. They are in the latter city today, and will leave at midnight for North Battleford.

Will Strengthen Friendship Bonds

On departing for the Northwest, Congressman Guy Hardy of the Canon City Record, who is president of the N. E. A., said to Editor & Publisher:

"The Victory Tour of the National Editorial Association is about the most pretentious ever undertaken since the days of the over worked pass—of sad and pleasant memories. The distance covered is great. The tour includes weeks to be spent in the world renowned Canadian Rockies—days on the waters of the Pacific, days in Mount Rainier National Park, days in Crater Lake National Park, days in automobiles and boats—a little time in the cities of the Northwest—and about three days in convention sessions.

The convention sessions will be divided between Portland, Seattle and Victoria, a day at each place, with an occasional address slipped in here and there. The convention dates will be about as follows:

"Saturday, August 9, at Portland.
"Friday, August 15, at Seattle.
"Monday, August 18, at Victoria.

"There will be some serious talk—some heavy programmes but not enough to interfere much with the pleasure side of this wonderful tour.

"A good, interesting, enlightening, elevating, inspiring programme is being assembled. Two great nations are being combed for talent. The programme will contain some big numbers—bigger and better than we promise—which promise I know is unique in convention literature.

"Since last we met the Great War has been brought to a successful close. The United States and Canada had a great part in the winning of this war. Sons of American and Canadian mothers fought side by side—many are buried side by side in France. Canada is grateful to America and America appreciates the valor and worth of Canada as never before.

"And now in celebration of the Great Victory, the National Editorial Association will be honored and entertained by Canada as she has never been honored and entertained before."



HON. GUY. U. HARDY,
Member of Congress, newspaper editor and president of the N. E. A.

Complete Schedule of Tour

From today on the program follows:

FRIDAY, AUGUST 1.—The party will arrive during the early hours of the morning at North Battleford, where complimentary breakfast will be served. Auto drives about the city will be made and departure from the city taken at 11 A. M. Lunch will be served on the diners, and the party will reach Wainwright about 6 P. M., where they will be the guests of the city for supper. A visit will be made about the city and an opportunity given to view the Government herd of buffaloes, the largest herd of these animals now in existence. Departure from Wainright will be made about 11 P. M.

SATURDAY, AUGUST 2.—The City of Edmonton will be reached about 9:30 A. M., where the party will be guests of the city at luncheon, and the afternoon will be spent in visiting about the city. A reception and supper will be tendered by the Board of Trade during the evening. Edmonton is the gateway to the far Northwest, and is a very interesting city for the editors to visit. The departure will be made about midnight, the train departing from the Canadian National Station.

SUNDAY, AUGUST 3.—The party will reach Jasper about 11 A. M., where they will be served a barbecue, after which the party will have an opportunity for a view of the Mountains of Jasper Park. Departure will be made from Jasper about 3 P. M. The next stop being at Lucerne, reaching there about 6 P. M. Devotional services will be conducted that evening and the train will be parked for the night at Lucerne, as all of the travel in the mountains will be made during the day-light hours.

MONDAY, AUGUST 4.—Departure will be made from Lucerne at about 10 A. M., and the day spent traveling through the mountains, reaching Kamloops about 9 P. M., where the train will be parked for the night.

TUESDAY, AUGUST 5.—Leaving Kamloops about 10 A. M., the day will be spent traveling through the mountains, reaching Boston Bar about 6 P. M., where the train will be parked for the night.

WEDNESDAY, AUGUST 6.—Leaving about 10 A. M., from Boston Bar, a daylight run will be made down the mountains, reaching Vancouver during the night.

THURSDAY, AUGUST 7.—After breakfast on the diners the Editorial Party will be guests of the city of Vancouver, spending the entire day about the city, viewing the many places of interest. This is one of the leading ports of the world as one of the largest cities of the Pacific Northwest. The entertainment will be varied to include a luncheon by the city and in the evening supper will be served by the Board of Trade. Departure will be made from the city about 11 P. M., enroute for Seattle, via boat from the docks of the C. P. S. S. Lines.

FRIDAY, AUGUST 8.—The party will reach Seattle shortly after the breakfast hour, transfering to a special train on the Northern Pacific enroute to Portland, stopping about noon for a couple of hours at Chehalis, where lunch will be served, as guests of the Citizens' Club. The arrival of the party at Portland is scheduled for about 5:00 P. M. Hotel reservations will be made enroute, permitting each member of the party to reach the Headquarters Hotel and to find his or her room with little difficulty. Autoes will meet the train. At 7:30 P. M., a reception of delegates and ladies will be held at Waverly Country Club, where the addresses of welcome and responses will be made.

SATURDAY, AUGUST 9.—A business

(Continued on Page 24)

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CHARLES H. FULLER, ADVERTISING PIONEER, DIES IN WEST

Legions Affectionately Called Him "Uncle Charley"—One of First Agency Men to Invade London—Was Interested in Organized Base Ball in Early Days.

CHARLES H. FULLER, pioneer advertising man and founder of the company that bears his name, died at the Hyde Park Hotel, Chicago, where he made his home, July 21 at the age of 75 years.

To hundreds of newspaper and magazine men from the Atlantic to the Pacific Coast he was known affectionately as "Uncle Charley" Fuller. Big of mind, heart and body, he tried each day through his active business life, which was spent entirely in the newspaper and advertising field, to make a new friend, and how well he succeeded is attested by the sorrow that was expressed throughout the publishing world when his death became known.

Started as a Police Court Reporter

His only great activity outside of the advertising field was organized baseball, in which he was also, with A. G. Spaulding, a recognized pioneer, he having been a stockholder in the first Chicago White Sox club. He was among the first men to realize the possibilities of international advertising, and opened a branch office in London, England.

Born in Rome, Pa., in 1843, Mr. Fuller went to Illinois as a child, his parents settling at Belvidere. He attended the public schools in Belvidere and Lee Center, and began his career in a country hardware store.

He entered the publishing world as a police court reporter on the Chicago Daily Mail, having gone to that city shortly before the great fire. In 1871 he switched to the Chicago Daily News, shortly after its establishment by Melville E. Stone and Victor Lawson. He was first connected with the editorial department, but later changed to the advertising department, and is reputed to have drawn up the News' first rate card.

With Daily News Five Years

Mr. Fuller remained with the News five years and then left, against the advice of Victor Lawson, to enter the agency field, and with D. M. Lord and C. E. Raymond, of the J. W. Thompson Agency, became one of the dominant factors in American advertising circles.

The enterprise he founded prospered, and in 1886 it was incorporated as the Charles H. Fuller Company. Mr. Fuller became its president, which position he continued to hold until eleven years ago, but even during this later period he maintained private offices adjacent to the great agency he established. No other man in the Chicago section knew so many publishers intimately, and he acted as philanthropist and father confessor to many men in their troubles.

His Binding Friendships

Mr. Fuller was a great admirer of Joseph Pulitzer, and for years kept his picture framed hanging over the desk in his office, while hundreds of other autographed portraits of prominent publishers and advertising men hung on the walls.

diffident and reserved in manner and a lovable character, but extremely very dignified, he managed his agency always as practically a one-man institution.

After the sale of the agency and Mr. Fuller's retirement in 1906 he traveled extensively all over the United States his retirement it is estimated he had and part of Europe. Up to the time of paid daily newspapers alone approximately $50,000,000 for space bought.

Charles H. Stoddart, Western Advertising representative of the Munsey publications, and one of the men who knew Mr. Fuller best, said of him:

Associates Pay High Tribute

"The passing of Charles H. Fuller will come as a shock to the newspaper



THE LATE CHARLES H. FULLER

and magazine men of America, especially those of a decade or so ago. He was one of the pioneers and giant figures in the advertising field when the advertising profession was more of a business and less of an art than it is today.

"Possessing in a remarkable degree a genial personality, a vigorous business mind, and a rigid spirit of integrity and fairness at all times he quickly became one of the international figures in the advertising world. He was a believer in the first American advertising agent to extend his operations into foreign countries by opening an office in London to cover continental Europe.

Was Always Fair

"As a constructive advertising man he was a leader, and to his farsightedness and business acumen is due today the solidity of many a monster business and possession of fortune by his early patrons.

"To his keen sympathy, his absolute fairness and sense of justice many men now enjoying prosperity owe much. Young men in his employ for years and profiting by his instruction and advice have since become the heads of great business. They could be counted by the score.

(*Continued on Page* 14.)

American War Reporters Great Service to Country Attested and Praised

Out of all those forty or fifty regularly attached correspondents, I can state that I never met one who was not willing to sacrifice his own personal interests at any moment for the interests of the American Army. I think, in view of that reason, America has a right to be proud of the American Press.

* * * *

No more patriotic service was performed by any officers of the A. E. F. than by the correspondents who covered Chateau-Thierry and the Marne. It isn't easy to ride all day every day over bad roads, and then work half the night besides. That is what the correspondents were doing on the Marne, and the good work they performed is therefore doubly to their credit.—*Gerald Morgan, Major of Field Artillery and Chief Censor of the A. E. F., in The Saturday Evening Post.*

CONGRESS WILL QUIZ POST OFFICE HEAD

Postmaster-General Burleson's Conduct of the Department to Be Subjected to Searching Inquiry When House Resumes Work in the Fall

WASHINGTON, July 29.—Postmaster General Burleson is to have an opportunity very shortly to explain all about his fight with the newspapers and magazines of the country over the postal zone law.

But he will have to produce facts and names, as he will be appearing before a hostile committee of Congress which will have for its announced purpose the getting of his "goat."

Representative Zihlmann of Maryland, chairman of the House Committee on Expenditures in the Post Office Department, is to conduct the inquiry into the mail service, but neither the Maryland member nor other members of the committee have any hesitancy in going into all affairs of the Post Office Department under Mr. Burleson.

Want Concrete Information

Members of the committee are accumulating information bearing upon the alleged inefficiency of the postal service, with its consequent effect upon the business of the country. They are getting letters from many sections of the country citing specific instances of inefficiency, and they are quite convinced that the Postmaster General will have to produce some other response than the word "$220,000,000 subsidy," which he has used to answer any and all criticisms of his administration of the postal service.

He will have to show, they declare, "something stronger" than his charge that all criticism of the department has its origin, development and influence from his "secret fund to prevent the publishers of the country to continue to pilfer the public treasury," through the aforesaid well known "$220,000,000 subsidy." The hearings are scheduled to begin soon after the recess of the House.

Ad Agency for South America

LIMA, Peru, July 26.—The International Publicity Company has been organized here to handle domestic and foreign advertising. Branches will be opened in Buenos Aires and in other centers of South America.

A. N. P. A. COMMENDS STEREOTYPERS UNION

Kellogg Compliments Union on Integrity in Holding to Contracts—Asks Consideration for Publishers—Union Opposes Teaching Trades

(BY TELEGRAPH)

DENVER, Colo., July 29.—The most successful convention of the International Stereotypers and Electrotypers Union since its organization nineteen years ago, came to an end July 26, after being a week in session here. Approximately 100 delegates attended and action was taken upon important matters.

The convention went on record as condemning the teaching of trades in their entirety by public trade schools.

The Technical Education Commission of the national organization, recommended that locals should investigate trade schools in their vicinity.

Reports on a pension system the union proposes to put into effect, on assessments, and other matters pertaining to the conduct of the union were referred to committees.

One of the most important addresses was that given July 23 by H. N. Kellogg, chairman of the special standing committee of the American Newspaper Publishers' Association. He congratulated the union on its clean record in fulfilling its contracts and cautioned against Bolshevist tendencies. Referring to the unrest among labor unions, he urged stereotypers to consider that the publishers had been equally hard hit with labor by the rising costs of the last four years.

Many Papers Not Out of Woods

"The record of publications suspended since the inception of the great war is concrete proof of this," he declared. "In the past few months business has improved, but there are still many that are not by any means out of the woods."

An inquiry was made into the recent Seattle labor troubles, believed to have been instituted by I. W. W. leaders. Charles A. Sumner, secretary treasurer of the organization, was the only international representative of the printing trades in Seattle at that time, and it was declared to be through his influence that the five printing unions refused to follow the I. W. W. His vigorous action won the praise of Ole Hanson, Mayor of Seattle.

It was decided that matters of jurisdiction between the two branches of the union should be settled by the local unions, if possible.

Eugene V. Dunnegan, delegate from Washington, occupied practically the entire session of the fifth day in a defense of his entertainment by the Washington local after being expelled from the national convention of 1918.

Next Year in Boston

Toronto was chosen as the convention city for 1921. At the last general convention it was decided to hold the 1920 convention in Boston. No officers were elected, those elected in 1918 holding over for two years.

Union dues were raised from 50 to 75 cents a month.

Resolutions were adopted providing for the representation of the International Typographical Union of Canada at Labor Congress, and for the transfer of $36,000 from the pension fund to the general fund to meet deficits caused by the war.

A referendum vote will be submitted to the membership within the next few weeks on a resolution calling for the adoption of a union label for all products of the union.

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NEWSPAPERS MUST ECONOMIZE IN NEWS PRINT OR FACE SHORTAGE IN NEAR FUTURE

Consumption Is Largest in History in Spite of Fact There Is Now Less Than Six Per Cent Increase in Production Over 1918 and Larger Part of Supply Is Being Exported—National Survey of Conditions

UNLESS newspapers of the United States take immediate and drastic steps to economize in their use of paper, news print conditions approximating those of 1916, if not worse, will confront them again in the near future. In truth, the predicament next time threatens to be one of supply and not of price —from which money can buy no relief for the unfortunate.

EDITOR & PUBLISHER bases this warning on its own inquiry and on opinions expressed to it by news print and publishing authorities, backed up by reports on production, consumption and supply issued by the Federal Trade Commission.

All sources of information serve to show that more news print paper is being used at the present time in the United States than ever before in history, while production has increased less than six per cent. This margin is far more than wiped out by vast exports to Australia and eastward to Europe of paper that, last year, became of the war, was available for domestic use.

No New Manufacturing Means

The six per cent increase in news print production over last year is not the result of new mills opening up, but is entirely due to the relief from war conditions. Outside of one unit started by the International, the Great Northern and the Laurentide Paper Companies no new mill facilities are available.

Production will be increased somewhat this year by the operation of a new machine, now being installed by the Thompson Pulp and Paper Company at East Angus, Quebec, which will have a capacity of sixty tons daily, and another machine which Price Brothers of Quebec will have installed at their Kenogami mill some time in the fall, with a capacity of fifty tons daily. But that is all.

The International Paper Company is planning to build a mill at Three Rivers on the St. Lawrence River, which will have a daily capacity of 200 tons, but this will not be in operation for two years or even later.

News print manufacturers both in the United States and Canada say they will not go ahead with expansion because of the attitude of the governments of both countries toward the industry. No new mills have been opened in the United States for some years past, and probably there will be none until water power legislation is enacted which will encourage capital to invest in the released natural resources.

Only Six Papers Own Mills

Both American and Canadian mill owners complain that price fixing for domestic consumption is unfair, and they prefer to export at far better prices than they can get from home consumers. The figures show they are doing it, as far as they can.

There are only six newspapers in the United States that own their own paper mills and have independent sources of supply. They are the New York World, New York Times, Chicago Tribune, Boston Globe and St. Paul Pioneer Press and Dispatch. The Minneapolis Tribune is just completing a mill of its own.

The Minnesota Editorial Association is endeavoring to have the state finance a paper mill for their use, as well as that of the state needs.

The newspapers of South Carolina have taken up again the proposition that was favorably received before the war of establishing a pulp mill in that state for paper manufacture. During the meeting of the state press association at Greenville, a resolution was passed to push the project. Some of the leading financiers of South Carolina favor it.

These are facts for the serious consideration of news print users who are using up their reserve supplies, feeling that the mills will speed up production in the fall and prevent a shortage.

In New York, Chicago, Cleveland and Detroit, and other big newspaper cities, daily editions have run as high as 40 pages in size recently and few go larger than 30. The increases in consumption during the first six months of this year over last year, throughout the country, will average more than 25 per cent. The New York figures are presented in a table accompanying.

Here are some typical examples of how newspapers have increased in pages this year and conditions throughout the nation:

Some Instances of Increased Sizes

The Houston Chronicle reports that between 20 and 25 has been the percentage of its increases during July, due wholly to the demand for advertising space. It has no free lists, no exchange lists, has allowed no returns, and has advanced both the subscription price and the street sale price. During the first twenty-four days of the month the Chronicle used 506 pages, eight-column size, as compared with 426 pages for the same period during 1918, or an arrearage of nearly four pages a day.

From July 1 to 26, inclusive, the Seattle Times printed 840 pages, as compared with 782 pages during the same period last year. The Post Intelligencer printed 704 pages, as compared with 544 pages.

The San Francisco Chronicle has printed during the same period this year 676 pages and last year 496; the Examiner, 760 and last year 716; the Call-Post 484 and last year 432; the Bulletin 546 and last year 429 and the Daily News 242 and last year 188.

The Atlanta Journal printed during the same period this year 684 pages against 537 last year; the Georgian 603 pages against 506 last year, and the Constitution 614, compared with 466 last year.

The St. Louis Post Dispatch printed during July 1 to 26, inclusive, this year 796 pages as compared with 658 during the same period last year; the Star 361, and 304 last year; the Times 310 and 274 last year; the Republic 556 and 534 last year; the Globe-Democrat 658 and 510 last year.

Newspapers in many of the smaller cities already are experiencing the inconveniences of a hard market.

"Anyone who has attempted to purchase paper in the open market within the last ten days has discovered a very tight situation," Charles I. Stewart, general manager of the Lexington Herald, writes Editor & Publisher. "A newspaper not now assured of its supply for the remainder of this year is, in my opinion, in a very critical situation."

The Macon (Ga.) Telegraph reports that it has exceeded its supply under contract and is unable to buy paper at the mill for less than 3 to 6 cents.

Between twenty and twenty-five per cent. of the print paper used by newspapers in the United States is consumed in Greater New York. About twenty-five per cent of the total is consumed in Chicago, Philadelphia, Boston, and St. Louis. Another twenty-five per cent. is used in forty-five cities having over 100,000 population. The increase in news print consumption during the first six months of this year as compared with the same period last year, is greatest, proportionally, in the large cities than in the smaller cities and towns.

Yet, in New York City and other large cities, advertising is being refused in order to keep down the size of newspapers.

Growth in Production Small

The News Print Service Bureau in its bulletin for June of this year, states that 39 reporting companies produced 150,938 tons and shipped 151,741 tons during June. Shipments exceeded production by 803 tons. Production figures include 715 tons of hanging, of which 305 tons were made in Canada.

The average daily production of news print paper by the mills reporting for June amounted to 99.5 per cent. of the average daily output during the three months of greatest production in 1918.

The comparisons for 1919 with 1918 are based upon the same identical mills.

Production by the United States mills during the first six months of 1919 was 32.145 tons, or 6 per cent. greater than during the same months in 1918. Canadian production during this period exceeded that of the same six months in 1918 by 17,745 tons, or 5 per cent., making the combined production of the 39 reporting companies 469,890 tons, or 6 per cent greater than in the first six months of 1918.

The United States mills shipped 1,175 tons less and the Canadian mills 12,063 tons more in the first six months of 1919 than in the corresponding period of 1918.

Stocks during June decreased 930 tons at United States mill points and increased 1,454 tons at Canadian mills, making total stocks 525 tons more on June 30, 1919, than on May 31. The total of 24,704 tons on hand at all mills June 30 amounted to about six days' production.

News Print Service Bureau figures are used, because nine mills report to it than to the Federal Trade Commission.

The Federal Trade Commission's figures on the amount of news print used and of stocks held by leading publishers in the United States from May, 1918, to June, 1919, inclusive, show how consumption has increased, and the amount of paper on hand or in transit has decreased.

Since there is some variation from month to month in the number of publishers reporting, the figures are not directly comparable, but they show that there was a decrease of 14,008 tons in the hands of the 718 reporting publish-

(*Continued on Page 20.*)

HOW N. Y. NEWSPAPERS HAVE INCREASED IN SIZE THIS YEAR

THE following table, compiled by Jason Rogers, publisher of the New York Globe, shows in columns how the newspapers of New York City, including Brooklyn, have grown during the first six months of 1919, as compared with the same period of 1918:

Evening Newspapers

	Total Columns		Cols. Adv.		Cols. Reading	
	1919	1918	1919	1918	1919	1918
Journal	27,120	20,162	13,002.52	10,086.40	14,087.48	13,766.60
Mail	21,192	18,434	8,214.90	7,257.18	12,977.14	12,480.72
Post	22,860	20,548	6,722.09	6,165.60	16,288.09	17,731.80
Sun	21,424	24,928	5,830.79	13,460.60	12,564.30	13,589.36
Telegram	21,462	20,664	11,740.40	11,151.62	9,385.60	9,512.38
World	21,896	20,448	8,701.78	13,124.57	13,224.41	13,313.43
Globe	13,776	19,488	13,365.87	13,355.52	11,135.19	11,091.18

Morning Newspapers

American	25,294	21,700	8,986.56	9,449.16	16,307.44	13,310.52
Herald	21,840	19,404	8,542.76	7,247.60	13,297.24	12,284.16
Sun	17,920	21,896	3,347.29	5,864.62	14,572.71	15,143.98
Times	27,216	27,020	13,266.44	14,146.52	13,949.56	12,873.48
Tribune	18,368	24,696	4,370.10	7,744.71	14,362.87	16,235.29
World	25,564	26,040	14,453.87	16,384.20	10,964.54	14,498.80

Sunday Newspapers

American	19,620	19,104	8,181.50	9,140.21	11,434.50	9,963.80
Herald	14,448	14,196	5,045.46	4,982.84	9,284.54	8,417.16
Sun	13,664	14,632	2,664.50	3,532.92	10,979.50	10,799.08
Times	21,784	21,476	9,165.23	11,725.14	9,214.25	9,750.86
Tribune	12,424	15,652	2,576.25	4,381.66	9,853.25	11,270.34
World	17,920	17,920	7,441.96	11,947.36	10,478.04	5,972.64
Telegram	2,696	1,231	1,588.43	2,178.30	1,107.19	2,163.45

Brooklyn Daily Newspapers

Eagle	24,500	20,824	8,690.33	11,110.42	16,413.63	15,704.58
Standard Union	15,328	16,296	7,110.83	8,865.80	8,217.17	7,570.10

Brooklyn Sunday Newspapers

Eagle	12,670	13,664	5,890.10	6,418.15	6,779.90	7,245.85
Standard Union	4,176	5,018	2,052.14	2,608.81	2,123.86	2,919.19

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U. S. SENATE ADOPTS "OPEN COVENANT"

Secret Session for Discussion of Treaties Has Passed Into History—Press Will Be Admitted Monday to Consideration of Peace Treaty

By Robert T. Barry,
Washington Correspondent for Editor & Publisher.

WASHINGTON, July 29.—At last "open covenants openly arrived at" are to come into their own.

The secret session of the Senate for the discussion of treaties has passed into history. No more will the American people have to depend upon the willingness of some Senators to whisper to correspondents snatches of the business transpiring behind closed doors when international relations are on the legislative calendar.

The Senate voted today to begin this radical—almost revolutionary — departure from custom, honored and maintained by mossworn tradition, which commonly is regarded as having had its inception in the "public be damned" policy which governed all phases of international affairs in bygone days.

Throws on Full Light

It is true, no doubt, that the present agreement to let the American public have full knowledge at least of the surface transactions incident to the ratification of treaties, may be traced to political strategy, but what matters it when the end is justified by the means?

President Wilson was unable to force European diplomats to swallow this pill of "pitiless publicity," but the Senate has determined that the full light of public discussion shall pervade the atmosphere during its discussions of the treaty with Germany.

The real start in "open executive session" will be made Monday when the long-delayed Lodge resolution treaty will be taken up. Prior to that, however, the Senate correspondents will be permitted to enter the room of the Committee on Foreign Relations on Thursday, when the first of the "peace conference experts" are called for their views on the treaty.

Will Tread on Sacred Ground

Instead of loitering in the corridors outside the committee room as they did in the old days, the newspapermen will file right into the room where the late Senator Stone of Missouri presided until his death a little more than a year ago. It was Senator Stone who protested most vigorously against Senators violating the rule of the secret session by telling newspapermen as much as they remembered of what transpired. He once insisted that newspapermen seemed to proceed on the theory that they possessed an unwritten license to nose into the affairs of anyone they pleased.

The Senator's remarks were published at about the same time that George Creel was charged with having described the Washington correspondents as "a pack of hounds going around snapping at the heels of public officials."

But this is another day, and the correspondents, perhaps a little battle-scarred from previous battles, are hoping that they will have to work about one-tenth as hard and will get many times more news and accurate news at that, than before.

Senator John Sharp Williams of Mississippi whose delightful whimsicalities never fail to appeal to the Senate, gave a parting thrust to the secret session of the Senate this week. The Senator was discussing the charges of Senator Brandegee of Connecticut that President Wilson had violated the Franco-American alliance by failing to present that covenant to the Senate at the same time the German treaty was delivered.

He referred to the fact that whereas Senator Brandegee, Colonel George Harvey and Will H. Hays seemed to have discovered the text of the treaty on July 22, it had been carried in full by the Associated Press on July 3.

"And the Associated Press certainly is public," the Senator added. "I know of nothing more public than the Associated Press unless it be a secret session of the Senate."

Editors! A Friend of a Friend of America Wants Your Help, Please

General John J. Pershing is coming home from France within a few weeks. He has done a good job—a big American job—well. When he reaches the home shores bands will blare a welcome; all real America will shout, "Well done, son;" silk flags of the world's greatest democracy will again flutter from careful hand folds, and the manhood leadership of the dawning day will have its military idol home.

For more than two years General Pershing has been too busy with America's work in the world's remaking to notice what we were saying in print about him here, but when he steps ashore the press of America is going to decorate him—he is going to receive a big book filled with the things that were said about him when he was taking care of things over there for you and me.

You must help make this decoration. Whether your publication is daily, weekly or monthly, today may should set aside fifteen minutes to rush all the best stuff you have printed (with or without pictures), with name of publication and date attached, since General Pershing was chosen to lead the overseas forces, to: The Great Scrap Book Editor, The Times, Detroit, Mich.

James Schermerhorn, general manager of the Times, is responsible for this call, and in a letter to Editor & Publisher says:

> "Just to show Jack Pershing I hear him no ill will for "jumping" me and making me "sore" when he was a Brownsmanan and I was a plebe at West Point! He probably never spotted it. Great Scrap Book—fit title scrap—established this ocean of type. Pershing said about the Commander-in-Chief of the American Expeditionary Force while he was on duty in Europe."

A. B. C. PUTS NEW RULES INTO EFFECT

Finally Ratified at Monthly Meeting of Directors' Board—Practice of Carrying Time of Subscriptions Next Matter to Receive Attention

The monthly meeting of the board of directors of the Audit Bureau of Circulations, held at the Hotel Knickerbocker, New York, July 25, presided over by President L. B. Jones, advertising director of the Eastman Kodak Company, as usual, was well attended.

A vast number of matters in the nature of questions were presented to the board by Stanley Clague, managing director, relating to special cases which were awaiting rulings, and disposed of. The new rules and regulations governing the bureau's standing practice, which had been submitted to the membership prior to the annual convention, were finally adopted. These rules and regulations are of the utmost importance to publisher members, and of course, to advertisers and advertising agents as well. They clarify the treatment of all circulation methods in the auditing procedure and all audits made by the bureau from now on will have these rules as a basis. They were printed in full in Editor & Publisher of June 19 and 26, 1919.

An important discussion on the next forward movements in the work of the bureau was a feature of Friday's directors' meeting. For instance, the consensus of opinion was that there will be a constantly growing demand in future from advertisers for the elimination of practices that tend to lessen the value of circulation, such as carrying subscribers in arrears an undue length of time.

Subscription Arrears Question

The present post office rules and the rules of the A. B. C. permit carrying subscribers in arrears up to one year from the dates of expirations of their subscriptions. It was declared to be pretty well established, however, among the buyers of advertising space that this is not sound business policy; that the number of renewals secured after a period of arrears of eight or more months are not warrant continuing old subscribers on the mail list beyond that time. The opinion was that it is fair and reasonable to carry a subscriber in arrears long enough to afford the publisher a full opportunity to bring about a renewal, but the conviction is growing that after a reasonable credit to the old subscriber should be limited more than it is at present. That is, if an old subscriber will not renew his subscription within three months from the date of expiration, it ought to be assumed either that he does not wish to renew or that he fails to do so because he is satisfied that the publication will be sent to him in any case for a second year.

This and other questions of equal moment affecting the improvement of circulation methods are crowding themselves more and more upon the attention of the A. B. C. board of directors, and it is the purpose of the board to give them all the time and consideration possible in future meetings.

Editor Wins British Medal

Mexico City, July 28.—Felix M. Palaficini, owner of the newspaper El Universal and former Secretary of Public Instruction, on Monday will be awarded the Cross of Commander of the British Empire by the British Charge d'Affairs at a public ceremony. The honor is in recognition of Senor Palaficini's pro-Ally services during the war.

HARD TO COVER CHICAGO RIOTS

Motorcycles and Automobiles Used Principally by Reporters

(By telegraph)

Chicago, July 30.—To cover the worst race riots in the history of Chicago, besieging city editors turned the city-wide strike of car men and the tieup of all means of public transportation, city editors made use of many ingenious ideas for covering the story. Typical American is advertising that it will pay $7 per day rent for motorcycles with side cars and rear seats for conveyance of reporters during duration of strike.

All papers are having extreme difficulty in getting men over the large city area covered by rioting.

Harold Place, sports editor of Des Moines News, is father of a 7-pound boy.

CAROLINIANS MEET TOMORROW

Secretary of Navy Josephus Daniels Will Be Guest of Honor

Wrightstown Beach, N. C., July 30.—All is in readiness for the opening of the annual convention of the North Carolina Press Association, which will be held here tomorrow and Friday. An especially fine business program has been arranged, and sufficient pleasure will be interspersed to make the occasion enjoyable to all.

A big ship will be launched during the program session and the editors will be special guests on this occasion, President Whitehead says. Secretary of the Navy Daniels, editor and owner of the Raleigh News and Observer, and a member of the association, will be the principal speaker of the occasion. The North Carolina Press association has about 125 members.

WOOD PULP NOT AFFECTED

Excluded from Scope of Canadian Reciprocity Law Repeal

Washington, July 29.—Wood pulp and wheat are omitted from the scope of the proposed repeal of the Canadian Reciprocity Act as approved by the ways and means committee of the House. Representative Young of North Dakota filed the report with the House from the committee favoring the repeal of the Canadian Reciprocity Act. He explained that provisions of the bill affecting wood pulp and wheat which are actually in operation, were re-enacted in the Underwood tariff law, and hence are not affected by the repeal bill.

The effect of the repeal bill is to take off the statute books the measure which never was operative, because of the failure of Canada to enact similar legislation.

"R. N. S." CORRESPONDENT HOME

George T. Bye Was with U. S. Soldiers Through the War

Kansas City, Mo., July 29.—George T. Bye, correspondent of the Reciprocal News Service, is home from Europe on a brief business trip. He was formerly with the Kansas City Star. Mr. Bye, who was with the American troops on the British front much of the time after America entered the war, will spend his time, until he sails for England again on August 30, in getting into touch with American conditions and helping out in the extension of the Reciprocal News Service string of papers in the East. The R. N. S. has its American headquarters in Kansas City, where Reginald Davidson is agent.

Chicago Tribune May Have to Move

Chicago, July 29.—It is reported on good authority that the Chicago Tribune has acquired a site on North Michigan Boulevard, half a block wide and a block long, to erect a building by May 1, 1920, at a cost of $1,500,000. The board of education, which owns the land on which the present 12-story Tribune building stands, has expressed its intention of taking back the property for school purposes.

Mexicans Seize H. L. Foster

Joplin, Mo., July 26.—Harry L. Foster, a Brooklyn newspaper man, has been seized by Mexican bandits, according to word received by relatives here. Mr. Foster was taken from a train near Colima, Mex., a few days ago, and the American government has been unable to obtain word of him. He was writing a series of articles on Mexican affairs.

FRANK GRANDIN WELCOMED TO NEW YORK BY GOTHAM'S ADVERTISING HOSTS

One of the Most Remarkable Tributes Ever Paid an Advertising Man was Tendered by 200 Leaders of Profession—Gen. Felix Agnus, W. A. Thomson, J. W. Scott of the Manchester Guardian, and Col. Buxton Among Speakers.

A WELCOME to New York such as no advertising man starting in business ever received before was that tendered to Frank C. Grandin by his Eastern friends and admirers (assisted by many Westerners) Tuesday evening at the Hotel Pennsylvania.

Mr. Grandin recently moved his advertising organization from Battle Creek, Mich. (where he established a national reputation as a space buyer for the Post Cereal Products), to New York, to enter into the general advertising agency field through the Liberty Advertising Agency. In putting Post products in the forefront of goods of their class, Mr. Grandin performed an advertising feat that has made him a nationally known figure.

A few weeks ago in Chicago his Western admirers tendered him a send-off dinner that was in a class by itself as far as the West was concerned, but New York was determined to bid him welcome in a manner unique in the annals of its advertising events.

A committee composed of George A McClellan (chairman); Howard Davis, Louis Wiley, Thomas Conklin, George Larke, Paul Block, William Simpson, E. W. Preston and Barrett Andrews laid the scheme for a $10 a plate dinner some weeks ago, and it was staged de luxe Tuesday evening with fully 200 participants.

Friends Swear by Him

And such a welcome they extended! Good spirits reigned supreme. Business and the worries of prohibition were forgotten in making Frank Grandin know that he was welcome to the best New York advertising fellows have within their power to give him.

It is really remarkable how many friends this man Grandin has, all swearing by him through thick and thin. If well wishes count for anything the Liberty Advertising Agency is assured of success right from the start.

William A. Thomson, director of the Bureau of Advertising of the A. N. P. A. was toastmaster, and filled the role as only he can.

Toastmaster Thomson in bidding Mr. Grandin welcome in behalf of his hosts, said the transplanting was not a difficult matter, for as he remembered it, "in the sixty-two years" of their acquaintance Grandin was to be found 728 times in the Waldorf-Astoria, New York, one time in Battle Creek, where he lived, and was supposed to do business. "It was just a case of telegraphing to Battle Creek for his shirt and to pick up his cutaway coat for the change to be made effective," said Thomson—which expression received unanimous endorsement.

Then there was Gen. Felix Agnus, proprietor of the Baltimore American and Star, as a speaker of welcome, and the ever popular Civil War fighter told some things of Mr. Grandin and his ancestors, as he knew them, that just glowed with warmth and good feeling.

Mr. Thomson then introduced William C. Freeman "as the champion heavyweight recommender of the world" to really express to the honor guest the sentiments of New Yorkers with whom he is taking up his abode.

And "Pop" Freeman proceeded to launch forth into oratory—short and hearty—that was the speaking gem of the evening.

This is what he said:

"I am taking the thirty-one letters used in the name—Frank C. Grandin—our honored guest, whom we welcome to New York with open arms and glad hearts—and in the word "advertising"—our guest's business—and in the word "liberty," the name he has given to his company—to initial thirty-one paragraphs that form the foundation upon which our guest has built his manhood—upon which he and others have built advertising—and upon which he and all of us in America have built our conception of liberty.

"F—Fairness—an essential to success.
"R—Reliability—necessary to win strong place in the world.
"A—Ability—honorably applied, carries one over the top.
"N—Nobility—the twin of honor.
"K—Knowledge—a great asset of life.
"C—Character — the cornerstone of happy human existence.
"G—Generosity — prompts heart and brain to act unselfishly and justly.
"R—Reputation—the preferred stock of life.
"A—Achievement—the reward of honest endeavor.
"N—Naturalness — invites confidence, love, respect.
"D—Determination—the backbone of victory.
"I—Intensity—the basis of heart and love in work.
"N—Never—the word that prevents surrender or deviation from duty.
"A—Aggressiveness—the ally of progress.
"D—Dependability—the keystone of faith in the printed word.
"V—Vision—that which leads men to great accomplishments.
"E—Enterprise—continued effort.
"R—Resourcefulness—the quality that enables men to meet all situations squarely.
"T—Tenacity—holding on with bulldog grip till one wins.
"I—Integrity—the foundation of all advertising success.
"S—Sincerity—the passport to the people's confidence.
"E—Equality—giving opportunity to all.
"R—Responsibility—assuming it, makes men strong and courageous.
"T—Tolerance—makes us forget, forgive and help.
"Y—Yankee—the name given to men who made liberty possible.

"I—Intelligence—applying care and good sense in making understandable statements.
"N—Nerve—a quality that surmounts obstacles and gains the goal.
"G—Grist—the result of zealous and honest application.

"L—Loyalty—the finest human characteristic.
"I—Industry—the open gate to success.
"B—Building—aiming always to better conditions.



NEW YORK'S ADVERTISING MEN WELCOMING FRANK GRANDIN AS ONE OF THEM AT HOTEL PENNSYLVANIA BANQUET TUESDAY EVENING

"And now, let me give our guest another paragraph—the thirty-second and the last. I want to emphasize what I think is his strongest qualification—LOYALTY—which I have defined as 'the finest human characteristic.'

Cabaret de Luxe

"I know all about his splendid loyalty to the man who founded the business with which he has been so long and honorably associated. I know that his sense of loyalty has enabled him to give it in full measure to all who are now responsible for the conduct of the business. I know that Frank Grandin's chief aim is to do everything he can at all times and under all circumstances to further the interests of the business which gave him his first opportunity in life and which commands now and always will his affection and his ability."

After this, James Gilroy of the Gude Company, seized the floor and paid his respects in a humorous strain to Mr. Grandin.

In the meantime stage stars from the

(Continued on Page 42.)

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ADVERTISING CAN HELP RETAILER MEET CHAIN STORE COMPETITION

Worcester Telegram Plan Offers Wide Possibilities—Places Merchant, National Distributor and Manufacturer Under Mutual Obligation to Do Share of Local Advertising.

(SPECIAL CORRESPONDENCE)

WORCESTER, Mass., July 30.—The new advertising campaign organized by the Worcester Retail Grocers Association in conjunction with the Telegram of this city to meet the competition of chain stores without antagonizing the national distributor is already attracting wide attention.

The Worcester Telegram plan differs from others that have recently been advanced for the benefit of the established grocer to meet the chain store competition inasmuch as it places the local merchant under obligation to carry a share of the necessary advertising, places the manufacturer or distributor of a nationally known product under obligation to advertise locally, practically assures him a shelf showing, and unlike the Southern California Plan carries with it no threat of ultimate competition in the manufacturing field.

Worcester Movement Started in June

In June a movement was set on foot in Worcester to raise capital for the expansion of a chain of stores operating for cash at cut prices, which threatened the security of the long-established retail dealers.

The condition existing attracted the attention of the grocers, and after several conferences the retail grocers decided to use a page of advertising a week in The Worcester Telegram for a period of fifty-two weeks.

The space is being used to demonstrate the greater worth of personal, dependable service and standardized goods. That the corner grocer is a family friend of long standing is a thought that will be developed through the advertising.

In short, the idea of friendly service rather than of impersonal service will be sold to the consumer. An official emblem has been adopted by the Association, which appears on all advertising done by the grocers, and will be shown on the store windows.

Advertised Goods Assured Distribution

For the national distributor, this plan is, the writer believes, the most effective means devised to quickly secure worthwhile distribution of advertised food products.

It goes further than the Des Moines plan or the Providence Journal plan, for the subscribers agree to stock and display the goods of any manufacturer (whose goods are approved by the Publicity Committee of the Retail Grocers' Association) who advertises them in The Worcester Telegram, to the extent of 10,000 lines or more within the year.

Both the Des Moines and Providence plan provide for the display of such goods as are carried in stock if these goods are advertised in the newspapers the grocers, however, do not agree to stock such goods as are advertised nor do they agree to spend any money for advertising. In Worcester the grocerymen will spend their own money to bring trade to their counters and agree to stock the goods of any manufacturer for the national advertiser.

Committee Passes on Requests

Meetings are held each week between representatives of the newspaper and representatives of the Retail Grocers' Association. At such meetings the application of a manufacturer who wishes to introduce his goods to Worcester is received. The application is at once passed upon by the publicity committee of the grocers, and if it is accepted each member of the Grocers' Association is immediately notified of the Committee's action. According to the agreement between the grocers and The Telegram the grocer is then obligated by the vote of his committee to stock the goods.

The concluding transactions are only a matter of detail. Provision is made that such advertising as is done by the national distributor in The Telegram shall bear the words:

"Sold by the members of the Retail Grocers' Association of Worcester."

This, of course, will serve to reinforce the weekly association advertising. The firms entering into this agreement are the most powerful and influential of the retail grocers, and have also been established for many years in Worcester. Only by a complete collapse of the whole association can the Worcester Retail Grocers' Association fail to accomplish a betterment of conditions for the consumer, the retailer and the national distributor.

Will Reduce Sales Resistance

The Worcester plan is calculated to reduce sales resistance, to cut down selling time, to secure a more adequate display of advertised goods and to furnish a local representative in the person of The Telegram promotion man for the national advertiser.

The writer is of opinion it will have the effect of stimulating business in various ways. The element of personal pride enters more largely into the conduct of his business. By virtue of having spent his own money for advertising which proclaims his store to be painstaking in service and up to date in every particular, the retailer at once becomes careful to live up to his creed.

Proposes Labor Union for Baltimore Scribes

Federation Organizer Circularizes Editors, Copy Readers and Reporters and Promises Support for Higher Pay

BALTIMORE, July 29.—Efforts are being made here to unionize the reporters on the daily papers here. Harry L. Eichelberger, general organizer of the Federation of Labor, has the matter in hand, and every reporter, editor, and copy reader on the daily papers here has received letters from him inviting them to become members of the Newspaper Writers' Union. Application blanks were enclosed.

To what extent the movement has progressed has not been announced. It is understood that apart from the letters of invitation, a great deal of quiet missionary work has been undertaken, but those who know anything definite about this are not talking for publication.

Several years ago there was talk of organizing a Newspaper Writers' Union, but no headway was made, the scribes apparently unanimously sidestepping the proposition. There are those with the papers today who see no better chance for the present movement than that of years ago, and the newspaper managements, as far as known, are not worried.

On the other hand, the organizer appears to feel that the time is opportune, and is setting forth facts concerning the comparative pay received by "the brains" of the papers and the mechanical forces. Assurance is given those approached, of support of affiliated organizations of the Federation in securing better pay.

PUBLISHERS SEE NEED OF LABOR DATA

Heads of Many Newspapers Believe They Will Profit in Parleys with Unions by Information Being Gathered by United Typothetae

Industrial and wage problems of newspaper publishers and those of commercial printing establishments parallel each other in so many particulars that publishers appear to be a greater interest than ever before in specialized work of the United Typothetae of America, composed of master printers, toward solving labor troubles. Those newspapers which maintain job shops are particularly interested.

In order to bring some degree of order out of the industrial chaos which prevails in the commercial printing field, and which is duplicated to no small extent in the business of newspaper publishing, the Typothetae has appointed an Industrial Relations Bureau, with headquarters at the main office of the organization in Chicago.

Lack of Uniformity

In a recent issue of the Typothetae Bulletin, the official paper of the organization, Arthur E. Southworth, the president, addresses the members on the work of the new bureau, as follows:

"There is an appalling lack of uniformity in wage scales and working conditions in the industry within the same competitive area.

"This condition, as every printer knows, is the curse of our business, and in spite of the requirements of Section 3 of the constitution, which provides that all agreements entered into with labor unions be sent to the secretary of the association, and in spite of repeated letters requesting information as to wage scales, working conditions, etc., little response has been secured.

"We cannot too strongly appreciate the importance of having this data compiled centrally. It will serve primarily as the basis to the association for getting more uniform conditions, and will make possible to you information of incontestable value in your local negotiations with the unions.

"The labor organization has all this data sent into their international secretaries and distributed their locals with up-to-date information. This arrangement is especially necessary for that such information is just as valuable to the employer—if not more so—as it is to the employee, or it is to the unions.

"Now, I am going to count on all members to come through with the following information:

"Wage scales by classes and by businesses separately.

"Apprentices—ratios and wage scales in effect.

"Hours—day and night and Sunday.

"Working conditions—shop conditions, rest period, etc.

"Methods of payments or informal plan.

"Copies of contracts with organized labor.

"This information is especially necessary now that there has been established an Industrial Relations Bureau, for which purpose we have currently informed only in proportion to your own willingness to co-operate and assist by sending in the information requested."

Many newspaper publishers are agreed that similar means of getting light on labor conditions throughout the country should be adopted by themselves, but in the meantime they are awake to the valuable service information being obtained by the Typothetae will be to them in negotiations regarding labor conditions and wages, with their own union employes.

In New York City, for instance, the local Newspaper Publishers' Association now has negotiations pending with both the engineers and machinists. Committees representing the publishers and the union have conferred on the demands of the former for an increase in the weekly minimum wage scale from $32 and $33 to $36, and by agreement have submitted to their respective organizations a counter proposal to make the wage scale $36 for chief engineers and $34 for engineers.

Negotiations in New York

A conference may be held soon between committees representing the New York publishers and the machinists' union on demands of the latter for an increase in the minimum weekly wage from $43 to $55, a reduction in the hours of labor of from 48 to 44, and double time for overtime.

In June of this year the National War Labor Board granted to the machinists employed on New York City newspapers an increase of wages to $7.20 daily, the eight-hour day, the award to take effect as of October 15, 1918, and to continue for the duration of the war unless either party chose to terminate it on July 1, 1919, "for such readjustments as changed conditions may render necessary."

The machinists took the initiative in reopening the matter of further wage adjustments.

FINE WELCOME HOME EDITION

Gloversville and Johnstown Give Message to Soldiers Through Herald

A splendid special souvenir edition of the Gloversville and Johnstown (N. Y.) Morning Herald was published July 25 in honor of the Second District Selectives. Each one of the twenty pages contained a "welcome home" message from the business institutions of the territory or the people.

The first page was given over entirely to a reproduction of F. Mantania's drawing, "The Glorious Americans In Battle," the winner of Second District selectives, the honored dead and many reproductions of photographs of men who entered the service as well as a complete list of persons on welcome home committees are included in the edition.

Mr. Birmingham and Miss Glenn Wed

Ernest F. Birmingham, publisher of the Fourth Estate, and Miss Mae Catherine Glenn were married at Harperley Hall, New York, last Friday evening by Bishop C. H. Burch. The couple left immediately for a honeymoon trip to Nova Scotia. The ceremony was performed in the presence of 150 guests, and was followed by a formal reception. The Fourth Estate staff presented Mr. and Mrs. Birmingham with a beautiful silver tea service.

Washingtonians to Meet with N. E. A.

TACOMA, Wash., July 29.—The 33d Annual Convention of the National Editorial Association will be held August 13-17 in conjunction with the Pacific Northwest Convention of the National Editorial Association, according to announcement by N. Russell Hill, of the Davenport Times-Tribune, secretary-treasurer.

Herman T. Schlick Dead

SWANZEA, Ill., July 25.—Herman T. Schlick, for many years owner and editor of the Evening News until he retired in 1906, died here last week. He was born in Berlin, Germany, and passed the greater part of his life in Rochester.

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BUCK PRIVATE AND OFFICER ADVENTURERS IN FOREIGN LAND JOURNALISM ARE HOME

Stars and Stripes Set New Record in Quick Circulation Achievement—Raised Great Funds for French Orphans—Fearless to the Last—Complete Roster of Persons Who Served the Army through Its Official Spokesman

"THIRTY" was sounded for the Stars and Stripes, official newspaper of the A. E. F., with issue No. 19 of Volume II, June 13, 1919, and now Wally, "the Marine and Swedish cartooner," Private Dave Walsh and the sheet's only board of censors—"three privates and a fat sergeant"—are back home.

Other members of the ever-changing staff of the famous sheet that attained a circulation of more than half a million have been arriving in this country for several months. One of the things upon which the men who made this famous agent for higher morale pride themselves is the fact that in editorial conference and questions of policy "Buck privates proceeded to outvote hell out of the officers," according to the history of the paper in the last issue.

When "J. J. P." Made a Request

The narrative cites incidents to show that silver stars on a man's scapular never prevented a buck-private managing editor from saying what he thought when the policy of the paper was an issue, and then closes with

"Only one request, which was couched as a request and not as an order, ever came to us in 16½ months from the High Command. That was when the C-in-C. adopted two little French war waifs under our orphan department's plan.

"Being American newspaper men, we naturally got all set to boost the cause by heralding the adoption far and wide. But a brief, yet polite, memorandum, signed "J. J. P.," asked us not to play it up—asked, and not ordered. And so the best story in that week's paper went in, along with Cook Smith's and Private Jones' adoptions, as simply:

"Gen. John J. Pershing 2

"We can remember another memorandum, the outcome of a little difference as to whether the paper was going to run for the enlisted men or not. It came from the fountain head of G. H. Q. through channels. And it said, in substance:

"The style and policy of The Stars and Stripes is not to be interfered with.'

"It never was; and thus the old sheet was able to achieve whatever measure of usefulness, whatever place in the hearts of its fellow Yanks it may be credited with, now or in times to come."

"Apologies to Nobody"

Inside on the editorial page of the last edition "Finis" was written and in it will be found a touch of the daring that made it possible for America's army to lead the world to freedom. It follows:

"The Stars and Stripes is no more, but before its wan song lisk the breeze it had the satisfaction of seeing the final stamp of authenticity, the last bound of the genuine O.D. article, like stiun and terrible, as it was generously included in a box of its Army products and held up to violent misjudgment by a discharged soldier whose needs were widely quoted in the States.

"About the worst thing that our gentle critic could say about the sheet was the fact that all the time that the buck who was the editor was busy answering angry letters from top officers and other autocrats and trying to get Wally to draw his cartoons for the paper on time, a legend was appearing on the masthead in which "1/2/0" was a part of the postoffice address.

Ah-ha! said the corporal, and put down another note in his book. Some day I'll get back and tell the world that the A. E. F. Overseas Staff was a propaganda paper.

"The facts are these: There was a censorship on The Stars and Stripes. It was made up of some three privates and one fat sergeant. They sat on every article and if they caught the scent of the press agent, the promotion-hunter, or the officer who wanted to explain all about what the enlisted men really thought, they threw the said contribution into the waste basket and Rags, the freedom office bloodhound, swallowed it.

"Once in a while this board was fooled, there is a white list proprietor of bordeaux and ice cream got into the columns but did not come over until long afterward. Once in a while some joyful enthusiast got over some Pollyanna keep smiling ideals, but it wasn't often. You can fool some of the people all of the time but you can't fool every soldier-editor of the time.

"So let them wield their hammers if they will. The Stars and Stripes is beyond them. It is certainly first issue, with native forward nose, with chariots for all, and apologies to nobody."

Praised by Secretary of War

Secretary of War Baker, who has urged the passage of legislation that will prevent any private publication to adopt the name, Stars and Stripes, in order that it might be preserved for a mission similar to that it has come America should ever raise another big army, has written the following letter to Stillman H. Bingham, editor of the Duluth Herald:

"It is different to speak about or to write about the enterprise of the Stars and Stripes different indeed than many about the remarkable young men in charge of that publication would tolerate.

"I had the privilege of meeting the staff of the paper at its office, of seeing its representatives through all the lines of communications, and of finding its product all the way up to the friendly edge of No Man's Land.

"I hesitate to draw distinctions between services in a great adventure where self sacrifice was everywhere in evidence, but I doubt if there was any existence of self forgetfulness and disregard of rank which surpassed that of the men on the Stars and Stripes.

"As you know, large contributions were made by the soldier readers of the paper for the education of French orphans. Working in connection with the former editors of the Stars and Stripes, I have had prepared and sent to Congress a proposed bill which will permit the entire surplus of the paper to be turned over to the same purpose, in accordance with the wishes of the staff."

The Stars and Stripes began its career with a circulation of 30,000 copies. Less than a year later its circulation had reached 550,000, a new record for growth in the history of journalism. At this time the paper was "rationed" to the soldiers, only one man in three in a company or other unit being allowed to subscribe.

French Supplied News Print

It was only at the beginning of this year that the Stars and Stripes received print paper from America; before that it had to depend upon the generosity of the French press bureau, which had only scant supplies at its disposal.

In addition to serving the A. E. F. with news and keeping the scattered units from the Murman Coast to Italy in touch with one another, the Stars and Stripes maintained a French War Orphan Fund to which 480,000 soldiers contributed 2,000,000 francs, enough to "adopt" and maintain 3,500 French children for a year, operated a service department for the soldiers in the field which answered 120,000 questions pertaining to allotments, insurance, pay and thousands of other problems, printed 500 poems written by soldiers—and received 20,000.

Made Profits from Start

The Stars and Stripes made a profit of 3,500,000 francs in its 16 months of life. It had been intended to turn this over to the French War Orphan Fund for the further care of the A. E. F.'s family of fatherless French children, but the Judge Advocate of the A. E. F. decided that the funds belonged to the Government and must revert to the United States Treasury. A bill is now pending in Congress, based on a petition of the editorial council, to appropriate the profits of the paper to the future care of the war orphans.

(*Continued on Page 26.*)



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STAFF OF THE STARS & STRIPES UPON THEIR ARRIVAL IN NEW YORK.

Stars of Army Papers Will Head New Weekly

Men of Stars & Stripes, Gas Attack, Plane News and the Spiker Are on Staff of the Home Scetor

The former editorial council of the Stars and Stripes, official newspaper of the American Expeditionary Forces, will conduct a weekly magazine for the discharged soldier and sailor to be known as The Home Scetor, it is announced.

The council includes the several former soldiers—mostly privates—who went to France in 1917 and were detailed to work on the A. E. F. newspaper upon its founding in February, 1918.

The men who will comprise The Home Scetor's editorial staff are H. W. Ross, of San Francisco, formerly managing editor of the Stars and Stripes, who will be the editor of the new publication; John T. Winterich, of Springfield, Mass., news editor of the Stars and Stripes; Alexander Woollcott, of New York, chief correspondent of the Stars and Stripes at the front; Hudson Hawley, of Hartford, Conn., according to the announcement made by the publishers, the Butterick Publishing Company, of New York.

The associated staff and regular contributors include: Franklin P. Adams, Grantland Rice and W. E. Hill, all of New York; Tyler H. Bliss, of Hartford; J. W. Rixey Smith, of Springfield, Mass.; Phillip A. VonBlon, of Cleveland; Jack Burrgess and R. J. Bidwell, of San Francisco, most of whom were assigned to the Stars and Stripes during its existence and all of whom were in the army or navy in the war.

The staff artists of The Home Scetor include: C. LeRoy Baldridge, staff artist of the Stars and Stripes, who has been called the greatest American artist of the war; Abian A. Wallace, of Philadelphia, whose comic cartoons were a feature of the Stars and Stripes; R. Van Buren, of the Twenty-seventh Division's "Gas Attack"; George W. Alexander, artist on the Plane News, the newspaper of the air service in France, and Lucien Brenon, artist on the Spiker, a magazine issued by the engineers in France.

With these men will be associated members of the soldier newspaper's organization—its circulation department, its service department and other branches, in all 200 men.

Taught British Government Importance of the Press

Lord Burnham and Sir George Riddell Are Honored by the Newspaper Owners of England

By HERBERT RIDOUT, London Editor, Editor & Publisher

THE men to whom the British and, in part, English-speaking world owe their knowledge of the events of the war and the progress of the peace negotiations are Viscount Burnham, the chairman of the British Newspaper Conference, and Sir George Riddell, who has held the none too enviable position of laison officer between the press and the British Government, and rendered signal service to secure the freedom of the press in connection with the peace negotiations.

The members of the Newspaper Proprietors' Conference have just honored these veteran press-fighters by presenting them with their portraits painted in oils by celebrated artists as a mark of appreciation for their notable work.

Speaking of Lord Burnham, Viscount Northcliffe aptly said, in this connection, that the newspaper world is fortunate in having one so willing and able to champion its cause, and that he knew how often Lord Burnham smoothed over the difficulties at our Press Parliament, the Newspaper Proprietors' Association.

Lord Northcliffe Praises Work

Lord Northcliffe was one of those who suggested the presentation, and, referring to it, remarked that immediately hostilities commenced there were all sorts of curious discoveries as to the psychology of the Government and the public. Not more astounding than the famous myth that the Russians had landed in England, and were to proceed to France, were the extraordinary myths in the mind of the Government in regard to newspapers.

It was, he added, largely due to Sir George Riddell that the press has come into its own during the war. He had himself many times met Sir George in Government offices, patiently awaiting the pleasure of some minister in order that he might explain to him that the newspapers were not unpatriotic seekers after something with which to sell their wares that the Government thought them to be, and that the British public and the whole world should know what our soldiers and sailors were doing and suffering.

It is difficult to believe today that there were exalted personages at the War Office and the Admiralty and in the Cabinet who did not realize that it was essential to make the effort of the British Empire known. It was Sir George Riddell who personally did much to overcome this opposition in high quarters, and, in addition to his untiring work at the Newspaper Proprietors' Association, it was his incessant efforts that secured the belated publicity for the British armies which has made our effort known in Allied and neutral countries.

It is almost inconceivable, but it is true that the British public did not hear of the first battle of Ypres till long after it had been fought. War correspondents were treated at that time as reprobate camp followers.

Lord Northcliffe said he dwelt upon this point because he considered that Sir George's work for the war correspondent was one of the most important of his many achievements for the press during the war.

Lord Burnham, in acknowledging the presentation, said that in regard to the press, things had changed greatly in the last few years. It was almost incredible how little the press was recognized by the authorities of the State when war broke out. But now they had no reason to complain of the indifference of Government offices. Indeed, the Government was now almost pestering the press with their attentions.

Formerly the idea was to keep the press on the outside doorstep of Government offices and to use it, if it were necessary, in the old ways, which were good enough 50 years before. At first the men who went abroad for the press were treated as if they were criminals let loose. War correspondents were



SIR GEORGE RIDDELL

locked up in stalls by a corporal's guard. That kind of thing could not occur again, and there was no doubt that his colleagues who, week in and week out, attended the press conferences had established them in a position from which in the future no matter what happens they could never be shifted.

Sir George Riddell, telling of the efforts made in the early days of the war to get facilities for the press, said that all acted in co-operation and adopted the method of open diplomacy. So loyal was the British press to the Government that the Expeditionary Force was sent out and the British Navy mobilized without a word appearing in the newspapers.

When Lord Birkenhead, the present Lord Chancellor, but then Sir F. E. Smith, first organized the Press Bureau, he added Sir George Riddell, who, he believed, was the best person to be censor.

"There is only one person who could do it with satisfaction," answered Sir George.

When Sir George Became Censor

"Who is that?" inquired Sir Frederick, and Sir George answered:

"The Almighty, and you may take it that the Almighty would not escape criticism."

That seemed to dampen Sir Frederick's ardor.

After an interview which Sir George had with Lord Kitchener it was decided in February, 1915, that a certain number of correspondents should be allowed to go to the front for a night's trip. At about that time he received a letter from Lord Northcliffe, which was almost prophetic. In that letter his lordship wrote:

"If the Government wishes to avoid strikes and enlist in this country the services of the whole people, they should strain every nerve to get distinguished writers to make clear what the war is—a matter of life and death to the nation."

Lord Kitchener allowed the correspondents to go for a fortnight—but they never came back. We know the self-sacrificing manner in which they worked, and that the spirit of the country was in no small measure due to the magnificent descriptions of the heroic deeds of the British Army written by those correspondents.

"I have had," continued Sir George, "an exciting time in Paris. We found the conference a very elusive and mystic body, and, as you will remember, it was necessary in the early part of January in this year to make representations with regard to publicity. The general idea was that you could conduct the conference without any publicity except the mere official communique.

Exciting Days in Paris

"We made certain representations, and a meeting of the press of the world was held. It was difficult to meet fifty or sixty newspaper correspondents every day and have nothing to give them but stones. But as the result of what was done, I find I have made among journalists a great many friendships which will last during the whole of my life."

Sir George paid a tribute to the excellent services which had been rendered by the working journalists at Paris. In a reference to M. Clemenceau—that wonderful man who was a true representative of the spirit of France—Sir George remarked that it was a privilege to be in the same room with such a personality. He had conversations with him about the arrangements of the press.

"Where shall I put the photographers?" he asked, and M. Clemeneeau answered:

"You can put them in the dungeons, where they will be able to work in peace."

"The press parted on very good terms with the celebrated three—Clemenceau, Lloyd George and Wilson," said Sir George. "They said, 'God bless you,' and without suggesting that the press had saved the Peace Conference, they expressed the hope that they would see us at the next Peace Conference."

Honored by the French

Sir George Riddell, who has also been honored by the French Government in creating him an Officer of the Legion of Honor, stands today one of the most prominent figures in the world of newspapers, and rightly so, for only those who have had dealings with British official departments can conceive the magnitude of his fight against red tape, and the colossal task involved in convincing the military and other powers that the method of trusting the people was by permitting full publicity and criticism in the press.

It was through the initial efforts of Lord Burnham and Sir George Riddell and their persistent claims for the freedom of the process that it was possible to use the editorial pens of the Allied press for Victory.

Advertisement Causes Suit

PORTLAND, Ore., July 27.—Frye & Co., a big firm of Western packers, has been sued for $102,500 damages as the result of an advertisement printed in local newspapers. Members of the Meat Cutters' Union brought the suit, contending that the advertisement made them appear un-American and Bolshevists.

The hotel accommodations of the South must be increased 50 per cent within the next 12 months to meet the natural increase in business, according to authorities.

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Best In The World-United Press.

The Lima Daily News

TWENTY-THIRD YEAR LIMA, OHIO, SATURDAY, MAY 17, 1919 PRICE THREE CENTS HOME EDITION

NC-4 REACHES THE AZORES

MEET SUNDAY TO PROTE... PEACE TER...

Germans Call Vast Gather... In Reichstag to Denounce Treaty

Will Complete Counter Proposa... — Discussion of Past Ends Thursday

BERLIN — (Friday) — Counter-proposals to the peace treaty probably will be completed Sunday, it was learned from an authoritative source Friday.

Under the regulations governing the negotiations the Germans have until May 22 to discuss the terms.

Vast meetings have been called for Sunday in the reichstag and elsewhere to protest against signing the treaty. Certain names already famous in the reform will not be accepted unless they are modified.

"We will not sign for the purpose of signing," the note accompanying the counter proposals will say, "but only if it is impossible to carry out proposals of the terms and we do not wish the world to continue thinking that Germany regards treaties... as mere scraps of paper."

ALLEN BELIEVED TO HOLD RECORD IN DIVORCE MILL

Fifteen Suits for Separation Filed Here Within Past Sixteen Days

Twenty Marriage Licenses Are Issued During the Same Period

Here girls as the latest on the divorce question.

There is still a margin of safety in the marriage mart.

However, the odds are not very large as the rate of matrimonial bereavement. Latest reports indicate that the factor of happiness in married life is stated very heavily by women throughout on divorce proceedings.

Nevertheless if you desire to change there is an element of safety which is proven by slight odds of two to three in favor of remaining.

For the first sixteen days of May a total of twenty marriage licenses have been issued to persons over against fifteen divorce cases filed, according to records.

Court officials are at a loss to explain the slackness of divorce cases filed and state that it is their opinion that Allen county's record for divorces is higher than probably any other county in Ohio.

The usual brunch of time clogging letters a suit for separation to... [illegible] ...ment of the fact that the number of sensational in many of the recent cases. Property plays a heavy part in

THE LIMA DAILY AND SUNDAY NEWS
LIMA, OHIO
C. S. DALTON, Manager

United Press Associations,
World Building,
New York City.

Gentlemen:-

I am enclosing in this letter the new contracts which Mr. Harrison recently presented me and you will note that I have signed them.

I have to pay I will say that for afternoon and Sunday accepted papers I believe the United Press is the best news service in the world.

United Press copy has truth, snap and human interest and these are the three cardinal principles which we find our readers, to use a slang phrase, "eat up".

I know that you will be interested when I state that the Daily News has had the greatest year in its history in existence of last year.

We have had to install two additional linotypes, including a new Model 30, and have double the capacity of steel furniture, and have added an entire separate race for our advertising mechanical department.

With best wishes to the United Press and knowledge that the Daily News will grow with it, I beg to be,

Very truly yours,
THE LIMA DAILY & SUNDAY NEWS
Publisher.

LSO/EW
2 Encl.

WASHINGTON, D. C. — Victor Berger, ... of Milwaukee, socialist representative-elect, who is having expulsion from congress because of his conviction in the federal court as the result of his utterances during the war, declared today his intention of running for re-election, if he is denied his seat.

"Whatever I may be in jail or out, I shall seek re-election if I am refused my seat," said Mr. Berger, "as was under indictment when I ran and will run for a second [illegible] term."

The question of seating Mr. Berger will come up on Monday when nominees are sworn in. The general

WASHINGTON — All units of the [illegible] ...EARLY CONVOY

...ADDED ...Y TO ...KEES

...ural De... ...Gas.

...Placed

"Jinx Flying Boat" of the American Squadron Arrives Safely At Horta, After Averaging 80 Miles An Hour

Seaplane Sets New World's Record In Overseas Flying—Two Other Ships Following Closely Behind

WASHINGTON—An American seaplane, the N.C.-4, "jinx boat" of Commander Towers' trans-ocean flying fleet, established a world's record in overseas flying Saturday.

When the word reached the navy department here that this new famous "Nancy" had reached Horta in the Azores group, she had officially covered 2,200 miles of the flight from Rockaway to England. The log covered since Friday night when she "hoisted anchor" at Trepassey is 1,200 miles and she made a record of 80 miles an hour.

All Washington was thrilled at the N.C.-4's feat. It surpassed the most radiant expectations of navy officials.

She is now only 150 miles from Ponta Delgada and has traversed the longest leg in the navy attempt to blaze an air trail to Europe.

Nine hundred and fifty miles away is Lisbon, her first contin... goal.

* * * * *

...VER TWO FLYERS ARE ...RE BEHIND THE N. C.-4.

...ONTA DELGADA, Azores—(8:20 a. m. New York time). ...seaplane N.C.-4, leading the American trans-Atlantic flight, ...sisted land at Flores, the westernmost of the Azores.

The N.C.-3 is close behind.

...ples messages to the U. S. S. Melville, the seaplane mother ...said land was sighted at 7:35 o'clock this morning (New ...).

The N.C.-3, carrying Commander Towers, leader of the air ...e is lagging behind, but passed the destroyer Craven, ...ber 18, at 5:45 a. m.

...Craven said the N.C.-4 was going at terrific ...ity trying to catch up.

...220 miles from Ponta Delgada. It is animated that ...e hurtling the air at a speed approximating 85

If that speed is maintained, navy officers estimate, barring mishaps, should reach Ponta Delgada in ...ed a half hours.

* * * * *

...ON—This flight is the first official trans-Atlantic ...ght by any government. The navy assumed ...ce for the success or failure and has put its entire ...mmend of the fliers.

...plying ...ssels ...ed the ...first of the ...ed ...was ...ssage ...ny ob... ...ed.

...t the ...ter ...ed ...ed ...ed

WANT F. A. SEIBERLING TO HEAD A. A. C. W.

St. Paul Advertising Club Nominates President of Goodyear Tire & Rubber Co. to Succeed W. C. Darcy at 1919 Convention

F. A. Seiberling, president of the Goodyear Tire & Rubber Company, Akron, Ohio, has been nominated by the St. Paul Advertising Club to succeed William C. D'Arcy, president of the D'Arcy Advertising Agency of St. Louis, as president of the Associated Advertising Clubs of the World.



F. A. SEIBERLING.

Mr. D'Arcy's second term of two years expires this year, and he has announced that he does not seek re-election. The choice of his successor will be made at the annual convention of the A. A. C. W. at New Orleans, September 21-25.

In furtherance of its nomination of Mr. Seiberling, who recently became one of the five trustees of the A. A. C. W., to carry out an enlarged "Truth In Advertising" campaign, the St. Paul club has addressed a circular letter to all the advertising clubs in the organization, which reads:

"Who shall be the next president of the Associated Advertising Clubs of the World?

"President D'Arcy has definitely intimated that he will not under any circumstances accept another term.

"The St. Paul Club believes that we must have a big business man, whose position in the business world will immediately command respect.

"He should be a large user of advertising in many mediums.

"He should be a man who has been identified closely with the association—who has backed its efforts, who has believed in the things for which it stands.

"Such a man is Frank A. Seiberling, president of the Goodyear Tire & Rubber Company. He and his company have long given active cooperation in the work of the association.

"With no thought except for the welfare of the association, we have adopted the attached resolution.

"We come to you with the suggestion that your club adopt a strong resolution, acting as a club or through your executives, seconding our action, and that you let us have a copy of this resolution at the earliest possible moment.

"We have no idea whether Mr. Seiberling will accept. But we believe he is the man for the place, and we hope that when he hears the will of the clubs, he will consent thus to lead us on to greater things."

The Houston (Tex.) Advertising Club announces its approval of Mr. Seiberling as a candidate.

COURT THROWS OUT SUIT

Upholds Demurrer of Kansas City Star in Hyde Libel Case

KANSAS CITY, Mo., July 26.—The $2,500,000 suit for libel, filed by Dr. B. Clark Hyde against the Kansas City Star, was thrown out of the circuit court by Judge Willard P. Hall, who sustained a demurrer by the Star which set forth that the petition did not state facts sufficient to constitute cause of action against the defendant; that the petition and alleged cause of action passed with the death of William R. Nelson, owner of the Star, at the time of the alleged libel; that no suit was brought against the administrators of the estate of Mr. Nelson, and that the petition was barred by the statute of limitations, which provided that all cases of libel must be brought within two years of the alleged libel.

The Star printed testimony (which the court would not allow to be considered by the jury) in a murder trial in which Dr. Hyde was the defendant.

CHARLES H. FULLER DIES

(Continued from Page 6.)

"His reputation for square dealings and personal honesty and integrity were put to the test some twenty years ago when, having backed his judgment and faith in his patrons by his cash and his credit he found himself in financial deep water.

"Instead of having recourse to the quite usual resort to free himself of the burden he met his situation squarely, asked for a little time with the promise to pay dollar for dollar, and with hardly a misgiving on the part of the publishers of the newspapers and magazines of America as a whole he was given exactly what he asked, and true to his word as always, he paid every dollar and re-established his agency stronger than ever.

"One of the strongest financial institutions in the country allowed him to refer to them by permission, and allowed him to print this on his letterhead. To this day there are publishers throughout the United States who went through this crisis with him and most of them are known personally to me, and I have never heard a regret expressed that they gave "Uncle Charley" Fuller all that he asked.

Was a Trusted Adviser

"To hundreds of the leading advertising men throughout the United States Mr. Fuller was a personal friend, to many he was a trusted business adviser. Known to me personally are at least two of the leading men in the automobile business today who had their early schooling with Mr. Fuller. Better than that there are known to me personally many men who while not so prominent in the business world were down and out until Mr. Fuller with his great kindness of heart gave them courage and cheer and financial assistance until they were able to stand alone, and who today will remember him with the feeling of a loving son for a father.

"My personal acquaintance with Mr. Fuller extended over a period of more than thirty-five years. I know special representatives who when they were young men found Mr. Fuller ever ready to go to their publishers and intercede for their personal advantage, and who feel today they owe much of their present comfort and prosperity to his friendship. He was always a true friend, always a fair competitor, always a conscientious business man."

Helped a Stranger

William C. Freeman, of Paul Block, Inc., a long time friend of Mr. Fuller, said of him:

"I remember very well the first trip I ever made to Chicago as an advertising salesman. I was not an experienced advertising salesman, and did not know personally one man in any advertising agency in Chicago. I knew many by reputation.

"I will never forget the courtesy with which I was received by both Charles H Fuller and A. L. Thomas—both of them now gone to their reward.

"When I was informed at the Frank C. Grandin dinner Tuesday night, for the first time, that Charles H. Fuller had died last week, it meant to me the passing of another good friend—and naturally I felt badly about it.

"'Charlie' Fuller had his troubles like the rest of us, and I knew him intimately when he was passing through the most serious of them, yet he stood up and faced them with the kind of splendid courage that one finds only in strong characters.

"I never believed that 'Charlie' Fuller would intentionally do any man harm, and I remember sticking to him and standing up for him because I never forgot how kind he had been to me when kindness and help meant so much to me.

"I know many men in the advertising business today who shared with me, at the beginning of their careers, the splendid co-operation and assistance which 'Charlie' Fuller gave us. My, what orders I brought back to New York for my papers from his agency, just because his associates were instructed by him to take care of me.

"He lived a long life, and I am glad to know that his closing years were spent in happiness and comfort. If one's closing years furnish the rewards that come from having done one's very best, it makes life worth while.

Another Good Friend Lost

"'Charlie' Fuller was one of the pioneers in advertising agency work, the kind that assumed great financial risk in starting many to advertise. He developed accounts that put millions into the pockets of publishers all over the country. He operated in days when advertising had not assumed the character that it now possesses, and he swam along with the tide like many of the rest of us did.

"There will be hundreds who will say as I do—when they hear of his death 'Well, I have lost another good friend.'"

J. Howard Start, present head of the Fuller Agency, who entered it the deceased's employ, knew Mr. Fuller intimately for a quarter of a century, characterizes his passing as a genuine loss to the advertising fraternity.

Mr. Fuller's old competitor, D. M. Lord, was with him almost to the last and at the funeral.

George Schofield, of the E. H. Clarke Advertising Agency, said of Mr. Fuller: "We have lost him for whom all of us held highest respect and admiration."

William Rankin, of the Rankin Company, said: "He was the first agency man I ever knew.

"I walked into his office one day in 1906 when I was connected with the Star League of newspapers. He always continued warmly, friendly, and unselfishly helping to me and other special representatives. His was a fine character. I know of no one more generally highly respected by all with whom he came in contact."

"Review Week" Put Over by Ads

ST. PAUL, Minn., July 29.—St. Paul was one of the cities to make the "Pictorial Review week" experiment. The result was successful beyond all expectation. Such co-operation between national advertisers and merchants is a new idea in the Northwest. Newspaper advertising was the keystone used.

—cure substitution evil at its source

Mr. Advertiser, do you relish asking for an advertised product and having the retailer say, "I haven't got that, but here's something just as good?"

What happens?—Then you, as an advertiser, damn the retailer as a substituter—the rascal!

Who makes the substituter?

The manufacturer who lets his advertising run wild—*he* makes the substituter!

If you were a retailer and a customer called for an article you did not carry and if you could recommend conscientiously a similar article,—be honest with yourself—what would you reply?

The retailer cooperates best with the advertiser who cooperates best with him.

Support with local publicity the man who sells your goods to the consumer.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York — **Kansas City**
Chicago — **San Francisco**

From Printers' Ink, issue of April 3, 1919.

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MODEL 20 DISPLAY LINOTYPE

MORE THAN 38,000 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS



12
Important Features
of the
MODEL 20
Display Linotype

1. Saves floor space.
2. Reduces type storage.
3. Eliminates type casting.
4. No distribution.
5. Reduces metal investment.
6. A minimum outlay for type cases.
7. Improves typography.
8. Change of face and body in 30 seconds.
9. Six lines of display a minute.
10. Sizes up to and including 30-point.
11. Display composition at straight-matter speed.
12. Greater production per hour at less cost.

Write for Model 20 Literature



"We are Perfectly Satisfied—"

"We are now setting quite a number of full-page ads, the display lines entirely on the Model 20. I also find that an operator is capable of handling more than twelve magazines. In my judgment an operator can handle eighteen magazines efficiently. We are perfectly satisfied with the machine and contemplate the purchase of another in the near future."

THE DAYTON JOURNAL COMPANY
THE DAYTON EVENING HERALD CO.

F. D. McGonagle
General Manager

Set YOUR Display the Modern Way—
Direct from the Model 20 Keyboard

MERGENTHALER LINOTYPE CO.
New York, U. S. A.
SAN FRANCISCO CHICAGO NEW ORLEANS
Canadian Linotype Limited, Toronto

This Advertisement is Composed Entirely of LINOTYPE *Material*

EMS TFS

Edward Marshall Syndicate, Inc.

London Paris Rome Petrograd Stockholm New York

Announces

That on and after August 1st, 1919, its sole distributing agent for the United States and Canada will be

Thompson Feature Service

443 Fourth Ave.,
New York

to which company all inquiries regarding the famous Marshall newspaper features should now be addressed.

We also take pleasure in announcing that hereafter the entire output of the Thompson Feature Service will be marketed by the Edward Marshall Syndicate, Inc., in European, South American and all other foreign countries excepting Canada.

Edward Marshall Syndicate, Inc.,
Executive Offices and European Headquarters,
10 King Street, Covent Garden, London.

EMS TFS

Services

The Edward Marshall Interviews

have become a standard feature of big American Sunday journalism and probably are the most generally used important Sunday feature in America. Each week a talk, 3,500 to 4,000 words, covering the biggest topic of the day from the lips of the greatest authority on the subject. Photo portraits. Marshall combs the world for interviews.

Marshall.

100 articles 600 words

Making the Most of Our Children

By Ray C. Beery, A. B., M. A.

President of the Parents' Association

A vital feature of interest to every father and mother. Helps to solve the daily difficulties of discipline and training—not just "talk" but practical advice that can be followed.

3 times a week 900 words

Woman and Her Job

By Hilda M. Richards

Former chief of the Women's Division, U. S. Employment Service.

Timely articles of information and advice. No woman is better equipped than Mrs. Richards to extend to the woman in business sound and helpful advice.

Where the European Comics Come From

Perhaps many editors wonder how certain papers get such snappy selections of choice comics from the European press. The answer is the Marshall Syndicate, which keeps a staff residing every comic paper in Europe and furnishing clippings to American newspapers for daily or Sunday use.

Marshall.

3 times a week 600 words

Are You Superstitious?

By Imogene Burch

Told in a chatty style. Gives the origin and meaning of all the popular superstitions. A short human interest feature.

3 times a week 600 words

Making the Most of Marriage

By Ray C. Beery, A. B., M. A.

"Plain Talks to Married People," presenting the everyday problems of married life and indicating their solution. A series of wide appeal and genuine purpose.

6 times a week 25 to 50 words

Musings of a Married Man

By One of Them

Shrewd reflections from a mere man. Thought-provoking as well as humorous. Send for illustrated sample.

Original European Short Matter

Every Marshall Syndicate full service envelope contains several short, original, always-important articles of news value—every one worth a big head. Some conscientious editors habitually mark these "cable." Often they are used as first page news. Designed particularly for America. Not bulky but good stuff. Always important; always timely.

Marshall.

Twice a Week One Column

Musings with the Muses

By R. F. H.

Some say conversation is a lost art, but here it is in the most entertaining and delightful form. Just talk, but informative, stimulating, full of anecdote and news about the great men of the earth and the things that contribute to modern culture.

Lady Mary's Exclusive Foreign Society Gossip

British and French—the best and most fascinating matter for women now coming actually from London and Paris. She REALLY knows everyone; and REALLY sees every thing; she does NOT rewrite clippings in New York

Marshall.

Special Features

What Is the Matter with Mexico?

By Carl de Fonaro.

The question plainly answered by a man who has studied the situation for years. 40,000 words of authentic narrative told in picturesque and racy style. Illustrated by original cartoons and photographs.

Do the Dead Live?

By Imogene Burch

Recent revelations regarding the life beyond. Manners and customs on the "Twentieth Plane." Communications from Lincoln, Emerson, Shakespeare, Elbert Hubbard, etc. The experiences of Mrs. Curran and Miss Barker. Interesting case of Robert Swain Gifford, who continued his work after death. About 6,000 words. Illustrated.

The Private Life of the Kaiser

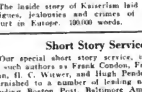
By Baroness von Larisch-Reddern

For many years chief of the Royal Household at Berlin and Potsdam.

The inside story of Kaiserism laid bare. The intrigues, jealousies and crimes of the wickedest court in Europe. 100,000 words.

Short Story Service

Our special short story service, including work of such authors as Frank Condon, Frank X. Finnegan, H. C. Witwer, and Hugh Pendexter, is being furnished to a number of leading newspapers, including Boston Post, Baltimore American, Washington Post, Philadelphia Inquirer, Minneapolis Tribune, Cleveland Plain Dealer, Detroit News.



No. 443
Fourth Ave.,
NEW YORK

Proofs and Prices on Request.

SERIALS

By

James Oliver Curwood
Sophie Kerr
Bruce Barton
Achmed Abdullah
Marjorie Benton Cooke
Doris Egerton Jones
Edmund C. Bentley
Chester K. Steele
Joseph Hergesheimer
Ridgwell Cullum
Bayard Veiller
Sarah Comstock
Frank L. Packard
Grace Miller White
Wadsworth Camp
John Maxwell Forbes

These serials run from 65,000 to 100,000 words. A number of shorter NOVELETTES are also available, ranging from 25 to 50,000 words. List of titles and authors sent on request.

Daily come 4" x 4"

"Be Careful Alexander"

By Robert Palleson

The funniest youngsters of the year in a series of daily adventures. Entirely different and delightful.

6 times a week Illustrated verses

Today in History

Verses by Carolyn Wells
Illustrated by Philippa Ward

A short six-times-a-week feature with great attention value. Full of humor, interest and real information.

Column-a-Day, Six-a-Week

The best European stuff in brief for dailies, every line designed for Americans. 1,000 to 1,300 words each. Here are not only interesting tales from the old world, but big business thought, big sociology—a general redex of foreign events, opinion. This is a DAILY service.

Marshall.

6 times a week 500 words

From Woman's Viewpoint

By Florence Davies

Stimulating and timely editorials from the woman's point of view. Written in racy, individual style. Sure to prove of interest to men as well as women readers.

3 times a week 500 words

What You Should Know About Children

By Maximilian P. E. Grossmann, Pd. D.

Dr. Grossmann's work as an educator is well known. These articles present expert knowledge in interesting form and offer practical suggestions.

Big Foreign Sunday Features

FULLY ILLUSTRATED and WRITTEN BY TRAINED AMERICAN JOURNALISTS. Marshall Syndicate has editors and correspondents in London, Rome, Paris, Stockholm and Germany, each will cover in Petrograd. The flow of splendid Sunday matter, full page features, half page features, often three a week, is endless. Our staff correspondent where the log things are. Recently we sent Claire Price to Palestine; then to Egypt; John S. Steele is now in Ireland; we have several correspondents in Paris. Someone traveling all the time.

Marshall.

6 times a week 1,000 words

Love Affairs of a Lonely Woman

By Mary Hale

Intensely interesting story of a girl full of grit and daring. Her pluck carries her through the difficulties and temptations of work-a-day life in a great city. Each installment leaves the reader in suspense.

3 times a week 500 words

Why Doesn't He Propose?

By Frances McDonald

A new angle on an old theme. This interesting question discussed with humor and much good sense. A highly popular feature.

Hayden Church's Famous Literary Lettera

And a Dramatic Letter Now and Then.

Church intimately knows the literary life, library life, home life, studio life of more famous European novelists and playwrights than any other writer. This column and a half to two columns feature is one of the most interesting and informative, personal and chatty features of the time.

Marshall.

Juvenile 7 half pages, illustrated

The Enchanted Land

By Mary A. Lowe

Interesting stories and illustrated directions for making the Bottle Doll characters that move through these stories.

Juvenile 500 words

Tales of Toyland

By Stuart Rivers

A long time ago Bobby discovered that if he kept very still all his toys would come to life and play about the Nursery floor. His exciting adventures with them are told in this series. Illustrated two column head and tail pieces.

Famous Figures in the Foreign News

is exactly what the title indicates. It covers fascinating personalities in anecdote and portrait fashion. Two or three perfect photographs weekly. These chatty letters deal with European notables always from the American angle.

Marshall.

Google

BRIEFS

FRANK X. FRAGALE, of the Pittsburgh Leader editorial staff, has become secretary to Congressman Clyde M. Kelly. He recently was in the army, and before that was editor of Lazoine, an Italian weekly.

C. V. COMBE, formerly of the 8th Canadian battalion and for eighteen months a prisoner of war in Germany, is the editor of the Veteran, a weekly paper devoted to the interests of returned soldiers published at Winnipeg. He is a former newspaperman.

HARRY B. BAKER, formerly engaged in newspaper work in Dover, Concord and Boston, has been appointed postmaster at Farmington, Me., where he has been connected with the Farmington Journal, a semi-weekly paper.

DAVID J. DAVIES, city editor of the Pittsburgh Dispatch, and Miss Norma Maier have been married.

MARTHA PORTER, former reporter for the Register and Tribune, and who has just returned from overseas as a Salvation Army worker, will conduct the publicity campaign for finances of the Salvation Army in Nebraska.

ORVILLE W. WOOD, late with the Dallas News, has been awarded an endowed fellowship by Columbia University for the study of political science. He was an editor of the Columbia Law Review.

MISS HAZEL BENJAMIN, one of the best known newspaper women in the Pacific Northwest, was married on July 23 to Mr. Smith Freeman Reavis. At the time of her marriage Miss Benjamin was a member of the Seattle Times staff. She was formerly with the Seattle Post Intelligencer and the Seattle Star.

CHARLES KEY CULLOM, editor of the poultry section of the St. Louis Republic, has been appointed by Governor Gardner as a member of the Missouri State Poultry Board, succeeding A. A. Coult, a former newspaper man.

JOHN E. TIBBEMAN, at one time correspondent for the New York Herald in Berlin, later connected with the Associated Press in various capacities and long a newspaper worker in St. Louis, is in San Francisco, waiting to be discharged from the army as a captain of infantry.

JAMES F. POWELL, the runner-up in the Iowa State trapshooting championship event, is publisher of the Ottumwa Courier.

LEON SILER, of the Houston Press, and Miss Kathleen Thompson were married July 19.

THE PITTSBURGH PRESS has added a special news column dealing with the doings of the Greeks who reside in Pittsburgh.

OTTAWA (ONT.) CITIZEN ON JULY 17 published Peace Edition that was attractive from both advertising and editorial viewpoints.

CLACKAMAS COUNTY BANNER AND THE Courier, both of Oregon City, have consolidated under name of Banner-Courier. Hal F. Hoss is manager.

ADVERTISING DEPARTMENT OF DES Moines Register and Tribune has offered a trophy cup to winner of golf tournament of Des Moines Ad Clubs.

W. L. MARTIN, of Missouri, has moved to Rusk, Tex., and established a new paper called the Cherokeean. This is second newspaper for Rusk.

SCHOOL OF JOURNALISM OF UNIVERSITY of Missouri will open its twelfth year September 1.

TULSA (OKLA.) DEMOCRAT WAS MADE the official paper of Tulsa County.

GEORGE W. CORFORAN, OWNER ARCADIA (Kan.) Journal and also pastor of the Christian Church, has resigned his church charge to devote entire time to paper.

PAUL JONES, OWNER AND EDITOR OF Lyons (Kan.) News, has resigned as postmaster.

CHARLES S. REUBRO HAS RESIGNED from Marshall (Mich.) Daily Sentinel to purchase an interest with Riley Boone in printing establishment.

MISS MARY G. PAXTON, OF INDEpendence, Mo., a former reporter on Kansas City Post, was married to Edward B. Kelly upon her return from a year's Y. W. service in France. She is said to be first woman graduate of University of Missouri School of Journalism.

HERBERT S. MOTTET, FORMER DES Moines (Ia.) Register reporter, has returned from France and he will assume charge of his own paper, Van Horne (Ia.) Record.

LIEUT. E. WAYNE WINGART, FORMER Topeka (Kan.) State Journal reporter and Associated Press representative, has returned from overseas.

DR. HERMAN MUELLER, WHO SIGNED the peace treaty for Germany, is a son-in-law of M. Huebsgen, of Peoria, Ill., a former Iowa printer.

HOWARD W. CUSHELL, GRADUATE OF Kansas State Agricultural College School of Journalism, has been made city Editor of Manhattan Mercury following his return from France, where he served with 7th Division.

STAFF CHANGES

ARTHUR CONKLIN, WHO LEFT TOPEKA (Kan.) Capital in 1917 to join the Army, is back again.

LIEUT. WENDELL S. MCRAE, formerly of St. Paul Pioneer Press, has been released from naval service and will resume studies at University of Minnesota.

Ohio Newspaper Uses Simple and Telling Carry-Over Story Key

The carry-over on news stories from the first page has been one of the worries of news editors and make-up men for many years.

To repeat the original head on the carry-over, which is the practice in certain sections of the country, has meant a big loss of paper space. To carry over only the first deck of a head often proves confusing to the reader and a rewritten head for the carry-over makes the continuation of a story almost impossible to find. From time to time other systems have been put into practice without any great success.

Sandusky (O.) Star-Journal is using a system of handling carry-over that seems in every way to be a success. It is space saver and at the same time stands out from the page and makes the carry-over matter easy to find.

The following is a sample of the continuation line carried in the Star Journal.

(Turn to No. Five on Page 2).

And the following is a reproduction of a box style and key that is being used in place of a head of any kind over the carry-over:

No. 5 Continued From Page 1

SERGT. EARLE D. WILSON, JUST RETURNED from overseas, is new sports editor of New Bedford (Mass.) Standard, succeeding Harold H. Williamson, who becomes telegraph editor.

ALEXANDER E. KIRK OF CHICAGO IS new editorial chairman of Harvard Crimson, with David W. Bailey, Merrill Buffington, Thomas S. Lamont and Harmon D. Smith assistant managing editors.

P. M. ROSS, FORMERLY WITH OKLAhoma City Oklahoman, St. Louis Post-Dispatch and Dallas News, has gone to Russia for Reuter's Service.

EDWIN KEMP, LATE OF BALTIMORE News copy desk, has joined Austin (Tex.) American staff.

FRED E. TARMAN, ASSISTANT INstructor in journalism at Oklahoma State University, is acting city editor of Oklahoma News during summer.

WALTER A. MORROW, FORMERLY ON Oknulgee Times, is on copy desk of Oklahoma City Oklahoman.

WILLIAM ALLEN IS NOW CITY EDITOR OF Albany (N. Y.) Times-Union, succeeding John C. Crary, who takes up Capitol work.

FREDERICK W. CASWELL AND GILBERT S. GRIFFART of Troy (N. Y.) Record have returned to their duties after long periods in war service.

GEORGE HARDER HAS RESIGNED FROM Albany (N. Y.) Times-Union staff to join Argus staff.

E. T. LOVEDAY, COURT HOUSE REPORTER for Albany (N. Y.) Times-Union, has gone with Schenectady Union-Star.

"CY" FENNER, FORMERLY OF SPRINGfield Republican, has become sports editor of Providence (R. I.) News. Jean Sehatz is now city editor of News.

J. R. HUNTER, advertising manager of the J. W. Hendkins Music Store, Kansas City, Mo., has resigned to take a position with the William H. Rankin Company, Chicago. Capt. Clinton W. Hanna, for many years connected with the advertising department of the Lawrence (Kan.) Journal-World, succeeds Mr. Hunter.

Iowans and Nebraskans to Hold Joint Outing

Midsummer Excursion Will Be Held in Western Nebraska August 4 to 9, Starting in Omaha

OMAHA, Neb., July 26.—Newspaper men of Western Iowa and Eastern Nebraska will be the guests of this city when they gather here Monday, August 4, preparatory to their mid-summer excursion into Western Nebraska. The visitors will be taken to the Grain Exchange in the afternoon, followed by a luncheon. Following a banquet at the Hotel Rome in the evening they will be the guests of the Ak-Sar-Ben, while the ladies will be taken to a theatre.

The party will leave late at night for the west. Others will join them at Lincoln, and stops will be made along the line to pick up editors. The party will spend three days at Ghering, holding the annual summer meeting of the Nebraska State Press Association. The party will make a trip into the North Platte Valley, and will return about August 9.

Will Israel, of the Havelock Post, is president of the association; Emerson Purcell, Broken Bow Chieftain, vice-president; W. C. Edgecomb, Geneva Signal, treasurer, and W. Q. Buck, Harvard Monitor, secretary.

South Dakotans Meet Aug. 14-15

SIOUX FALLS, S. D., July 28.—The State Press Association will hold its annual meeting here August 14-15. It is expected that Government requests for free advertising will be one of the subjects to receive special attention on the program.

Raised $10,000 for Poor Babies

PITTSBURGH, July 29.—The Chronicle-Telegraph in "Tag Day" for the benefit of the Pittsburgh Milk and Ice Fund, raised over $10,000 to provide for the needs of the poor babies of the city.

"America's Largest and Best Newspaper Industrial Advertising Agency"

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.

Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.



The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

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Other Shrewd Advertisers

Follow the Lead of the Largest Space Users

New York Department Stores—which last month used excess space in both The World and Evening World over all Metropolitan Morning and Evening Newspapers. Twenty leading retail stores used 219,217 lines in The World in June, as against 200,474 lines in the second morning newspaper, and 256,131 lines in The Evening World as against 277,940 lines in the second evening newspaper for the same month.

Abraham & Strauss	J. M. Gidding	McCreery's	Franklin Simon & Co.
B. Altman & Co.	Gimbel Bros.	Macy's	Stern Bros.
Best & Co.	Hearn	Oppenheim Collins & Co.	Namm's
Bloomingdale Bros.	Fred'k Loeser Co.	Rothenberg's	Worth's
Bonwit Teller & Co.	Lord & Taylor	Saks & Co.	Wanamaker's

THE HIGHEST CLASS BUSINESS OF NEW YORK is reflected in the advertising from Fifth Avenue and Women's Specialty Shops. For the first six months of 1919 The World's gain in this classification was 30 per cent, whereas The Times loss was 14 per cent in this same important classification for the same period. For the same period The Evening World's six months gain in Fifth Avenue and Women's Specialty Shops lineage was 45 per cent.

Average Circulation—THE WORLD

Morning	Evening	Sunday
335,596	344,636	554,810

91 per cent of The World's circulation and 97 per cent of The Evening World's circulation is concentrated in Metropolitan New York

Let The World's Merchandising Department know your distribution problems—207 World Building.

The New York World & Evening World

53-63 Park Row New York City	Chicago, Ill. 1603 Mallers Bldg.	Detroit, Mich. 429 Ford Bldg.
Washington London Paris	J. E. Middleton A. D. Campbell	Neil McGinn

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MUST ECONOMIZE IN USE OF NEWS PRINT

(Continued from Page 7.)

ers during June of this year. Approximately, 64 per cent of the total stocks was held by seventy publishers. Stocks on hand or in transit on June 21 amounted to an average of forty days' supply at the rate of consumption during the month. Sixty-five publishing concerns held about 52 per cent of the stock at the end of June.

The figures, month by month, for a period of one year, are as follows:

Months	Firms	Stock on hand and in transit at end of month	Stock on hand at end of month	Days' supply
May, 1919	659	123,810	109,300	50
June	642	113,982	103,272	50
July	626	102,096	91,713	61
August	628	94,067	107,077	51
September	632	86,046	109,274	62
October	722	110,507	129,004	57
November	750	123,874	120,427	55
December	750	126,656	113,112	51
January, 1919	760	124,630	133,257	58
February	760	124,888	133,333	61
March	756	130,295	121,812	53
April	744	142,456	114,868	51
May	715	141,648	107,765	43
June	711	144,062	108,412	40

Exports from U. S.

Besides the news print being sent abroad by Canada, a great deal that could be used here is being exported from the United States. The figures for May, 1919, as compared with May, 1918, show a considerable increase. They are as follows:

	May, 1919. Net tons.	May, 1918. Net tons.
Total Exports of Newsprint..	17,597	9,402
To Brazil	2,000	696
To Argentina	3,132	906
To Cuba	1,000	1,000
To Australia	146	820
To other countries	11,319	5,980

This shows our exports of news print in May, 1919, were 11,106 tons greater than in May, 1918.

The tonnage to "other countries", includes 6,990 tons to France, 890 tons to China, 346 tons to Philippine Islands, 291 tons to Uruguay, 230 tons to Hong Kong, and 163 tons to Greece.

Northern New York paper and pulp manufacturers are quoted as saying that they do not intend to allow Canadian mills to monopolize the foreign trade and German and Scandinavian mills controlled before the war, or to permit the Scandinavian mills to get it back if they can prevent it. Sulphite manufacturers in northern New York are said to be endeavoring to dispose of their surplus product in European and South American countries and to develop a regular market there.

The imports by the United States of news print for May, 1919, which were all from Canada, were 5,736 tons less than for May, 1918. The total number of tons imported in May of this year was 52,803.

Mill Men Predict Rise

Many publishers of newspapers in the medium sized and small towns of the United States have very small stocks on hand, and already frequently are obliged to hunt for a source of supply in a hurry in order to keep on printing their papers. Often they appeal to jobbers for emergency paper and pay any price asked for it.

Paper manufacturers frankly say newspapers must begin to economize in the use of news print by limiting the size of their issues, or "there won't be enough paper to go 'round."

The mill men also seem to be unanimous in prophesying that the price of news print is going up, principally because of increased manufacturing cost.

The International Paper Company, for instance, declares that its payroll, since the award of the War Labor Board, is running at the rate of at least $8,148,196 a year, against $3,894,172 in 1915; that stocks are at record figures; paper is $19 against $8.68 in 1915, and the annual production per employe has fallen from 80.05 tons in 1915 to 65.79 today.

Still "I. P." common stock is today selling above 70, jumping up from 19 or 20 in three years. Likewise Canadian paper mill stocks are at record figures.

Other factors which have combined to add enormously to the cost of manufacturing, according to paper makers, are the increased cost of labor, wood, transportation, and mills supplies.

Mill Prices to Publishers

The following facts are from the Federal Trade Commission's report of July 23, 1919:

The weighted average price of contracts between domestic mills and publishers during June, 1919, f. o. b. mill in carload lots for standard news in rolls was $2.50 per hundred pounds. This weighted average is based upon the total tonnage of 1,500,000 tons, which is more than one million tons of paper manufactured in the United States. These contracts have in most cases extend until December 31, 1919, including a few which run continuously from year to year or for very low prices. The majority of the contracts which extend into 1920 call for tonnage prices between $2.50 and the price of $3.7525 per 100 pounds as fixed by the War Trade Commission.

The weighted average contract price based on tonnage of more than 500,000 tons of all grades of newsprint paper, f. o. b. mill in June, 1918, was $2.40 per hundred pounds.

The weighted average price of contracts between domestic mills and publishers during June, 1919, f. o. b. mill in carload lots for standard news in rolls was $3.26 per 100 pounds. This weighted average is based upon the total tonnage of contracts involving about 150,000 tons of Canadian paper. The greater part of these contracts terminate more than 1,500 tons was $3.13 per 100 pounds.

"Must Prevent Waste"

"We want to maintain prices on a fair and reasonable basis," said a manufacturer.

"There is no reason for publishers to be unduly alarmed as to the prospect of any shortage or unwarranted high prices, provided they take ordinary provision for future contracts. If the newspaper proprietors agree on the wisdom of keeping down sizes it would be a good thing for them to raise their advertising rates as well."

Urges Higher Rates

The need of continuing the conservation of paper by newspaper publishers was emphasized by Charles I. Stewart, chairman of the Committee on Paper Conservation of the Southern Newspaper Publishers Association, in an address at its convention at Asheville, N. C. He predicted a period of high prices for paper stocks, and said that because of rising costs, "newspaper proprietors must not be timid about the prices they ask subscribers and advertisers."

"There is danger in being dazzled by the prospect of a large volume of business, and if we make losing rates, the larger the volume the greater the loss," he said. "We should remember

Sold Ad Space 3,000 Feet Up in the Air

William T. O'Heaney, of the advertising staff of the Schenectady (N. Y.) Union-Star, claims the distinction of being the first advertising solicitor to sign up a space customer while in the air in an aeroplane. O'Heaney was 3,000 feet up when he sold the space on the gunnel of a commercial plane in which he was a passenger. He wrote the copy and then dropped it onto the roof of the Union-Star building. Printers had the ad in the next edition.

that, after all, the real test of our profits is not the measure of dollars and cents, but the measure of commodities.

Points Out Extravagance

"It is opportune, I believe, to call your attention to the importance of the continuation of conservation methods. While there were phases of the War Board regulations that worked hardship in some cases, they were in the main of very great value to the publishers, and their rigid enforcement saved millions of tons and saved the publishing interests a large amount of money.

"There has been, I believe, a disposition on the part of the publishers to withdraw the relief from this restraint and in some cases the publishing has swung back to paperless as bad or worse than that prevailing before the war or when news print was cheap. There has been a natural, inevitable decline in circulation since the signing of the armistice, and it appears that some publishers have been tempted to practices that no longer obtain, methods that are, to say the least, questionable.

"I note certain publishers have been forced by competition to resort to circulation methods they would prefer to avoid. In my opinion, this association can render no greater service to the publishing interests of the south than to impress upon all publishers the importance of maintaining a legitimate price for the products of the newspaper plant, that is, both for circulation and for advertising.

"The average member of this association publishing a seven-day paper will consume about 900 pounds news print per subscriber. Not many of us are buying paper out into our prime years for less than 4 cents a pound when we sold straight, carriage and waste to the mill end. We are now paying 1½ cents per pound for postage and this means that the average seven-day paper costs in white paper and postage $9.50 per subscriber, and yet there are a considerable number of newspapers circulating south of the Ohio river which we ask prices to the subscriber considerably under this amount.

"There is at present a large volume of advertising, with a reasonable prospect that this will continue. But the very volume of the business tends to increase expenses. It makes the problem of a sufficiency of white paper more acute, and the publishers and in many cases it is forcing additional investment in machinery at a very high cost. I believe that there is a member of this association who has advanced his advertising rates in proportion to his increase in circulation plus the proportionate increase in all other commodities.

Expenses Are Increasing

"A careful analysis of business sheets as compared with those of three or four years ago will probably bring some disillusion by disclosing the fact that expenses have grown not as large as they seem. A newspaper that made a profit of $25,000 in 1915 will be lucky to better this year than it did then if it makes a profit of $50,000. Even this increased profit in 1918 would probably buy more in almost any locality than it would today, in printing machinery, and in commodities of any sort, than $25,000 would buy now.

"I believe we may look forward to a slightly lower price for paper in 1920 and there is no reason to expect a great decline. There is nothing in sight to indicate for many years a return to the prices of 1915, and what is true of paper in terms of wages and transportation of newspaper cost, just as it is true of the general cost of living. There is no assurance that we may look forward to a period of high prices, and the newspaper must adjust itself to this condition."

PUBLISHERS' VIEWS OF NEWS PRINT SITUATION

Jason Rogers, publisher of the New York Globe, said:

"The reported print paper shortage which is due to be upon us by October, if it comes, will be the result of lack of ordinary common sense on the part of the publishers and cleverness of the paper makers.

"Our newspapers have it in their power to change the situation over night if they had the nerve to do it—which they will not. All we would have to do would to be cut down the sizes of our papers twenty-five or fifty per cent for a week or so. So long as our newspapers are seeking constantly increasing tonnage the demand keeps ahead of the supply and makes the open market price and print paper famine.

"If any of us were in the print paper making business we would probably do exactly the same as those who are in it now. I have no quarrel with them, but I am charged that my fellows in the newspaper business are permitting a new and serious situation to develop right out under our eyes in 1919. A horned child dreads the fire, but our newspapers seem to want more of it."

"Profligate Use of Paper"

"The lifting of the war conservation order last December, plus a large increase in the volume of advertising was all that was necessary to make many newspapers go wildly on in their profligate use of paper heedless of the notice that danger lurked in the distance if we did not give the manufacturers time and opportunity to get back on a quantity producing basis. Most of us thought this was well, well, business.

"The main squeeze this time is going to come to those big newspapers that are using much more paper than contracted for and to the many little fellows deprived of their supply through the superior buying ability of the big wasters in the business. This is exactly what happened in 1916, and it would look as if history was to repeat itself.

Banking Firm Prophesy

"This extract from the market letter dated July 1, of Hayden Stone & Co., a conservative Boston banking firm, is significant:

International Paper.—In all probability a free print paper monopolist, the largest product of International Paper Company will prevail by October next. Several years ago the price of newsprint has been fixed by the Federal Trade Commission. The present price of $3 per hundred price regulation has really satisfied no one, either the manufacturer or the newspaper producers, it has had one very important result. The various investigations and studies of cost of production which the Federal Trade Commission has made have tended to establish the decision of the mills for higher prices for their product. Ever since the cost of newsprint has been a constant bone of contention between the manufacturer and the buyer and in the chief producer, International Paper has been subject to a great variety of attack and abuse.

"But the Federal Trade Commission which has certainly had no bias in favor of the manufac-

(Continued on Page 28)

The Evening Times

Pawtucket Rhode Island

Announces the Appointment of

GILMAN, NICOLL & RUTHMAN

World Bldg. Tribune Bldg.
New York Chicago

As Advertising Representative in the Foreign Field

C. O. BLACK, General Manager

Effective August 1, 1919

The Millions Who Loved
Theodore Roosevelt, Sr.,
Will Eagerly Follow This
After-the-War Serial
By His Son and Namesake



The War as Seen by Lieut. Col. Theo. Roosevelt, Jr.

In Advance of Book or Periodical Publication THE LEDGER SYNDICATE Offers for Universal Simultaneous Release, Commencing August 17 (or the Previous Evening) This Virile Serial in 21 Daily Installments.

UTTERED WITH THE CHARACTERISTIC ROOSEVELTIAN PUNCH

And Reflecting the War's Reactions Upon the Four Fighting Sons of the Strenuous President

SYNOPSIS OF INSTALLMENTS

Boyhood Recollections of His Father
The Latter's Efforts Toward Preparedness
Advocated Universal Service During First Term
Blood Tax and Dollar Tax
The Sinking of the Lusitania
In the First Plattsburg Training Camp
Commissioned in the Officers' Reserve Corps
Unpreparedness
Overseas
Training in France, Billeting, etc.
First Days in the Trenches
Montdidier
Idiosyncrasies of the General Staff
Soissons
Pictures of the Author and Men in Action
The First Argonne
St. Mihiel
Up the Moselle to the Bridgehead
Occupying Germany
After Effects and Reactions of the War

Art in Mat or in Veloxes of Half-Tone Pictures and Calendered Proofs of Line Cuts, Text in Proof Only

Wire at Once for Terms for Your City's Rights

LEDGER SYNDICATE

Independence Square Philadelphia, Pa.

SURPASSING

The Advance Sale of the

GENERAL LUDENDOR

Already Have Reached DOUBLE the Total

IT WILL BE THE SENSATION OF THE YEAR. The first pages of General Lu for the McClure Newspaper Syndicate. It will be the first time that a great and epoch This extraordinary feature, the most remarkable in the annals of American journal September 3rd. Even before our first announcement was made options were asked b

NEW YORK WORLD	BOSTON POS
CHICAGO DAILY NEWS	SAN FRANCIS
TORONTO STAR	LOS ANGELE
ST. LOUIS POST-DISPATCH	SEATTLE STA
CINCINNATI ENQUIRER	LOUISVILLE
PHILADELPHIA PUBLIC LEDGER	BALTIMORE

Numerous Other Papers Are Negotiati



GENERAL LUDENDORFF

The Genius of Military Germany, Whose Revelations Will Stir the World

Ludendorff was the General Grant of the Central Powers. Unknown, without influential friends, a man of the common people, it was he who rose to give orders to princes and prime ministers and ignore the wishes and demands of emperors and kings.

LUDENDORFF SAYS:

"It was the German Government's fault Germany was defeated."

"The U-boat warfare was justified."

"Chancellor Bethmann-Hollweg did not back up the German army chiefs."

"The German Government thought more of making peace than of making war."

"Germany's situation was serious from the start; it was critical long before she collapsed in 1918."

"Austria Hungary was a burden and not a help to Germany."

"Germany had no inkling of the Russian revolution."

"Bernhardi's book should never have been written."

"Lloyd George, Clemenceau, Woodrow Wilson were great statesmen—greater than any who came to the fore in the Central Empires."

LOSE NO TIME IN SECURING THIS MOMENTOUS FEATURE

WIRE OR LONG

THE McCLURE NEWSPAPER SYNDICATE

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LL HISTORY

aper Syndicate Rights for

F'S AMAZING STORY

f Any Other Syndicate Series Ever Known.

ff's inside story of the war from the German side are here, and now being translated
g book—real history—will appear first through the columns of the daily press.
ll be released in daily installments of about 2,500 words each, beginning Wednesday,
llowing papers, with whom we have already closed:

	CANTON REPOSITORY
AMINER	ATLANTA GEORGIAN
MINER	MILWAUKEE JOURNAL
	SYRACUSE HERALD
ER-JOURNAL	MINNEAPOLIS TRIBUNE
	PITTSBURG GAZETTE-TIMES

Contracts Are Closing Hourly

AN HISTORICAL RECORD

At last the German side of the war emerges from the mystery in which it has been shrouded. At last the full story of the German campaigns, of Germany's titanic effort to dominate, the inside story of her inception of ruthless U-boat warfare, of the ups and downs of her mad struggle against an aroused world in arms, *told by her greatest military genius,* is to be available to American newspaper readers.

From the outset of the war to Germany's final collapse, the name of Ludendorff bulked ever larger. He became a colossal figure on the German side. He seemed to embody Germany's aggressiveness, her ruthless militarism, her lust for conquest. He was the incarnation of Prussia. Nobody else, through all the length and breadth of the territories of the central powers, became so pre-eminently qualified to tell the story of the war from the Teutonic side.

And here he tells it. He minces no words. He spares nobody. He strikes straight from the shoulder at men in the highest official posts. Uncompromisingly and unsparingly he puts the blame where he thinks it belongs.

The story is a revelation in German psychology. It is the history of Germany's side in the war for which the whole world has been waiting ever since 1914.

STANCE 'PHONE

IF YOU WISH TO SECURE
RIGHTS FOR YOUR TERRITORY

373 FOURTH AVENUE, NEW YORK

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N. E. A. ON VICTORY TOUR

(Continued from Page 5.)

session of the Convention will be held at the Elk's Temple, commencing at 9:30 A. M. Luncheon will be served at the Elks' Temple. The party will take interurban cars about 5 P. M. for Oregon City, where officers of the association will unveil a monument to commemorate the establishment of the first newspaper in the Pacific Northwest. The party will leave Oregon City about 5:30 P. M. via interurban train for Portland. A banquet will be tendered about 6:30 P. M., at the Portland Chamber of Commerce, as guests of the Chamber of Commerce.



G. L. CASWELL
Executive Committee

Sunday, August 10.—Automobiles will leave the hotels at 7 A. M., for a trip over the Columbia River Highways, Scenic Road of the Pacific Northwest, up the Gorge of the Columbia River, passing Crown Point, with its matchless view of the Gorge, Chanticleer Point and Rooster Rock. Latourelle Falls, Horse Tail Falls, Oneonta Gorge, to Eagle Creek, where a bear and fish breakfast will be served by the U. S. Forestry Department, and about 1 P. M. automobiles will leave for the city. The party will board a special train enroute to Crater Lake, as guests of Oregon Committee, at about 4:30 P. M., stopping either at Salem or Eugene, where the evening meal will be served.



EDWARD ALDERCY
Vice-President

Monday, August 11.—The party will reach Medford about 6:30 A. M., where breakfast will be served by the Medford Commercial Club, after the meal the party will take automobiles at once for Crater Lake, stopping enroute at Prospect for luncheon, reaching Crater Lake about 4 P. M., spending the night at the lake.

Tuesday, August 12.—Departure will be made from Crater Lake about 7 A. M., reaching Medford in the evening. Departure will be made after supper, via special train for Portland.

Wednesday, August 13.—Departure will be made in the early morning from Portland, reaching Tacoma in the early afternoon, where lunch will be served as guests of the city. The party will leave in the afternoon en route via auto to Mt. Rainier, reaching there in the evening and spending the night.

Thursday, August 14.—Departure will be made from Mt. Rainier during the afternoon for Tacoma, leaving that city via boat for Seattle, reaching Seattle during the evening.

Friday, August 15.—The first business session of the convention in Seattle will be held in the auditorium of the Seattle Press Club, commencing at 9 o'clock in the forenoon. An afternoon session of the Convention will be held at 2:30 o'clock. The Seattle Post-Intelligencer, The Seattle Daily Times and The Seattle Daily Star will be hosts at a banquet and ball to all the visiting delegates during the evening at the Masonic Temple.

Saturday, August 16.—The day's entertainment will give the Editors an opportunity to witness the launching of a new steel steamship. Later in the forenoon the entire party will board a steamer and be taken for a trip over the extensive properties of the port of Seattle. This will include passage through the Lake Washington Canal Locks, with a luncheon served on the boat. During the afternoon the party will be guests at a picnic on the eastern shore of Lake Washington. Part of the afternoon will be spent by auto drives over Seattle's Park and Boulevard System. During the evening the ladies of the party will be entertained at dinner and followed by a theatre party. There will be a stag party at the Seattle Press Club.



GEO. SCHLOSSER
Secretary

Sunday, August 17.—The forenoon will present the delegates an opportunity to attend church services. Invitations have been extended to several of the delegates to occupy pulpits. In the afternoon the party will be taken to the Puget Sound Navy Yard at Bremerton. After a tour of inspection of the Navy Yard a luncheon will be served, and in the afternoon the party will return to Seattle. During the early evening the party will go aboard boat for Victoria.



J. BYRON CAIN
Treasurer

Monday, August 18.—The delegates will have a very active day beginning with a reception at the Parliament Building at 10 o'clock, followed by an auto drive to the Brentwood Hotel where lunch will be served. During the afternoon a visit will be made to Butchart Gardens and a drive around the Peninsula, stopping at the Government Observatory, the largest telescope in the world, returning to the city, after which a dinner will be tendered the party at the Empress Hotel, followed by a dance.



FRANK N. HENDERSON
Executive Committee

Tuesday, August 19.—The party will leave at 9 o'clock for an auto trip over the mountain drives returning in time for lunch and board boat for Vancouver. The party's entertainment will be a very enjoyable one, making a combination of auto and water travel of exceeding interest.

Wednesday, August 20.—The party will arrive at Sicamous during the forenoon for a short stop, later arriving at Revelstoke, where the party will be guests of the city for lunch; later reaching Field for a view of the Spiral Tunnel, where the train will be parked for the night.

Thursday, August 21.—Leaving Field during the forenoon the party will arrive at Lake Louise Station, where a transfer will be made to Lake Louise and the party will be served to lunch at the Chateau. On return to the station about 3 P. M., departing for Banff, reaching the latter place about 4:30 P. M., where a reception will be held and supper served at the Banff Springs Hotel. The evening will be spent at Banff as the guests of the city. The party departing about midnight.



WILL WILKIE
Executive Committee

Friday, August 22.—The party will breakfast at Red Deer and be guests of the city until about 11:30 A. M. Departure will be made en route to Calgary, reaching there about 3 P. M.; supper will be served by the city. Calgary is one of the large cities of the Province and an opportunity will be given to visit many interesting places about the city. Departure will be made about midnight.

Saturday, August 23.—Reaching Lethbridge about 6 A. M., breakfast will be served at a later hour by the city, after which an auto drive will be provided for the party. Departure for Medicine Hat will be made shortly before noon. The party will arrive at Medicine Hat about 4:30 P. M., where the city will entertain the party for supper. Medicine Hat has long been known as the place where the weather is made and the party is expected to discover the real secret of the Weather Man. One of the resources of Medicine Hat is its

(Continued on Page 39.)

ITINERARY OF TOUR OF THE N. E. A.

Lv. Chicago, Sou Line, Grand Central Station, Saturday, July 26.
Ar. Minneapolis, Soo Line, Milwaukee Station, Sunday, July 27.
Lv. Minneapolis, Soo Line, Milwaukee Station, Sunday, July 27.
Ar. Winnipeg, C. P. R. Station, Royal Alexandra Hotel, Monday, July 28.
Lv. Winnipeg, C. N. R. Union Station, Tuesday.
Ar. Portage, C. N. R. Station Wednesday, July 30.
Lv. Portage, C. N. R. Station, Wednesday, July 30.
Ar. Dauphin, C. N. R. Station, Wednesday, July 30.
Lv. Dauphin, C. N. R. Station, Wednesday, July 30.
Ar. Saskatoon, C. N. R. Station, Thursday, July 31.
Lv. Saskatoon, C. N. R. Station, Thursday, July 31.
Ar. Prince Albert, C. N. R. Station, Thursday, July 31.
Lv. Prince Albert, C. N. R. Station, Thursday, July 31.
Ar. North Battleford, C. N. R. Station, Friday, Aug. 1.
Lv. North Battleford, C. N. R. Station, Friday, Aug. 1.
Ar. Battleford, C. N. R. Station, Friday, Aug. 1.
Lv. Battleford, C. N. R. Station, Friday, Aug. 1.
Ar. Biggar, C. N. R. Station, Friday, Aug. 1.
Lv. Biggar, C. P. R. Station, Friday, Aug. 1.
Ar. Walkwright, G. T. P. Station, Friday, Aug. 1.
Lv. Walkwright, G. T. P. Station, Friday, Aug. 1.
Ar. Edmonton, G. T. P. Station, Saturday, Aug. 2.
Lv. Edmonton, C. N. R. Station, Sunday, Aug. 3.
Ar. Jasper, C. N. R. Station, Sunday, Aug. 3.
Lv. Jasper, C. N. R. Station, Sunday, Aug. 3.
Ar. Lucerne, C. N. R. Station, Sunday, Aug. 3.
Lv. Lucerne, C. N. R. Station, Monday, Aug. 4.
Ar. Kamloops, C. N. R. Station, Monday, Aug. 4.
Lv. Kamloops, C. N. R. Station, Tuesday, Aug. 5.
Ar. Boston Bar, C. N. R. Station, Tuesday, Aug. 5.
Lv. Boston Bar, C. N. R. Station, Wednesday, Aug. 6.
Ar. Vancouver, C. N. R. Station, Wednesday, Aug. 6.
Lv. Vancouver, Chartered Steamer, C. P. Docks, Thursday, Aug. 7.
Ar. Seattle, Chartered Steamer, C. P. Docks, Friday, Aug. 8.
Lv. Seattle, N. P. R. Station, Friday, Aug. 8.
Ar. Chehalis, N. P. R. Station, Friday, Aug. 8.
Lv. Chehalis, N. P. R. Station, Friday, Aug. 8.
Ar. Portland, Union Station, Friday, Aug. 8.
Lv. Portland, Interurban Cars, First and Alder Streets, Saturday, Aug. 9.
Ar. Oregon City, Interurban Cars, Hawley Mills, Saturday, Aug. 9.
Lv. Oregon City, Interurban Cars, Hawley Mills, Saturday, Aug. 9.
Ar. Portland, Interurban Cars, First and Alder Streets, Saturday, Aug. 9.
Lv. Portland, Union Station, Sunday, Aug. 10.
Ar. Salem, S. P. R. Station, Sunday, Aug. 10.
Lv. Salem, S. P. R. Station, Sunday, Aug. 10.
Ar. Medford, S. P. R. Station, Monday, Aug. 11.
Lv. Medford, Autos, Monday, Aug. 11.
Ar. Crater Lake, Autos, Monday, Aug. 11.
Lv. Crater Lake, Autos, Tuesday, Aug. 12.
Ar. Medford, Autos, Tuesday, Aug. 12.
Lv. Medford, S. P. R. Station, Tuesday, Aug. 12.
Ar. Portland, Union Station, Wednesday, Aug. 13.
Lv. Portland, Union Station, Wednesday, Aug. 13.
Ar. Tacoma, N. P. R. Station, Wednesday, Aug. 13.
Lv. Tacoma, Autos, Wednesday, Aug. 13.
Ar. Longmire Springs, Autos, Wed., Aug. 13.
Lv. Longmire Springs, Autos, Thurs., Aug. 14.
Ar. Paradise Valley, Autos, Thursday, Aug. 14.
Lv. Paradise Valley, Autos, Thursday, Aug. 14.
Ar. Tacoma, Autos, Thursday, Aug. 14.
Lv. Tacoma, Steamer Indianapolis, Thursday, Aug. 14.
Ar. Seattle, Steamer Indianapolis, Thurs., Aug. 14.
Lv. Seattle, Steamer, Sunday, Aug. 17.
Ar. Victoria, C. P. S. Docks, Monday, Aug. 18.
Lv. Victoria, C. P. S. Docks, Monday, Aug. 18.
Ar. Vancouver, C. P. S. Docks, Tuesday, Aug. 19.
Lv. Vancouver, C. P. R. Station, Tuesday, Aug. 19.
Ar. Sicamous, C. P. R. Station, Wed., Aug. 20.
Lv. Sicamous, C. P. R. Station, Wed., Aug. 20.
Ar. Revelstoke, C. P. R. Station, Wed., Aug. 20.
Lv. Revelstoke, C. P. R. Station, Wed., Aug. 20.
Ar. Field, C. P. R. Station, Thurs., Aug. 21.
Lv. Field, C. P. R. Station, Thurs., Aug. 21.
Ar. Lake Louise, C. P. R. Station, Thurs., Aug. 21.
Lv. Lake Louise, Narrow Gage, Thurs., Aug. 21.
Ar. Chateau, Narrow Gage, Thursday, Aug. 21.
Lv. Chateau, Narrow Gage, Thurs., Aug. 21.
Ar. Banff, C. P. R. Station, Thurs., Aug. 21.
Lv. Lake Louise, C. P. R. Station, Thurs. Aug. 21.
Ar. Banff, C. P. R. Station, Thursday, Aug. 21.
Lv. Banff, C. P. R. Station, Thursday, Aug. 21.
Ar. Red Deer, C. P. R. Station, Friday, Aug. 22.
Lv. Red Deer, C. P. R. Station, Friday, Aug. 22.
Ar. Calgary, C. P. R. Station, Friday, Aug. 22.
Lv. Calgary, C. P. R. Station, Friday, Aug. 22.
Ar. Lethbridge, C. P. R. Station, Saturday, Aug. 23.
Lv. Lethbridge, C. P. R. Station, Sat., Aug. 23.
Ar. Medicine Hat, C. P. R. Station, Sat. Aug. 23.
Lv. Medicine Hat, C. P. R. Station, Sun. Aug. 24.
Ar. Swift Current, C. P. R. Station, Sun., Aug. 24.
Lv. Swift Current, C. P. R. Station, Sun., Aug. 24.
Ar. Moose Jaw, C. P. R. Station, Sun., Aug. 24.
Lv. Moose Jaw, C. P. R. Station, Monday, Aug. 25.
Ar. Regina, C. P. R. Station, Monday, Aug. 25.
Lv. Regina, C. P. R. Station, Monday, Aug. 25.
Ar. Brandon, C. P. R. Station, Tuesday, Aug. 26.
Lv. Brandon, C. P. R. Station, Tuesday, Aug. 26.
Ar. Winnipeg, C. P. R. Station, Tuesday, Aug. 26.

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OHIO FIRST

OHIO, the fourth state in the Union in point of population, maintains a splendid balance between urban and suburban.

2,842,500 people live in towns and cities 5,000 and up—(82 cities), this being approximately 55 per cent of the State's population—5,150,356.

While Ohio is known as a great and growing manufacturing state, Ohio, agriculturally speaking, is one of the really great units of this country.

The average number of native born white people in the United States is 74.4%. That of Ohio is 85.1% which is very high.

The average negro population of the United States is 10.7%. That of Ohio is 2.3% which is very low.

The average foreign born population of the United States is 14.9%. That of Ohio 12.6% which is low.

Ohio boasts, and rightfully, of having furnished a large number of great men in the history of the country—claiming that for staunch up-standing Americanism Ohio ranks well toward the top—and admitting that this is a fair indication of the superiority of the Ohio products—contending that with the entire country to draw from, Ohio would not be called on so frequently for leaders if Ohio did not have leaders to produce at any time and for any occasion.

Ohio people are always intensely interested in Ohio, Ohio products and Ohio business.—and local retal merchants reach local people by Ohio daily newspapers.

Manufacturers may obtain profitable results by cooperating with Ohio merchants in Ohio daily newspapers and reaching Ohio people.

While Ohio's fame, just now, is growing because of the tremendous manufacturing activities, it is well to bear in mind the fact that Ohio, agriculturally speaking, is one of the really great states of the Union.

These astonishing figures, although they are very conservative, indicate how tremendous is the value of the annual crops.

150,100,000	Bushels Corn
99,072,000	Pounds Tobacco
78,100,000	Bushels Oats
41,000,000	Bushels Wheat
16,000,000	Bushels Potatoes
13,923,000	Pounds Wool
6,336,000	Bushels Apples
4,154,000	Tons Hay
1,093,000	Gallons Syrup
558,000	Pounds Maple Sugar
24,467	Tons Beet Sugar

	Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	31,110	.05	.05
*Akron Times (E)	20,454	.03	.03
Bellaire Daily Leader (E)	3,446	.02	.0125
*Cambridge Daily Jeffersonian (E)	8,117	.0179	.0179
Chillicothe News-Advertiser (E)	3,055	.00714	.00857
Cincinnati Inquirer, 5c. (M&S)	62,911	.12	.12
Cleveland Plain Dealer (M)	168,440	.24	.24
Cleveland Plain Dealer (S)	208,024	.27	.27
Columbus Dispatch (E)	75,402	.115	.105
Columbus Dispatch (S)	71,117	.115	.105
Columbus (O.) State Journal (M)	53,155	.10	.09
Columbus (O.) State Journal (S)	27,147	.10	.09
*Dayton News (E)	36,225	.065	.065
*Dayton News (S)	36,225	.045	.045
East Liverpool Tribune (M)	6,138	.015	.015
Lima Daily News (E&S)	12,549	.0286	.0214
Lima Republican Gazette (M&S)	10,008	.02	.02
Middletown Journal (E)	4,174	.0115	.0115
Newark American-Tribune (E)	6,217	.0128	.0128
New Philadelphia Daily Times (E)	4,413	.0129	.0129
Piqua Daily Call (E)	4,019	.0114	.0114
*Springfield News (E&S)	12,395	.025	.025
Toledo Blade (E)	82,973	.17	.15
Warren Daily Chronicle (E)	5,200	.02	.02
Youngstown Telegram (E)	21,601	.05	.05
Youngstown Vindicator (E)	24,558	.05	.05
Youngstown Vindicator (S)	22,222	.05	.05
Zanesville Signal (E)	10,704	.025	.025

Government Statements, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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CROWELL TAKES OVER COLLIER'S WEEKLY

Famous Magazine and Associated Publishing Business Pass to New Control—Name, Staff and Policy Will Be Retained

Collier's Weekly, together with the book and publishing business founded in 1887 by Peter Fenelon Collier, has passed from control of the Collier family and will henceforth be directed by the Crowell Publishing Company, one of the largest publishers of periodicals in this country.

Announcement of the change in management was made by George D. Buckley, president of the Crowell company, who declared that a contract was signed July 25 to make possible the affiliation of Collier's Weekly with such well known national magazines as the Woman's Home Companion, the Farm and Fireside Magazine and the American Magazine, now published by the Crowell concern.

The Crowell company does not intend to change either the name of Collier's Weekly or its policy, and will continue the employment of the same staff which has been publishing the periodical.

In making known the deal Mr. Buckley refrained from divulging what price had been paid to Mrs. Robert J. Collier, who name into possession of the properties after the death of her husband in last November. The publication offices will remain at 416 West Thirteenth street. The capitalization of the holding company of P. F. Collier & Son is $2,500,000.

Mr. Buckley's qualifying statement that a contract had been signed, instead of declaring that the publishing house had been bought outright, was accepted as meaning that Mrs. Collier still retains some interest in the properties in deference to the expressed wish of her husband that the house founded by his father be perpetuated.

In his will, which has been admitted to probate, Robert J. Collier bequeathed the properties to three friends, Francis P. Garvan, Payne Whitney and Peter Finley Dunne, but although the bequest was easily worth millions, they renounced the gift and turned it over to Mrs. Collier.

Negotiations with the Crowell Company have been going on for some time. Thomas L. Briggs was elected president of Collier's on January 1 last.

For more than four years prior to the death of the publisher his friends acted as a committee in managing the periodical and book publishing concern. They succeeded in re-establishing it upon its old firm footing as one of the best known and profitable businesses of its kind in this country.

New Morning Paper for Idaho

POCATELLO, Idaho, July 30.—Arrangements have been completed to begin publication of the News, a new morning paper, here September 1. The News Printing Company, a corporation composed of local men, is to be the publisher, and Harold M. Sims, a circulation and advertising promotion man, is the general manager. Contracts have been made for the full leased wire service of Universal Service.

"City Life" In Winnipeg

WINNIPEG, July 29.—A new weekly paper, City Life, has made its appearance here. It specializes in city news and views and is owned and edited by W. Garfield Rees, former city editor of the Winnipeg Tribune.

BUCK PRIVATE AND OFFICER JOURNALISTS OF A. E. F. ARRIVE HOME

(*Continued from Page* 11.)

Following is the roster of all the men who at one time or another served the A. E. F. as members of the staff of the Stars and Stripes:

Name and Rank.	Name and Rank.	Name and Rank.	Name and Rank.	Name and Rank.
Bankart, Hilmar R. 2d Lt., F. A.	Clary, Thomas M. R.S. Msi.	Frugone, Louis F. Pvt.	Henderson, A. E. R.S.M.	Howells, Raymond W. 1st Sgt. Inf.
Beatty, Edgar Pvt. 1st Cl.	Clower, Clarence E. Pvt.	Fulton, Robert E. Cpl.	Henning, L. A. Cpl.	Hunt, Dwight G. Sgt.
Beckman, Edward J. Cpl.	Coleman, Nelson E. Cpl.	Gallagher, Leo E. Pvt.	Henrichsen, A. V. Cpl.	Isackson, Louis O. Cpl.
Bedsor, Frank Pvt.	Conklin, Clarence C. Cpl.	Gardyne, Robert E. Cpl.	Herstace, W. H. Cpl.	Isenberger, Lester D. A.F.C.
Beer, Harold S. Sgt.	Conlee, C. S. Cpl.	Gaybord, Donald D. Cpl.	Hershy, John K. Cpl.	Jacobs, Adolph S., Jr. 1st Lt.
Bergh, Sigmund U. Pvt. 1st Cl.	Connolly, Jack S. Cpl.	Geewey, Chester L. Sgt.	Herson, Edward J. Pvt. 1st Cl.	Jerrett, Herbert Cpl.
Bernard, August L. Sgt.	Corcoran, Paul B. Sgt.	Gell, W. C. Pvt.	Hertz, Howard A. R.S.M.	Jessup, Jacob A.F.C.
Beser, Nicholas R.S.M.	Critchlow, Harry B. Sgt., 1st Cl.	Gerber, Albion T. Cpl.	Hess, Edward S. Cpl.	Johnson, Curtis O. Sgt.
Black, John Cpl.	Cox, Merl K. Pvt.	Germain, William F. Sgt.	Hickman, George W. Sgt.	Johnson, Walter F. R.S.M.
Bliss, D. I. Msi.	Cushing, Charles R. 1st Lt.	Geschindt, George A. Cpl.	Hilda, Russell E. Pvt. 1st Cl.	Kaney, Charles J. Sgt.
Bliss, Tyler H. Sgt.	Cuthbertson, A. J. Sgt.	Gisque, James R. Sgt.	Hollenwerger, F. W. Sgt.	Kain, Harry L. Cpl.
Bortjer, William C. Pvt.	Cumming, J. P. 2nd Lt.	Giesenack, Aug. E. R.S.M.	Holt, Felix C. Sgt.	Kendall K. Cpl.
Bondy, Edward W. Pvt.	De Grange, Joseph, 2nd Lt., F. A.	Gilbert, Leland R. Pvt.	Holway, Harvard E. Sgt.	Kenna, William P. Cpl.
Bonnet, Fred J. Cpl.	Daly, Joseph G. Sgt., 1st Cl. Q.M.C.	Glenny, James A. F. Cpl.	Hookes, William L. R.S.M.	Kelly, Edward M. Pvt. 1st Cl.
Borcher, Harold Sgt.	Daley, Richard D. Sgt.	Glenn, Edward H. Pvt. 1st Cl.	Horn, Christopher J. Pvt.	Kelly, Frank J. Pvt.
Born, Nestor J. Sgt.	Darling, Chester A. Cpl.	Glickman, Rudolph Pvt. 1st Cl.	Houser, Ray C. Pvt.	Kelly, J. Edward Pvt.
Bottdorf, Donald Cpl.	Davies, L. L. Cpl.	Godbera, Saul Cpl.	Houston, Sid Cpl.	Kelly, J. Sgt.
Brady, Richard V. Cpl.	Davis, Harold L. 1st Sgt.	Goldey, Louis Pvt.	Howard, Charles M. Cpl.	Kenyon, Alden H. Pvt.
Brenton, Donald R. 2d Lt., Inf.	Dayton, Logen M. Cpl.	Goud, Arthur J. Pvt. 1st Cl.	Howard, James G. Sgt. 1st Cl.	Ketterman, Harry A. Sgt.
Bristol, Claude M. Sgt.	Dee, Joseph P. Cpl.	Goubl, George D. Pvt.	Howell, Stanley A. Pvt.	Kleffeck, Victor B. Pvt.
Bryson, George T. 2d Lt., A.S.	De Cecio, Charles Pvt.	Goza, Hendee D. 1st Sgt.	Huck, George C. Sgt.	Kling, Robert E. Cpl.
Bachey, John M. A.F.C.	Dickey, Willis T. R.S.M.	Greeley, Edwin Sgt. 1st Cl.	Huff, Norman D. Sgt.	Knackenberger, H. W. 2nd Lt., F. A.
Britt, George W. B. Sgt.	Dilly, Robert S. Sgt.	Green, George J. Sgt.	Hufstetler, Stanley Sgt.	Knabel, Charles J. 2nd Lt.
Burchill, Arthur R. Pvt.	Dolan, Louis P. Sgt.	Greenshaw, DeW. T. Sgt.	Hughes, Ernest W. Pvt.	Kraemer, George D. Sgt.
Burke, Walter J. Pvt.	Doutal, Ebert J. Cpl.	Grinstead, Hugh G. Sgt. 1st Cl.	Humphreys, James P. Sgt.	Krantz, Arthur Sgt.



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Sergt. Major P. A. Van Blon, Managing Editor of the Stars & Stripes, Official Daily Newspaper of American Expeditionary Forces, and Sergt. Tyler Bliss (left), Editorial Writer and Cartoonist; Holding the Paper's Mascot, "Rags," who is said to have been responsible for the disappearance of many present agent stories.

Name and Rank.	Name and Rank.	Name and Rank.	Name and Rank.	Name and Rank.
Krantz, Arthur Sgt.	Lyons, Edward J. Pvt.	Mitchell, Edward Pvt.	Nelson, Walter F. Sgt.	Pratt, Edward M. Pvt.
Kraemer, George D. Sgt.	Lyons, Thomas J. Pvt.	Mitchell, Frank Pvt.	Nelson, William Cpl.	Price, Frederick R.S.M.
Krantz, Arthur Sgt.	Lyons, Thomas J. Pvt.	Mitchell, Stanley Pvt.	Nelson, William Cpl.	Prince, Thomas W. Cpl.
Lanou, Marvin A. Sgt. 1st Cl.	Mahoney, William H. Pvt. 1st Cl.	Moore, Arthur Pvt.	Nelson, William Cpl.	Parks, Harry L. Capt., A.S.C.
Lamsers, Henry E. Sgt.	Manson, Emanuel Cpl.	Moore, Arthur Pvt.	Nelson, William Cpl.	Parry, Harry C. Sgt.
Lampman, Rex H. Pvt.	Marshall, John L. Pvt. 1st Cl.	Moore, Arthur Pvt.	Nelson, William Cpl.	Pugh, Duke N. Cpl.
Lavine, Harry Sgt. 1st Cl.	Martel, Alfred J. Pvt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Perry, Harry B. Sgt.
Lawsence, Joseph J. Sgt.	Martin, James D. Cpl.	Moore, Arthur Pvt.	Nelson, William Cpl.	Pennifund, William E. Cpl.
Lee, Robert E. Pvt.	Mason, Carman R. Pvt. 1st Cl.	Moore, Arthur Pvt.	Nelson, William Cpl.	Price, George A. Sgt.
Lee, John F. Cpl.	Mathis, Frank H. Cpl.	Moore, Arthur Pvt.	Nelson, William Cpl.	Pfaender, Robert B. Pvt. 1st Cl.
Leefeldt, Leroy W. Sgt.	Matice, Robert E. Sgt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Phillips, David L. Sgt.
Levine, Max Pvt.	Maturna, Frank J. Pvt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Pierson, Jacob Cpl.
Levy, Max Sgt.	Medcalfe, Willis T. Cpl.	Moore, Arthur Pvt.	Nelson, William Cpl.	Platt, Marlowe H. Sgt.
Liebenstein, J. H. Sgt.	Merrill, Frank C. Pvt. 1st Cl.	Moore, Arthur Pvt.	Nelson, William Cpl.	Post, Levi A. Pvt.
Lister, P. B. Sgt.	Merriman, Lloyd C. Sgt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Prendergast, J. S. Sgt.
Long, Don M. Sgt.	Michael, William K. Sgt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Prieta, Arthur Sgt.
Luckett, Jack G. Sgt.	Miller, Craig Sgt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Prosser, Alfred L. R.S.M.
McCollam, W. L. Pvt. 1st Cl.	Miller, Daniel L. Sgt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Rappaport, Louis A.F.C.
McCothie, Frank U. 1st Lieut.	Miller, Jacob E. Pvt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Raddant, George T. Sgt.
McDermott, Hugh J. Pvt.	Miller, Joseph A. Pvt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Rhodes, Wallace W. Sgt.
McDonnell, John A. Cpl.	Miller, Herman J. Pvt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Rice, Grantland 1st Lt.
Mack, Willard Sgt.	Miller, Peter Cpl.	Moore, Arthur Pvt.	Nelson, William Cpl.	Richard, Jesse L. Pvt.
MacNichell, K. H. Sgt.	Miller, William T. A.F.C.	Moore, Arthur Pvt.	Nelson, William Cpl.	Rigney, Frank P. Cpl.
Magill, W. F. Pvt.	Moffett, William C. Sgt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Riley, Earl E. Sgt.
Mahoney, William H. Pvt. 1st Cl.	Morau, Brute Sgt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Riley, James F. Pvt.
Manson, Emanuel Cpl.	Mulvaney, George E. Sgt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Rock, Dallas Pvt.
Marshall, John L. Pvt. 1st Cl.	Murphy, William C. Sgt.	Moore, Arthur Pvt.	Nelson, William Cpl.	Rodd, Harry C. Sgt.
Martel, Alfred J. Pvt.	Mumford, Philip G. Maj. Q.M.C.	Moore, Arthur Pvt.	Nelson, William Cpl.	Rogers, Wilson R.S.M.
Martin, James D. Cpl.		Moore, Arthur Pvt.	Nelson, William Cpl.	Ross, Harold W. Pvt.
Mason, Carman R. Pvt. 1st Cl.		Moore, Arthur Pvt.	Nelson, William Cpl.	Ruwe, Walter S. R.S.M.
Mathis, Frank H. Cpl.		Moore, Arthur Pvt.	Nelson, William Cpl.	Ruble, Lloyd J. Pvt. 1st Cl.
Matice, Robert E. Sgt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Ryan, Patrick J. Pvt.
Maturna, Frank J. Pvt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Ryder, Clayton M. Sgt.
Medcalfe, Willis T. Cpl.		Moore, Arthur Pvt.	Nelson, William Cpl.	Ryder, Melvin R.S.M.
Merrill, Frank C. Pvt. 1st Cl.		Moore, Arthur Pvt.	Nelson, William Cpl.	Sangster, George M. Sgt.
Merriman, Lloyd C. Sgt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Schenck, Ferdinand Sgt.
Michael, William K. Sgt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Schrifle, Raymond M. Cpl.
Miller, Craig Sgt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Schneider, Harry Cpl.
Miller, Daniel L. Sgt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Schneider, M. H. Pvt.
Miller, Jacob E. Pvt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Schwaiz, Fred Pvt., 1st Cl.
Miller, Joseph A. Pvt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Schwarzkopf, Otto Sgt.
Miller, Herman J. Pvt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Shallenberger, Geo. Sgt.
Miller, Peter Cpl.		Moore, Arthur Pvt.	Nelson, William Cpl.	Scott, J. John Sgt.
Miller, William T. A.F.C.		Moore, Arthur Pvt.	Nelson, William Cpl.	Shepard, Herbert O. Cpl.
Moffett, William C. Sgt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Sigmund, Harold Sgt.
Morau, Brute Sgt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Sigwalt, Harold P. Pvt.
Mulvaney, George E. Sgt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Slaght, Arthur J. Sgt.
Murphy, William C. Sgt.		Moore, Arthur Pvt.	Nelson, William Cpl.	Slator, William J. Sgt. 1st Cl.
Mumford, Philip G. Maj. Q.M.C.		Moore, Arthur Pvt.	Nelson, William Cpl.	Smaller, P. J. Sgt.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Smith, Homer S. A.F.C.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Smith, J. W. Riley Sgt.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Smith, Leslie H. Pvt.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Smith, Harley A. 2nd Lt.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Snaide, Robert I. Sgt.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Snesily, Harry N. 1st Lt.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Spaffe, Clarence E. Cpl.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Spiers, Gerald B. Sgt.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Stack, Robert M. Sgt.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Stanley, Harold B. Sgt.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Stevens, Joseph H. Cpl.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Stewart, David R. R.S.M.
		Moore, Arthur Pvt.	Nelson, William Cpl.	Stone, Harry Pvt.

(*Continued on Page* 41.)

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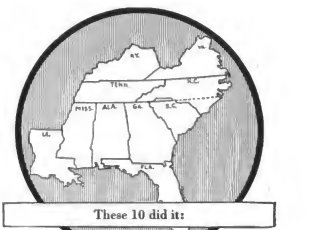
Leading Daily Newspapers

		Net Paid Circulation	2,500 Lines	10,000 Lines
ALABAMA				
Birmingham Age-Herald	(M)	32,360	.07	.06
Birmingham Age-Herald	(S)	39,795	.06	.06
Birmingham Ledger	(E)	38,023	.07	.07
*Birmingham News	(E)	46,121	.06	.06
*Birmingham News	(S)	48,388	.10	.10
*Mobile News Item	(S)	10,766	.05	.03
Mobile Register	(M)	25,179	.05	.05
Mobile Register	(S)	25,048	.06	.06
Montgomery Advertiser	(M)	24,258	.06	.04
Montgomery Advertiser	(S)	24,258	.06	.05
FLORIDA				
Jacksonville Metropolis	(E)	16,117	.045	.045
Florida Times-Union, Jacksonville	(M&S)	30,422	.06	.06
Pensacola Journal	(M)	5,810	.0172	.0172
Pensacola Journal	(S)	6,097	.0172	.0172
Pensacola News	(E)	5,000	.02	.02
GEORGIA				
Atlanta Georgian	(S)	49,441	.06	.06
Atlanta Sunday American	(S)	92,978	.12	.12
Augusta Chronicle	(M)	12,240	.03	.03
Augusta Chronicle	(S)	10,031	.035	.035
Augusta Herald	(E)	9,435	.035	.035
Augusta Herald	(S)	12,812	.035	.035
Columbus Ledger	(M&S)	7,362	.0278	.0278
Macon Telegraph	(M)	23,450	.04	.04
Macon Telegraph	(S)	19,221	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,000	.04	.04
KENTUCKY				
*Louisville Herald	(M)	32,456	.08	.08
*Louisville Herald	(S)	48,767		
Paducah News Democrat	(M&S)	7,062	.0225	.018
LOUISIANA				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.15	.15
New Orleans Daily States	(E)	41,994	.10	.08
*New Orleans Daily States	(S)	37,873		
*New Orleans Item	(E)	73,956	.12	.12
*New Orleans Item	(S)	87,588	.15	.15
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	8,734	.025	.025
Asheville Times	(S)	10,067	.025	.02
Charlotte News	(E&S)	11,598	.03	.025
Charlotte Observer	(M)	19,217	.055	.05
Charlotte Observer	(S)	19,217	.055	.04
†Durham Sun	(E)	5,000	.02	.02
Greensboro Daily News	(M)	16,958	.045	.035
Greensboro Daily News	(S)	22,468	.06	.04
Greensboro Record	(E)	3,481	.045	.035
Raleigh News and Observer	(M)	21,200	.05	.04
Raleigh News and Observer	(S)	21,200	.05	.04
Wilmington Dispatch	(E)	5,565	.02	.02
Wilmington Dispatch	(S)	5,208	.02	.02
Winston-Salem Journal	(E)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,600	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,695	.0178	.0178
Charleston America	(M)	7,388	.025	.025
Charleston America	(S)	10,451	.025	.025
*Columbia Record	(E)	13,700	.06	.06
*Columbia Record	(S)	11,780	.03	.03
*Columbia State	(M)	24,014	.06	.06
*Columbia State	(S)	24,060	.06	.06
*Greenville News	(M&S)	10,276	.035	.06
Greenwood Index Journal	(E)	5,745	.03	.03
Spartanburg Jour. & Car. Spartan	(E)	2,978		
Spartanburg Herald	(M)	4,356	.03	.03
Spartanburg Herald	(S)	5,473		
TENNESSEE				
*Chattanooga News	(E)	17,262	.04	.04
*Chattanooga Times	(M)	30,458	.06	.06
*Chattanooga Times	(S)	28,986	.06	.06
Knoxville Sentinel	(E)	24,022	.06	.045
*Knoxville Journal-Tribune	(M)			
*Knoxville Journal-Tribune	(S)	24,838	.06	.045
Memphis Commercial Appeal	(M)	82,275	.14	.12
Memphis Commercial Appeal	(S)	118,148	.17	.15
Nashville Banner	(E)	40,290	.07	.07
Nashville Banner	(S)		.08	.08
Nashville Tennessean	(M)	34,749		
Nashville Evening American	(E)	15,196	.06	.06
Sunday Tennessean & American	(S)	34,051		
VIRGINIA				
‡Bristol Herald-Courier	(M&S)	11,004	.04	.04
Danville Register and Bee	(M&S)	10,989	.04	.03
*Newport News Times Herald	(E)	13,087		
*Newport News Daily Press	(S&M)	9,463	.04	.04
Norfolk Ledger-Dispatch	(E)	43,389	.07	.06
Roanoke Times	(M&S)	11,305	.04	.04
Roanoke World-News	(E)	11,288		

Government Statements April 1st, 1919.
*A. B. C. statement, April 1st, 1919.
†Publisher's statement, April 1st, 1919.
‡Includes Bristol, Tenn.

Advertise where the Automobiles *grow!*

These 10 Southern states—together—have 5 times as many automobiles as they had during the first year of the war. Several have 10 times as many.



These 10 did it:

The United States—in total—tripled its registrations in the past five years, BUT the ten Southern States up in the circle surpass all records; some with a gain of over 1000 per cent.

And the daily newspapers listed on this page helped bring it about!

Why not spend your advertising appropriation here where the automobiles GROW!!

PUBLISHERS' VIEWS OF NEWS PRINT SITUATION

(Continued from Page 20.)

ture has from time to time permitted increases in the selling price of newsprint. In all it has assented to increases which by successive steps have advanced the price from 3.10 cents per pound to 3.75¼ cents, which is the present level.

As a matter of fact, the so-called "open market" for newsprint is even now above 3.75¼ cents per pound. It is believed that in the event of a free market gestalia, the price of newsprint will advance considerably, based on the purely natural operation of the law of supply and demand.

Some trade authorities would not be surprised to see 4 cents level. Whatever the new price level proves to be it will affect net earnings of International Paper for the last quarter of 1919 and will almost assuredly be the basis for the renewal of 1920 contracts, most of which expire or for revision in December or January.

While a price of 4 cents for newsprint sounds altruitinous, compared with the pre-war levels of 2¾ and 2¾ cents, it is worth while that the newspapers of practically every city in the country are now charging two cents and in many cases more. Higher cost paper and labor has put the 1 cent paper almost out of existence.

But perhaps one of the most interesting situations is the fact that the papers of the larger cities are today extremely prosperous. For several months their advertising has been increasing at record figures. One explanation of this is the income and excess profits tax. Many large corporations—manufacturers, distributors, wholesalers—figure that advertising will be allowed 50 or 60% of what they actually pay the papers. In other words, if they did not spend this money in advertising they would be obliged to pay 60 or 70% of it to the Government as taxes. The law is, therefore, an ally of newspaper advertising and inefficiency of long standing is met by making the burden of high cost newsprint less appalling to bear.

Very little has been made of the fact that International Paper's $20,000,000 bond issue has been consistently strong for six months. It has at times actually gone against the 6% basis, national Paper earned 19.4% on its common, after $1,000,000 set for taxes, in 1918. It earned 24% after a tax reserve of $2,500,000, in 1917 the balance was 21.8%. In the years therefore, 74.1% has been earned on the common, none of which has been divided with shareholders.

Prospects are that 1919 will exceed even the 1918 record of 19.4%, but will fall below the high water mark of 1917, when scarcity and inbecilesmen fluxe of paper gave the company an abnormally profitable year. In fact, it will never likely attain the four years to December 31 next. International will have earned very close to $100 per share on its junior shares.

In four years the company has rajjovenated itself financially. It has reduced its bonded debt from $13,252,000 to $7,190,000, a saving of $6,062,000. It has swelled working capital from $9,353,640 to $18,249,700, a gain of $7,314,100, or 81%. It has also increased its net worth, as per preferred dividends, with the bounce of but $8,062,000, or 24% on preferred stock.

In 1918 the company borrowed $9,000,000 from the banks, all of the debt was paid off from which was acquired no insurance against war conditions in the Netherlands. It is safe to say 1920 before this big stock of wood is all converted into paper. It would appear as if the floating debt situation was, perhaps, the most immediate feature of interesting common dividend action.

Can Go to Three Cents

"Our newspapers can go to three cents the copy and reduce the use of paper by cutting out duplication; the same as was done when we went to two cents. We can increase our advertising rates and reduce volume, but this is a longer process. We can reduce the quantity of reading matter in our papers and thus get enormous tonnage. It is up to us to give consumption a hard eut or we will continue to be exploited by those smart enough to do so.

"In the case of the New York Globe we are going to hold our requirements inside our contract tonnage by the same methods we employed in 1916, 1917 and 1918. We will reduce reading matter to the war basis. We will limit the amount of advertising we will accept. We will increase our advertising rates as is necessary, and we will go to three cents a copy if that step is forced on us.

Must Restrict Size

Ervin Wardman, publisher of the New York Sun, said:

"The outlook for fall, so far as news print supply and news print prices are concerned, looks rather gloomy.

"I do not believe in any artificial regulation of consumption as a means of coping with the situation, but something will have to be done, and I believe that the solution lies in restricting the size of papers and increasing advertising rates.

"I believe that advertisers will be willing to co-operate with publishers by using less space and thereby enabling more advertisers to make use of what space is available."

Reserve Is Far Short

Don Seitz, business manager of the New York World, said that was the practice of the World to accumulate a surplus stock of 200 tons of news print, weekly for a period of about twelve weeks during the summer, for use in the fall, but that this summer it had been able to obtain a weekly surplus of only about seventy tons.

"I don't know what is going to happen in the fall," he said. "Possibly, there will not be as much advertising then as a good many newspaper editors seem to think. Conditions are abnormal right now. For instance, this morning (July 22) we carried 150,000 lines of advertising, and half of that sum was paid for 'Help Wanted' ads.

"Also, there is a lot of advertising being done now to force the buying of stocks before they reach the peaks of the war, and when a normal demand for merchandise sets in there may not be the need for so much advertising.

"However, no one can tell just how supply and demand will operate, as regards news print, a month or two from now."

Public May React

George Vernor Rogers, business manager of the New York Tribune, said he knew of nothing to indicate that there would be any change in the news print situation though there might be a reaction on the part of the reading public against large newspapers and that the demand might be reduced in this way.

"I doubt whether increasing advertising rates would tend to limit volume of advertising. The increases would have to be very large before this will be said.

H. L. Bridgman, publisher of the Brooklyn Standard Union, said:

"The Standard Union knows of no shortage or indication of one of news print in its territory, nor of effective protection other than prudence and economy against the recurrence of 1916 conditions. It has no gift of prophecy nor is it able to see indication of lower prices after the expiration in December of current contracts. So far in July the Standard Union has published about three and one-half pages a day more than for the corresponding days last year.

"Five to Six Cents at Mill"

W. T. Anderson, president and general manager of the Macon Daily Telegraph, said:

"At the S. N. P. A. convention at Asheville, we had a talk with our paper manufacturers, the Great Northern, and we were impressed with the seriousness of the situation which confronted us.

"Upon our return home we put the screws on the number of pages, reducing them from twenty to a maximum of sixteen, except in cases of fire and flood. We had been allowing our news department sixty to seventy columns per day, and the advertising department was without restriction. We have reduced the news department to forty-nine columns, and the advertising department to sixty-three columns.

NEW MANAGERS IN OMAHA

Conklin, Brandon and Boyd Head Daily News Departments

OMAHA, Neb., July 29.—S. S. Conklin, formerly with the display ad department of the St. Paul Dispatch-Pioneer Press, and later doing similar work for the Omaha Daily News, has been made business manager of the latter paper. H. J. Brandon, for several years past connected with the advertising department of the St. Paul Daily News, has been appointed director of advertising of the Omaha Daily News. He will assume his new position immediately.



H. J. BRANDON

C. H. Boyd, for twelve years circulation manager of the Kansas City Star, and more recently circulation manager of the El Dorado Times, has been chosen to a like position with the Daily News.

"We are continuing 'no returns' and the payment in advance on subscriptions. Our average number of pages for the first six months of 1918 were 15.5; our average number for the first six months of 1919 are 16.5.

"We are impressed with the importance of keeping our requirements within our supply. Our contract has been exceeded and we are unable to buy extra paper at less than 5 to 6 cents at the mill.

"We believe that the condition in our own case is about average over the United States. Several newspapers have carried more advertising and have developed a tendency of loosening up on the amount of news. The increase in white paper consumption since 1916 averages twenty-five per cent throughout the United States."

Paul Patterson, business manager of the Baltimore Sun, said: "So far as I know, none of the Baltimore papers is actually short of news print at the present time, but I do not think any of them will be long unless they will recall all the new contracted for to meet the consumption during the rest of the year.

"You ask how the publishers can protect themselves against the return of 1916 conditions. It seems to me the answer is obvious.

"1. Maintain a reasonable policy as to the amount of space given reading matter.

"2. Do not return to 'returns.'

"3. Do not revive any of the wasteful practices that were eliminated by the war conditions.

"4. Increase advertising rates.

"Our average number of pages for the first twenty-five days in July compared with the same number of days last year is as follows:

	1918.	1919.
Morning	14	17
Evening	17	22
Sunday	66	73*

Not Alarmed—Yet

Edgar D. Shaw, publisher of the Washington Times, said:

"I am not alarmed—not yet, anyway—at the newsprint situation. Naturally, The Times is covered by a contract which runs until the end of the year, and the paper company has thus far provided regular shipments of sufficient size. I do not see the likelihood of so big a total increase of consumption in the country as will overtax the capacity of the mills."

Charles I. Stewart, general manager of the Lexington Herald, said:

"Anyone who has attempted to purchase paper in the open market within the last ten days has discovered a very light situation. A newspaper not now assured of its supply for the remainder of this year is, in my opinion, in a very critical situation, as the present outlook is that newsprint will be very scarce before the last of December. Indeed it is already very scarce in the sense of being hard to obtain.

"There is just one way for the publishers to meet the situation and that is to consume less paper. It is reasonably certain, however, that they will consume more paper than the few newspapers ready to advance subscription and advertising rates to pay their extra expense would do because they are confronted with competition that has refused to do the extravagant methods prevailing before the War Board regulations went into effect.

"The reckless publishers, who in the face of the present situation continue their wasteful methods will learn only from hard experience, and if there should be a moderate decline in the volume of advertising the lesson would come very quickly."

Rochester Already Hit

Frank E. Gannett of the Rochester (N. Y.) Times-Union said:

"There is a shortage of paper here because newspapers have been carrying more advertising than last year. We have been unable to find paper in the market, except at much higher prices. Hoarding by big papers has had a bad effect.

"Newspapers should economize on consumption in every way possible. Increases in subscriptions should be continued. Increased advertising rates and increased circulation rates are inevitable and would tend to correct conditions."

Anticipates Shortage

Marcellus E. Foster, publisher and manager of the Houston Chronicle, said:

"From the standpoint of reserve supplies, newspapers in this section of Texas are in a very critical condition. Ever since June during the past two years, More paper has been consumed than in the corresponding time same period of last year, due largely to the prosperity of the country and the increase in the industrial spirit.

"The Houston Chronicle, for example, has used 25 per cent more paper for the first six months of 1919 than for the first six months of 1918, despite the fact that it has conserved in every way it knew how. Even this increase, however, has allowed no returns and advanced both the subscription and advertising rates of the paper.

"For the first twenty-four days of July, usually a dull month, the Houston Chronicle has used 500 pages, eight-column size, as compared with 350 pages for the same period of July, 1918, or an average of nearly four pages more per day.

"We have had far less difficulty in securing supply than we anticipated we would have period during the past two years, although the situation is now very serious. Unless supplies fall and winter and we anticipate some shortage in the fall, we believe that the newspapers all newspapers in this section have continued to follow the policy of using the pulp and paper department during the war hazard."

"50-50" Seems Imperative

M. J. Lowenstein, business manager of the St. Louis Star, said:

"We have not noticed any shortage of newsprint in this section. We have no difficulty in securing all the paper we need, and we do not believe papers of the city seem to be in a fix position. The situation, however, is serious, and unless the supply and this would seem to indicate a probable shortage in the fall, means publishers can, fully adjust their news columns to their advertising contracts. A 50-50 proposition seems to be imperative.

"From the first twenty-two days of this month we have averaged 16.8 pages per issue against 14.5 per issue for the same days last year."

Mills Will Meet Demand

Basil Brewer, business manager of the Cleveland Press, said:

"The output of paper by the Cleveland Press the first six months of 1918 was 4,112 as compared with 4,500 tons for the same months of last year.

"From what I can learn, paper stocks are low generally in this section, and with prosperity in sight, manufacturers will be busy before, newspapers will make heavy demands on the paper mills for the fall months. As the present volume of advertising is apparently not a temporary one, publishers are now figuring that this will take definite steps soon to meet the new demand. Some of them are already doing so."

Perez Wins Month's Golf Honors

The qualifying round of the August tournament of the New York Newspaper Golf Club was played Monday, at the Hudson Valley Golf Club, Van Cortlandt Park, and the high handicap members took all the honors. H. L. Perez, with a 15 handicap, led the field with a gross score of 88, and a net of 73. Five strokes behind him was Clinton Scollard, who emerged with a card of 101—23—78. F. F. Teague also had 101 gross, but a handicap of 20 brought his net down to 81 and third place.

IMPORTANT ANNOUNCEMENT

The *Editor & Publisher* takes great pleasure in announcing that commencing in the issue of August 14th, it will start a new department—a full page or more every issue, entitled

NEWSPAPER MAKING

Conducted by Jason Rogers, publisher of the New York Globe, and author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising."

Mr. Rogers needs no introduction to newspapers in the United States or Canada. His frequent contributions to the trade press, his consistently outspoken views on all big newspaper questions and his writings constitute him as a leading authority.

During the past nine years Mr. Rogers has done more than any other man to produce greater co-operation and efficiency in newspaper production and more advertising for all newspapers. He has travelled for over a million and a half miles about the country visiting nearly all leading cities studying newspaper problems.

He organized the associated newspapers the largest and only strictly co-operative feature service in the country; it was his activities which created the united newspapers which formed the body of the present Bureau of Advertising of the A. N. P. A.; and it was his vision and activities that were mainly responsible for changing the A. A. A. into the present Audit Bureau of Circulations.

In his books and writings Mr. Rogers' purpose has been to set down on paper all of the best experience coming to his attention in nearly 40 years' practical service for the benefit of those who have not had similar opportunity for studying newspaper making from the publisher's standpoint.

In this new department Mr. Rogers will from week to week write whatever occurs to him as of timely interest to the newspaper industry. The Editor & Publisher is giving him an absolutely free hand to write and say whatever he wishes.

He will answer questions from readers of the Editor & Publisher on all newspaper publishing subjects, consider and discuss the activities of newspapers and service to increase and make newspaper advertising more effective.

Mr. Rogers has won his success and recognition by hard work in the school of hard knocks. He makes no pretense of knowing it all. The Editor & Publisher feels pleased that it has been able to tie up to it such a dynamic instructive force as is represented in the personality of this live wire metropolitan publisher.

Remember the date AUGUST 14th, 1919.

Tell your newspaper friends and urge them all to subscribe for the Editor & Publisher, and not to miss this great series of articles.

EDITOR & PUBLISHER

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FORD SUIT ENTERS CLOSING STAGE

Rebuttal Being Presented and Case Is Expected to Go to Jury Monday —Marshall Clears Ford of Saying Soldiers Are Murderers

MOUNT CLEMENS, Mich., July 30.—Evidence for the defendant in Henry Ford's libel suit against the Chicago Daily Tribune was concluded July 28, and rebuttal for the plaintiff was begun. Every effort is being made to end the case within two weeks.

Alfred J. Murphy, of Mr. Ford's counsel, expressed the opinion that the case would be in by Thursday afternoon. Several legal points will then remain to be argued, and it is generally expected that the summing up will commence by Monday and that the case will go to the jury by the end of next week.

A deposition by Edward Marshall, the magazine writer, whose article on Mr. Ford figured largely in the defense, was the first evidence introduced by the plaintiff. Objection by Elliot G. Stevenson, senior counsel for the Tribune, that Mr. Ford had admitted the correctness of all but one item in the article was not sustained, and Attorney William Lucking read the deposition.

The Marshall Deposition

Mr. Marshall deposed that it was Miss Jane Addams of Chicago who first said to him that "the word murderer should be embroidered in the breast of every soldier."

"Miss Addams made this remark when I called on her with Norman Hapgood," said Marshall. "I repeated it to Mr. Ford, and he said 'Yes.'"

In Marshall's article the statement appeared as a direct quotation from Mr. Ford. The writer had much difficulty in interviewing the manufacturer, he deposed. He said that he "couldn't hold him still" long enough to get a satisfactory statement from him. Some of the quotations came second-hand from John R. Lee, who had them from Mr. Ford. The article was pieced together and the writer said that it was approved at the Ford plant, either by Mr. Ford or Mr. Lee.

Dispute Term of Anarchist

The Tribune's assertion in 1916 that Mr. Ford was an anarchist, was disputed in court yesterday by Professor William A. Dunning of the Chair of History and Political Philosophy, Columbia University.

In many of the utterances of the manufacturer the New York scholar found statements that he regarded as distinctly non-anarchistic. Others labeled anarchistic by an expert for the Tribune Professor Dunning found might have been said by anybody. Certainly none of them was peculiar to anarchistic doctrine alone, he said, and he cited Plato, Diogenes, Zeno, and other ancient philosophers in support of his contention.

Professor Dunning defined anarchy as the non-existence of government, and the absence of property rights as an anarchistic doctrine. He picked a score of statements in the Ford writings to show that Mr. Ford believed both in government and the right of personal property, and urged the use of the ballot.

Banner Educational Edition

PITTSBURGH, Pa., July 29.—The Pittsburgh Dispatch educational number was published today and ran a banner amount of advertising of the leading schools and universities of the Tri-State territories.

DUPLEX PRESS PLANT WILL QUADRUPLE OUTPUT



AMONG building projects put forward with vigor since the close of war activities, one of great interest to printers, and especially to newspaper publishers is a large expansion taking place at the Duplex Printing Press Company's plant in Battle Creek, Mich., whereby what was already a large and efficient manufacturing establishment, is being prepared to take care of about four times its former output. The scope of the new work involves not only an immense new foundry and machine shop, but a rebuilding, enlargement and re-equipment of the old foundry to such an extent that, when completed, the whole plant will be practically new.

All of the new building is on ground adjacent to the old plant and will be directly in line and connected thereto. In order to facilitate the unity and efficiency of the extension, the city of Battle Creek vacated to the Duplex Printing Press Co. two streets which separated the city blocks, owned by the company, bought some years ago with this large expansion in view. The vacating of these streets to the company gives them several city blocks in one. The new plant extends along the railroad track for more than a quarter of a mile, and is approximately 300 feet in width.

This arrangement of continuous shop enables the use of continuous straight travel for all work, from the foundry at one end to the erecting and shipping departments at the other. No time or energy will be wasted in back tracking. Parallel lines of heavy duty electric traveling cranes will traverse the entire length, serving all work throughout the foundry and shop. Five of these cranes are to be installed immediately and the others will follow. In connection with the cranes there will be heavy magnets for quick handling of iron and steel to and from freight cars as well as in the shop. The railroad tracks run directly into the buildings and under the crane works. Slow manual labor is avoided in every possible way.

Besides the main plant, foundry and office building, the Duplex Printing Press Company has the additional facilities of a large five-story warehouse, with many thousands of feet of floor space, which will be used for all the light work of the factory, pattern making and storage, stock room for repair parts, employees' Service Rooms, etc.

The new building is built entirely on the principle of daylight construction. Steel sash constitutes almost the entire area of both sides and the interior of the entire shop will be practically as light as the open air and equally as well ventilated. With the exception of the railroad track and the wide streets, the company owns all of the land adjacent to the buildings, so there is no possibility of any other construction ever shutting off the light and air.

Tracks from both the main lines of the Grand Trunk and the New York Central railroads will run into the building at two points, one for receiving and the other for shipping, and each of these tracks will have a capacity of several cars for loading or unloading.

The foundry, entirely new both in building and equipment, is said to be the only one in America built exclusively for newspaper press work and designed accordingly.

The size and capacity of the new plant testifies to the widening use of the Duplex Printing Press Company's products the Duplex Flatbed presses and "Tubular Plate" Rotary Presses. The company now has orders on its books for work sufficient to keep even its new plant "humming" from the day it is ready for operation, which, if all goes as now anticipated, will be some time in the late summer or early fall.

NEWSPAPERS' ADVERTISING GAINS IN 1919 OVER 1918

THE following figures are supplemental to those printed in EDITOR AND PUBLISHER of July 10 and 17, showing the gains in advertising leading newspapers of the country have made in the first six months of 1919, as compared with the same period of 1918. The table is self-explanatory:

Newspaper.	First Six Months, 1919.	First Six Months, 1918.	Gain.
Atlantic City Press and Union	4,666,744	3,332,044	1,334,700
Dayton News (ES)	6,620,614	4,730,152	1,890,462
Evansville Courier (MS)	4,305,546	3,110,940	1,194,606
Scranton Republican (M)	3,392,068	2,664,352	727,531
South Bend News-Times (MES)	5,406,813	4,478,800	928,013
Springfield News (ES)	4,633,888	3,422,720	1,211,168
Washington Post (MS)	5,309,867	3,721,893	1,587,974
Wheeling Intelligencer (M)	2,292,010	2,064,272	227,738
Wheeling News (ES)	3,936,968	3,694,642	242,326

Teachers to Be Taught Journalism

ALBANY, N. Y., July 29.—The first course of journalism at the New York State College for Teachers, and believed to be the only one with a woman at its director, will be given this fall by Miss Geraldine H. Murray, a former member of the city staff of the Albany Knickerbocker Press. Miss Murray returned recently from a conference with officials of the Columbia University School of Journalism.

Forming Rochester Press Club

ROCHESTER, N. Y., July 27.—Active and former newspaper men of the city have formulated a tentative plan for a press club. The organization committee consists of Bernard J. Haggerty, secretary to the Mayor; United States Marshal John D. Lynn, Ernest Pavior, Jack Knabb, secretary of the Ad Club; Arthur P. Kelly of the Post Express, Willis G. Broadbooks of the Herald, Harry V. Roff of the Democrat and Chronicle and George B. Snell of the Times-Union. It is expected that the new club will start with a membership of between 100 and 200.

Millard Against Shantung Part

WASHINGTON, July 28.—Thomas F. Millard, editor of the Far Eastern Review, Shanghai, an American, has come from Paris to Washington to wage an active campaign against the Shantung settlement in the Peace Treaty.

UNITES ALL INTERESTS FOR GREATER CITY

Columbus (Ga.) Ledger Gathers Ideas from Readers, Then Calls Business Men of Community Together at Banquet to Discuss Suggestions

COLUMBUS, Ga., July 30.—A novel and unique stroke in progressive journalism was made here this week when the Columbus Ledger, edited by R. M. Page, as a fitting climax to the publication of a series of communications on the needs for a greater Columbus, furnished by leading business men of the community, at the suggestion of the last contributor that some means be devised to get all of the Columbus boosters together for a conference on ways and means of procedure, sent out invitations for all—near a half hundred in number—to be its guests at a luncheon at the Ralston Hotel.

Practically all of the participants in the greater city booster campaign accepted the invitation. Enterprising citizens of Phenix City and Girard, Ala., were represented, it being strictly a community movement launched mainly in efforts to aid the Chamber of Commerce in its drive for a city of 100,000 by 1930.

The series started near six weeks ago, and the suggestions for enlargements, city expansion and general betterment have been published, one or two a day, consecutively each day since; every communication being accompanied by a leading editorial pointing out its merits.

The announcement that the splendid community drive was to be followed up with direct efforts on the part of the Ledger to set in motion machinery for carrying out the suggestions, has been received with hearty enthusiasm.

The Chamber of Commerce, numerous members of which contributed to the series, has warmly endorsed the movement and business men and citizens generally are talking—thinking—and boosting for a greater Columbus.

ARRANGING FOR "DOLLAR DAY"

Wilmington Newspapers, Stores and Commerce Chamber Plan Big August 6

WILMINGTON, Del., July 27.—The Retail Advertisers Section of the Chamber of Commerce, in co-operation with the local newspapers, expects to put over on August 6 the most successful "dollar day" Wilmington has ever known. Incidentally, "dollar day" does as much to advertise the city as its stores and everybody regards it as an important occasion.

The Chamber of Commerce has picked the following sub-committee of newspaper men to assist with the plans: William F. Metten, business manager of Every Evening; Edward W. Snyder, advertising manager Morning News; B. G. Strickland, advertising manager Evening Journal; Horace P. Warrington, advertising manager Sunday Star, and John Blmsinger.

Ranger Will Be at New Orleans

RANGER, Tex., July 29.—The Chamber of Commerce, which also performs the functions of an Advertising Club, is preparing a large relief map of west and northwest Texas showing the oil fields which will be sent as Ranger's exhibit to the convention of the Associated Ad Clubs of the World at New Orleans. Ranger is regarded as the premier oil city of Texas. It has grown from a country village of less than 1,000 people to a city of more than 40,000 inhabitants in less than a year.

Two More A. N. P. A. Members

The Omaha Daily News and the New Castle (Pa.) Herald have been elected to active membership in the American Newspaper Publishers' Association.

SANDUSKY STAR-JOURNAL WILL BUILD NEW HOME



A CONTRACT for the erection of a four-story modern newspaper building at the corner of Jackson and Market streets, Sandusky, O., has been awarded by the Star-Journal and construction work is already under way.

Architecturally of collegiate Gothic, the exterior will be of tool finished buff Bedford limestone. With the exception of a public assembly room on the mezzanine floor, the entire building, 58 ft. x 85 ft., will be given over to the Star-Journal.

The new building will be fireproof throughout and only the most modern and up-to-date equipment will be installed in an effort to make it the last word in newspaper plant construction.

Iowa

Iowa is gaining in wealth much faster than in population. That is why its 2,000,000 have nearly as many automobiles as they have families while the state with the most automobiles of all has more families than autos, notwithstanding its riches.

IT is a pretty good thought to give the weight of your advertising to the territory that can buy the freest, and where the newspapers are read at home for the advertising as well as the telegraphic news.

Where there is money at home to spend, your advertisement in the city's daily is sure to receive attention.

Try it out with these papers first:

	Circulation	Rate for 5,000 Lines
Boone News-Republican ..... (E)	3,636	.0121
Burlington Hawkeye ..... (M)	10,908	.03
Burlington Hawkeye ..... (S)	12,116	.03
Clinton Herald ..... (E)	7,553	.02
Council Bluffs Nonpareil ..... (E & S)	16,228	.03
Davenport Times ..... (E)	25,643	.05
Des Moines Capital ..... (E)	60,655	.08
*Des Moines Sunday Capital..... (S)	46,668	.08
Des Moines Register and Tribune.... (M & E)	111,517	.14
Des Moines Sunday Register ..... (S)	70,745	.12
Dubuque Telegraph-Herald ..... (M & E)	16,078	.04
Dubuque Telegraph-Herald ..... (S)	16,037	.04
Fort Dodge Messenger and Chronicle..... (E)	8,762	.03
Marshalltown Times-Republican ..... (E)	13,781	.028571
Mason City Globe-Gazette-Times..... (E)	9,602	.03
Muscatine Journal and News-Tribune..... (E)	8,331	.02
Ottumwa Courier ..... (E)	13,606	.035
Sioux City Tribune ..... (E)	51,342	.08
Waterloo Evening Courier ..... (E)	14,484	.03

Government Statements, April 1st, 1919
*Publisher's Statement.

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EDITORIAL



CONSERVATION STILL NECESSARY

CONDITIONS in the newsprint market are not reassuring. The unprecedented volume of advertising carried by the newspapers this year —a happy circumstance in itself—has called for heavy drafts upon the inadequate reserve stocks of the mills. The anticipated Summer slump in advertising volume has not materialized on any large scale, so that the manufacturers are not accumulating the usual surplus stocks with which to meet the Fall needs of the publishers.

Indeed, during the supposed dull Summer months, publishers have been forced to look about in the open market for additional tonnage, and frequently the quest has been fruitless.

It was to have been expected, on account of the high prices to be obtained and the increasing demand for newsprint, that the paper makers would have been prepared by this time to greatly increase their output. It appears, however, that production will not be on a much larger scale than last year—at which time war conditions were assigned as the obstacle.

The policy of limiting production in order to maintain high prices, or to force still higher ones, is no longer considered as good business in American industries—to say nothing of its ethical unsoundness. The paper manufacturers of the United States and Canada are, for the most part, big business men, and publishers will not hastily accuse them of such practices.

The fact remains that the manufacturers are not ready to meet the normal demand for newsprint, and that the publishers will find themselves in an awkward situation when the flood of new advertising comes to them in the Fall months.

The policies of paper economy so successfully adopted during the war should be continued in force. The unnecessary consumption of newsprint in "circulation wars" should be wholly eliminated. Waste of every kind should be avoided. The closest possible conservation of space for text matter should be made. Lately we have had greatly enlarged daily issues of newspapers, due to the fact that most publishers try to conform to an established ratio between advertising and reading should be kept to a certain number of pages a proper balance between text and advertising is essential. But this balance need not be maintained strictly in issues carrying unusually heavy advertising.

Conservation of newsprint must be a corner-stone of administrative policy with every newspaper if a serious shortage in supply is to be averted.

A COMMON-SENSE INTERPRETATION

PUBLISHERS have felt a natural anxiety concerning the interpretation which should be made by the Commissioner of Internal Revenue of the Child Labor Law as it applies to newsboys and carriers. This anxiety has been relieved by the Commissioner's ruling that the law does not apply to children under sixteen who are employed away from the office of publication in the sale or delivery of newspapers.

The average American boy is sure to acquire self-reliance and manliness through working as a newspaper carrier before or after school hours. The work develops in him the impulse toward thrift and industry. It involves as little of hardship as he would encounter in any employment open to him. It teaches him to be systematic, and gives to him a sense of responsibility.

The carrier is an important factor in the distribution of newspapers. He renders useful service to the paper and to the community. In organizations where he also collects the weekly or monthly bills, and accounts for them, he receives a training in business which will be an asset to him all of his life.

It is fortunate, therefore, that his work is not to be taken away from him through the Child Labor Law, which was framed for the protection of children from drudgery and hard conditions—not to deprive them of healthful and useful employment.

IN every city nowadays there is a lively race between publishers to score the greatest percentage of silverstaine gains over the same month last year. This is the kind of sporting event which appeals to the live newspaper maker

PUBLISHERS AS ADVERTISERS

THOMAS H. MOORE, of the Bureau of Advertising of the A. N. P. A., said to the Southern publishers at their recent convention: "The greatest advertisers today are the publishers of daily newspapers."

Mr. Moore related how the magazine publishers were spending millions of dollars in advertising—chiefly in the daily newspapers. He could recall but one newspaper publisher who had followed a definite policy of advertising in other newspapers. This publisher, he thought, would spend about a hundred thousand dollars this year in newspaper advertising.

The fact that the magazine publishers find it so profitable to advertise in the newspapers is gratifying, of course. It evidences the development among them of the new perspective in business, which takes into account neglected factors of expansion.

And while the publishers of daily newspapers are not advertising in other newspapers as yet to the same extent that the magazine men are using their space, still there is a noticeable trend in that direction. It was not long ago that local organizations of publishers in large cities had agreements forbidding the advertising of one newspaper in the columns of a rival. We are outgrowing that sort of petty policies.

Mr. Moore might have found better grounds for optimism if he had considered the change of attitude of the publishers of daily newspapers in recent years in regard to trade newspaper advertising. We may all remember the time when publishers doled out ads to their trade papers now and then more in the nature of good-will donations than as investments for profit. That has all changed. Publishers are advertising their advertising to space buyers, and using the trade papers which space buyers read. It is a matter of business with them—not at all of sentiment. They realize that a good trade newspaper can carry their selling messages to buyers of advertising quite as effectively as the daily newspaper can carry the selling messages of merchants to the people of a community.

Of course the present volume of publishers' advertising, as before—for example—in the columns of EDITOR & PUBLISHER, is far smaller than it should be; and this is true in spite of the fact that it is ten times greater than in 1911 and increasing all the time. When publishers generally are "sold" on the policy of advertising their advertising, EDITOR & PUBLISHER will doubtless reflect that fact through a volume of business running into more than a hundred pages a week. And that will be merely a normal state of affairs.

THE Supreme Court of Missouri has ruled that criticism of a public official by newspapers, where such criticism has to do with his acts as a public official, is privileged, and this principle should prevail in all similar libel litigation everywhere. When a man accepts office he accepts responsibility to the people—and full accountability.

July 31, 1919 Volume 52, No. 9.

EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, Park Row, New York.
W. D. Shumaker, editor; John F. Redmond, managing editor; Don P. Miller, Henry Ten Mellon, Features.

James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: H. C. Ridout.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cass.
San Francisco: Geo. Bidwell.
Boston: M. F. Staples.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

MEETING A MENACE

A VAST majority of Americans believe that the system of government under which we live is the best that has ever been devised by men. We are democrats; we live in a democratic government, and we believe that, under that government, and through its processes, every political and economic ill may be cured.

We are given, however, to the habit of believing that this governmental system of ours, which has functioned so splendidly through the long years of the Republic's life, is secure from assault from within or without. That belief does infinite credit to our patriotic optimism—but it carries with it factors of danger to the democratic ideal.

We see the insidious spread of doctrines about government which are hostile to our established order. We feel a wholesome desire to strangle the propagandists who are engaged in spreading Bolshevist poison among our laboring classes, cunningly fostering discontent and disloyalty. But we do not, after all, arouse ourselves to the fighting pitch. We do not take adequate measures to meet the menace.

Under present world conditions, affecting us only in less degree than they affect some of our neighbor nations, agitators are boldly preaching the overthrow of our government—appealing to organized workers to take over the reins of power and to establish class dictation. Radical socialists, with organs of opinion through which to advocate their doctrines openly, and who are tolerant of all this, realizing that free speech is guaranteed under a democracy and that it is very easy to drift into autocratic policies in dealing with those who abuse that privilege.

We should realize that democracy in the United States is under assault. And we should not be too prone, as its defenders, to shut our eyes or to turn the other cheek. The menace can be met and defeated in the democratic way.

Our newspapers should PREACH DEMOCRACY. They should "sell" the democratic ideal all over again to American men. They should bring to all our people, partieularly to the discontented, a new sense of the value of the political system under which we have become the greatest nation in the world. They should explain radical doctrines with the doctrines of reason and common sense which are the basis of our national structure.

Democracy should be advertised anew. We must not rely upon past performances. We must keep the fires of loyalty burning—we must them to be self-perpetuating. The way to put an end to a false doctrine is to drag it into the light and show its falsity.

The newspapers may drive out Bolshevistic sentiment through showing its utter inadequacy to meet the needs of the people—by showing what a pitiable substitute it is for democratic government. They cannot disloyalty by ignoring it. Let us have a real revival of Americanism in America!

IN his administration of the Navy during the war Secretary Daniels established a record of efficiency of which all of his countrymen are properly proud. This newspaperman, called to high responsibilities, acquitted himself with honor. He met the great emergencies arising in a common-sense, American way. Now he proposes to advertise for Navy recruits. As there is no special appropriation, he will properly utilize a part of the appropriation for "recruiting and organization." And through this policy he will further serve the best interests of the naval establishment and of the nation.

J. H. ALLISON, of the Fort Worth Record, who has been honored by his confreres in the South by election to the presidency of the S. N. P. A., is a newspaper maker of the progressive kind. He played a stellar role in the creation of a splendid newspaper at Nashville—making friends while "making hay." He is now associated at Fort Worth with a kindred spirit, W. H. Bagley kinsman of Secretary Daniels and long one of the Southland's distinguished journalists. Mr. Allison will win new laurels as head of the great and still growing Southern organization.

PERSONALS

IN THE EDITORIAL ROOM

Harry Parker, for five years past on the copy desk of the Chicago Tribune, has been appointed assistant managing editor of the Milwaukee Journal.

Milton Palmer, later of the Detroit Times and Saturday Night, has been appointed editor of the Detroiter, issued by the Board of Commerce.

Mark S. Watson, former reporter and one-time Washington correspondent for the Chicago Tribune, who recently returned from U. S. army service in France, has been made special assistant to Thomas De Witt Cuyler, chairman of the Association of Railway Executives.

Dean Collins, "colyumist" on the Portland (Ore.) Telegram, has resigned to enter the moving picture field. He will manage the publicity and service departments of the Universal Film Company in Portland and Seattle.

M. M. Mattison has been recalled from the Washington bureau of the Seattle Times to the local staff.

Richard E. Jones, Seattle newspaperman, has gone to Washington, D. C., to write the staff of the new Stars & Stripes, to be published in that country as a private enterprise. Jones worked on "S. & S." while a soldier in France.

John Joseph Connolly, San Francisco newspaperman, lately in Uncle Sam's Navy, and Miss Mary Alice Randall have been married.

Albert Egan, Pittsburgh newspaper man, has been appointed general director of the Knights of Columbus activities in Paris.

Miss Letta MacDonald, assistant librarian of the Cleveland Plain Dealer, and Clyde R. Miller, of the Henderson-Jappe publicity firm, were married on July 16. Miss MacDonald is popularly known as "the good angel" of the "P. D." editorial department, and regrets of all in losing her were expressed by one associate, who said: "None but her best to love her, nor named but to praise her."

Ensign Paul McCrea, city editor of the Boone (Ia.) News-Republican, is back at work, but may enter college this fall.

George Milton Baker, Pittsburgh Post cartoonist, has resigned to give his entire time to syndicate comic work. Mr. Baker, who is creator of "Oh, What's the Use," "It's Human Nature," and "Atta Boy, Aggie," is just out of naval service, during which he was sports editor of Navy Life.

Bernard Douglas, formerly of the Cohoes Dispatch, has been named editorial writer for the Albany (N. Y.) Argus.

W. R. Robinson, formerly an editorial writer on the Philadelphia Public Ledger, is now doing similar work for the Cleveland Plain Dealer.

Gilbert B. Outhwaite, formerly of the editorial department of the Troy (N. Y.) Record, has returned from England with Base Hospital No. 33, and is now assistant secretary of the Troy Chamber of Commerce.

Frederic C. Smith, who before entering the army was city editor of the Keokuk (Ia.) Gate City, has been named editor of the A. E. F. News, published by the students of the University of Beaune, Cote d'Or. Mr. Smith was at one time with the Des Moines Register and Tribune.

Arthur G. Jackson, lately returned from war and who was made city editor of the Bridgeport (Conn.) Telegram, has decided that night work will be detrimental to his health, and on June 23 he will become sporting editor for the Evening Herald.

John Apple, formerly city editor for the Des Moines News, is handling special assignments for the Register and Tribune.

IN THE BUSINESS OFFICE

Stuart H. Perry, publisher of the Adrian (Mich.) Telegram, in recently receiving the honorary degree of Master of Arts from the University of Michigan, was "cited" by President Hutchins as follows: "Stuart Hoffman Perry, Adrian, Mich. A graduate of the University, College of Literature, Science and the Arts in 1864,



STUART H. PERRY.

an editorial writer of widely recognized merit, whose lucid, vigorous and constructive contributions upon the great questions of the hour attract wide attention and receive most generous and deserved commendation."

R. E. Yantis, publisher of the Athens (Tex.) Review and a member of the Texas House of Representatives, and Mrs. E. A. Seller, of Temple, were married July 15.

John T. Telford, publisher of the Oil City Derrick, and Miss Grace Falls (Pa.) Evening Tribune, with his family, have returned from a three weeks' automobile tour of eastern Pennsylvania, Maryland, New Jersey and New York.

Lieut. Ray B. Duboe, who before the war was advertising manager of the Fort Scott (Kan.) Tribune, is home from two years' field artillery service in France, and intends getting right back into newspaper work. He took part in all the engagements of his regiment, and was wounded once. For the present Lieutenant Duboe will reside with his family at 6600 Woodlawn avenue, Chicago. Prior to the consolidation of Fort Scott dailies, Lieutenant Duboe owned the Daily Republican.

H. H. Windsor, publisher of Cartoons Magazine and Popular Mechanics, Chicago, who is an old-time city editor of the Marshalltown (Ia.) Republican, has purchased a new Evanston (Ill.) residence for a reported consideration of $60,000.

Lieut. Herbert A. Cone, formerly connected with the New York Times staff, and Miss Florence Collin Gutman, of Binghamton, N. Y., have announced their engagement.

WITH THE AD FOLKS

H. G. Seely, formerly of the Chicago Herald & Examiner, is now assistant advertising manager of the Hurley Machine Company, Chicago.

Frank O. Young, Jr., has left the Erwin & Wasey Agency staff, Chicago, to join the farm paper department of the John M. Branham Company, same city.

Varina M. Losey has been appointed to handle the advertising of the Kabo Corset Company, Chicago.

Charles V. O'Donnell, formerly advertising manager for the Messenger of the Sacred Heart, is now a member of the Phillip Ritter Agency staff in New York.

H. M. Graves has been appointed advertising manager of the Southwark Foundry & Machine Company, Philadelphia. He has been with the Logemann Brothers Company, Milwaukee.

Conservation Commission Opposed to Billboard Ads

OTTAWA, Ont., July 29.—"War" on bill-board advertising has been declared by the Commission of Conservation for Canada. This body has expressed the opinion that "It is high time our municipal authorities recognized their duty towards public amenities, and regulated the erection of signs and billboards."

In a recently issued statement, the Commission says, in part:

"How the advertiser spends his appropriation, from the standpoint of securing results, is his own concern. The medium by which he reaches the public, however, concerns the public, and the people are awakening to the fact.

"Appearance counts. For this reason and for no other, all modern daily newspapers, notwithstanding that the greater proportion of their revenue comes from advertising, have excluded display advertising from their front pages.

"When a private enterprise, so dependent upon its advertisers, can take a stand on behalf of appearances, how much more important is it that our public streets, the front pages of our cities, should be protected."

Oliver B. Byerly has become advertising manager of the Billings-Chapin Company, Cleveland.

William C. Dudgeon has gone from the Campbell-Ewald Agency, Detroit, to the Gardner Advertising Company, St. Louis.

Frank B. Finch, former advertising manager of the National Bank of Commerce, of New York, has become southwestern representative of the Irving National Bank of New York, in Kansas City. Lately he has been business manager of the Western Financier, Kansas City.

Samuel Frommer has become sales and advertising manager of the McCaskey Register Company, Alliance, Ohio. He was formerly in charge of advertising for the U. S. Fidelity & Guaranty Company, Baltimore.

L. W. Ernst, late of the Smith Form-a-Truck Company, is now advertising manager of the Atlas Educational Film Company, Chicago.

Fred W. Jones has assumed charge of advertising for the Holt Manufacturing Company, Peoria, Ill. He is from the International Harvester Company.

D. S. B. Stannard, late of the Los Angeles Express, has been added to the staff of the Crank-Paris Advertising Agency, Los Angeles.

Charles D. Isaacson has been appointed advertising director of the Goldwyn Pictures Corporation, New York, succeeding Kenneth McGowan, who has resigned to become dramatic editor of the New York Globe.

J. Albert McCollum has been appointed advertising manager of the Traffic Motor Truck Corporation, St. Louis. For many years he has been in charge of automobile advertising for the St. Louis Republic, where he is succeeded by Gus U. Klemme. G. Elmo Holke will remain as assistant advertising manager of the Traffic Trade, and will edit the company's house magazine, Horse Sense.

Miss Mary Jane Albert, formerly a reporter on the St. Louis Star, has joined the advertising staff of Scruggs-Vandervoort-Barney, a department store.

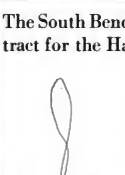
Paul Hutchinson, former secretary of the Advertising Club of St. Louis, who was recently discharged from the army, has been made advertising manager of the Globe-Democrat, succeeding Merrill Vincent, who will return to college in the fall.

Gordon A. MacEdward has been appointed sales manager of Walker & Company, of Detroit, outdoor advertisers.

Fred C. Millis, formerly of the Houston Chronicle, has been appointed chairman of the "On to New Orleans" committee of the Indianapolis Advertising Club, which is making strenuous plans to get the 1920 convention.

Harry Varley, of New York, has gone to Lancastershire, England, for six weeks to visit his folks and make an industrial investigation for the government.

The South Bend Tribune has signed a contract for the Haskin Service for one year.



Frederic J. Haskin makes friends for the newspapers he serves.

"He supplies reliable information."

A READY REFERENCE SYSTEM OF CARRIER FACTS

By L. T. Ward

CITY CIRCULATION MANAGER, DES MOINES CAPITAL.

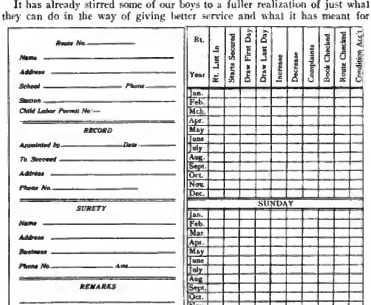
One of the secrets of success of any district manager dealing with a group of boys under the independent carrier system is to be able to at once find any weak spot in his district, and be able to strengthen it.

To help each man keep his records more completely we have devised a book of information for each man. Part of this book deals with each route and its record is completed monthly by the district manager and information furnished by the circulation statistician.

Each manager carries his book when he is out on his territory. It gives him at all times a method of quickly finding out which routes are needing help, and which ones are producing best.

In cases of trouble he has a record with him that he can show a boy's parents, and give them a picture of what the boy is doing in comparison with other boys who get out and hustle.

It has already stirred some of our boys to a fuller realization of just what they can do in the way of giving better service and what it has meant for



boys who have had no complaints. Where the record shows no complaints the route shows a nice gain, and these records are shown to careless carriers.

The book also has other sheets that provide similar information for all newsdealers on each man's district. It also carries a collection record in case the collection of dealers is handled through the district managers. It furnishes a valuable means of comparison between the daily and Sunday papers, and proves more valuable the longer it is used.

The sheets are made separate, and face each other in the book. This allows for a change of the record sheet when new carriers are put on routes, and still leaves the sheet intact which carries the yearly record of the route. The new carrier is usually shown the record of the old carrier and given a certain mark to strive for.

When districts are changed and a group of carriers are given to another manager the record sheets are merely changed from one book to another and the new manager has a ready and comprehensive record of just the routes he is taking charge of. He loses no time in "getting on to his routes." He is ready to handle each route in the light of its previous record, and the circulation manager can look each book over occasionally to see what each district manager's record is.

In the Capital office we have a girl keep a separate book for the office, and handles other office records. It is usually the girl handling the A. B. C. record book.

Will Push Thrift Stamps

CLEVELAND, O., July 23.—Hans Heig Reig, representing the foreign language section of the Treasury Department, during a meeting of publishers of foreign language newspapers, emphasized the importance of their getting behind a War Thrift Stamp campaign in Cleveland. Richard Breeve, editor Waechter und Anzeiger; A. B. Bartoszewich, editor Dirva; and George Mclarangno, editor Italian Voice, were made members of a Thrift committee

Fire Injures Rotogravure Press

ST. LOUIS, Mo., July 28.—Static electricity in the ink fountain generated by friction of paper last Wednesday afternoon caused a fire that damaged the new rotogravure press of the Sunday Post-Dispatch on the fifth floor of the Post-Dispatch building. The press was put out of commission and yesterday's Sunday Post-Dispatch contained no rotogravure section, a six-page picture section with illustrations in half-tone being substituted.

Supposing you wanted an experimental market.

You would want a territory not too hard to get around in, not large enough to be unwieldy, not small enough to be piffling.

Take Indiana for instance.

275 miles long
140 miles wide
35,910 square miles
50 cities of 5,000 or more
5 cities of 10,000 or more
12 cities of 15,000 or more
3 cities of 25,000 or more
4 cities of 50,000 or more
1 city of over 275,000

A total population of 3,000,000
7,168 Retail Grocery and Delicatessen stores
4,258 Retail General Stores
1,931 Retail Hardware Stores
1,804 Retail Drug Stores
713 Retail Dry Goods Stores
277 Sporting Goods Stores

The best railroad facilities in the United States. The best Interurban traction facilities in the United States.

25,000 miles of improved roads.

Indiana is a territory worth cultivating. You have everything in Indiana to make a business success—people, stores, money, transportation—everything.

These daily newspapers have a wide influence in Indiana—and are the kind of newspapers that believe in co-operation.

Co-operate with them, and through them with the local merchants, and you will find that they will co-operate with you.

Win Indiana.

Indiana is worth winning.

Indiana Newspapers for Indiana Trade

		Circulation	5,000-line rate
Anderson Herald	(E)	5,797	.0125
Elkhart Truth	(E)	8,205	.0215
Evansville Courier	(M)	*23,893	.04
Evansville Courier	(S)	*20,987	.04
Fort Wayne Journal-Gazette	(M)	29,236	.05
Fort Wayne Journal-Gazette	(S)	24,350	.05
Indianapolis News	(E)	123,473	.16
Indianapolis Star	(M)	92,253	.11
Indianapolis Star	(S)	106,381	.1471
Kokomo Dispatch	(M)	5,400	.0171
Lafayette Courier	(E)	*8,994	.02
Lafayette Journal	(M)	10,415	.02143
La Porte Herald	(E)	3,376	.01286
Logansport Pharos-Reporter	(E)	6,621	.015
Muncie Press	(E)	9,646	.01786
Muncie Star	(M)	26,858	.05
Muncie Star	(S)	16,818	.05
Richmond Item	(M)	8,225	.025
Richmond Palladium	(E)	11,096	.03
South Bend Tribune	(E)	*17,436	.035
Terre Haute Star	(M)	26,945	.04
Terre Haute Star	(S)	19,422	.04
Terre Haute Tribune	(E)	24,845	.04
Terre Haute Tribune	(S)	19,192	.04
Vincennes Capital	(E)	1,049	.01071
Total Daily Circulation and Rate		446,522	.71396
Total Sunday Circulation and Rate		207,150	.36

*A. B. C. Report, April 1st, 1919
Government Statement April 1, 1919.

CIRCULATION NOTES

The Glens Falls (N. Y.) Times is conducting a "Popular Baby Contest," offering gold prizes. Keen interest is reported.

The Schenertady (N. Y.) Union-Star is running a "salesmanship contest," conducted on the voting system. Among the prizes is a $1,700 automobile.

Chester A. Darling, former circulation manager of the Duluth News-Tribune, and who has been overseas for the past 18 months on the Stars and Stripes, was discharged at Camp Dodge last week.

W. Matthews, late of the Winnipeg Telegram, is now city circulation manager of the Winnipeg Tribune, succeeding C. O'Shaughnessy, who has gone to the Pacific coast. E. LaChappelle is now city circulation manager of the Telegram.

The chief of police at Portland, Me., has completed a contract for the purchase of over 250 badges to be used by the newsboys. A campaign was started recently to have the ordinance governing newsboys enforced, as it has been a dead issue for several years.

Newsboys who handle the Lewiston (Me.) Sun were entertained by the management of the Sun recently with an outing at Sabattus. Prizes were given to winners of various events. A feature of the day was a game of baseball between the Sun's regular nine and the "Bolsheviks."

The St. Paul Newsboys' Club is to be reorganized. This has been decided upon by the general delinquency committee of the St. Paul Association of Public and Business Affairs. A three-year budget will be obtained if possible.

Mrs. Allan D. Husted, general chairman of the Buffalo (N. Y.) Newsboys' Benevolent and Athletic Association, gives a newsboys' pedro party every Wednesday evening at their club rooms. Sixteen valuable prizes will be given. There is dancing after the games. The proceeds go toward the new building.

Twenty-one children of non-English-speaking parents were presented silver medals by the New Bedford (Mass.) Standard at an "Americanization" meeting held at the high school. The presentation is an annual event, the children reading selections from the Standard and prizes being awarded to the winner in each school.

Buenos Aires Seeks Ad Club

DALLAS, Tex., July 27.—Apparently the fame of the Dallas Advertising League has penetrated to a point somewhat near the South Pole. C. H. Abbott, Buenos Aires, has written a letter to J. C. Phelps, formerly president of the league, asking for information as to its organization and operation, it being his desire to organize an advertising league in the South American city.

Celebrates 133d Birthday

PITTSBURGH, Pa., July 29.—The Gazette-Times today celebrated its 133rd birthday, and in the Sunday issue previous a whole page was given over to a special story with illustrations outlining the history of this big Pittsburgh newspaper.

Admit McKenzie Letters to Christian Science Case

Writer "Unequivocally Stood for Directors as the Authority of the Mother Church"

(BY TELEGRAPH)

BOSTON, MASS., July 29.—Letters written by the Rev. William P. McKenzie, an editor of the Christian Science publications, to Herbert W. Eustace, chairman of the trustees of the publishing society, were admitted as evidence in the Christian Science controversy here yesterday. Objections were filed by counsel for the directors, but Judge Dodge, sitting as master, ruled in favor of the trustees. Editor McKenzie testified he earns $9,000 a year.

In closing one of these letters Mr. McKenzie wrote:

"I have the assurance within myself that in framing the deed of trust Mrs. Eddy's desire was to safeguard the movement. If it should ever happen that the church might be divided into schismatic political parties the unity of the trust could still be preserved through the publishing society."

In a subsequent letter to the trustees Mr. McKenzie recited that he "unequivocally" stood for the directors as the authority of the mother church.

"I believe then with all my heart that the publishing society should rest where Mrs. Eddy placed it, in the mother church as an accepted gift," he wrote. "As one of the first members who accepted the gift standing, I am sure, in full agreement with the vast multitude of church members in the world, I repudiate any theory, legal or otherwise, which would claim the publishing society as the possession of any person or persons. "If any such claim has been made then the Christian Science Publishing Society should be rescued from the grasp of legal power, and now it must be put back into the arms of love if we would not be found fighting against God."

Want Pure Ad Law in N. Carolina

CHARLOTTE, N. C., July 30.—The Advertisers' Club, an institution separate and distinct from the Charlotte Merchants' Association, will introduce a bill in the North Carolina legislature making it a misdemeanor to publish a false or misleading statement in an advertisement, thus protecting the legitimate and truthful advertiser. The club, of which Leak Caraway is president, has been working on the matter for some time. The new club has the endorsement of the merchants' Association of Charlotte.

Alma Mater Honors E. P. Bell

CHICAGO, July 30.—Edward Price Bell, London correspondent of the Daily News, was honored this week by his alma mater, Wabash College, at Crawfordsville, Ind. Mr. Bell spoke in the course of the commencement festivities, and on the day of the graduation exercises he was given an honorary degree of doctor of letters, and made a member of Phi Beta Kappa, a scholarship fraternity.

New Women's Wear Weekly in Chicago

CHICAGO, July 30.—The rumored weekly newspaper, to cover the manufacturing and wholesale ends of the women's wear field, has appeared here under the name of the Women's Apparel Review. The publishing corporation is headed by Allan L. Rosenthal. Offices have been established at 53 West Jackson boulevard.

New Jersey Manufacturing

New Jersey is a great play ground.

Pleasure seekers with money to spend find plenty of places to spend it pleasantly along the coast of New Jersey.

New Jersey is a great home state.

Many beautiful home towns, given over principally to being ideal places for people in easy circumstances to live, dot the entire state.

But New Jersey as a manufacturing state—as a state producing wealth, tangible wealth, is—well, look at these figures and see.

$1,150,000,000 in manufactured products annually.

$71,000,000 in refined oil.
53,000,000 in silk.
40,000,000 in wire goods.
37,000,000 in chemicals.
35,000,000 in rubber goods.
31,000,000 in woolens.

There are 8,820 factories in New Jersey. They employ 375,000 people, people who earn good pay and live well. Customers, every one of them.

Reach New Jersey people through the daily newspapers of New Jersey.

Cultivate a market unsurpassed in any equal number of square miles.

	Circulation.	Rate 5,000 lines
Asbury Park Press (E)	7,122	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A.B.C.)	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken)	43,000	.08
Passaic Herald (E)	8,535	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

TIPS FOR AD MANAGERS

FRED M. RANDALL COMPANY, Ford building, Detroit. Planning to start a national campaign in newspapers and magazines for the "Diamond T" Motor Truck Company, Chicago.

GLEN BUCK SERVICE, Chicago. Preparing a national campaign for the Rubber Products Company, Barberton, Ohio, manufacturer of "Stronghold" automobile tires.

WILLIAM H. RANKIN COMPANY, 104 S. Michigan avenue, Chicago. Now handling account of Dearborn Truck Company, Chicago; L. W. Coulson is advertising manager.

FEDERAL AGENCY, 6 East 39th street, New York. Has been named by Thomas A. Edison, Inc., Orange, N. J., to handle Edison Phonograph advertising.

Gary (Ind.) Post, Marion (Ohio) Star, Ogden (Utah) Examiner, Ogden Standard, Pueblo (Colo.) Chieftain, Pueblo Star-Journal, Colorado Springs Gazette, Colorado Springs Evening Telegraph, Fond du Lac (Wis.) Daily Commonwealth, Fond du Lac Daily Reporter, Lynchburg (Va.) Daily Advance.

Lynchburg News, Oshkosh (Wis.) Daily Northwestern, Racine (Wis.) Journal-News, Racine Times-Call, Roanoke (Va.) Times-World News, Sandusky (Ohio) Star-Journal, Sandusky Register, South Bend (Ind.) Tribune, Toledo (Ohio) Times, Winfield (Kan.) Daily Courier.

WALTER H. BLAKER, 110 West 40th street, New York City. Making contracts with some Pennsylvania papers for Dr. Bellins Wondertson Co.

CHIC MINT GUM CO., Wilmington, Del. Asking rates in newspapers generally.

RICHARD A. FOLEY AGENCY, Terminal Building, Philadelphia. Placing 636 inches, one-year orders for Liggett & Myers Tobacco Co., for "Velvet Joe" tobacco with selected list of newspapers.

M. P. GOULD CO., 60 West 35th street, New York City. Making contracts for 7,000 lines for Peplax Medicine Co., with Texas newspapers.

MARTIN V. KELLY CO., Second National Bank Building, Toledo. Making 17,000 line contracts with some Pennsylvania newspapers for Cole Motor Car Co.

LORD & THOMAS, Mallers Building, Chicago. Reported will make up list of farm papers during September for American Bee Journal.

AIKEN ERSKINE MILLING CO. Making 17,000 line contracts with some Middle West newspapers.

ROBERT M. MCMULLEN CO., Cambridge Building, New York City. Making contracts with some Pennsylvania newspapers for George Washington coffee.

MASSENGALE ADVERTISING AGENCY, Cabdler Building, Atlanta. Reported will make up list of newspapers during September for Laxarer Co.'s Face Cream.

WARD MCK. MATHEWSON, 1777 Broadway, New York City. Placing one-time orders with some Southern Sunday newspapers for Jules Strond Co.

MORSE INTERNATIONAL AGENCY, 449 Fourth avenue. Placing 2½ double column, 6-month orders with some Pennsylvania newspapers.

AIRPLANE ADVERTISING STARTS

Introduced to St. Louis in "Bargain Sale" Copy in Newspaper

ST. LOUIS, Mo., July 28.—Airplane advertising has arrived in St. Louis. The first copy to be placed was a full page, which appeared in yesterday's Post-Dispatch. It is the announcement of the Briscoe Motor Sales Co. offering airplanes of the Curtis-Canadian type for $3,250, delivered in St. Louis. The advertisement tells of the uses to which the airplanes may be put and gives the specifications of the machines.

There is a "bargain" element to the copy, it being announced that the price is "an exceptionally low one. These planes cost the British Government from $7,000 to $9,000 each," and adding that "only a limited number will be sold at this price."

PAPER CARRIERS ASK INCREASE

75 Cents 100 Pounds Asked by the O. W. R. & N. Company

SALT LAKE CITY, Utah, July 29.—The Oregon Washington Railroad and Navigation Company has filed application with the Interstate Commerce Commission asking higher rates on news print, wrapping paper and paper bags shipped to Utah over federal and non-federal controlled railroads from Washington and Oregon points near Portland, according to H. W. Prickett, manager of the Traffic Service Bureau of Utah.

An increase from 56½ cents to 75 cents a hundred pounds on news print and wrapping paper and from 75 cents to 85 cents a hundred pounds on paper bags is sought. A protest probably will be filed with the commission by the Traffic Service Bureau, Mr. Prickett said.

Economize in News Print.

HELPED NEW ORLEANS WIN A. A. C. W. MEETING

L. R. Putman is director of Advertising and Trade Extension of the Southern Pine Association of New Orleans.

He was born in Fayetteville, Ark., and was graduated from the state university, which is located there. Immediately on leaving college he entered into the retail lumber business. Later on he became a stockholder, director and general manager of a line of retail yards, which operated in addition, a wood-working plant, and sold hardware and all kinds of building material. The manufacture of all classes of wood-work was turned out and sold at wholesale and retail.



L. R. PUTMAN.

He went with the Southern Pine Association of New Orleans in January, 1917, as advertising manager. In January, 1918, the trade extension and selling policies were turned over to him, and he was given the title of Director of Advertising and Trade Extension. At the present time he directs the national advertising for the Southern Pine Association, as well as the compilation of its technical bulletins and dealers' selling helps. In addition, he keeps in close touch with the 800 sales managers and salesmen representing the more than 200 sawmills comprising the Southern Pine Association.

He was elected president of the Advising Club of New Orleans in April, 1918, and represented that organization at the San Francisco meeting of the Associated Advertising Clubs of the World, where the 1919 convention of that organization was secured for New Orleans.

J. J. Ahern, city editor of the St. Paul Daily News, is the father of a baby daughter.

BETTING ODDS CAUSE TROUBLE

Detroit Police Court Issues Warrants Against Newspaper Distributors

DETROIT, July 29.—Nine warrants charging violation of the State law in selling newspapers containing betting odds on horse races, and two charging publication of such information have been issued by the police court. Six of the warrants charging sale of papers are against Frank and Louis Groscup, proprietors of the Wolverine News Company. Three were issued against Max and Sam Solomon, proprietors of the Solomon News Company.

Chicago, Toronto, Philadelphia, Buffalo, Cleveland, Toledo and New York newspapers are named as having been distributed by the two companies.

The warrants charging publication of betting odds were issued against E. D. Stair, president, and W. H. Pettibone, business manager of the Detroit Free Press.

SEN. HITCHCOCK MAY RETIRE

Says This May Be His Last Year in Public Life

BOSTON, July 27.—Senator Gilbert M. Hitchcock, of Nebraska, proprietor of the Omaha World-Herald, who is leading the fight in the Senate for unqualified indorsement of the Peace Treaty, and who has been mentioned as a presidential possibility, will, in all likelihood, retire from public life when his present term is finished next year. In an interview with newspaper men at the Union Club here he expressed a yearning for the peace and quiet of the lot of a private citizen, and said he had about made up his mind to return to it.

"I am thinking strongly of withdrawing from politics," said Senator Hitchcock. "I have been in the Senate for fourteen years—a long time for a young man like me."

Opens Trans-Pacific Bureau

SEATTLE, Wash., July 27.—Dr. Frederick A. Murphy, an authority on Oriental affairs, who has spent many years in China and Japan, has been placed in charge of a newly created trans-Pacific bureau of the Post-Intelligencer. Dr. Murphy recently returned from the Far East.

dominance

You can absolutely dominate one of the most easily cultivated markets in U. S. A. through its dominant paper.

THE INDIANAPOLIS NEWS
Charter Member A. B. C.
Foreign Representatives
Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

98% Sandusky Homes take the evening
STAR-JOURNAL
Member A. B. C. Foreign advertising representatives:
LA COSTE & MAXWELL,
45 W. 34th Street New York
C. J. Anderson Spl. Agency,
Marquette Building Chicago
THE ALVORD & PETERS CO.
Publishers, Sandusky, Ohio

The circulation of
The Evening Star
in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report for Six Months ending Apr. 1, 1919
35,247
Its sales promotion department is at the service of advertisers. And it really promotes.
Member A. B. C. *Publisher.*

U. S. P. O. Report
For the period ending April 1, 1919, Average Daily and Sunday Circulation
76,652
New Orleans Item
Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

Photogravure Advertising 25c line
8 page supplement Every Sunday
Des Moines Sunday Register
70,000 Net Paid Circulation
J. A. Klein, New York—John Glass, Chicago

The Pittsburgh Post
has the second largest morning and Sunday circulation in Pittsburgh.

EDITORS CO-OPERATE IN THREE STATES

Illinois, Iowa and Missouri City and Telegraph Desk Heads Lay Plans for Co-ordination at Meeting in Quincy—Critchfield President

[BY TELEGRAPH.]

QUINCY, Ill., July 28.—The Illinois City and Telegraph Editors in a meeting here Sunday took action that will greatly enlarge the membership and to make the association a real serviceable association. All workers in the editorial departments of the daily newspapers in Illinois, Iowa and Missouri and the publishers of the papers were made eligible to membership.

Under the reorganization the publication of a bulletin will be started. It will be of interest to the newspaper workers and publishers in the States. Personal mention is to be given to the doings of the newspaper workers on the papers having membership. Staff changes are to be told, mention is to be made of accomplishments of reporters and editors in securing and handling notable stories and other news of interest to the newspaper workers and publishers will be given. The bulletin will also tell of the needs of the different newspapers wanting new and additional help.

All Will Co-operate

It will be the aim of the Association to serve as a co-operative body. The members in the various cities will pledge themselves to be of service to each other papers and fellow members in the various other cities. To give news information that may be of interest in some other city represented by membership is one of the new pledges.

When the meeting came to a close Sunday night the membership represented newspapers in central and western Illinois, eastern Missouri and southeastern Iowa. Newly elected officers were instructed to carry on a campaign to enlarge the membership.

The meeting in Quincy was well attended and highly enjoyed by those present. It was a two-day meeting, with the first day, Saturday, given over to an all-day boat excursion on a specially chartered boat to Keokuk. At that place the members of the party were permitted to make an inspection of the Keokuk power dam, the first time this privilege has been given to anyone since the outbreak of the war.

The business meeting was held Sunday in the Quincy chamber of commerce. Shop and experience talks were made, and the plans for enlarging the membership were threshed out. A banquet was later held in one of Quincy's leading hotels, followed by an auto ride through Quincy's park system, residential and factory districts.

Dean Williams, of the University of Missouri School of Journalism; Perley Boone, city editor of the Chicago Tribune, and Frank H. Behymer, assistant city editor of the St. Louis Post-Dispatch, were on the program to make talks at the meeting, but none of them were able to attend.

Officers Elected

Officers elected for the new year were: Roy Critchfield, of the Bloomington (Ill.) Pantagraph, president; Paul B. Whallon, Fort Madison (Ia.) Evening Democrat, vice-president; John M. Schonecker, (Ill.) Journal, secretary-treasurer; W. T. Eddy, Quincy Herald; Charles L. Miller, Burlington (Ia.) Hawkeye; Ralph L. Sisson, Decatur (Ill.) Herald; W. A. Jacksonville (Ill.) Journal, and Miss Iloura Murphy, Fort Madison (Ia.) Evening Democrat, executive committee.

The place and time for the next meeting was left with the executive committee to decide.

COMBINE FOR STATE NEWS

Three Texas Dailies Co-operate in New Leased Wire Service

DALLAS, Tex., July 28.—To improve their state news service the Dallas Morning News, Galveston Daily News and the San Antonio Express have inaugurated a leased wire service. The wire runs from Dallas to Galveston, via San Antonio and Austin, and all news gathered by any one of the three papers is interchanged. The state has been divided into three districts and each paper is held responsible for protection on all news originating in its district and is given charge of all correspondents in that district. The plan enables the papers to exercise a closer supervision over correspondents and affords a greatly improved service.

Narrowly Escaped "Blimp" Fate

CHICAGO, July 27.—The terrible dirigible disaster in Chicago, July 21, which cost the lives of two newspapermen passengers, nearly added three others to its fatality list. In a half-hour preliminary trial, Robert H. Rhodes, city editor of the Chicago Evening Post; George Putnam Stone, of the Post news staff, and Eddie Mahoney, reporter for the Chicago Evening American, all made a flight, leaving the machine at Grant Park exactly six minutes before the catastrophe.

Mt. Vernon (Wash.) Argus Sold

MT. VERNON, Wash., July 29.—Sale of the Argus, by Fred Ornes to Ray Eldridge, of Kansas City, and Ray Thorpe, of Hoquiam, Wash., is announced. Transfer of management will take place August 1. Mr. Ornes had published the Argus since 1903.

Veteran Omaha Man Dead

JOHNSTOWN, Pa., July 25.—Charles P. Williams of Edgar, Neb., a former Omaha newspaper man, died a few days ago at this city, aged 70 years. He worked on Omaha newspapers for forty years, and also edited newspapers in Grand Island and other cities.

Says Trade Papers Should Have Human Interest

Their Readers Would Welcome It, Floyd W. Parsons Says at Luncheon in His Honor

"There is romance in business, and I have become convinced recently that the readers of business publications like to read about it," said Floyd W. Parsons at a luncheon given in his honor by the Editorial Conference of the New York Business Publishers Association.

The luncheon, which was held at the Automobile Club last Friday, was commemorative of Mr. Parsons' having retired from his position as editor of Coal Age, to become a member of the staff of the Saturday Evening Post, specializing in the writing of human interest stories of trade under the heading, "Everybody's Business."

"The work I have been doing on the Saturday Evening Post has made me see that human interest is latent in even what seems to be the most matter-of-fact subjects, and I believe writers on technical publications should develop it," he said.

"Furthermore, I believe that technical publications should not confine their writing solely to their own lines of trade. I am sure that their readers would welcome a broader field for both news and editorial comment."

Mr. Parsons was chairman of the executive committee of the Editorial Conference of the Business Publishers Association, and speakers at the luncheon, which was largely attended, were enthusiastic in their references to the zeal and interest he had taken in the work of the organization.

W. W. Macon, managing editor of Iron Age, was chairman; David Beecroft, editorial director of the Class Journal Company, another speaker, presented Mr. Parsons with a handsome traveling bag, on behalf of his former associates in the association.

Reduction in R. F. D. Route Lengths

OSWEGO, N. Y., July 28—Fourth Assistant Postmaster General Blakslee has rendered to Congressmen and Mott Snell a report on rural mail changes in Lewis and St. Lawrence Counties as a result of the order of July 1, revising the order of May 1, showing decreases in the route lengths. The report shows the average length of rural mail routes in Lewis County prior to May 1 was 23.94 miles; May 1 it was increased to 24.9 miles, and July 1 it was reduced to 24.3 miles. In St. Lawrence County the original length of rural mail routes was 24.12 miles, which was increased to 25.92 and then reduced to 25.71.

Sunday Paper for Women Appears

CHICAGO, July 30.—The Press, a new 5-cent illustrated Sunday morning newspaper, has made its bow here. Mr. and Mrs. Ferd T. Fisher, publishers of the Women's Press, with general offices at Randolph street and Michigan boulevard, are in charge.

Aerial Mail Now Two Cents

Postage on aerial mail has been reduced to the two-cent-per-ounce basis. It will be the policy of the Post Office to send all possible first-class matter by air route, but letters designated by senders for that manner of handling will receive preference.

New Era Features

30 East 42nd St., New York City

Forty Leading Papers Print Our Service.

Send for our Headline History of the World War

PREMIUMS

That Are Real Subscription Producers

S. BLAIR WILLSDEN

Manufacturers and Publishers Representative,

1606 Heyworth Building

29 E. Madison St. CHICAGO

WE SPEND MORE THAN $500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service

246 West 59th Street

The Biggest Gain

in local advertising made by any Cleveland paper during May, 1919, over May, 1918, was shown by

THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago

The PLAIN DEALER gained 271,175 lines of local display against the 194,850 lines of the second paper.

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

G. J. BOSDAN, Editor

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES

You will find our monthly subscription rates surprisingly low.

MORNING, NOON AND NIGHT

The New York Times is read in the home and in the office and men and women, at the *end* of the day, in homeward bound cars and trains, read The New York Times, because they have not found time earlier to thoroughly absorb the editorials and the news.

Business men often finish their reading of The Times at home in the evening, after the surveyance of the day.

THE NEW YORK TIMES

"All the news that's fit to print"

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager

241 WEST 39TH ST., NEW YORK

Col. Griffith J. Griffith Dead in Los Angeles

Was Noted California Philanthropist, Former Newspaper Man, Mining Expert and Land Owner

Los Angeles, Cal., July 25.—Col. Griffith J. Griffith, newspaper man, philanthropist and mining expert, died here a few days ago. Mr. Griffith was born in Glamorganshire, South Wales, Great Britain, January 4, 1850. He came to America in 1865, settling in Ashland, Pa. In 1873 he came to California and located in San Francisco, where he engaged in business as manager of the Herald Publishing Company. In 1878 he became mining correspondent for the Alta California, the San Francisco paper for which Mark Twain wrote his famous travel letters, which later were published as "Innocents Abroad."

In his capacity as reporter Col. Griffith became thoroughly acquainted with the mining industry of three Coast States, as well as of Nevada. He gave up reporting and became a mining expert, being employed to examine and report on properties owned or controlled by various mining syndicates.

As a mining expert Col. Griffith acquired a small fortune. In 1882 he came to Los Angeles and purchased the Los Feliz Rancho, consisting of 4,000 acres in what now is Hollywood. He made other fortunate investments in land which accrued enormously in value with the growth of the city. Among other things he donated Griffith Park to Los Angeles.

Col. Griffith had taken an active interest in the welfare of the city for the last thirty-seven years. He formerly was a member of the Chamber of Commerce, Merchants and Manufacturers' Association and the Jonathan Club.

CAPT. AUPPERLE DIES OF TYPHUS

Red Cross Officer Was Well Known U. S. Newspaper Man

Capt. Harold Aupperle, newspaperman and member of the Red Cross Commission to Serbia, died of typhus at Nove Varosh, Serbia, June 18. He was born in Sioux City, Ia., and prior to the war had been managing editor of the Grand Junction (Colo.) News; news editor of the Grand Junction Sentinel, and a special correspondent for Denver and Salt Lake papers, covering a large territory in Colorado and western Utah. He also worked for a number of papers in California.

Capt. Aupperle was widely known as an athlete, being captain of the Stanford University track team. Funeral services were held from the residence of the Red Cross Commissioner in Belgrade. A company of Serbian soldiers accompanied the body to the grave on a pontoon covered hill that overlooks the Danube, and fired a salute of honor as the last words of the service were pronounced.

Beloit, Wisconsin

is a fertile field for the advertiser because its people possess the ability to buy. The four basike hood $7,000,000 of the dynamic if local wealth. The BELOIT DAILY NEWS is served by carrier to the surrounding villages. The city and country are perfectly covered by one paper.

Net paid circulation 6,500. Rate 30c. per inch flat

D. S. WORTHINGTON, Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH
Chicago, Marquette Bg. New York, 5th Ave. Bg.
Detroit, Kresge Bg. Boston, Advertisers Bg.

Obituary

John Mahin, for fifty years editor of the Muscatine Journal, died in Chicago, July 24, following an illness of three weeks. Mr. Mahin was for many years the dean of Iowa newspaper editors. He was a pathfinder in the temperance crusade, and his home was one of several to be dynamited some years ago as a result of his fight on the saloon. John Mahin was born on the eighth of December, 1833, at Noblesville, Ind. He learned the printer's trade in the office of the Bloomington (now Muscatine) Herald in 1847. In 1851, the name of the Herald was changed to the Muscatine Journal. In 1856 the daily edition was established; it was first a Whig and later a republican paper, and one of the firm, unflinching advocates of temperance. He is survived by his wife, Anna Lee Mahin, and four children—John Lee Mahin and H. J. Mahin, of New York City, Mrs. Louis T. Jaume, Chicago, and Mrs. J. Warren Alford, of East Orange, N. J.

Professor Spina, former editor of La Lara in Lima, N. Y., and one of the best-known Italian residents of the city, died a few days ago. Mr. Spina was born in Missanello, Potenza, Italy, 62 years ago. He received collegiate education and for a score of years was engaged in teaching. He came to America in 1905. He had been editor of La Lara from its founding, and about 10 years ago became its proprietor. In September last he sold the property, but retained the editorship until April last, when failing health compelled him to retire.

Miss Nora Donovan, for 26 years a cook at the Boston Press Club, is dead.

John J. Green, president of the Green News Service Company, Kansas City, Mo., died July 19 of apoplexy, at Milwaukee, while on an automobile tour. A widow and two sons survive him.

Samuel B. Shilling, publisher of the Chicago Dairy Produce Journal and formerly president of the National Creamery Butter Makers' Association, died July 22 in Chicago, aged 66 years.

Howard F. Bliss, one of the pioneer publishers of Wisconsin and president of the Janesville (Wis.) Printing Company, died July 24, aged 75 years. He also was superintendent of the state school for the blind from 1895 to 1901.

OVER TWO MILLION

lines gain during the first half of 1919 is the mark the Plain Dealer set for the other Cleveland papers. That is because the men who buy big space, and who must buy carefully, have analyzed the field and found that to cover Cleveland and northern Ohio they must use

THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago

LOS ANGELES
EVENING HERALD
Carries a greater volume of advertising than any daily on the Pacific coast
DAILY CIRCULATION 127,773
Charter Member A. B. C.

Milton G. Nowtin, intrepid photographer for the Chicago Herald & Examiner who lost his life in last week's "blimp" accident in Chicago, was buried July 25. Pallbearers were his fellow photographers from the other dailies, including Lyman Atwell, Merwin Brenton and R. H. Gallavan, of the International Film Service; Alden Brown, of the Daily News and E. H. Johnson, of the Chicago Tribune.

Mrs. Marion M. C. Low, widow of Theodore T. Low, who was for many years connected with the New York Times, died July 20 in Brooklyn, N. Y.

John W. Akin, a veteran compositor on the Knickerbocker Press staff, died last week.

Miss Angeline Pitilibert, 47 years old, who died in Piff, Mo., recently, was with the St. Louis Republic for 27 years, alternately as clerk, bookkeeper and cashier, being the latter position 15 years. Death was due to cancer.

Mrs. William H. Edgar, widow of Colonel William H. Edgar, founder of the Jerseyville Republican, the first Republican newspaper in Jersey County, Ill., died July 21, in Chicago.

Kellogg O. Gould, 70 years old, who devoted more than 35 years of his life to newspaper work, died July 20 in Webster Groves, Mo. At one time he was a printer on the St. Louis Republic. Later Mr. Gould had an editorial position with the Little Rock Gazette. He was engaged in the drygoods business in St. Louis, retiring about ten years ago.

Miss Henry Clay Gowan, a direct descendant of Henry Clay, died in Fort Worth, July 21. She was a former president of the Texas Women's Press Association, editor of a magazine called the Bohemian, and author of several books.

John A. Myers, for many years a reporter and desk man on Providence (R. I.) newspapers, and later sporting editor of the Detroit Free Press, died in Providence last week, following an operation for internal trouble resulting from gas poisoning received while in France. He was 57 years of age, a member of several Catholic organizations and of the Pen and Pencil Club.

Charles F. Erdman, formerly an editorial writer for the New York Staats-Zeitung, died last week of cancer, aged 64 years.

Will F. Archibald, the man who handled the first cable across the Atlantic (addressed by Queen Victoria to the President of the United States), died at Nanaimo, B. C., July 26, aged 81 years. He began telegraph operating at fourteen years.

Thomas A. Feeley, for more than 15 years foreman of the Boston Post's mailing room, is dead.

Charles E. Trahern, 49, for 18 years connected with the Kansas City Star mailing department, died July 23 in St. Louis. He had been connected with St. Louis and Kansas City newspapers for thirty years.

Nathaniel S. Wilson, 35, former Salina (Kan.) newspaper man, died at Iola, Kan., where he was court reporter.

Patterson Gets Fox Film Account

The advertising account of the Fox Film Corporation has been placed in charge of the W. A. Patterson Company, Inc., 1 Madison avenue, New York. Extensive advertising will be started in the very near future. It is claimed that the Fox Film Company will spend the largest amount of money ever put into an advertising campaign by a member of the moving picture industry, intending to make good the slogan, "Fox Films Encircle the Globe."

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Reach Indiana
with the Star League, the following three papers, at the lowest cost with most telling effect.

The Indianapolis Star More people in Indiana collect and towns read the Indianapolis Sunday Star than any other Indianapolis paper. The Daily Star has approximately 90,000 circulation.

The Muncie Star Has about three times the circulation of any other Muncie paper.

The Terre Haute Star Has the largest circulation of any Terre Haute paper.

Special Representatives:
KELLY-SMITH CO.,
Marbridge Building, New York City
JOHN GLASS,
Peoples Gas Building, Chicago
R. J. BIDWELL CO.,
742 Market Street, San Francisco

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Pittsburg Dispatch
with proper conditions seldom, if ever, fails in its duty to its advertisers.
WALLACE G. BROOKS
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. G. ROOK
Real Estate Trust Building, Philadelphia

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation date sent on request.
The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

WARMLY WELCOMED IN WINNIPEG

48 Hours Spent by N. E. A. Members in Winnipeg Filled with Hearty Expressions of International Good Will —Received by Officials

(BY TELEGRAPH)

WINNIPEG, Man., July 29.—The two hundred members of National Editorial Association of the United States, who arrived from the South yesterday morning and left tonight for their swing across the Great Western plains, are a happy lot. From the moment they crossed the border into the land of their northern cousins, officials of the Canadian Government, of the Manitoba Government, of the city of Winnipeg, and the press of Western Canada fell upon their necks and proceeded to show them a good time. The whole forty-eight hours spent in Winnipeg were filled with hearty expressions of goodwill between Canadian and American peoples.

The party is scheduled to arrive back in Winnipeg by August 26. Newspaper men from as far West as Colorado and as far East as Maine are in the party.

Illinois Best Represented

Illinois has the largest delegation for any one State. The dean of the gathering is F. M. Mills, one time editor of Des Moines Daily Register. He is 89 years old, and carries a dress suit in order to take full advantage of all social opportunities. He claims he is 89 years young.

Guy Hardy, president of the National Editorial Association, and a member of Congress, is along. He is publisher of Canon City, Colo., Daily Record. The party made the Royal Alexandria Hotel its headquarters in Winnipeg. They were taken on an automobile ride around the city, visiting the Grain Exchange, Agricultural College, old Fort Garry, which marks the foundation of Winnipeg, and other spots of interest.

A section of agricultural editors were taken out forty miles in the country to see the working out of the Manitoba Rural Credits Act. In the evening the visitors were entertained at a dance at the Royal Alexandria Hotel. In the afternoon the women of the party were guests of the Women's Canadian Club at luncheon.

Guests of City and Government

On Tuesday the editors were guests of the city of Winnipeg at luncheon at Assiniboine Park, and in the evening were guests of the Winnipeg Board of Trade at a banquet at the Fort Garry Hotel.

The party left on special train at 11 o'clock as guests of the Canadian Government. President Hardy and other members of the party expressed delight at the hospitality shown by Winnipeg people. Hundreds of citizens gathered at the station to cheer the visitors as their train drew out. The editors cheered lustily in returning the compliment.

J. Bruce Walker, Canadian Commissioner of Immigration, and a former newspaper man, and prominent officials of the Canadian railways are accompanying the party to the coast. Steps are to be made at all principal cities in Western Canada.

Pawtucket Times Names Representatives

PAWTUCKET, R. I., July 29.—The Evening Times has just announced the appointment of Gilman, Nicoll & Ruthman as Canadian advertising representatives for the eastern and western territories. The appointment is of special interest, because for a number of years the Evening Times has been handling all eastern advertising from the home office. The Evening Times will shortly increase the size of its plant.

EDITOR & PUBLISHER will cover the N. E. A. Convention fully by telegraph.

OFFICERS OF N. E. A.

The complete incumbent officer personnel of the National Editorial Association, whose terms expire this year, is as follows:

President, Guy C. Hardy, Canon City, Colo.
Vice-president, William Albright, Galatan, Texas.
Secretary, George Rehbauer, Wessington Springs, S. D.
Treasurer, J. Byron Cain, Belle Plain, Kan.
Executive Committee—Will Wilke, Grey Eagle (Minn.) Gazette.
H. F. Bailey, Princeton (Ill.), Republican.
Frank Holtzclaw, Little Rock (Ark.) Gazette.
E. E. Brodie, Oregon City (Ore.) Enterprise.
C. L. Carroll, Decatur (Ala.) Daily.
Legislative Committee—George E. Hosmer (chairman), Dover Foxcroft.
H. L. Williamson, Springfield (Ill.) Publisher.
H. J. Shannon, Paris (Mo.) Appeal.
G. W. C. Perry, Chillicothe (Ohio) Gazette.
John C. Bennett, Rochester (N. Y.) Times Union.
H. R. Varner, Lexington (N. C.) Dispatch.
Wayne Thomas, Final City (Fla.) Courier.
John C. Rogers, Dyersburg (Tenn.) State Gazette.
E. B. Brenner, El Reno (Okla.) American.
George W. Marble, Fort Scott (Kan.) Tribune.
W. W. Alsop, Franklin (Ind.) Star.
Committee on Home for Retired Editors, Writers and Printers—W. H. Hogue, Hoopy Eye, Miss., chairman; C. E. Adams, Montrose, Colo.; Fred Perkins, Little Rock, Ark.; William M. Glenn, Tribune, Kan.; J. M. Palmer, Blue Earth, Minn.
Advertising Committee—H. C. Hotaling, Mapleton, Minn., chairman.

PROGRAM FOR N. E. A. BUSINESS SESSIONS

PORTLAND

Friday, August 8—7:00 P. M.

Dinner and Reception.
Address of Welcome—Mayor Baker.
Response—H. C. Hotaling, past president.

N. E. A., Marshall, Minn.

Saturday, August 9.

Morning Session—9:30.
Music.
Invocation.
Remarks by the president, Guy U. Hardy, Canon City, Colorado.
Appointment of Convention Committee.
"Our Calling"—R. F. Irvine, editor Portland (Ore.) Commercial.
"Civil Administration Accomplishments in Illinois"—Frank O. Lowden, Governor.
Report of Treasurer of Illinois, editor Rockford Daily Register-Gazette—Frank Stevens.
"The Community Exposé"—George W. Marble, publisher Ft. Scott (Kan.) Tribune Monitor.
"The Rainbow's End for the Newspaper Publisher"—Harry Hillman, editor Inland Printer, Chicago.

Afternoon Session, 2 to 4 P. M.

Song.
"Somewhere Near the War"—Edgar B. Piper, editor Portland Oregonian.
"The Larger Service"—Harvey Ingham, editor Des Moines Register.
"Newspaper Competition"—W. Lloyd Adams, publisher Rexburg (Idaho) Standard.
"The Country Weekly"—Vice-President Edward Albright, Gallatin, Tenn.
"Typesetter and Circulation"—Benjamin S. Herbert, editor National Printer Journalist, Chicago.
Open Discussion.
Business Problems of the Country.
Daily and Weekly Publishers.
Reports of Committees.
Miscellaneous Business.
Announcements.

SEATTLE

Friday, August 15.
Seattle Press Club.

Morning Session—9:30 A. M.
Music.
Invocation—Dr. Ernest Vincent Schuyler.
"Relation Between Advertiser and Publication, Frank P. Goss, chairman Washington Committee.
Welcome Address—Hon. Hiram M. Chittenden, U. S. Army Engineer, Retired, State of Washington.
E. A. Batwell, president Seattle Press Club.
H. H. Bagley, general Chamber of Commerce and Commercial Club.
Edwin M. Conner, president Washington State Press Association.
Response—Guy U. Hardy and others.
"Relation Between the Country Newspaper and the City Press"—J. E. Grubbs, editor Aurora (Wash.) Evening Budget.
"Co-operation Between Retail and Advertising"—Edith O'Keefe Seaman, editor Greenville (Texas) Democrat.
"Present and Future Development of Our National Forests"—Hon. Frederick T. Mather, Director, National Park Service.

Afternoon Session, 2 P. M.

Song.
Address—Hon. Ole Hanson, Mayor of Seattle.
"The Making of Public Opinion"—Dr. Henry Suzzalo, president, University of Washington.
"Journalism in the South Pacific"—H. W. Patton, Hoquiam, Wash.
"Vocational Training in the Army"—Col. P. J. Hennessey, U. S. A.
"Organization and Legislation"—James H. Wallis, president Utah Editorial Association, Provo, Utah.
Reports of Committees.
Miscellaneous Business.
Election of Officers.

N. E. A. VICTORY TOUR

(*Continued from Page 24.*)

large supply of natural gas used extensively to create power for its many manufacturing plants. The party will leave about midnight.

Sunday, August 24.—A stop will be made at Swift Current about noon, where the city will entertain the party at lunch. Special devotional services will be held during the afternoon, after which the party will depart enroute to Moose Jaw.

Monday, August 25.—The forenoon will be spent in Moose Jaw with auto rides about the city, and the party will be the guests of the city for lunch, after which departure will be made for Regina, which later city will be reached about 3 P. M. A reception and dinner at Regina will only be a part of the entertainment during the day. Departure will be made at midnight.

Tuesday, August 26.—The forenoon will be spent at Brandon as guests of the city, who will entertain the party for lunch. Auto rides about the city will give the party an opportunity to view the interesting places in the city. Departure about 2 P. M., for Winnipeg, which will be reached shortly after 6 o'clock that evening.

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency *Checking Copies* "S & M Insured Agency Delivery Service."

SOME SERVICE USERS

New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-Boasts	Ithaca Journal
Mail-Eve. Sun	Bridgeport
Eve. World-Sun	Post-Telegram
Wilmington	Sioux City, Iowa
Journal-News	Tribune
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Times
Herald-Traveler	New Haven Reg-
Post-Transcript	ister

Used for full particulars of S & M Service.

Geo. Batten Company
Service of Standard
450 Fourth Ave. N.Y. 7905-7906 Mad. Sq.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.
Sunday Edition, 5c.

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A. A. B. C. A. P.

Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

CLINCHING THE CAMPAIGN

The Merchandising Service Department of the

BOSTON AMERICAN

Helps to assure and insure dealer co-operation and the successful clinching of your advertising and sales campaign
Govt. Statement For Six Months Ending April 1st.
301,270

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives.
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York. Chicago.

CONCENTRATED CIRCULATION
95% of the Circulation of the
Asbury Park Press
(Evening) and
The Shore Press
(Sunday)
is within a radius of 25 miles. For a concentrated advertising campaign this is the logical medium in this vicinity.
Frank R. Northrup, Special Representative, 303 Fifth Ave., New York City, Association Building, Chicago.
J. Lyle Kinmonth, Publisher,
Asbury Park, N. J.

The Dominating Force
In a manufacturing territory famous for its health, wealth and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post
Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
L. A. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

PARIS PAPERS AVERT PRINTERS' STRIKE

Union Vote Overwhelmingly in Favor, but Action Reconsidered When Publishers Promise Aid in Reducing the Cost of Living

(FROM OUR OWN CORRESPONDENT)

PARIS, July 11.—Paris was within an ace of having no morning papers the day after the ceremony at Versailles to describe how peace was signed. The typographers and allied unions met the day of the great event and discussed whether they should strike that night or not. They demanded 25 francs a day for day work ($5 at normal exchange) and 30 francs ($6) for night work. The proprietors offered, respectively, 23 and 26 ($4.60 and $5.20).

When the vote was taken there was a majority of only 48 for, 813 voters against a strike.

Try to Reduce Living Cost

The proprietors' terms, however, were accepted on one condition, that the press should at once inaugurate and carry on an active campaign for reducing the cost of living, as the typographers recognized that increased wages always result in increasing the cost of living.

As a result of this vote a deputation of employers and employed connected with printing, books as well as papers, had an interview with M. Clemenceau and made certain propositions to him on which he has since acted—that frontier restrictions on food should be lifted; that parishes should be enabled to construct homes for workers, and create communal co-operatives for the sale of food stuffs; that minimum tariffs should be applied to the transport of food stuffs, and that severe fines should be inflicted on speculators.

Tery's Sensational Journalism

Bonsoir (written in one word), Gustave Tery's bright evening paper, has not been in existence seven months and yet has been seized by the police seven times:

(1) For reproducing an interview with Marshal Foch which had appeared in the Daily Mail, London edition, but not in the Paris edition.

(2) Three days later for alluding to certain passages of the same interview.

(3) For reproducing an item from the Paris edition of the Chicago Tribune to the effect that President Wilson was about to publish a message to the Italian people.

(4) For reproducing from the Antwerp Gazette a report that Foch and Poincare were about to resign and from the Independance Belge that serious differences had arisen between Clemenceau and Foch on the military terms of the peace treaty.

(5) For publishing certain extracts from the peace treaty.

(6) For an article headed "Aoh, Yes!" accusing Clemenceau of having been "done by his friend Lloyd George" over the peace negotiations, and

(7) For a cartoon showing a winged figure representing peace, draped in American and English flags, giving one oyster shell, marked "Glury, Bankruptey" to a tattered figure representing France, and marked "Ruin, Slavery" to an equally tattered Germany, conveying the suggestion that the oyster has been kept by the American-English representative.

Reconsidered This Time

Tery's equally lively morning paper, L'Oeuvre, bravely announced on June 23 that after that date (the peace treaty having been signed) it would no longer submit its proofs to the censorship; but the director of the Press Bureau, the official name for the censorship, warned him that he would have the paper seized every day before it left the printing office unless the proofs were sent in for examination and the threat was sufficient.

NEW HOME FOR ST. PAUL NEWS

Site Is Purchased for Concrete Building to Cost $500,000

ST. PAUL, Minn., July 30.—The Daily News has purchased a site for a large new publishing home, to cost approximately $500,000, on 4th street, between Cedar and Minnesota streets, and will begin work on a concrete fireproof building immediately. It will be completed within the next 12 months.

The building the Daily News now occupies has become too small, because of the growth the paper has enjoyed ever since it was started 19 years ago.

New North Carolina Daily

HIGH POINT, N. C., July 28.—The Republican, a new six-day morning paper, was launched here today. George W. Holloway, former editor and manager of the Asheboro Bulletin, a weekly Republican paper, is manager, and F. W. Prather is editor. Aside from covering the local field, Universal Service has been installed for world news.

FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

For Sale

Unusual circumstances place on the market for immediate sale daily paying $65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-754, care of Editor & Publisher.

For Sale

Goss Matrix Rolling Machine, with Sprague motor attached, all in first class condition, and at a low price. Write for details. The News, Dayton, Ohio.

For Sale

4, 6, 8 and 12 page Goss press with stereotype equipment, motor, belting, shafting, etc. The Standard-Sentinel, Hazelton, Pa.

Newspaper For Sale

In a live territory, the Mussel Shoals district—largest hydro electrical development since Niagara. The Albany Advertiser located in Northern Alabama. Plant will inventory around $7,000. Outfit consists of weekly newspaper. Job plant and modern office supply store. New cylinder press, stitching, perforating and punching machinery, also two jobbers and a fine composing room equipment. Here is a fine chance for anyone wishing to start a daily paper. Address H. E. Hildreth, Albany, Ala.

For Sale

A profitable daily newspaper in a middle western city of 40,000 can be purchased at a fair price. The property will not be mortificed, but will be sold on a showing of cash and present profits. A capable man can secure deferred payments for part of the purchase price. The proposition will interest only a man who has $75,000 to invest, but will stand the most rigid investigation. For particulars address A-814, care Editor and Publisher.

For Sale

Web rotation Potter press in good running condition with four horse motor. Print cheap. Will take both. Banner, Brunswick, Georgia.

For Sale

At sacrifice for immediate acceptance—Duplex Goss press, eight columns, twelve ems, 21¼ inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate motor, 220 volt, D. C.; pot and equipment. Reason for sale. Address J. H. B., Box 1896, Boston, Mass.

INCORPORATIONS

NEW YORK.—William G. Willman; $100,000; D. and L. Greenbaum, W. G. Willman, 51 Beekman street.

Fennell Press; $5,100; T. J. Byrnes, H. Kantiman, S. Lavin, 1498 St. Nicholas avenue.

Brann Publishers; $100,000; S. Herz, G. C. Saltsberg, A. Scherl, 111 Broadway.

World Trade Research & Publishing Company; $50,000; P. P. Gourvitch, W. C. Teasdale, Jr., W. E. Atkinson, 788 Riverside Drive.

Groonburg Fashion Company; bookselling and publishing; $50,000; C. G. Wallgren, C. A. Spogard, G. Prescott, 18 West 34th street.

Hartman Company; publishing; $25,000; H. S. Hechheimer, I. Bernstein, M. Oppenheim, 220 West 42d street.

Federal Advertising Agency; active capital reduced to $66,250.

St. Louis Car Advertising Company; $5,000; W. C. Price, E. Kress, B. Goodman, 163 Lenox avenue.

BROOKLYN, N. Y.—Taylor Printing & Manufacturing Company; dissolved.

WILMINGTON, Del.—Amos-Percival Printing Corporation; $300,000; M. L.

POTTER PRESS

and Equipment

Sixteen pages, eight columns, twelve ems. Rebuilt with metropolitan folder, delivering half page size. In splendid condition—a Potter never wears out—printing 8,500 edition, ten to sixteen pages, in fifty minutes.

COME SEE IT

May be seen running daily until September 1, in the office of The Elgin Daily Courier, Elgin, Ill. Selling only because we have outgrown its capacity, and are buying larger press. Full equipment of stereotyping machinery, double steam table, mat roller, etc., trucks and chases. A dandy little outfit, good enough for anybody. Prints cuts like a magazine.

First reasonable offer takes outfit as we must dispose of it in next thirty days.

The Elgin Daily Courier
Elgin, Ill.

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to 1/2 or 1/4 page size at 4,500 per hour.

A good press at a reasonable price.

Walter Scott & Company
PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN
TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City	
New York	Cleveland	Denver	
Philadelphia	Detroit	Los Angeles	
Baltimore	Chicago	San Francisco	
Richmond	Cincinnati	Portland	
Atlanta	St. Louis	Spokane	
Buffalo	Minneapolis	Winnipeg	

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders Machinery of Every Description

CONNER, FENDLER & CO.
96 Beekman St. New York City

Horty, M. C. Kelly, S. L. Mackey, Wilmington.

DOVER, DEL.—National Agricultural Publishing Company; $100,000; Orville Merion Kile, Baltimore; Oliver Smith and Paul Seman, Chevy Chase, Md.

ROCHESTER, N. Y.—Shepherd Paper Company; $28,000; M. M. Shepherd, R. B. Griffith, G. V. Helton.

Begin Building in Shawnee

SHAWNEE, Okla., July 27.—Work has been begun on the new home of the Morning News, which is expected to be one of the most complete newspaper plants in the state.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any useful mechanical equipment for which you have no further need. A "For Sale" ad of thirty words put here may turn into cash something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. No more than seventy-five words will be accepted. Not to exceed 50 words, two insertions FREE.

Newspaperman

Newspaperman, 32, looking for opening on small daily or good weekly where, in time, an interest in the property might be secured. Box 277, Garwood, N. J.

Business Manager

Business manager, thoroughly competent man; wide successful experience as business manager; has a circulation manager's ability as dailies, seeks engagement size considered. Would consider for now or later data. Would consider stock proposition. Address A-744, care of Editor & Publisher.

Automobile Editor

Of one of the best known papers in the Middle West would consider a change. Acquainted with agency and factory men. Formerly advertising manager large automobile company. Age 36 and married. Protestant. Address A-805, care Editor and Publisher.

Wanted

by experienced circulation manager to correspond with a live, progressive daily and Sunday newspaper who is in need of an A-1 Circulation Manager with regards to a position on salary or commission basis, or will sell the circulation outright. Will guarantee to build up the circulation and get the money. Best of references given. Address E. C. Keeling, P. O. Box 20, Savannah, Ga.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style, will come on probation. C. J. T., care Editor & Publisher.

Woman Editor

Woman wants position as editor woman's or children's department, or literary work on paper. Three years experience. Address A-794, care of Editor and Publisher.

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

Position Wanted

by circulation manager, eleven years successful experience in newspaper circulation work in largest city in the East, desires to make change. Thoroughly trained in every angle of the business of circulation building and management. Experience in both the morning and evening field. Married. Best of references. E. F. A., 810, care Editor and Publisher.

Situation Wanted

by former publisher of Western daily, position as business manager or advertising manager on live paper in city of 30,000 to 50,000 preferred. Address A-804, care Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Austin, Texas, American

Only morning newspaper in Austin and Central Texas, most beautiful city in Texas, famous for its air, wants to get in touch with good live circulation manager, also live news editor who is thoroughly experienced in handling associated press and local news. Preferably some one in the forties. Publisher will be in New York City August 6th or 7th. Address Publisher Austin American, care Benjamin and Kentnor, 225 Fifth Avenue, New York City.

Copy Writer Wanted

An experienced copy writer desired by leading newspaper in Middle Western city of 50,000. A man who can meet advertisers and help plan campaigns as well as write advertising strong copy. Permanence of position assured right man. Give details of experience in first letter and salary desired, etc. Address A-811, care Editor and Publisher.

Wanted Managing Editor

An evening daily, published in a live community in need of wide-awake editor who can take complete charge of editorial room, writing heads, editing telegrams, etc. Middle aged, married man preferred. Must be pleasing appearance and a good mixer. Address "Evening Daily" care of Editor and Publisher.

Accountant Wanted

By one of the largest newspaper publishing houses in the Middle West. Must be able to install systems in all departments and supervise taking of trial balances, etc. Good opportunity for man not afraid of work and with experience, where now employed and salary expected. Address A-812, care of Editor and Publisher.

Business Manager

Business Manager wanted on a daily evening paper in city of 30,000 population. Must have, in addition to business ability, a thorough knowledge of the newspaper business, together with courage, optimism and imagination. A splendid opportunity for a young man with ambition. Address A-797, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Business Opportunities

A real opportunity is offered a man with limited amount of capital, but with the experience and ability to successfully conduct a daily newspaper in a mid-western city, to get in the game in a profitable way. Local citizens are interested in promoting a company to take over a paying property and are looking for a manager who will back up his claim with a little capital. The property is now available and is only on the market because the owner wants to quit. A man who can qualify will have an assured future. If interested address A-813, care Editor and Publisher.

Canadian News Bureau in New York

MONTREAL, July 29.—Lieut.-Col. John A. Cooper of Toronto has gone to New York to open a Canadian publicity office and clearing house for Canadian news and information. Before the war he was editor of the Canadian Magazine. Col. Cooper served overseas for over a year. He is a past president of the Canadian Club in Toronto and a member of the Canadian Press Association.

Promotions in Gundlach Agency

CHICAGO, July 30.—With the return of E. T. Gundlach from Government work to his duties as president of the Gundlach Advertising Agency, C. W. Jackson has been elected secretary of the company and F. E. Duggan is treasurer. Both have been with the agency for a number of years.

Abernathy Leaves Houston

HOUSTON, Tex., July 26.—J. O. Abernathy, formerly assistant managing editor of the Houston Post, has gone to Wichita Falls to enter into business, and R. B. Niese, Jr., succeeds him. The latter is from the Louisville Courier-Journal.

EDITOR SENTENCED FOR CONTEMPT

Southerner Will Enter Jail Monday—Attorneys Say First Time Libel Conviction Was Ever Secured on Circumstantial Evidence

MEMPHIS, Tenn., July 30.—Edward T. Leech, editor of the Memphis Press, will enter the county jail here Monday, August 4, to begin serving a 10-day sentence for alleged contempt of court, as the climax of what his lawyers say is one of the strangest cases in legal history.

Leech was given the maximum sentence provided under Tennessee law for having printed in the Press, July 20, 1919, a general political editorial which mentioned no names, referred to no court or any cases and which was admittedly intended to influence an election, only 10 days distant. He was convicted of being in contempt of Chancellor Israel H. Peres, a candidate for re-election. The conviction was sustained by the Court of Appeals and the Supreme Court refused to review it, thus ending the case.

Following the final upholding of the case, Mr. Leech refused an offer by the prosecution to suspence sentence if he would file in court a written statement amounting to an explanation and apology. Leech filed in court at the start of the trial a sworn answer admitting the authority of the editorial in question and denying the intent or malice but declaring that it was obviously of a general nature and was aimed at no specific judge or case.

He was found guilty, however, of having referred to a decision in a political lawsuit which had been rendered the day previously by Chancellor Peres. While the decision had been rendered the case was technically pending until the time limit for asking a rehearing had expired.

The editorial charged that a political machine had caused waste, inefficiency, dishonest elections and untold shame, and had brought even the courts and judges into disrepute.

Leech pleaded the truth of his references to the courts, citing the fact that only a short time previously the judge of the criminal court of Memphis had been impeached and removed by the legislature, sitting as the State's highest court, for corruption in office. He swore that he made no specific reference to any individual, that he was dealing with a general political condition and that those whom the shoe fitted could put it on.

It is contended also that, even had he referred directly to Chancellor Peres, the latter was a candidate for election before the people and could not punish any citizen for criticism of his fitness for office, except in so far as he was protected by such civil procedure as is open to any ordinary citizens, no witness testified that he knew the case referred to Chancellor Peres, or that Leech had made any other attack on Peres.

Mr. Leech's lawyers say the case was decided on circumstantial evidence, the chief of which was that the editorial appeared the day after Peres had rendered a political decision and that the ticket supported by the Press had substituted another candidate for Peres.

The Court of Appeals opined that the substitution of names was free reading matter, though the list of candidacies was printed as paid political advertising, was so marked and receipted bills for the advertising are still held by the business manager.

Democratic weekly of a far West county seat paid owner $3,675.80 in year ending April 30, 1919, for his personal effort and income on the investment. Can be bought for $8,500; $5,500 cash necessary.

Proposition S. Y.

Charles M. Palmer
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

Lawyers defending Leech declare that this is the first case on record where a contempt conviction was found for writing which contained no names of any judge or any litigation, which obviously could not interfere with a decision already rendered, which was intended to influence an election close at hand, and in which the offended judge was a candidate.

BUCK PRIVATE AND OFFICER JOURNALISTS RETURN

(Continued from Page 26.)

Name and Rank.	Name and Rank.
Stone, Thomas W. Cpl.	Watson, Joseph H. Sgt.
Stuart, Norman E. Cpl.	Watson, Mark S. Mess. Sgt.
Sturr, Thomas W. Sgt.	Wemmer, Edward J. Sgt.
Sullivan, David F. Sgt.	Weinstein, Jacob Pvt.
Sundin, Hjalmar Sgt.	Wessells, G. W., Jr. Sgt. 1st Cl.
Sweeney, Arthur V. Cpl.	White, Robert G. Pvt.
Thomas, A. R. Sgt.	White, Ernest F. Sgt.
Tostevin, Earle H. R.S.M.	Whittle, William E. R.S.M.
Trosclew, Harold M. Sgt.	Wiener, Robert Cpl.
Trode, William Cpl.	Williams, Oscar G. Sgt.
Tyler, S. L.	Willoughby, Geoffrey Pvt. 1st Cl.
Vance, George K. Cpl.	Wilson, Albert C. R.S.M.
Van Horn, Archie M. Pvt.	Wilson, Howard M. Asst. Lt.
Van House, Hershell Pvt.	Wilson, Leo M. Pvt.
Viens, Ernie Sgt.	Winkel, Raymond Cpl.
Viehman, Carl E. Sgt.	Winston, Leo A. Sgt.
Vishinskki, Guy T. Pvt. 1st Cl.	Winterich, John T. Pvt.
Van Blon, Philip R.S.M.	Woollcott, Alexander Sgt.
Vroom, Clifford H. R.S.M.	Worley, Nathaniel T. Sgt.
Waldo, Richard H. Cpl.	Wrisch, George P. Cpl.
Walker, Raymond E. Sgt.	Young, King D. Pvt. 1st Cl.
Wallace, H. B. Sgt.	Zimmerman, Chas. W. Cpl.
Wallgren, Abian A. Pvt.	**Deceased**
Walsh, David J. Cpl.	McIntosh, Carl D. Pvt.
Walsh, Peter C. Sgt.	Surrenes Cemetery
Waltman, William C. 2nd Lt.	Rolland, William E. Sgt. 1st Cl.
Waltz, Francis J. R.S.M.	Surrenes Cemetery
Warren, Charles I. Cpl.	Roland, Homer G. Cpl.
Warlick, Bernie C. Cpl.	Surrenes Cemetery
Warner, Clifford T. Sgt.	Miltenberger, W. F. 1st Lt.
	Surrenes Cemetery

Expanding in Little Rock

LITTLE ROCK, Ark., July 29.—Contracts have been let for a one-story addition to the News building.

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GRANDIN WELCOMED TO NEW YORK

(Continued from Page 9.)

Ziegfeld Follies and the Midnight Frolic were treating the assemblage to an exhibition of Grade A singing and dancing, through the courtesy of Florenz Ziegfeld. A little six-year-old ballet dancer proved the popular favorite of the evening.

Lieut.-Col. G. Edward Buxton, Jr., of the Providence Journal, was next introduced. Col. Buxton has just returned from service in France, where he won three citations for gallantry, and was warmly received. He said he had hardly time to get his bearings in the new order of things home, but he did see evidence on every hand that the men who served Uncle Sam in the war were returning home "100 per cent Americans, and were bound to make their influence for good felt in every walk of life.

Speaking of Bolshevism, he gave the following example of the attitude of soldiers toward it:

Soldiers Won't Stand Bolshevism

"In the month of April, while my regiment was at Bordeaux waiting to sail for home, Bolshevist propagandists began looking for support among the men. They listened for a while until one day the agitator picked out a select bunch of rough and ready fellows for likely converts and launched forth on a speech he thought would convert them.

They stood it for a few minutes—until the Bolshevist reached the point of advocating the nationalization of women. He just got that far—and no further. A doughboy stepped forward, and thrusting forth his chin and fist half an inch from the Bolshevist's nose, said: 'Where the h— do you get dat stuff.' That ended the propaganda right there, and the agitator had to scurry away for his life.

"That is the spirit Uncle Sam's soldiers are bringing home. Watch them. Their influence will tend to make better Americans all.

Grandin Couldn't Reply

Mr. Grandin was too touched by the evening's tribute to make an address, and the hosts were satisfied with a simple "thank you all" from him.

A. H. Hulscher, one of his associates in the Liberty Agency, and long a worker with Mr. Grandin, expressed hearty thanks for the welcome accorded them, and assured all they would give the best in them to make good the high expectations of their friends.

J. W. Scott of the Manchester Guardian lent an international flavor to the occasion. He was one of the official welcomers, and said he felt highly honored to be present and pay tribute to an American advertising man such as Mr. Grandin. He declared the Manchester Guardian has long been an admirer of American opinion, and his presence with is that Great Britain and America will continue to be drawn more closely together in bonds of sympathy and mutual knowledge.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

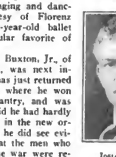
The Day

דער טאג

The National Jewish Daily

DEMOCRATIC LEADER HEADS DELAWARE DAILY

THE new president of the Wilmington Every Evening Printing Company, Josiah Marvel, has long been prominent in the public affairs of Delaware, always manifesting the keenest interest in matters and movements pertaining to the general welfare. And it was but following the natural trend of his activities when he became identified with the only Democratic daily paper published in the State of Delaware. He is one of the leaders of his party in the State and prominent in its higher councils.



JOSIAH MARVEL

He was born at Georgetown, Del., January 18, 1866, and comes of a family long prominent in Maryland and Delaware, one of his ancestors, John Marvel, coming from England and settling in Virginia prior to 1663, subsequently removing to Worcester county, Maryland, which is now a part of Delaware. Part of the laud granted to him and his son Thomas is still the property of the family.

Josiah Marvel was educated in public and private schools, and studied law under Federal Judge George Gray. He was admitted to the bar in Wilmington twenty-five years ago, specializing in corporation law, and is now a member of the firm of Marvel, Layton & Goldsborough, with his brother, David C. Marvel, Caleb S. Layton and W. Laird Goldsborough.

Mr. Marvel has been chairman or vice-chairman of various public committees, and in 1918 was president of the Wilmington Associated Charities and of the local council of the Boy Scouts.

Mr. Scott said the warm welcome accorded him since he has been visiting America—and especially New York—has impressed him deeply.

An Englishman's Tribute to U. S.

"When any of you advertising and newspaper men come to England be sure to visit me in Manchester, and it will be my delight to return, as best I can, the hospitality shown me while I have been here," said Mr. Scott, who intends sailing for home August 9. "You will find that London is not England, but that Manchester is the industrial capital of England."

R. J. Bidwell Co

Pacific Coast Representative

Daily Newspapers

of

"*Advertising Value*"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES

EDITOR & PUBLISHER

SAN FRANCISCO SEATTLE

742 Market St. 1202 L. C. Smith Bldg.

The toastmaster read a telegram from Charles H. Stoddard of Chicago, expressing the wishes of Mr. Grandin's friends in that city for his success in New York.

Chairman McClellan and Hugh O'Donnell of New York Times closed the speaking program. Mr. O'Donnell predicted the highest degree of success for Mr. Grandin by horoscope and head character reading, and likened him to Thomas Moore, the Irish poet, "whose statue in Dublin needs no name nor tablet to identify it."

"A Jolly Good Fellow"

Jocularly, Mr. O'Donnell blamed Mr. Grandin for bringing prohibition to New York. "Frank Grandin started the trouble by getting folks to stop drinking coffee (and taking Postum instead) as a means of taking the edge off the taste of 'the night before,'" Mr. O'Donnell said.

"Undoubtedly that put the thought into the prohibitionists' heads to go him one better and remove the reason for the 'taste.'

"Frank, withal, we forgive and welcome him as a business man and resident of good old New York."

As a fitting close, with a few words by Gen. Agnus on upholding the honor of America above all things, the evening's festivities concluded with the old familiar and hearty "He's a Jolly Good Fellow" by all.

Mr. Grandin's Hosts Were:

Abers, H.
Abrahamson, Geo.
Alexander, B. M.
Adams, A. E.
Agnus, Gen. Felix
Anderson, E. K.
Appar, F. L.
Appleby, R.
Beaton, G. Bénard, Jr.
Bogle, J. More
Butterworth, B. T.
Boyle, Charles J.
Black, Paul
Brown, J. W.
Beckwith, J. T.
Brocker, C. W.
Brooks, Rodney E.
Barbour, William McK.
Beers, Wm. Henry
Brown, A.
Bryant, M. D.
Budd, John
Black, Herman
Buckley, Charles
Brancher, Frank
Bugler, W. H.
Cooke, B. W.
Callender, W., Jr.
Conklin, Thos. E.
Carrington, R. A.
Cleveland, W. P.
Conway, J. A.
Crockett, A. J.
Conway, John C.
Conklin, E. W.
Creel, A. W.
Conlin, Ed. C.
Cooke, B. H.
Carroll, Dan. A.
Clifford, R. L.
Carruthers, Porter
Chivers, A. B.
Chichester, E.
Curtis, W. B.
Chalfant, K.
Cooke, John C.
Colemah, Fred
Crewe, R. B.
Dapion, J. C.
DuBois, R. W.
Dwyer, T. F.
Davis, Howard
Dice, Urban E.
Dewolfe, J. P.
Duffy, J. Frank
Davis, C. O.
De Witt, R. D.
Eddy, C. D.
Eddy, Chas. H.
Etheridge, Geo.
Edmondson, R. S.
Emanuel, Albert
Friendly, E. S.
Ferguson, J. W.
Flynn, T. F.
Fluhey, J. F.
Fernald, L. D.
Frazier, W. W.
Frueh, J. A.
French, Hafen T.
Forker, Eugene
Fletcher, R. A.
Freeman, Wm. C.
Fulton, K. H.
Green, G. C.
Gorman, T.
Gerhard, J.
Gulick, E.
Goldsmith, George
Gilroy, James
Gude, W.
Gause, F. L. E.
Gravelle, Frank C.
Green, Dr. C. W.
Hettinger, Wm.
Horton, E. S.
Halsted, H. G.
Horner, Wm.
Hanlin, J. W.
Hodges, G. T.
Hale, Henry Jr.
Hawk, H. C.
Houser, C. A.
Hooper, E.
Howland, Ellis
Hopkins, J. M.
Hubbard, H.
Harvey, R. M.
Hine, N. A.
Heath, H. G.
Jewett, W. R.
Jones, L. L.
Kain, G. R.
Kelly, C. P.
Klein, G. L.
Knill, C. F.
Kennedy, W. J.
Katz, E.
Kimball, F. A.
Koenigsberg, M.
Latourette, H. D.
Leech, G. E.
La Tour, L. E.
Lawrence, W. W.
Lamont, L. M.
Leigh, George
Long, Maurice H.
Morton, Wm. J.
Martin, John C.
Mulligan, R. H.
Mercer, Arthur
Moore, Thos. H.
Metz, Fred. P.
Moore, Eliot D.
Moore, Arthur H.
Monnad, Dan. S.
Mitchell, H. C.
Manin, H.
Mayo, A. D.
Maxwell, Lee
McMillan, W.
Mitchell, Chas. W.
McMillan, George A.
McDevitt, B. A.
MacAuland, H. R.
McKinney, J. F.
Miller, R. A.
Nowland, George O'Donnell, Hugh O'Mara, John E.
Ogsbiree, M. H.
Oakley, William
Pedden, H. J.
Perry, S. J.
Preston, S. W.
Putnam, C. I.
Palmer, L. C.
Patterson, Graham
Parker, Dan. M.
Pike, M. G.
Parrish, J. R.
Pierce, Paul
Palmer, W. G.
Parker, W. H., Jr.
Providence Tribune
Payne, G. Logan
Redmond, J. F.
Reichard, G. H.
Richards, F. St. J.
Randolph, E. H.
Robertson, E. S.
Rathbun, Jay
Roe, Jefferson
Rosenberg, G. V.
Ranney, Alan E.
Ralston, S. Otis
Seymour, J. S.
Smith, Hor
Scott, W. R.
Simpson, William
Starr, H. G.
Shirk, D. M.
Sanchez, Arnold
Spencer, T. B.
Satcher, R. P.
Scott, J. B.
Stanyla, W. A.
Thompson, M. B.
Tobey, C. H.
Thomsen, William A.
Taylor, M. E.
Toy, C. R.
Thorsen, J. M.
Thomas, J. R.
Vanderbilt, H. L.
Warriner, E. B.
Watson, H. B.
Waters, Robert B.
Walsh, Fred.
Walsh, Jack
Walsh, Frank B.
Woodward, W. G.
Wiltman, Russell R.
Wardman, E.
Wood, H. S.
Welch, R.
Wright, C. G.
Wright, R. C.
Williams, H. B.
Williams, H. R.
Young, A. H.

(280 x 150)

The Detroit News
First in America

in advertising lineage for the first six months of 1919.

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue NEW YORK — Lytton Building CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's

PRESS

CLIPPINGS

Tenth Avenue at 45th Street

New York

CANADIAN WEALTH

Figures Showing Why Canadian Business Is Well Worth the Most Intensive Cultivation by Manufacturers looking for the Best Places to Sell Good Merchandise. Figures of Great Interest

CANADA has nearly 15,000,000 acres of wheat, yielding approximately 235,000,000 bushels, which will bring around $455,000,000 in money.

CANADA has nearly 13,500,000 acres of oats, yielding approximately 405,000,000 bushels, which will bring around $280,000,000 in money.

THE total value of the field crops of Canada will approximate $1,150,000,000 in money.

CANADA has other resources, too. The fisheries, the mineral wealth, the lumber valuation, all go to swell the total wealth of Canada so that it mounts well into the big billions class.

CANADIANS have the money, they have the ideas, they have the desire and the tastes for the best of everything.

DAILY NEWSPAPERS published in Canada, with the Canadian viewpoint, the Canadian ideas and the Canadian angle on things reach Canadians IN THEIR HOMES, and manufacturers, co-operating with local merchants, through these daily newspapers complete the cycle in making the sale.

USE THESE DAILY NEWSPAPERS and watch your sales grow. It will prove more than gratifying.

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	12,403	.03	.03
†Brantford Expositor (E)	10,160	.025	.025
†Brockville Recorder-Times (E)	4,225	.0179	.0107
Chatham Daily News (E)	2,472	.01	.0071
*Galt Reporter (E)	3,955	.015	.0125
Guelph Mercury (E)	3,315	.015	.01
*Hamilton Spectator (E)	30,357	.055	.05
Hamilton Times (E)	11,200	.035	.03
Kingston British Whig (E)	6,237	.02	.015
London Free Press (AM&E)	41,610	.07	.06
Peterborough Examiner (E)	5,900	.0193	.015
St. Catharines Standard (E)	8,006	.0275	.0175
*Toronto Globe (M)	87,296	.15	.11
Toronto Star (E)	85,077	.14	.11
Toronto Star (S)	65,763	.105	.09
Toronto World (M)	26,608	.09	.06
Toronto World (S)	92,128	.12	.09

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000
Montreal Gazette (3c-$8 yr.) (M)	32,183	.085	.07
*Montreal La Presse (2c per copy) (E)	154,905	.13	.11
*Montreal Star (E)	111,151	.13	.11
Quebec Le Soleil (E)	41,863	.06	.06

Government Statement, April 1, 1919.
*A. B. C. Report, April 1, 1919.
†Publishers' Statement, April 1, 1919.

New York Advertising Situation

An interesting comparison showing the use of space by these twenty leading firms during the first six months of 1919

Evening Newspapers

	World	Journal	Globe	Mail	Sun	Telegram	Post	Total
Abraham & Straus	——	67,074	*15,700	——	46,748	——	——	129,522
Altman	83,263	84,040	64,020	82,849	84,479	81,789	80,777	581,217
Arnold, Constable	——	——	50,473	50,071	47,785	——	44,287	192,616
Best	71,344	70,920	70,504	——	69,687	——	——	282,555
Bloomingdale	58,502	119,020	67,168	32,255	——	——	——	276,945
Bonwit Teller	45,631	43,526	43,582	35,976	43,539	——	4,918	217,172
Gidding	——	4,561	8,056	4,686	22,622	4,812	9,476	54,213
Gimbel	13,569	279,654	258,394	39,780	253,230	——	——	844,627
Hearn	162,044	162,709	117,972	105,535	110,418	97,710	1,362	757,650
Loeser	705	74,209	*15,822	7,227	53,135	17,241	——	168,379
Lord & Taylor	161,060	——	127,547	26,092	152,550	400	13,760	481,409
McCreery	175,219	——	93,663	105,088	159,011	19,216	9,318	561,515
Macy	120,785	234,812	220,216	174,366	——	189,142	64,156	1,012,577
Oppenheim, Collins	114,987	115,122	111,511	——	59,274	——	4,644	405,538
Franklin Simon	57,686	59,570	22,936	27,725	59,189	——	11,544	238,650
Stanley & MacGibbons	4,605	1,245	43,541	——	17,350	——	——	66,741
Stern	115,915	6,665	107,154	89,672	103,120	5,750	40,421	468,706
Stewart	600	37,885	51,941	——	22,994	——	——	113,420
Worth	59,645	101,477	100,448	——	——	82,862	——	384,432
Wanamaker	152,493	181,808	211,346	——	213,810	188,029	27,222	974,708
Total	1,438,053	1,644,337	1,831,094	781,322	1,518,941	686,960	311,885	8,212,592

* Started with The Globe May 1st.

Morning Newspapers—Six Days, Excluding Sundays

	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus	——	——	——	——	——	——	——
Altman	30,440	32,807	20,120	40,658	19,326	22,820	166,171
Arnold, Constable	——	1,960	——	——	——	41,043	43,003
Best	26,567	1,175	——	24,913	——	360	53,015
Bloomingdale	——	——	——	1,615	——	——	1,615
Bonwit Teller	2,783	——	3,960	8,608	——	8,529	23,880
Gidding	1,798	5,051	21,400	20,252	300	19,096	67,887
Gimbel	45,054	10,189	——	78,116	——	44,899	178,258
Hearn	3,955	3,649	820	2,618	96	3,564	14,702
Loeser	——	——	——	540	——	——	540
Lord & Taylor	12,802	——	4,864	40,018	4,581	752	63,017
McCreery	7,962	——	1,641	21,025	3,509	——	34,137
Macy	54,860	——	4,823	24,083	79,775	76,192	239,733
Oppenheim, Collins	3,761	5,714	1,993	4,555	——	——	16,023
Franklin Simon	37,797	500	51,470	60,069	14,123	25,662	189,621
Stanley & MacGibbons	495	——	——	——	——	——	495
Stern	36,263	9,964	7,045	35,914	7,935	——	97,121
Stewart	——	——	——	2,398	——	——	2,398
Worth	1,700	200	——	——	——	12,618	14,518
Wanamaker	6,390	3,575	175,296	——	118,570	125,286	429,117
Total	274,627	74,784	293,434	365,382	248,215	380,811	1,637,253

Sunday Newspapers

	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus	21,640	58,240	22,199	39,902	22,206	27,165	191,352
Altman	40,100	39,650	42,085	41,713	42,309	41,630	247,496
Arnold, Constable	——	42,380	40,630	5,328	40,140	——	128,478
Best	2,281	4,200	——	46,446	——	——	52,927
Bloomingdale	39,805	57,138	——	42,123	——	——	139,066
Bonwit Teller	8,847	——	36,570	49,064	10,079	40,373	144,933
Giddin	8,406	8,602	11,886	11,556	9,198	9,382	59,030
Gimbel	83,796	84,300	——	111,359	——	81,732	361,277
Hearn	54,707	55,798	31,538	13,050	——	48,143	203,236
Loeser	23,475	50,680	21,906	34,619	26,309	24,135	181,124
Lord & Taylor	62,276	——	48,353	58,032	20,943	9,894	200,398
McCreery	87,954	——	62,952	91,231	44,876	——	287,013
Macy	63,638	65,424	60,736	——	66,166	62,651	318,615
Oppenheim, Collins	43,454	43,166	21,892	38,745	——	——	147,257
Franklin Simon	23,336	1,458	67,132	83,983	28,998	69,711	274,618
Stanley & MacGibbons	6,912	5,544	——	1,986	——	——	14,442
Stern	67,503	20,807	41,690	51,133	37,991	1,890	201,014
Stewart	4,224	——	6,314	35,595	9,247	——	55,380
Worth	39,102	24,050	642	532	660	22,400	87,376
Wanamaker	——	——	——	——	——	——	——
Total	661,456	561,536	516,525	757,287	350,122	439,106	3,795,032

It will be noted that The Globe leads all other evening newspapers and printed more of this business than all the six morning papers combined

Member A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

NOW 180,000

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EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, AUGUST 7, 1919 Vol. 52, No. 10

CLEAN "MEDICAL" COPY PUTS TRIBUNE AHEAD



For years The Chicago Tribune has trailed other Chicago papers in "medical" lineage. Year after year it ranked fifth or sixth in this classification, although first in almost all others.

Recently, however, the situation has been changing. Worthy "medical" copy is increasing more rapidly than "quack" stuff. Although The Chicago Tribune's rigid censorship has been in no way relaxed, The Tribune ranked first in "medical" advertising in June and July, 1919. The total "medical" lineage in all Chicago papers for the two months was as follows: Tribune, 90,190; American, 78,758; Journal, 76,739; Herald-Examiner, 72,412; News, 30,333; Post, 12,719.

Note that of the following fifteen leading "medical" advertisers in the Chicago Tribune in June not one offers an internal remedy:

Marinello	*Nestle's Food*
Djer Kiss	*Cutex*
K. D. X.	*Freezone*
Scholl Foot Appliances	*Pompeian*
Pepsodent	*Lysol*
Cadum	*Pebeco*
Resinol	*Tiz*

Mulsified Cocoanut Oil

All but three of the above placed more advertising in The Chicago Tribune than in any other Chicago paper during June.

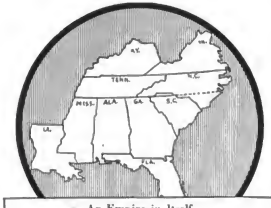
"Toilet preparations" would be a better title than the outworn name "medical" for the above type of advertiser.

In June, 1919, The Chicago Tribune carried 90% more local display and 145% more foreign display than in June, 1918. The second Chicago paper carried a total increase, both local and foreign, of only 65%.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Chicago Tribune's 1919 BOOK OF FACTS on Markets and Merchandising will be sent free to any publisher or selling organization if requested on business stationery.



An Empire in Itself

The South—An Empire of Vast Importance

Four ways of looking at the South as a market for goods.

First—Area and population. People enough to work in, people enough to make it worth while. An empire in itself.

Second—Retail distribution. Figure how many sources there are for your products, be they what they may.

Third—Daily newspaper help—intensive cooperative effort at your disposal. Reaching the people via the home route.

Fourth—Sources of revenue. This list shows some of the principal agricultural productions, and there are many more. Note that there are no manufacturing statistics in this. The manufacturing activities of the South, already enormous, are growing larger every year.

Dealer and daily newspaper cooperation in this territory is sure to make a showing that will justify any expenditure.

	Area	Population	General Stores	Groceries and Delicatessen Stores	Dry Goods, Retail	Hardware Stores, Retail	Boots and Shoes, Retail	Drug Stores, Retail	Department Stores	Tobacco Dealers, Retail
Alabama	51,279	2,269,945	6,055	1,912	377	547	565	870	49	6,230
Florida	58,666	921,618	1,362	1,132	404	359	413	580	32	4,761
Georgia	59,475	2,776,513	7,511	4,492	696	782	878	1,158	76	11,668
Kentucky	40,400	2,350,731	6,708	4,412	736	942	809	925	65	5,375
Louisiana	45,167	1,773,482	4,086	3,916	462	336	521	715	32	6,568
Mississippi	46,750	1,901,882	7,084	2,460	336	476	339	717	30	4,507
North Carolina	52,426	2,339,452	6,181	2,036	437	644	627	806	81	7,619
South Carolina	30,495	1,590,015	4,145	1,228	323	321	538	507	44	5,124
Tennessee	42,000	2,254,754	5,842	4,492	575	676	637	784	42	7,925
Virginia	42,627	2,150,009	5,864	2,436	395	572	690	673	81	7,683
Total	469,285	18,213,401	54,839	27,616	4,741	5,655	6,017	7,735	532	67,460

Annual Production

899,000,000 Pounds Tobacco.

566,272,000 Bushels Corn.

487,000,000 Pounds Sugar.

52,170,000 Bush. Sweet Potatoes.

45,427,000 Bushels Wheat.

40,642,000 Bushels Oats.

38,204,000 Bushels Potatoes.

30,364,000 Bushels Peanuts.

18,388,000 Bushels Rice.

14,125,000 Bushels Apples.

11,487,000 Tons Hay.

6,000,000 Pounds Hemp.

5,902,000 Bales Cotton.

5,652,000 Gallons Syrup.

Southern Daily Newspapers with Cooperative Spirit

		Net Paid Circulation	2,500 lines	10,000 lines
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.023
Asheville Citizen	(S)	13,000	.025	.025
Asheville Times	(S)	10,000	.025	.02
Charlotte News	(E&S)	24,068	.06	.056
Charlotte Observer	(M)	19,211	.045	.04
Charlotte Observer	(S)	19,217	.06	.05
†Durham Sun	(E)	6,000	.02	.02
Greensboro Daily News	(M)	16,395	.045	.04
Greensboro Daily News	(S)	22,486	.06	.04
Greensboro Record	(E)	8,581	.045	.035
Raleigh News and Observer	(M)	21,370	.05	.04
Raleigh News and Observer	(S)	23,301	.05	.04
Wilmington Dispatch	(E)	9,305	.02	.02
Wilmington Dispatch	(S)	9,305	.02	.02
Winston-Salem Journal	(M)	9,447	.025	.02
Winston-Salem Sentinel	(E)	7,000	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,093	.0178	.0179
Charleston American	(M)	7,393	.025	.025
Charleston American	(S)	10,451	.025	.025
*Columbia Record	(E)	13,709	.03	.03
*Columbia Record	(S)	13,709	.03	.03
*Columbia State	(M)	24,814	.05	.05
*Columbia State	(S)	24,990	.05	.05
*Greenville News	(M&S)	10,876	.025	.03
Greenwood Index Journal	(E)	2,745	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	2,978		
Spartanburg Herald	(M)	4,358	.02	.02
Spartanburg Herald	(S)	5,473		
TENNESSEE				
*Chattanooga News	(E)	17,262	.04	.04
*Chattanooga Times	(M)	30,408	.06	.06
*Chattanooga Times	(S)	29,106	.06	.06
Knoxville Sentinel	(E)	24,022	.05	.045
*Knoxville Journal-Tribune	(M)	24,808	.05	.045
*Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	82,278	.14	.14
Memphis Commercial Appeal	(S)	118,146	.17	.15
Nashville Banner	(E)	49,300	.07	.07
Nashville Banner	(S)			
Nashville Tennessean	(M)	84,340		
Nashville Evening American	(E)	15,186	.06	.05
Sunday Tennessean & American	(S)	84,031		
VIRGINIA				
†Bristol Herald-Courier	(M&S)	11,694	.04	.04
Danville Register and Bee	(M&E)	10,000	.03	.03
*Newport News Times-Herald	(E)	13,987	.04	.04
*Newport News Daily Press	(S&M)	9,465	.04	.04
Norfolk Ledger-Dispatch	(E)	43,300	.07	.06
Roanoke Times	(M&S)	11,255	.05	.04
Roanoke World-News	(E)	17,288		

		Net Paid Circulation	2,500 lines	10,000 lines
GEORGIA				
Atlanta Georgian	(E)	49,441	.08	.08
Atlanta Sunday American	(S)	92,515	.12	.12
Augusta Chronicle	(M)	12,548	.03	.02
Augusta Chronicle	(S)	10,651	.035	.028
Augusta Herald	(E)	17,413	.035	.035
Augusta Herald	(S)	15,813	.035	.035
Columbus Ledger	(E&S)	7,262	.0275	.0275
Macon Telegraph	(M)	23,450	.04	.04
Macon Telegraph	(S)	19,321	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,360	.04	.04
ALABAMA				
Birmingham Age-Herald	(M)	39,500	.07	.06
Birmingham Age-Herald	(S)	39,705	.08	.06
Birmingham Ledger	(E)	38,022	.07	.07
*Birmingham News	(E)	46,121	.08	.08
*Birmingham News	(S)	46,588	.10	.10
*Mobile News Item	(E)	10,000	.03	.03
Mobile Register	(M)	28,179	.05	.05
Mobile Register	(S)	25,048	.06	.06
Montgomery Advertiser	(M)	24,258	.05	.04
Montgomery Advertiser	(S)	24,258	.06	.05
LOUISIANA				
New Orleans Times-Picayune	(M)	79,417	.12	.12
New Orleans Times-Picayune	(S)	94,324	.15	.15
New Orleans Daily States	(E)	41,994	.10	.08
New Orleans Daily States	(S)	57,175		
*New Orleans Item	(E)	78,906	.12	.12*
*New Orleans Item	(S)	87,588	.15	.15
FLORIDA				
Jacksonville Metropolis	(E)	19,117	.045	.045
Florida Times-Union, Jacksonville	(M&S)	30,425	.06	.06
Pensacola Journal	(M)	5,816	.0172	.0172
Pensacola Journal	(S)	5,697	.0172	.0172
Pensacola News	(E)	5,000	.02	.02
KENTUCKY				
*Louisville Herald	(M)	52,456	.06	.06
*Louisville Herald	(S)	49,767		
Paducah News Democrat	(M&S)	7,003	.0225	.018

Government Statements April 1st, 1919.
*A. B. C. Statement, April 1st, 1919.
†Publisher's statement, April 1st, 1919.
‡Includes Bristol, Tenn.

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THE DOINGS OF THE DUFFS

—BY W. R. ALLMAN



EVERY DAY WITH N. E. A.

Write or wire

THE NEWSPAPER ENTERPRISE ASSOCIATION

(A Service—Not a Syndicate.)

CLEVELAND, OHIO

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Philadelphia

is the greatest building and loan centre in the United States

PHILADELPHIA BUILDING AND LOAN LEADER

Greatest Loan Centre in Country, Convention is Told

Philadelphia is the greatest building and loan centre in the United States.

This statement was made by W. R. Adair, president of the Omaha Building and Loan Association, addressing the annual convention of the United States League of Building and Loan Associations, now in session at Detroit.

He said that since the B. and L. plan had been transplanted to the United States in 1831, Philadelphia had developed this method of thrift to a greater degree than any other community. As the result, Mr. Adair pointed out, Philadelphia enjoys the proud title of "The City of Homes."

He praised the proposed Federal building and loan bank system, and said it will provide ample means to meet building demands and also result in uniform legislation for building and loan associations in making B. and L. savings tax free.

Representatives of numerous associations in this city are at the convention and some will read papers. It is also expected that Philadelphians will be candidates for high office.

There are approximately 7,300 B. & L. Associations in the United States, of which 1,200 are in the City of Philadelphia, with assets exceeding $180,000,000.

Philadelphia now has 392,000 separate dwellings.

The North Philadelphia Tenants Protective Association will erect 6,000 dwellings at once.

All previous building records for July in Philadelphia were broken last month by an aggregated completed construction value $6,281,930 greater than for any previous July.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads

The Bulletin

Net Paid Average for July **455,112** *Copies a Day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52 NEW YORK, THURSDAY, AUGUST 7, 1919 No. 10

GREATEST CRISIS IN HISTORY FACES NEWSPAPER INDUSTRY, DECLARES S. S. CARVALHO

Noted Newspaper Authority Supports EDITOR & PUBLISHER in Warning—Twenty Per Cent More Paper Being Used Than Manufactured—Higher Prices Certain—Stocks On Hand Reach Danger Line—Department of Agriculture Asks Survey

"THE newspaper publishers of America are today facing the greatest crisis in the history of their business, and paramount of the causes is the newsprint situation," is the opinion expressed to EDITOR & PUBLISHER, by S. S. Carvalho, expert counsellor, former general manager of all publications of William Randolph Hearst and recognized authority on every branch of the newspaper making business.

Mr. Carvalho bases his belief on a survey of general conditions, backed by his years of experience. He warns the publishers of America that unless they do something at once to curb the excessive use of newsprint at the present time, the entire surplus will be exhausted and the coming months of December, January and February will be the gravest in the history of the newspaper industry. Many will find themselves up against a stone wall when they attempt to meet their paper needs.

Higher Prices Sure

The entire question, as Mr. Carvalho views it (and as was pointed out by EDITOR & PUBLISHER last week), is not one of paper price, but of available supply meeting excess demand. He does not believe an increase in the price of newspapers which would be followed by a circulation decline, would assist materially in solving the problem.

Recognizing the seriousness of the present situation, the United States Department of Agriculture has asked that immediate steps be taken to develop the pulpmaking industry in the Northwest and Alaska with a view of relieving the users of newsprint from depending entirely on foreign markets for their supply.

Use of Paper Is Excessive

That five cent news print will prevail in a very short time is now the belief of many paper manufacturers, but these same men say that the question of price is secondary as there will be not enough paper to go round if the present excessive use is not stopped.

In discussing the present situation with EDITOR & PUBLISHER, Mr. Carvalho said:

"The newspapers of America are today enjoying the greatest prosperity in their history. The present conditions are most unusual. This prosperity is the result of advertising volume with some increase of rate. Newspapers today are making money in months that were formerly looked upon as loss months; but there is going to be a reckoning.

"In October the publishers are liable to be confronted with a demand for a 40 per cent increase in wages, and at about the same time the shortage of paper will begin to be felt. The present excessive use of paper cannot continue indefinitely, for with the demand exceeding the supply it is only a question of time until the crisis will come.

"I would not be surprised to see five-cent-a-pound newsprint, but price is not going to be the worst of the publishers' troubles.

"The excessive use of paper during the present summer months has been caused by the unusual volume of advertising caused by the general prosperity of the country.

"Then there is a third contributing factor to the excessive use of white paper. This is the new advertiser who is establishing his business, product or products in the minds of the public at a cost of 35 cents on the dollar to himself and 65 cents on the dollar to the United States Government.



S. S. CARVALHO.

The Government's Toll

"This third factor has been created by the excessive and unfair excess profit and income tax laws. Advertising is chargeable to running expense and rather than pay the excessive demands of the law a part of the money that would otherwise go into the treasury of the United States is being spent with the newspapers to establish goodwill and trade-marks.

"When I say that the price of paper may go up I base that statement on the following facts:

"First—The labor cost per ton on white paper is now $20 against $10 four years ago.

"Second—It takes one ton of coal to make one ton of paper and coal at the mill has practically doubled in price.

"Third—The haul on pulp wood is growing greater each year, likewise the freight charges.

"Fourth—The 6 to 9 cent markets of Europe, South America and Australia are now asking for Canadian and United States paper.

Danger Point Reached

"The production of newsprint has been increased this year, roughly speaking, between 5 and 6 per cent, but the use of newsprint has increased 25 per cent. This means that 20 per cent of the paper now being used is not only coming out of the surplus, but is rapidly eating its way past the recognized margin of safety.

"Contrary to the practice of many years, no surplus has been built up by paper mills this summer for use next winter. Mill stocks are down to the danger point and the mills, in an effort to meet conditions, are rapidly using up their surplus supply of wood stock.

"With the wood piles disappearing price ceases to be the real question. There is only one thing to be done—newsprint must be conserved; but

(*Continued on page 19*)

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vertising which has carried a stream of wealth to the newspapers. Several things have contributed to this advertising activity. A great deal of it has been caused by a desire to find a place in the new world business of which the United States is to be the center; there has been an unusual increase in the established lines of

NEWS PRINT SAVING NEED URGED ON NORTH CAROLINA EDITORS

Dr. Taylor Startles Annual Convention with Facts and Figures on Production and Waste—J. A. Sharpe Elected President—Peace Treaty Endorsed.

WRIGHTSVILLE BEACH, N. C., Aug. 1.—At the annual convention of the North Carolina Press Association, held here yesterday and today, various matters of interest were discussed, such as the need for conserving news print, question of exchanges, the cash in advance plan for subscriptions, political advertising, etc. The cash in advance plan for subscriptions, it was almost unanimously agreed, is the only businesslike way of handling the question. Secretary of the Navy Daniels was a guest and speaker on the need for an adequate navy and U. S. merchant marine.

Officers for the ensuing year were elected as follows: President, J. A. Sharpe, Lumberton Robesonian; first vice president, R. T. Wade, Morehead City Coaster; second vice president, J. F. Hurley, Salisbury Post; third vice president, Parker Anderson, Wilmington Dispatch and Greensboro News; secretary-treasurer, John B. Sherrill, Concord Tribune (for 33rd term); historian, M. L. Shipman, French Broad Hustler; orator, Miss Beatrice Cobb, Morganton News-Herald; poet, B. L. St. Clair, Sanford Express; executive committee, W. C. Hammer, E. B. Jeffress, I. S. London, Santford Martin and H. B. Varner.

Twenty New Members Are Elected

By a rising vote the association elected Dr. William Laurie Hill poet emeritus.

Invitations from Waynesville and Greensboro to meet there in 1920, presented by J. D. Moon and E. B. Jeffress, respectively. The matter was left with the executive committee.

Twenty new members were received into the association, as follows:

J. D. Boone, Waynesville; J. B. Craigmiles, Bakersville; J. N. Flowers, Freemont; H. W. Haywood, Raleigh; W. Brodie Jones, Warrenton; W. H. Lindsay, Hamlet; Mrs. Carolina Land, Albemarle; G. L. Nesbit, Waxhaw; L. Bunlee Pope, Dunn; J. P. Rawley, High Point; R. G. Shockell, Scotland Neck; F. M. Shute, Roanoke Rapids; F. J. Triplett, Hertford; Ronald B. Wilson, Raleigh; Grey Gotham, Asheville; C. M. Brown, High Point; A. C. Hunneycutt, Albemarle; A. C. Johnson, Lumberton; O. J. Peterson, Clinton, and Ben Dixon McNeill, Wilmington.

News Print Situation Startling

The newspaper men were enabled to secure many facts of value from addresses by Dr. Jobe Taylor of Roanoke Rapids and Mrs. Caroline Land, managing editor of the Albemarle News, the latter succeeding in making her point that women have a place in newspaper work so clear and definite that the editors were ready at the conclusion of her very interesting talk to elect Miss Beatrice Cobb of Morganton orator for next year's meeting.

The paper read by Dr. Jobe Taylor, a paper manufacturer of Roanoke Rapids, was pronounced by W. C. Dowd, editor of the Charlotte News, to be the most remarkably informative paper on the news print situation he had ever heard. Dr. Taylor sketched in rapid outline the whole history of paper making and startled his hearers when he told them the paper mills of the country are producing only 75 per cent. of the paper that is being consumed and that the forests of this country are being depleted three times as fast as nature is reproducing them.

"We are wasting our forest products," Dr. Taylor warned "Nothing in the world is so appalling as the manner in which we are chopping away at the very vitals of the national life. He pointed out that substantially less paper is being produced today than was produced ten years ago. He urged that the North Carolina Press Association set in motion influences for the conservation of paper resources by the abatement of waste, by the growing of more timber and by other means.

The association heard with every evidence of interest an exposition of the state's new tax program by Tax Commissioner A. J. Maxwell.

Peace Treaty Endorsed

The report of the committee on resolutions committing the North Carolina Press Association to endorsement of the peace treaty without reservations was adopted by a rising vote of 30 to 3, and then made unanimous. A long argument against the treaty was led by Parker R. Anderson of the Greensboro Record and Wilmington Dispatch. Mr. Anderson said that the League of Nations plan hit at the very foundation of American independence and that "Section Ten" required this country to go immediately to the aid of France in the event she were attacked. The only unqualified negative vote was that cast by Mr. Anderson himself. But on Mr. Anderson's motion the vote was then made unanimous.

"The sex barrier is down. Convention and prejudice will not in the next few years keep a woman from success in whatever calling she elects," said Mrs. Caroline Land, of the Albemarle News, in a paper on "Woman and the Fourth Estate." "Woman," said Mrs. Land, "is in danger of finding her greatest hindrance in her own nature. The profession of journalism is strong with the fiber in the bone that she needs more than the player and the ship more than the crew. The personal element is abandoned. A complete sheet, bearing the limitations of no man's nature, is the apotheosis of good journalism. It's a game that a woman can play. But if she wants it, she will be under the necessity of turning out her copy without the figleaf imprint."

H. Gale Braxton of the Kinston Free Press, in a paper on "Propaganda Advertising," declared that the time had come when a newspaper publisher had to distinguish between free advertising and the real news of the day. Newspaper men must apply the same principles to theirs the same as any other business enterprise and the propagandist must be referred to the counting room for a rate card. Mr. Braxton excepted propaganda sent out by the government bureaus with educational aims and appeared to have in mind principally the business man who seeks to secure advertising in the form of so-called news matter.

With the subject, "What Is an Adequate Price for a Weekly or Semi-Weekly Newspaper?," J. A. Sharpe, editor of the Lumberton Robesonian, reached the conclusion, subject to amendment depending on circumstances, that the subscription price ought to be three times the cost of the white paper and the mailing costs combined. He said, however, that it was a question largely for each publisher and that it was difficult to lay down a general rule. He thought a committee ought to be appointed to consider what would be a suitable relation between advertising and subscription receipts.

President Whitehead supplemented the remarks of both Mr. Sharpe and Mr. Braxton with the declaration that the papers must make both advertising and subscription yield more or continue to live on glory and work for nothing.

The editors witnessed the launching of "The Cape Fear," the first concrete ship built by government shipyard. In his address, Secretary Daniels said:

"Today, as never before, the American people understand the real meaning of the ocean. The war brought to it a realization of our weakness on the seas and never again will we be in the humiliating position we found ourselves in in 1917.

"We will build a merchant marine which shall carry our commerce to the ends of the earth. We will never again permit the use of this nation to pass into the hands of others."

In an address on the place of the editor in reconstruction, Roland F. Beasley, state commissioner of public welfare, said:

"At no time previous has the impulse for service been so great as it is today. The editor can be the leading spirit of public service and apply it to the complex questions of community life."

Advertising Pays Fruit Growers

SEATTLE, Wash., Aug. 4.—California's annual fruit sales would probably be something like 4,000 carloads today, as in 1893, but for advertising, declared Paul Findlay, of the California Fruit Growers' Exchange, in an address to Seattle advertising men. He declared that the expansion of this industry to an annual output of 50,000 carloads of fruit is exclusively due to extensive advertising.

"The successful business man has the goods and tells about it, while the failure may have the goods but does not tell about it," he said. "This is the difference between the merchant who advertises and the merchant who does not."

More than $500,000 will be expended in advertising the apples of central and eastern Washington state this year in Eastern newspapers and other publications, according to an announcement made by P. R. Parks, general manager of the Co-operative Fruit Growers' Agency, with headquarters in Spokane, Wash. Last year's advertising appropriation was $67,000.

PREDICT FIELDING'S ELECTION

Considered Favorite for Leadership of Canadian Liberal Party

MONTREAL, Aug. 6.—Indications are that Hon. W. S. Fielding, Editor of the Montreal Journal of Commerce, will be chosen as the leader of the Liberal Party at the national convention this week in Ottawa to select a successor to the late Wilfred Laurier.

Mr. Fielding was formerly editor of the Halifax Chronicle, but gave up journalism many years ago to become premier of Nova Scotia. He held that post for twelve consecutive years, and then for fifteen years was Minister of Finance in the Laurier Cabinet. When the Liberal Party was defeated in 1911 on the Reciprocity Agreement, Mr. Fielding again took up journalism, this time in Montreal. He was re-elected to Parliament two years ago where he has been an outstanding figure. His selection as leader of the Liberal Party will eventually mean the Premiership of the Dominion, it is believed.

POSTPONE ROTAGRAVURE

Will Not Be Resumed in Cleveland for Present—"P. D." Improves Plant

CLEVELAND, Ohio, Aug. 6.—The Plain Dealer and the Sunday News-Leader have decided not to reissue a rotagravure section at present. Arrangements had about been completed whereby each of these morning papers would resume such publications, which were discontinued during the latter part of the war period.

The Plain Dealer has just completed the installation of an additional press, which is necessary to meet increased circulation and advertising demands and has spent about $7,000 in installing an up-to-date wash room, including a dozen shower baths for employes, on the fifth, or editorial floor.

Captain Playfair Returns Home

MONTREAL, Aug. 6.—Capt. W. E. Playfair, who went to Siberia as Canadian Press correspondent with the Canadian Expeditionary Force, has returned to Montreal and a few days ago addressed a meeting of the Montreal Publicity Association. Before going overseas Captain Playfair was on the staff of the Montreal Star. The captain is not able to find much comfort in the Russian situation. He was of the opinion that the Russians would have to work out their own salvation and that the process would be a long and tedious one.

Canadian Soldier's Paper Stops

MONTREAL, Aug. 5.—The Canadian Daily Record, the overseas soldiers' paper, ceased publication July 31. It commenced publication in the spring of 1915 as a newsslip attached to the trenchline orders of the day. It gradually grew in size and importance, until it became a six to eight-page paper filled with illustrations, editorials and news of the Canadian overseas forces. It also contained home news which was cabled overseas by a bureau established in Ottawa.

Hutchinson Editor Homeward Bound

HUTCHINSON, Kan., Aug. 5.—William Y. Morgan, owner and editor of the News, who has been engaged in war work for the Y. M. C. A., is believed to have sailed for home about July 28. Mr. Morgan was engaged in Y work with the 35th Division. Reports have been touring Germany securing material for a book he contemplates writing.

BETTER UNDERSTANDING BETWEEN NATIONS OF WORLD MUST BE MISSION OF PRESS

American Editors and Publishers Join English Newspaper Makers in Demand for an Established System of Interchange—J. R. Scott of Manchester Guardian Says His Paper Will Send Men Regardless of General Action.

A TALL and almost thin man, whose eyes twinkle easily and who talks like an American, but has the mannerisms of an Englishman, came here to look us over a few weeks ago, and he is very much pleased with what he has seen, and likes a great many things that he has heard from us.

His name is J. R. Scott. He is the member of a family of leading English journalists and at present is general manager of the much-quoted Manchester Guardian, of which his father has been editor for nearly half a century.

Mr. Scott not only believes that a closer relationship between the Anglo-Saxon races is necessary for the future peace of the world and the security of the rights of the United States and the British Empire, and that the mission of bringing about a better understanding belongs to the press of the countries concerned, but is today putting into practice, insofar as the Guardian is concerned, agencies that will aid in this development.

"I do not know the details of the plans for the interchange of men between the newspapers of the United States and England, but I do know that the idea is a good one, from which not only the newspapers but the people of both countries would profit, and we should, by all means, attempt it," said Mr. Scott to EDITOR AND PUBLISHER. Continuing, he said:

Wants All Departments Included

"I object to the use of the phrase 'interchange of editors,' however, and do not see how that could be made to bring all the results desired. I do not think the interchange should be confined to editors or department heads in the editorial department, and I would strongly urge the widening the scope of the entire proposition to include even the business side of the newspaper as well as the editorial.

"We would probably derive the greatest benefit from a business office exchange, but that should not stand in the way, for we can all help one another. Publishing and advertising, there is no doubt, has been developed to a finer point in the United States than in England, and there are many things that I want to learn from you, even if I have to make another trip back for that purpose.

Guardian Will Send Man Here

"I think so well of the interchange idea that if it should for any reason fail to go through, although I cannot conceive of that, I propose to send some of the fellows of our paper over here to learn something about your newspapers and your people.

"It would be my idea that the men exchanged in the editorial departments would secure a better understanding of the people and the newspapers if given roving assignments as reporters.

"In this connection, I think the men from our side will have a little the best of things for a time, for our papers, as a rule, have established styles of long standing that we rarely break, while your papers change style at times with an ease that is startling.

"What I mean is that your papers more generally adapted themselves to the style of an editor or writer, while in England the editor and writer must adapt himself to the style of the paper I rather imagine that would prove hard for a time for the American.

The Mission of the Press

"The new friendship that is to be established between the English-speaking people is entirely in the hands of the press, and I think that a thing like the interchange which they can do to bring about the results we all desire should receive every consideration from the men of both countries."

"It was with pleasure that I learned of the appointment of James Bone, our London editor to the British Committee to investigate interchange."

The Manchester Guardian, in carrying out its advocacy of a closer relationship between England and the United States, has already taken the first step and is now issuing a weekly edition for American readers.

This edition prints the week's digest of news and timely English editorial comment that carries with it an overseas interest. The new edition is made with a view of informing Americans and Canadians of events and opinions across the sea, which hold special interest for the people of North America.



Photo by Curtiss. J. R. SCOTT

In keeping with the new policy of closer relation of the Guardian, an American office has been opened in New York and a Canadian office in Toronto. Mr. Scott has made it plain that this is only the first step in the greater plans of the famous paper. W. J. Curtiss, formerly of the London Times, is in charge of the New York business office.

Not His First Visit

The present visit of Mr. Scott is not his first to this country. Twenty years ago he was student in the department of mechanical science at Massachusetts Institute of Technology, but at that time, he says, he did not give a thought to the newspapers of the country and the business methods employed in making them, which has caused the conditions he has found on the present trip to be all the more amazing. He confesses that now he even likes our high office buildings, with their increased facilities for sunlight and fresh air.

While he recognizes a general condition prevailing in the world that means a readjustment in established conduct, he believes that the newspaper business as a whole is on the eve of greater prosperity than ever before, and that it has a wider field for its efforts than was true a few years ago.

Will Not Lower Prices

In speaking of publishing conditions in England, Mr. Scott said:

"Prices of newspapers in England will not be reduced, not in the immediate future, at least. Some few papers have increased the size of their editions, although it has not reached the pre-war days, but taken as a whole, changes that the war forced upon us as a means of conservation, have come to stay. I do not think that we will again return to the lavish use of paper that prevailed before the war. Our editors generally agree that there will be no return to the multiplication of special features, which was a very common practice before paper economy became a necessity."

splendid thing that nobody can dispute. It would prevent those misunderstandings and misconceptions that are usually at the root of international bitternesses.

If every leading city in Great Britain had one or more editorial experts with a comprehensive and intelligent understanding of American affairs, all the ridiculous rumors and downright lies would be nailed on the spot, and the really constructive work being done there would be rightly interpreted to our friends over there. Of course, British editorial experts here would perform a reciprocal service.

No doubt many criticisms can be leveled at the scheme, and as I sometimes drop into humor myself, I am sure I could write a rip-roaring satire on all the things it would *not* do. But the very salutary mission outlined above is something that it *would* do, and something that would be well worth while.

MARCELLUS E. FOSTER
PRESIDENT, HOUSTON CHRONICLE

The suggestion that British and American newspapers exchange staff men as discussed in a recent issue of the EDITOR & PUBLISHER impresses me most favorably.

I would be very glad indeed to have

WHAT AMERICANS SAY ABOUT INTERCHANGE

American newspaper makers are showing a deep interest in the subject of staff interchanges, not only with the newspapers of England, but other countries as well, as is shown by the following discussion of the subject by EDITOR & PUBLISHER readers:

MELVILLE E. STONE
General Manager, Associated Press.

I heartily approve of the proposed interchange of staff newspaper men between England and America. Indeed, I approve a like interchange with the newspapers of our other allies, if feasible.

I follow the views of Plato, who held to the omnipotence of public opinion and I can see no permanent peace without a great development of inter-communication throughout the world. An international league of newspapers seems to me an essential feature of any league of nations for peace.

CYRUS H. K. CURTIS
President, Public Ledger Company, Philadelphia.

I heartily favor the proposed interchange of staff members by British and American newspapers and discussed this subject with Lord Northcliffe and Lord Burnham when I was in London a few weeks ago.

WILLIAM SEAVER WOODS
Editor, Literary Digest.

The plan for an international exchange of editors would at least do one

some good writer on a British paper visit Texas, and discover that Indians and wild cowboys are very scarce in this State and that we have a Manchester Canal "leading from the Gulf to Houston, and that there are some evidences of culture and refinement, as well as big business in this State, and that cotton doesn't grow on trees, and I would also be glad to have one of our men visit London, mingle with the people there, and find out for himself that they speak English on that island and that the stage Englishman with which we have been so long afflicted, is not typical of that great country.

I am quite sure that we could obtain many good ideas from British newspapers and we might be able to impart a few.

CONGRESSMAN GUY V. HARDY

PRESIDENT, NATIONAL EDITORIAL ASSOCIATION

It looks to me like Mr. Blumenthal has hit on a good idea. It is a good subject to discuss at various associations, more especially among the bigger publishers. It would be a good idea for the big city papers to endeavor to exchange a member of their organization with the big city papers of Europe,—something after the fashion that universities made an exchange of professors a few years ago, by which method Germany succeeded in distributing a great deal of valuable propaganda.

The National Editorial Association appreciates better than most people the benefit that newspapermen get in traveling about the country. In the past years the leaders of our association have been in almost every section of the United States. This year we propose to meet in the Northwest, holding conventions at Victoria, Seattle and Portland.

HERBERT L. BRIDGEMAN

Publisher, Brooklyn Standard-Union.

That a better understanding between Great Britain and America is highly desirable and that it can best be promoted by the newspapers of both countries seems to me indisputable.

Not informed of the plans and scope of the proposed co-operative or exchange arrangement, I must ask to be "shown" and in the meantime to preserve a rather conservative frame of mind concerning it. In other words, it seems to me that the freest play of individual interests, opinions and authority would be more useful and effective than any general organized campaign or centralized overhead authority. Individualism has always been a strong point with American newspapers and it seems to me that wholesome rivalry will not only promote better work, but more independent thinking, presentation of all the facts and intelligent study from all angles.

To command public respect and do itself and the international cause real service, the alliance should be absolutely free of suspicion of obligation to any interest, political, financial, other than to tell the truth and think and talk honestly about it.

R. A. CROTHERS

EDITOR AND PROPRIETOR, BULLETIN, SAN FRANCISCO

The proposal for an interchange of staff members by British and American newspapers must appeal to all who wish to promote a friendlier feeling between the two countries. To know more of each other is to fear each other less. International enmities are three-fourths misunderstanding, and there is no better means of eliminating mutual suspicion than fuller and more accurate information as to what is happening in each country.

What applies to America and Great Britain applies also to America and the rest of the world, though as a newspaper agency for a better understanding, the suggested interchange is the most practical of all beginnings. Some day the interchange could be extended to France, Italy, Russia, Germany and other countries. In the meantime the proposal promises to vitalize the League of Nations, to give to its statutory skeleton the flesh and blood of a sympathetic popular sentiment. We must know more of each other if we are to work together harmoniously in the cause of international peace.

And on the still more practical side, there should be mutual advantage to the newspaper business of both countries. We have all something to learn from somebody else and the best of all mediums for such learning is the newspaper.

RUTHMAN ADMITTED TO PARTNERSHIP

A. G. Ruthman, who has for some time been in charge of the Chicago office of Gilman & Nicoll, has been admitted



A. G. RUTHMAN.

into partnership in the firm, which will hereafter be known as Gilman, Nicoll & Ruthman. It is in recognition of Mr. Ruthman's excellent services in Chicago that this step was taken. He will continue to have charge of the Chicago office.

Gilman, Nicoll & Ruthman will retain New York offices in the World Building, and the Chicago offices in the Tribune Building, as heretofore. They have recently added the Pawtucket Evening Times to their list of newspapers.

W. H. DODGE

PRESIDENT, BUFFALO EVENING LEAGUE OF NEWSPAPERS

The proposed interchange of staff members by British and American newspapers would, in my opinion, be a helpful step forward to the time when the whole world will be united into one great family.

Readers of American newspapers will be enabled to perceive more clearly the motives and ideals of Britain's statesmen, and through this mutual understanding, the two nations will be brought into more friendly relations than any formal treaty could accomplish.

The stage Englishman is just as unlike the true Englishman as the stage Yankee is unlike the real American. Hostility and enmity among nations sometimes rests upon such trifling questions as these.

During the coming years America will have to solve many intricate domestic problems. English newspaper men may have the ability to aid in their solution because these problems are, in a measure, common to both countries, and the influence of the press is a vital factor.

British diplomacy is quite evidently determined to bring about close, friendly relations with the United States and no doubt the proposal for the interchange of newspaper editors had its inspiration in Downing street. If this surmise be correct, we may feel confident that our own government will not be backward about coming forward, and in that ease British and American newspapermen will have the privilege of becoming a valuable auxiliary to those in charge of foreign resolutions.

CLARK HOWELL

EDITOR ATLANTA CONSTITUTION

I have read with interest the article in the recent issue of EDITOR & PUBLISHER on the progress of the movement for an exchange between England and American journalists.

I note with pleasure that the movement is receiving the hearty encouragement of prominent English journalists and from expressions already made in your columns from well-known American newspaper men, it seems that interest in the suggestion on this side is no less keen than among English newspaper men.

We can make no mistake in doing everything possible to encourage more cordial relations with our British brethren.

There are a few malcontents in this country, just as there are some over there, who are doing everything in their power to keep the two countries apart. Fortunately, they are in a hopeless minority, and their motives are so well understood that their very activity defeats their efforts in brewing dissension.

World wide peace and human freedom the world over depends upon the closeness of the co-operation of the two great English-speaking nations of the world, and whatever is done to this end benefits civilization that much.

No greater assistance can be rendered than by the press of the two countries.

J. K. OHL

MANAGING EDITOR, NEW YORK HERALD

Mr. Blumenfeld's suggestion for an interchange of editorial writers between English and American newspapers is worthy of serious consideration on this side of the now greatly narrowed Atlantic. Each nation having been a world power from its formation, in the sense of exerting a powerful influence upon world affairs—it is true that the war has added greatly to America's responsibilities and has put us in a position with regard to old world affairs which we have not held before.

It is of vital importance, therefore, that the American people in the mass should be better informed concerning European matters—economic as well as political—than they ever before have been, and it is manifest that the agencies to furnish that information, and to carry forward the desired education, are the newspapers.

As we on this side of the Atlantic need a right understanding of our brothers across the seas, so also do they need a right understanding of us. In the past this has been enjoyed by only a favored few. For the current misunderstanding, or lack of understanding, of one another the newspapers have been largely responsible. Mr. Blumenfeld has suggested one way to better a situation in which all of us should be interested.

When the great war came upon the world, the question most often heard in this country was, "What is it all about?" The American people then were brought to sudden realization that so closely had most of them devoted their thoughts to home affairs that they had remained ignorant of the currents of conflict which had been working toward the undermining of civilization—their civilization—and which, they were soon to know, would inevitably involve their own country. They felt their lack of knowledge of old world affairs and being rather ashamed of it, they said to themselves, "never again." They are in the never-again frame of mind today.

Such an exchange as Mr. Blumenfeld suggests would operate to furnish American newspapers, the educators of public opinion, with men equipped with that more intimate knowledge of European affairs which would enable them to give their readers the help that they have the right to expect. It would result, particularly, in bringing about a better relationship between this country and Great Britain—and that is of greatest importance to both countries.

The American or Britisher who does not see that the working together of our two countries is the prime essential to the preservation of peace and the promotion of civilization, is blind indeed. For that working together, the most essential requisite is a better understanding of each of these peoples by the other. The one sure way to bring that about is for the newspapers of one country to deal fairly and intelligently with the affairs of the other.

As I understand Mr. Blumenfeld's plan, there seem to be no serious obstacles to its being put into effect; certainly none that are insurmountable.

Music Trade Association Has Advertising Censor

CLEVELAND, O., Aug. 6.—The Cleveland Music Trades Association, which has membership consists of the retail piano, player piano and several talking machine dealers, has appointed A. L. Maresh, secretary, as "official advertising censor." Mr. Maresh's duties consist in looking over newspaper advertisements with a view of eliminating false statements made by certain dealers whose methods of exploiting "bargain sales with profits" have been severely condemned.

Some of the dealers were "cornered" and told they would have to analyze their newspaper statements before printing them. One advertising writer admitted that he used "catchy" terms and phrases so his copy would make "more acceptable reading" for the public.

Mr. Maresh has the co-operation of a police prosecutor in prosecuting any violators of the Ohio law, and the piano dealers say they are determined to put out of business concerns which dupe the public into paying high prices for used instruments, purchased with the understanding on the part of buyers that the instruments are new.

The members of the Talking Machine Dealers' Association of Northern Ohio are also backing up the piano dealers.

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Wanted—Information for Discussion at A. A. C. W.

Officers of Newspaper Department Issue Questionnaire as Aid in Formulating New Orleans Program

By WALTER G. BRYAN, Publisher Atlanta Georgian and American and President of Daily Newspaper Department, A. A. C. W.

DO you believe in a flat rate?
Do you believe in free publicity for auto advertisers?

Do you believe you or the advertiser should pay the cost of sending out circulars and letters to the trade?

Do you advocate the amusement or commercial rate for movies?

Do you believe in the same rates for local and foreign advertisers?

Do you pay the full agency commission on automobile advertising sent you on the fifty-fifty basis?

Do you believe the advertiser should pay the agency for their work instead of making the newspaper allow 15 per cent. commission?

There are dozens of problems like the seven above that should be thoroughly discussed behind closed doors by the men most interested—the advertising managers of daily newspapers.

We want you to send your advertising manager (or the man who supervises your advertising department) to the meetings of the Daily Newspaper Department to be held in connection with the coming convention of the Associated Advertising Clubs of the World in New Orleans, September 21 to 25.

We need his help and in turn believe we can help you by sending him back home with a lot of new ideas, enthusiasm and "pep."

At the San Francisco convention last year many advertising managers obtained information and ideas that were worth hundreds of dollars to their papers.

Buford Goodwin, general manager of the Birmingham News writes me that Charlie Miller, the News' advertising manager, brought back one idea, "Shopping with Polly," that has already been worth over $5,000 of revenue to the News, besides coming back fully rested and refreshed, ready to do a big year's work.

What Miller did, your advertising manager can do and I most sincerely urge you to send him to our meetings in September.

Please

Fill out the following questionnaire and mail it immediately to:

Charlie Miller, secretary-treasurer, Daily Newspaper Department, A. A. C. W., care the Birmingham (Ala.) News.

Name of Paper.....
Address .....
When Issued—Morning .....Evening .....Sunday.....
Publisher's Name .....
Advertising Manager's Name.....
Will you attend the New Orleans Convention September 21 to 25?.....
Will You Give Us a 5 to 10 Minute Talk on some Feature which has Added Revenue to Your Paper? .....
What Will be the Subject for Which We may List You on our Program?.....
.....
Have you any Special Problems You Would like to Have Discussed at our Meetings?.....
List Them in the order of Your Interest in Them.....
.....
.....
Population of Your City.....Your Trade District.....
Circulation of Your Paper—Daily.....Sunday.....

Local Advertising Rate—Minimum.....Maximum.....
Foreign Advertising Rate—Minimum .....Maximum.....
Amusement Rate.....Moving Picture Rate.....
Automobile Rate.....Church or Charity Rate.....
Do you send out Circulars or Folders for Advertisers Featuring Copy in Your Paper?.....
.....
Do You Charge the Advertiser for the Cost of Help and Postage for this Work?.....
Do You Favor the Flat Rate?.....
State Why You are For or Against the Flat Rate.....
.....
.....
Do you believe the newspaper should charge the Foreign Advertiser a higher rate in order to pay the Agency its 15 per cent, or should the Foreign Advertiser pay the newspaper its local rate and then pay the agency for the service rendered him?.....
.....
.....

DO YOU BELIEVE A CENTRAL OFFICE FOR DAILY NEWSPAPER ADVERTISING MANAGERS WITH FOLLOWING SERVICE COULD BE HELPFUL TO YOU:

FIRST:
Do you favor this idea?
Say Yes or No.....

To work with the Association of Advertising Agencies in eliminating the necessity of newspapers having to go out to sell merchandise in order to obtain contracts for advertising.

SECOND:
Do you favor this? .....

To make the advertiser bear the expense for help, printing and postage to send out circulars and broadsides and for putting up circulars in n tipsters, dressing windows, etc.

THIRD:
Do you favor this? .....

To work for the elimination of agency discounts by showing the advertiser the advantage of his paying the agency for the service rendered him.

FOURTH:
Do you favor this? .....

To work for a uniform rate card and above all a flat rate the same for local and foreign advertising.

FIFTH:
Do you favor this? .....

To work for the elimination of all oil, copper and mine stock advertising, which cannot stand the most rigid investigation, also for the elimination of clairvoyant, fortune-telling, matrimonial agency, and other forms of known fake advertising.

SIXTH:
Do you favor this? .....

To furnish you with information regarding the various advertising matrix services—to help you buy the best for your use at the lowest price charged by the makers in cities of your size.

SEVENTH:
Do you favor this? .....

A new idea department to send you copies of campaigns, feature pages, sections or editions that have been worked successfully in other cities. Every new idea developed by a member of our department to be sent in to the central office where descriptions or reproductions are to be made and sent you immediately. This should mean a new idea or feature at least every week if we secure several hundred members. For instance, one advertising manager recently sold a campaign to the coffee roaster in his city which was successfully copied in 15 or more cities while the same men copied a campaign from an Oklahoma paper which he sold to the electricians of his city.

EIGHTH:
Do you favor this? .....

To furnish a series of selling talks on newspaper advertising—not any particular newspaper but showing the most successful newspaper campaigns as compared to bill boards, street cars, magazines, etc., and other forms of advertising usually sold in competition with local display advertising.

NINTH:
Do you favor this? .....

A series of clever newspaper advertisements written by experts to help develop the lines you are weak in—for instance, a campaign addressed to the Florists one week, to the Shoe dealers the next week, etc., to show them the advantages of newspaper advertising. This properly illustrated and printed in your newspaper will help you land them.

TENTH:
Do you favor this? .....

To have a complete list of advertising solicitors who might be termed black sheep through having made fake contracts, jumping bills and in other ways being undesirable and in that way protecting members of our division from dishonest or unreliable solicitors.

ELEVENTH:
Do you favor this? .....

A research department to classify special success in various lines —for instance, if you are shy on jewelry advertising, to find and send you the best methods adopted in cities where newspapers have succeeded in educating jewelers to advertise with good results.

TWELFTH:
Do you favor this? .....

To standardize a rate that would be fair to the movies as compared to the legitimate and vaudeville house.

THIRTEENTH:
Do you favor this? .....

To arrive at a basis of giving a certain number of lines of advance publicity for each inch of amusement advertising paid for.

FOURTEENTH:
Do you favor this? .....

To work for the elimination of all so-called automobile publicity.

FIFTEENTH:
Do you favor this? .....

To furnish you with information on how to arrange rates or service to secure more small regular advertisers. Firms who should use several inches several times a week, year in and year out.

SIXTEENTH:
Do you favor this? .....

To work for a uniform style of mark-up (such as the pyramid) so as to give the newspapers a more readable appearance.

Which of the preceding Items are especially attractive to you? Give numbers.....
.....
.....
.....
What other ideals or improvements can you suggest for a central bureau (if one is established) to work in behalf of the daily newspaper advertising manager? .....
.....
.....
.....

WOULD your paper be willing to pay a small sum weekly or monthly, say 50c. per week in cities below fifty thousand and a sliding scale based on population up to $2.00 a week in cities over five hundred thousand for the establishment and maintenance of a central bureau in charge of a competent manager to serve you along the lines outlined above?.....
.....
What serious objection, if any, do you see in this service if two or more papers in the same town join our department and get the same service?.....
.....
.....
.....
Please sign your full name.....
Title.....
Date.....

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STORY OF PERSHING TO BE SYNDICATED

Harold F. Wheeler Has Spent Much Time Gathering Data for Human-Interest Narrative of the Man Whose Career Is the Pride of All

Reports that a book giving the human interest story of the life of General John J. Pershing, Commander in Chief of the A. E. F., who is returning from France in September, would shortly be offered for newspaper publication reached Editor & Publisher early this week. Yesterday they were confirmed by Irwin Barbour, manager of the Wheeler Syndicate, who said:

"We have obtained newspaper rights to the story of General Pershing by Harold F. Wheeler. In gathering the material for this work, Mr. Wheeler traveled to every part of the United States in which General Pershing was known. He went to the General's old home in Laclede, Mo., and talked to the men and women who had known the General there since his babyhood.

Knows Pershing Intimately

"He went to West Point, to Washington, to the border where he talked with soldiers who knew the General—and besides getting a great story which covers every point of General Pershing's career, he has turned out a book which puts the General in an entirely new light before the country. He makes us understand that Pershing is not a hard-boiled caste-bound military driver, but a real human being with a heart as big as a watermelon, and a fund of human kindness and understanding which will make him even more loved by the people when they learn to know him as he is.

"The first release on this work will be made early in September, and samples of the work will be available shortly. It will be both a daily and Sunday feature."

With definite assurances from the War Department that General Pershing will return from overseas early in September, newspaper campaigns have been begun in a number of cities for a series of tremendous welcomes to the man who led America to victory in the field.

Full Title of General

General Pershing, as Congress recently decided, will be the only officer in the United States Army to bear the full title of General—a rank vacant between the days of Grant and the World War—in recognition of his great services to his country.

General Pershing's life, especially of late, has been in his work, though no less so of his son, little Jack, the only survivor of the tragic loss which General Pershing sustained when his wife and two other children lost their lives in the burning of his home at the Presidio, San Francisco, at a time several years ago when he was on the Texas border.

G. C. Rice Indicted Again

George Graham Rice, well known as a get-rich-quick stock broker, promoter and publisher of a financial weekly in New York, was indicted July 28, by the Grand Jury on charges of assault and grand larceny. This is the third indictment returned against him in the last year. One of the previous indictments was for grand larceny, while the other, returned by the Federal Grand Jury, was for using the mails to defraud. Rice's real name is said to be Jacob Simon Hersig.

Fairbrother Recuperating

GREENSBORO N. C., Aug. 5.—Al Fairbrother, who recently sold the Daily Record to Parker, R. Anderson and associates because of a breakdown in his health, writes from Redondo Beach, Cal., where he is now domiciled, that he has gained twenty pounds in weight, much of his indisposition and lassitude has passed away, and that he expects to return to North Carolina in the fall ready to take up business again.

Association Changes Name

With the approval of new by-laws by the committee on organization, the name of the American Association of Foreign Language Newspapers has been changed to the Publishers' Association of the American Press in Foreign Languages. The officers remain the same, headed by Jacob Ginsburg of Philadelphia as president. Headquarters are at 120 Broadway, with Frances A. Kellor, vice-president, in charge.

A. E. BRAUN HEADS PITTSBURGH POST AND SUN



A. E. BRAUN

PITTSBURGH, Pa., Aug. 6.—A. E. Braun has been elected president of the Post Publishing Company and the Sun Publishing Company of Pittsburgh to succeed the late T. H. Given who died the last of June. Mr. Braun will continue to act as general manager, which office he has held for the last six years.

J. E. Trower has been elected vice president of both companies and will continue in charge of the advertising departments of both the Post and the Sun.

H. H. King has been elected secretary and C. H. Irvin treasurer.

All of these officers have been connected with the Post and the Sun for years, so that their advancement comes to each as a merited promotion. The same policies which have placed these two newspapers in their present strong position in the Pittsburgh field will be continued.

Just Can't Forget the War

BALTIMORE, Aug. 5—Returned war correspondents have been taken with the book fever, and already two histories of Maryland regiments have been published. One is by Raymond Tompkins, of the Sun and Evening Sun, and the other by Lester Mueller, of the American and Star.

Want Movie Ads Guaranteed

SEATTLE, Wash., Aug. 4.—Authority by an act of the city council to censor advertising of Seattle moving picture houses "in order that patrons will not be misled as to what they may expect to see" has been asked by the board of theatre censors. No action has yet been taken on the request by the legislative body.

OHIO LIST AFFILIATES WITH AD BUREAU

Directors Authorized to Enter Organization—Col. F. S. Van Gorder Elected President—Heavy Expenses Work Hardship on Publishers

(BY TELEGRAPH)

CLEVELAND, Ohio, Aug. 5.—Col. F. S. Van Gorder, business manager and one of the owners of the Warren Daily Chronicle, was elected president of the Select List of Ohio Daily Newspapers during the morning, which closed at the Hollenden Hotel today. He succeeded Harry E. Taylor, publisher of the Portsmouth Times, and one of the real five wires of Ohio's newspaper publishers.

Mr. Van Gorder was commander of the One Hundred and Forty-fifth Infantry during its service overseas and made an enviable record.

E. B. Cappeller of the Mansfield News was elected vice-president, and C. H. Spencer of the Newark Advocate was re-elected secretary. The gathering, which was the annual one (the other meetings being usually held in Columbus), was attended by over 30 publishers and editors.

Don't Fear Paper Shortage

Advertising methods were discussed and a resolution pledging the organization to affiliate with the Advertising Bureau of the A. N. P. A., was unanimously adopted.

The publishers took an optimistic view of the newsprint supply, despite reports that production has increased not more than a few per cent over the output last year in the face of greatly increased consumption all over the country.

Though fine advertising conditions prevail, increased labor and other overhead expenses are still telling heavily on many of Ohio's smaller dailies, it was found.

"I think we will see better days in a newspaper way," said Mr. Taylor in retiring from the presidency. "I see better advertising rates coming and more circulation is in sight, but it will take hard licks to overcome other burdens publishers must carry in the face of the advancing price of labor, material and food prices."

See Better Times Ahead

The publishers gave their sanction to the movement now at high tide to cut the cost of food prices, all pledging their co-operation and that of their papers in aiding city, state and federal authorities in trying to stop profiteering.

The directors were instructed to plan a campaign of much advertising among advertisers and agencies and also to figure on a publicity campaign in one of the leading advertising trade papers.

At the election the following named directors were chosen: E. B. Cappeller, Mansfield News; Fred S. Wallace, Coshocton Tribune; J. B. Sedgwick, Martin's Ferry Times; J. A. Chew, Xenia Gazette.

The list, which numbers 55 members, in as many Ohio counties, will hold its next meeting in Chicago on October 4th. Bi-monthly meetings are held, usually in Columbus. Robert E. Ward, the List's foreign advertising manager, and Mr. Ward's eastern representative, W. E. Jewett, of New York, attended the Cleveland meeting, which ended in an outing.

H. Roscoe Bailey, advertising manager of the Roscoe (Miss.) Daily News, is making a study of the Texas oil fields for a series of investment articles.

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ENGLISH FIRMS ARE BUSY PLANNING AMERICAN SELLING CAMPAIGNS

Special Advertising Service Has Been Established—Many New Publications Established in England—French Journalists Complain About British Methods

By HERBERT C. RIDOUT,
London Editor, Editor & Publisher

THE American Chamber of Commerce in London is at present engaged in the education of British manufacturers and producers regarding the American market, and its promotion work is of such a far-reaching character that it cannot fail to have its effect in ultimately benefiting American newspapers by creating advertisers among British commercial houses. The last Bulletin of the Chamber reveals an activity in this direction that I know has struck a number of old-established British houses as being altruistic in the extreme.

Founded in the belief that the best commercial interest of the two countries in every way demand a full exchange of goods between them on the broadest possible basis, the Chamber, with its 500 American and 500 British (non-voting) members, has arranged to give practical assistance to British firms entering the United States.

"Sell to America!" Is England's Cry

Of particular interest to American newspaper men is the fact that special service is given in advertising, as the Chamber's advisory committee in advertising has a most practical and useful method of supplying prompt information and advice.

It has been arranged, too, that each of the twenty other committees of the Chamber shall be ready with special assistance in this "sell-to-America" campaign, the Trade Informants Committee taking the lead in developing American sources of information.

Victory Loan "Push"

Great Britain has been passing through the excitements of the Victory Loan "push" and the National War Savings Committee Headquarters in London, with Sydney Walton, formerly press associate at the Food Ministry and more recently with the Canadian Mission in Britain, as the head of its Publicity Department, and L. H. Hartland Swann, managing director of Ichima, Ltd., and formerly advertising adviser to the Coal Controller as press advertising manager.

The press has shown a united front in concentrating its efforts upon breaking all previous records and it is an open secret that the one desire of the organizers is to beat the high record of the American Victory Loan. Newspapers have adopted the loan as their leading topic, christening it the Joy Loan, the "Lucky Dip" Loan and other names. Advertisers like Selfridge and the Sir Alfred Butt theatrical enterprises are offering large prizes in lottery form to subscribers who purchase the loan through them.

Newspapers Maintain Prices

Mr. Walton, in discussing the present campaign, acknowledged that the special Victory Loan and Victory-International editions of EDITOR AND PUBLISHER to have been most useful in furnishing many valuable ideas for the campaign.

The British publishing world is by no means inactive. New publications of the most diverse character—newspapers, popular periodicals, magazines and trade papers—are constantly making their appearance, and, generally speaking, are established with every sign of success.

The prices of newspaper show no change, and in no important instance has there been any reduction of price to pre-war figures. Indeed, Lord Horace Brooks-Marshall, the Lord Mayor of London, himself a publisher and distributor of newspaper and periodicals, said recently that he considered the day of the halfpenny paper had departed. Representing the interest of all sections of the distributing trade, he could say that they hoped it had gone never to return. They willingly paid their penny, their three-halfpence, their two-pence, or even their three-pence, they made their choice, and they got more than value for their money.

International Press Relations

Frank R. Bird, the secretary of the British Newspaper Society and editor of the Society's Monthly Circular, is doing a good work in cultivating working relations with similar organizations in other countries. His idea is that the visits paid by American and Canadian editors to Great Britain during the war has enlarged the vision of those responsible for the management of newspapers in both hemispheres and has created a comradeship amongst individuals which ought to be equally active among organizations. For many years a regular interchange of information has been operative between the Secretary of this society and the American Newspaper Publishers' Association, with considerable benefit to their respective organizations.

It was felt that this was only a beginning, and that other channels were untouched. Mr. Bird accordingly got into communication with other bodies in the United States and Canada with the happiest results. The various bulletins and other information regularly received from the Canadian Press Association, Inc., Toronto and the A. N. P. A. are filed at the office of the Newspaper Society for the use of its members.

French Journalists Complain

Whether from crassitude or inadvertence on the part of officialdom the correspondents of French newspapers in London are smarting under the disabilities which, they complain, British methods compel them to endure. They have secured the ears of their British press colleagues, who give wide and sympathetic publicity to their statement. The correspondents point out that throughout the war they submitted without demur to the restrictions imposed upon the British authorities, but they now enter an emphatic protest against preferential treatment being accorded to the press representatives of other nations while they, as they allege, are still obliged to work under the old difficulties.

Jolly Well You Know H'it

The editor of one of England's greatest daily newspapers, on his way to the office one day last winter, stopped at a strange barber shop just off Fleet street for his morning shave.

"I 'ear the h'influenza h'is in the h'air," remarked the man with the razor in an effort to make conversation.

"I hope you are careful as to the brushes you are using, in that case," volunteered the Great Editor.

"H'oh! You don't h'understand me, sir. You're thinking about the 'air on the 'ead and I'm talking about the h'air of the h'atmosphere," was the hasty rejoinder of the worker as he stroked his customer's chin.

All Christian-Science Editors Evidence Is In

Arguments Will Be Made on September 8—Dittemore Action Set for Hearing October 6

BOSTON, Aug. 2.—Evidence in the suit of the trustees of the Christian Science Publishing Society to restrain the Board of Directors of the First Church of Christ, Scientist, from interfering in their conduct of the society's affairs, was closed today. The hearing, which has been held before a Master, has been in progress for 27 court days. Arguments will be made on September 8.

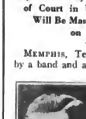
An opinion given the directors on September 4 by General Frank S. Streeter to the effect that it would be illegal for them to increase their salaries from $2,500 to $10,000, which was introduced by counsel for John V. Dittemore, a former director, was the principal feature of the evidence today. It was shown by records also that Dittemore and Archibald McLellan had opposed increasing the salaries.

The action of Mr. Dittemore against the directors, in which he claims he was removed illegally as a member of the board, will be heard on October 6.

BAND ESCORTS EDITOR LEECH TO JAIL

Begins Ten Days' Sentence for Contempt of Court in Unusual Legal Case—Will Be Mass Meeting of Citizens on His Release

MEMPHIS, Tenn., Aug. 4.—Preceded by a band and accompanied by scores of prominent business men who paraded the principal streets of the city, Edward T. Leech, editor of the Memphis Press, an afternoon newspaper, entered the Shelby County Jail today to begin serving a sentence of ten days' imprisonment imposed for contempt of Chancellor Israel Pere's court.


EDWARD T. LEECH

The contempt charges grew out of an editorial written by Leech during a local political campaign last year, as was told in detail in EDITOR & PUBLISHER, last week.

Friends of Leech, who organized the parade today and accompanied him to jail, are planning a mass meeting next week when the editor is released. Former Mayor Litty, who was a leading figure in the parade, addressed a group of several hundred persons at the jail just before Leech was locked up.

On beginning his term, Mr. Leech said:

"I enter the county jail for a ten-day sentence because the Supreme Court of Tennessee has ruled that a general political editorial, containing no references to any judge or any case, can be construed in contempt of a judge who was himself a candidate in a pending election. This, I believe, is the big point at issue in my case.

"This attack on the right of newspapers to discuss judicial candidates, and this ruling that the strictures contained in an editorial can be held contemptuous without the necessity of showing interference with the court's procedure, can, if accepted as precedent, be used to silence other editors under similar circumstances. I do not believe the law ever intended such a condition, and I will be satisfied if my imprisonment will help only a little in preventing a recurrence of such decisions."

Newspaper Man Heads Deaf Assn.

SPOKANE, Wash., Aug. 6.—James H. O'Leary, the new president of the Washington Association of the Deaf, is a well known Spokane newspaper man, going West in 1902 from Minnesota. He was born September 27, 1870, in Hennpin County, Minn., and owned and operated a number of small newspapers in the East before settling in Spokane. In 1901 he was elected delegate to the State Democratic Convention in Minnesota. He is at present employed in the printing department of the Spokane Chronicle.

Presented Complete News Record

WINNIPEG, Man., Aug. 4.—During the general strike recently in Winnipeg the newspapers were out of business for six days. On resuming publication the Free Press carried a page devoted to a summary of the day's news for each of the days it had missed publication. This was done in order that its record of events might be complete.

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TO FEATURE EXHIBIT AT NEW ORLEANS

Associated Ad Clubs of World Will Show Complete Advertising Campaigns, National, Territorial and Local—More Sustaining Members

Information of a most valuable character will be available to those who visit the National Advertising Exhibit, to be held as a part of the convention of the Associated Advertising Clubs of the World, at New Orleans, September 21 to 25, says a bulletin from the advertising association.

In addition to the fact that this year's advertising exhibit will take a new form, embracing complete showings of several actual advertising campaigns, it is also announced that at stated hours those who planned and executed the campaigns shown will be on hand to explain them and to answer any questions which are not answered to the complete satisfaction of the visitor by the exhibits themselves.

All Media Covered

Several campaigns are to be shown. There will be national, semi-national, territorial and local campaigns in the showing. Advertisements from publications, and from all other mediums used, as well as "follow-up" matter employed in the campaigns will be shown and explained, and Joseph S. Potsdamer, of Philadelphia, chairman of the exhibit committee, has declared that it will be such an exhibit and explained in such interesting detail as to bring notebooks from the pockets of those who see it.

In addition to these campaigns, two other features of importance are being planned.

One of them, following the chief theme of the convention, will show campaigns which have been used by manufacturers, merchandising establishments and other employers in gaining the cooperation of their employes.

This section will be supplemental to the plan to have a labor leader and a man equally representative of capital present what they believe to be the terms upon which capital and labor can agree, so as to insure increased production, and thereby insure continued prosperity. Samuel Gompers, president of the American Federation of Labor, has accepted a place on the program.

Neosho Plan in Detail

The other feature of importance will be a complete exhibit showing how the Advertising Club of Neosho has built up the business of Neosho through a plan of co-operative advertising, and by co-operation among the merchants to insure that all of the advertising done is so truthful as to insure that the customer who comes to Neosho will desire to make Neosho his regular trading point.

The Neosho plan has attracted national attention and was explained in Editor & Publisher last week. For years the business men of that community, through the advertising club, have continued to build steadily, with the result that the little Missouri city quite frequently entertains business men from other communities who go there to make a first-hand study of the methods successfully employed in Neosho, with the idea of adapting them to their own cities.

Recognizing the wide interest which this co-operative work has attracted, the advertising clubs conceived the idea of "taking Neosho to the business world," in furtherance of the association's work in behalf of making all advertising absolutely truthful.

Among representative firms which have recently expressed an interest in the work of the Associated Advertising Clubs by becoming sustaining members, the association announces, are the following: Bearings Service Company, Detroit; Exchange National Bank, Spokane; Dayton Wire Wheel Company, Dayton; Phoenix (Ariz.) Republican, Phoenix, Ariz.; Macfarlan Advertising Agency, Minneapolis; LaSalle & Koch, Toledo; A. O. Smith Corporation, Milwaukee; Liberty Motor Car Company, Detroit; Old Colony Trust Company, Boston; Greenebaum Sons Bank & Trust Company, Chicago; Superior Savings & Trust Company, Cleveland; Purity Oats Company, Boston; National Spark Plug Company, Rockford, Ill.; National Association of Accredited Commercial Schools.

In addition, it is announced that the Houston Post, the Pennsylvania Rubber Company, Jeannette, Pa., and the Ketterlinus Litho. Manufacturing Company, Philadelphia, have materially increased the sums of their memberships.

CHALONER PRESSES POST SUIT

Court Grants Him Immunity from Molestation Until August 2

Judge Ford in the Supreme Court of New York has declared John Armstrong Chaloner, who recently won a libel suit verdict from the New York Evening Post, to be sane and competent to manage his own affairs and business.

The jury which heard the evidence in the libel suit gave Mr. Chaloner a verdict for $30,000, which was reduced to $18,500 by Judge A. N. Hand on condition that the defendant did not appeal. The appeal has been taken from the $30,000 verdict and not from the reduced amount.

IF YOU DON'T KNOW ABOUT KANSAS CITY, YOU WILL!

Do you know that 26 per cent of the total railway mileage of the United States is in Kansas City's trade territory?

DO you know Kansas City?

No—— We thought not. But don't worry, neither did Mr. Kansas Cityan until a few weeks ago. Then the Kansas City Star started something with a punch that primed all good citizens with a multitude of condensed facts about his own home town and made a legion of good citizens and boosters.

Now they are going to tell it to you. One hundred and twenty of the leading daily newspapers in the country are going to be used for the telling, and for thirty-five consecutive days they are going to drive home to the people of America facts about Kansas City that will fix securely in the public mind the importance of that Mid-West metropolis.

A public fund of $75,000 has been created by subscription for this unusual home pride campaign, and the Star is justly proud of the fact that nothing that paper has done before has aroused so much favorable and enthusiastic comment among the men interested in the welfare of Kansas City.

The campaign of the Star, which has just closed, has already inspired similar campaigns in a dozen or more other cities.

On the first page of the Star for fifty-five consecutive issues, morning and evening, there appeared in a double-column box, of which the one above is a reproduction, a pointed fact about Kansas City. Each fact, written in bold script, was introduced by the words, "Do You Know?"

The people of Kansas City are so proud of the superiorities of their city as residential haven and industrial center, of which they learned through the Star, that they now want to tell them to the world.

"Do You Know?" has been issued in booklet form by a printing firm that is making free distribution. "Do You Know?" postcards can now be found at all Kansas City newsstands. Letter beads of business firms and the backs of envelopes coming from Kansas City carry the little fact sermons, and after a 24-hour canvass of the membership by the Chamber of Commerce that the people had subscribed $75,000 to tell the story of the city to you through the daily press.

Rogers Establish Agency

PHILADELPHIA, Aug. 4.—The Roger Business Building Service has opened offices in the Mutual Life Building to handle advertising and sales promotion. Joseph S. and John L. Rogers are the organizers.

N. Y. Selects the Grunewald as New Orleans Quarters

Chairman John Budd Organizing Strongest Delegation Ever—Urges That Early Reservations Be Made

The committee in charge of the New York Advertising Club's delegation to the meeting of the A. A. C. W. in New Orleans has selected the Hotel Grunewald for headquarters, and Chairman John Budd is urging that all who intend going make reservations immediately. In an announcement just sent out Mr. Budd says:

"We want to take to the New Orleans Convention the largest and strongest delegation we have ever had at any of those conventions.

"The trip down and back by rail or steamer will be delightful. The problems that are to be discussed at the Convention will be of vital importance. If you do not get from the addressed information that will be worth at least $25,000, it will be your own fault. A member of this club who attended the St. Louis Convention says that one idea he picked up at that meeting had resulted in a saving to his firm of $10,000.

"As we must at once reserve rooms for our delegation at the Hotel Grunewald, which is to be our headquarters, we ask that you tell us at once what accommodations you will need either for yourself or for your representatives.

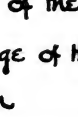
"Time of trip—By rail, 42 hours. By sea, 3 days. Leave New York Friday, September 19th, at 3:30 p. m., arrive in New Orleans at 10:30 Sunday morning, September 21st. Returning, leave New Orleans Thursday evening, September 25th, arrive in New York, Saturday afternoon, September 27th. By taking the rail route those who attend the convention will be away from home 9 days.

"The trip by sea—Leaving New York, Wednesday, September 17th, the steamer is due in New Orleans, Monday morning, September 22d. Returning leave New Orleans, Saturday morning, September 27th, arrive in New York Thursday, morning, October 2nd."

ISSUES "FRONTIER DAYS" EDITION

Albert Hearst Makes Advertising Sales Record for State Leader's Number

The Cheyenne (Wyo.) State Leader broke all records this year with a "Frontier Edition" that contained 96 pages, which is looked upon as an unusual achievement in the smaller city journalism of the Far West.



ALBERT HEARST

The paper contained 47 full-page advertisements, mostly of local merchants, and more than sixty pages of the advertising contained in the

number were sold in less than three weeks by Albert Hearst, the associate manager. He also wrote most of the copy contained in the advertisements.

The special edition, which is an annual event, marks the twenty-third annual "Frontier Day's" celebration, and the fifty-second birthday of the State Leader. Incidentally, when the State Leader was founded in 1867 Cheyenne was Crow Creek and Wyoming was overrun with buffaloes and wild Indians, according to a story by Frank Walter Sylvester.

Grute Locates in Cincinnati

CINCINNATI, O., Aug. 4.—Nain Grute, for eighteen years with the New York World and more recently with the Times, is now with the Cincinnati Commercial Tribune in the double capacity of news editor and Sunday editor. The Commercial Tribune's news bureau will be in direct charge of Mr. Grute. At one time he was connected with the Kansas City Star, and was one of the founders of the Kansas City World.

PLAN WARM WELCOME IN OREGON FOR N.E.A.

Four Days of Unalloyed Pleasure Await Publishers—$6,000 Trip from Portland to Medford and Return Is Outstanding Entertainment

By E. E. Brodie
Publisher Oregon City Morning Enterprise and Member N. E. A. Executive Committee

Four days of unalloyed pleasure have been alloted for the approaching convention of the National Editorial Association which comes to Oregon and the Pacific Northwest in August. Portland will be the first convention city, and the editorial party will arrive on a special train on Friday, August 8, at 5.05 P. M. Nothing has been left undone for the comfort of the guests, estimated at nearly 300.



E. E. Brodie.

At Seattle, hotel men from Portland will join the train and assign rooms, so that upon arrival at Portland, there will be no delay nor confusion, and after a bath, the members of the party will be motored to the spacious grounds of the Waverly Country Club for dinner, arranged and served by the Portland Caterers' Association, on the lawn at the club by the banks of the beautiful Willamette River, near Portland.

Welcome by Mayor Baker

There the usual preliminaries will be held, such as an address of welcome by Mayor Baker of Portland and the responses, so that the decks will be clear for the business session next morning. Portland's crack municipal band will furnish music at the club grounds.

Saturday, August 9, will be given over to the business of the convention, at the Elks Temple, and at noon luncheon will be served in the dining room of the Portland Press Club in the Elks Building, through the courtesy of the Home Industry League of the Portland Chamber of Commerce. Adjournment will be taken at 4 o'clock and by arrangement of the Commercial Club of Oregon City the party will be taken on interurban cars to the pioneer city of Oregon, at the Falls of the Willamette, and the association officers will formally dedicate a monument there being erected by W. P. Hawley, president of the Hawley Pulp & Paper Company, of Oregon City, to mark the establishment of the Oregon Spectator, the first newspaper on the Pacific Coast, in February, 1846.

The visitors will then be taken back to Portland and the formal banquet held at the Chamber of Commerce, through the courtesy of the Portland Oregonian and the Portland Telegram.

Famous Columbia River

Everybody is expected to be up and about early Sunday, for it will be a busy day, and guests are expected to get a cup of coffee before leaving their hotels, for breakfast will be along toward noon.

Automobiles will take the party up the famous Columbia River highway, over 60 miles of paved road, through the wonderful gorge of the Columbia, around Crown Point, with its 20 miles vista, and down past succeeding waterfalls, going as far as Eagle Creek, where the Oregon Fish and Game Commission and the U. S. Forestry Service have arranged to provide a bear and trout breakfast.

The return will be made to bring the party into Portland in time to go to their hotels and take a special train out of the Union Station at 4:30 P. M. for Salem, where at 6:30 P. M., dinner will be served by the courtesy of the Salem Commercial Club, and Governor Olcott will welcome the visitors.

Leaving Salem at 8:30 P. M., the night will be spent in Hallmann and the Easterners will waken at Medford at 6:30 and will have breakfast there, the Medford Commercial Club arranging it. Then the long day's run will start by the Crater Lake, "eighth wonder of the world." Basket lunches will be furnished, to be eaten at any point on this wonder highway, and the lake will be reached about 4 o'clock in the afternoon.

I shall not attempt to give a description of Crater Lake. No pen has ever been able to do justice to its elusive blue.

Next day the party will leave the lake right after lunch and return to Medford and it is hoped that arrangements will be perfected to go over the Pacific highway to Ashland, where dinner is to be served at Lithia Park, famous for its mineral water and its beauty.

Special Train to Mt. Rainier

At 8:30 P. M. Tuesday, the special will pull out for Portland, arriving at 7:30 A. M. Wednesday, August 13, taking a little better than an hour for breakfast at the Multnomah Hotel and then start on the Northern Pacific special at 8:45 for Tacoma, Washington, and the trip to Mt. Rainier.

The Portland Chamber of Commerce has agreed to finance special train from Portland to Medford and return, at a cost of something like $6,000, and the Medford Commercial Club will care for the party from arrival at Medford until its departure, with the single exception of the expense at Crater Lake lodge, an item for the compon book of Secretary Scholfield. Chairman Wilke of the transportation committee.

Committee in Charge

The committee in charge of arrangements in Oregon is as follows: W. J. Hofmann, Mayor George L. Baker, John M. Mann, J. E. Wheeler, John M. Scott, Philip S. Bates, Fred Lockley, George M. Cornwall, George H. Himes, Oscar Overbeck, I. N. Fleischner, Mrs C. F. Jones, C. C. Chapman, Robert E. Smith, C. S. Jackson, W. P. Strandborg, Edgar B. Piper, C. C. Cage, Henry L. Corbett, Dr. Henry Waldo Coe, R. A. Stewart, Sidney B. Vincent, Thomas Sherrard and H. W. Kent, all of Portland; W. P. Hawley and Lloyd Riches of Oregon City; B. T. McBain of West Linn; F. J. Simpsin of North Bend and Will G. Steel of Medford.

Oregon to be on hand in August to extend a warm welcome to the editors of the nation.

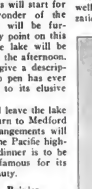
GOV. HART TO WELCOME N. E. A.

Seattle Has Made Big Preparations—State Association Meets, Too

Seattle, Aug. 4.—In conjunction with the convention of the National Editorial Association, the Washington State Press Association will hold its annual meeting in Seattle during the week of August 14. With the editors of the nation assembled in Seattle, this year's state gathering is expected to be one of the largest in the history of the organization.

Governor Louis F. Hart will welcome the N. E. A. editors to Seattle at the opening session here. An elaborate program of entertainment has been arranged in honor of the visitors under the direction of Frank P. Goss, of the Post-Intelligencer staff.

LET HOFMANN DO IT! PORTLAND FOLKS SAY



W. J. Hofmann.

When anything is to be done out in Portland, Ore., they don't say: "Let George do it." They say: "Let Hofmann do it!" meaning W. J. Hofmann, advertising manager of the Oregonian and office holder extraordinary.

And Hofmann does it. He does it so well that there is hardly a civic organization in the city that does not appeal to him when there is real work to do. Hofmann has tackled so many hard jobs and put them over so successfully that he has made a reputation that there is no hope of living down; consequently new duties are always being added. Hofmann hasn't shown any signs of weakening as yet.

There is a more or less general impression that the advertising manager of a city daily has a full-sized day's work ahead when he goes to the office in the morning. His office duties, however, are only a sort of appetizer for W. J. Hofmann, as may be appreciated when one glances over the following list of offices, all of which he is occupying at the present time:

President of the Pacific Coast Daily Newspaper Association.

President of the Pacific Northwest Tourist Association.

Director-general of the National Editorial Association convention, which meets in Portland next week.

Chairman of the entertainment committee for returning Oregon soldiers.

Potentate of Al Kader Temple, Nobles of the Mystic Shrine.

President of the Irvington Club, a community social and tennis club of seven hundred members.

Director of the Trails Club, which is making Oregon's mountains more accessible.

Director of the newspaper division of the Advertising Clubs of the World.

Rather a formidable list, but, of course, it does not take into account other titles that he has but recently dropped.

For instance he is an ex-president of the Portland Ad Club, and up to a short time ago had been for ten years a director of the Portland Chamber of Commerce. He is also credited with organizing the Royal Rosarians, a body of 100 Portland business men who act as the official entertaining committee during Rose Festivals, body-guarding the king and queen, receiving outside delegation.

Oregon Association to Meet In Portland, Aug. 8-9

Business Sessions Will Be Held Jointly with N. E. A. Meeting—Members to Be Guests of Local Publishers

Eugene, Ore., Aug. 4.—Lloyd Riches, secretary, announces that the Oregon Editorial Association will meet August 8 in the Portland Press Club, just preceding the opening of the National Editorial Association convention sessions. The first will adjourn in time to join in the reception of the N. E. A. members, who will arrive in Seattle by special train at 5 p. m. that day.

Following is the tentative program of the State association gathering, as prepared by President C. E. Ingalls, of Corvallis:

9:30. Address of Welcome—Mayor Baker, Response for the Press—C. E. Ingalls, President State Association.
10:00. Relations and Cooperation of Press and Agency—Charles E. Couche, Couche Advertising Agency.
10:30. How Advertising Agencies Get My Goat—Elbert Bede.
Discussions.
Government Advertising—S. C. Murton.
Propaganda—B. W. Bates.
1:30. Home Industries and the Press—A. E. Clarke.
2:00. Boosterism—Ed. Aldrich, Bruce Dennis.
2:15. Press Appeals to Femininity—Miss Alleen Barton, Society Editor Portland Telegram.
2:45. Both Sides of the Footlights, Through the Reviewer's Glasses—Leona Case Bane.
3:15. Gathering News for an Army—David W. Hazen.
4:00. Literary Digesting the Oregon Press—C. C. Chapman.
4:30. Business Meeting.

The big banquet will take at 7:30 that evening, when all members of the National Editorial Association, and if you have paid your dues to the State association, you are a member of the National Association, will be tendered a reception and dinner by the Portland Commercial Club as the guests of the Portland Caterers Association, at the gardens of the Waverly Club. Music will be furnished by Portland's crack municipal band. Address of welcome by Mayor Baker, responses, etc.

Saturday, August 9.

9:30 a.m.—Business session Elks Temple. Ladies of party will join the last three sessions, *viz.*

12 m.—Luncheon, headquarters of Press Club at Elks Temple. Luncheon courtesy of Oregon Commercial League.

2 p.m.—Ladies of party automobile trip around Portland, historical points of interest, War Camp Community Service, Mrs. Alice Bussen Beach in charge.

4 p.m.—Adjournment of business session. Formal dedication, president Hawley of the Paper Company of Oregon City. Interurban cars courtesy Commercial Club of Oregon City.

3:30 p.m.—Leave Oregon City by interurban cars for Portland.

6:30 p.m.—Banquet at Portland Chamber of Commerce courtesy of Portland Telegram and Portland Oregonian.

Sunday, August 10.

7 a.m.—Automobiles leave hotels for trip over Columbia River Highway, scenic road of the Pacific Northwest, up the gorge of the Columbia river, passing Crown Point, with the natural vista, Oneonta Gorge, Multnomah Point and Rooster Rock, Latourelle Falls, Shepherd's Dell, Bridal Veil, Bridal Veil Falls, Horse Tail Falls, Oneonta Gorge to Eagle Creek, where west and fish breakfast will be served by the United States Forestry Service.

Special N. E. A. Edition in Winnipeg

Winnipeg, Man., Aug. 4.—The Manitoba Free Press issued a special souvenir edition as a compliment to the members of the National Editorial Association when they visited this city, July 28, in the course of their Victory Tour. A warm welcome was extended in a full page leader article written personally by J. W. Dafoe, editor-in-chief. The editorial entente furnished valuable facts and figures about Winnipeg and Manitoba which should be to the American editors can use well when they return home.

Connolly with King Features

Joseph V. Connolly, late of the New York Sun and New Haven Union, has succeeded William B. Seabrook as publicity manager of the King Features Syndicate, New York. Mr. Seabrook retires to return to Georgia.

GUIDE FOR SPACE-BUYERS IN COMPUTING COSTS OF NATIONAL, SECTIONAL OR STATE CAMPAIGNS

State	Population	Number of English Language Publications Morning	Evening	Total	Total net paid space rate Morning	Evening	Total	Minimum agate line space rate Morning	Evening	Total	Number Sunday	Total Sunday	Sunday minimum agate line space rate	A. B. C. Net Paid Circulation Morning	Evening	Total
Alabama	2,396,270	3	22	25	69,740	162,582	232,322	.15	.4651721	.6651721	11	171,406	.4500574	69,739	120,652	190,391
Arizona	272,016	4	2	6	25,200	20,000	45,200	.1667145	.2967146	.4634291	0	27,907	.1667145	12,205	12,350	24,555
Arkansas	1,792,003	4	24	28	59,378	71,125	130,503	.1453715	.3229340	.4683055	6	88,724	.3929561	53,579	32,796	87,365
California	3,310,431	47	97	144	450,450	794,407	1,244,856	1.3396596	2.4072531	3.7469127	6	1,036,052	1.7363969	69,305	352,750	422,055
Colorado	1,035,181	6	28	37	57,478	215,876	273,354	.2382145	.6125228	.8507370	11	320,814	.4745574	45,589	156,566	202,155
Connecticut	1,380,504	3	29	32	44,220	263,525	307,745	.2276572	.6674641	.8951213	8	342,102	.5333333	71,283	140,286	211,569
Delaware	210,061	1	2	3	10,500	31,219	41,719	.06	.095	.095	-	-	.10.569	31,219	41,719	None
Dist. of Columbia	373,564	2	5	7	30,000	70,000	100,000	.1666667	.3888889	.5555556	5	230,870	.4000000	70,000	100,000	170,000
Florida	968,477	11	16	27	72,946	84,084	157,030	.2800156	.2800573	.5600729	10	83,653	.2625573	54,045	25,846	79,891
Georgia	2,609,121	10	20	30	114,565	124,231	238,796	.2033716	.4500666	.7534382	13	242,500	.6071432	107,449	72,154	179,603
Idaho	661,788	3	8	11	32,186	26,000	58,186	.0914298	.1814298	.2728576	5	57,440	.1428572	16,261	None	16,261
Illinois	5,917,789	21	91	112	849,250	1,340,232	2,189,482	2.2101416	3.4884471	5.6985887	13	1,502,648	3.9125000	277,440	1,096,151	1,373,591
Indiana	2,934,387	24	106	130	280,200	367,422	647,622	.7462817	1.7186630	2.4649447	18	628,434	.5778601	251,200	352,304	603,504
Iowa	2,224,771	10	42	52	96,000	221,832	317,832	.2733744	1.0609548	1.3343292	12	302,230	.4000015	134,041	167,189	301,230
Kansas	1,776,105	10	53	63	119,466	274,376	393,842	.3178378	.4890756	.8069134	13	420,000	.5273430	97,733	113,920	211,653
Kentucky	2,474,370	10	21	31	122,364	170,414	292,778	.3256911	.4539228	.7796139	9	156,114	.3441573	114,984	130,750	245,734
Louisiana	1,656,779	5	15	20	72,000	134,644	206,644	.1917345	.3585706	.5502051	7	261,881	.4666667	74,267	171,667	245,934
Maine	768,014	6	6	12	51,200	60,350	111,550	.1494129	.1757143	.3251272	2	53,183	.0952381	25,968	23,943	49,911
Maryland	1,315,256	6	11	17	174,240	240,000	414,240	.4638574	.7997317	.1235891	2	323,160	.5000000	100,417	210,100	310,517
Massachusetts	3,631,780	12	61	73	872,725	1,171,189	2,043,914	1.9885	2.6447173	4.6332173	12	1,180,048	1.7514287	237,760	900,000	1,137,760
Michigan	3,813,073	7	53	60	350,000	1,000,000	1,350,000	.3309431	.9460000	1.2769431	13	1,007,146	.2333333	344,166	1,000,000	1,344,166
Minnesota	2,049,987	6	35	41	159,340	415,000	574,340	.2966586	.8282190	1.1248776	6	380,250	.5384538	148,500	419,121	567,997
Mississippi	1,801,405	4	14	18	60,000	82,854	142,854	.078	.1507547	.2287547	6	97,191	.1250000	44,772	51,870	96,642
Missouri	3,648,698	12	60	72	504,000	900,450	1,404,450	.9833929	1.6853802	2.6793731	17	1,109,550	1.4571430	384,522	787,478	1,172,000
Montana	548,889	3	11	14	36,000	60,000	96,000	.2146440	.2672402	.4818842	5	41,854	.2678571	44,865	71,184	116,049
Nebraska	1,191,477	3	18	21	114,324	245,000	359,324	.4712850	.5426574	.7213533	7	236,421	.4000000	111,797	206,844	318,641
Nevada	77,407	1	4	5	6,000	14,000	20,000	.0833333	.0833333	.1666666	1	5,420	.0357150	None	10,000	10,000
New Hampshire	440,258	3	10	13	14,382	42,525	56,885	.0600572	.1761280	.2361791	-	-	.1250000	11,479	13,662	25,127
New Jersey	3,155,900	11	39	50	84,000	441,000	525,000	.1680000	.8820000	1.0500000	7	70,000	.1555572	None	350,000	350,000
New Mexico	437,916	3	6	9	7,420	30,120	37,540	.025	.0972974	.0972974	1	7,420	.0250000	None	None	None
New York	10,046,299	41	111	152	1,902,540	2,240,000	4,142,540	4.0133721	4.7671174	8.7804895	47	3,314,400	5.2500000	1,370,972	1,592,422	2,963,394
No. Carolina	2,206,287	9	24	33	90,240	73,864	164,104	.2333144	.2333580	.4666724	3	122,967	.3300144	74,979	39,685	114,664
No. Dakota	646,872	3	7	10	36,000	36,000	72,000	.0727	.2222222	.2949222	3	32,183	.1666667	20,000	20,000	40,000
Ohio	5,759,394	27	125	152	472,573	1,092,837	1,565,410	1.1067938	2.3917417	3.4985355	23	816,000	1.5285854	273,054	660,764	933,818
Oklahoma	1,657,155	7	31	38	72,000	248,000	320,000	.2571429	.8857143	1.1428572	10	180,945	.4000000	74,772	71,178	145,950
Oregon	783,389	9	22	31	123,840	156,920	280,760	.4317466	.4317466	.7735785	10	188,520	.4320441	93,000	162,731	255,731
Pennsylvania	8,720,017	14	142	156	600,000	1,470,000	2,070,000	2.1428600	5.2500000	7.3928600	13	1,304,856	3.2857145	405,645	774,184	1,179,829
Rhode Island	597,419	2	6	8	32,903	139,977	172,879	.0907143	.3544286	.4677429	-	61,977	.1850000	29,875	121,947	151,822
So. Carolina	1,683,724	4	10	14	60,000	60,000	120,000	.1714300	.1714300	.3428600	5	81,865	.2000000	29,000	31,000	60,000
So. Dakota	636,484	7	11	21	20,983	41,472	62,455	.1297141	.1297141	.2594282	-	33,250	.1737144	14,898	19,906	34,792
Tennessee	2,337,885	7	23	30	74,760	204,000	278,760	.1710145	.4707143	.6417288	-	45,000	.3000000	107,192	52,000	159,192
Texas	5,631,179	27	73	100	276,651	425,962	702,613	.3874348	1.4832364	2.2683809	41	572,520	1.4875572	226,981	220,980	447,961
Utah	448,243	4	7	11	24,000	48,000	72,000	.1314286	.1314286	.2628572	4	117,873	.2571429	31,113	23,951	55,064
Vermont	366,192	3	8	11	18,514	32,711	51,225	.0425578	.1127890	.1553468	-	-	.18,514	6,705	25,219	None
Virginia	2,244,164	12	30	42	136,972	170,000	310,965	.1171431	.4857143	.6028574	11	194,737	.4000001	106,770	131,224	240,064
Washington	1,668,578	11	21	34	132,465	243,992	376,457	.4617961	1.1805192	1.6423153	12	280,128	.6285601	115,846	248,247	364,093
W. Virginia	1,488,182	5	22	27	67,500	135,000	202,500	.2571429	.5142857	.7714286	12	150,250	.3214285	68,250	82,000	150,250
Wisconsin	2,368,969	4	45	49	84,701	498,180	582,878	.1242857	1.0242852	1.1485709	7	195,671	.3171668	52,497	548,941	601,438
Wyoming	190,922	3	5	8	10,461	14,815	25,276	.0643230	.0928578	.1571811	1	10,461	.0952385	5,000	3,847	8,847
Total	109,943,211	368	1616	2181	$8,848,594	$18,626,325	$27,974,127	$27.7024945	$44.2585945	$67.0564795	505	$46,611,711	$70.6731064	$7,566,509	$12,439,289	$20,067,809	$34,290,306

THE tabulation here printed affords to buyers of newspaper advertising space data on which either national or state campaigns may be planned with a considerable degree of exactness.

It is a summary of the facts presented in detail in the complete list of English-language daily newspapers of the United States, with their circulation figures and advertising rates, in the issue of July 24.

The agate line rates, covering 5,000-line contracts, show total costs for using either all of the Morning, Evening or Sunday newspapers in each state, and also in the United States as a whole. Figuring groups of states, major market groups, for campaigns in either of the three classes of newspapers is a matter of simple arithmetic.

For example: Colorado has 28 Evening newspapers, with a total circulation of 215,876 and a combined advertising rate of .6678581 per agate line. Thus 5,000 lines in all of these Colorado Evening papers will cost $3,067.86.

In Indiana there are 24 Morning newspapers, with total circulations of 280,200 and a combined advertising rate of .7462817 per agate line. The cost for 5,000 lines in all of these Indiana morning dailies will total $2,781.26.

Ohio has 23 Sunday newspapers, with total circulations of 816,668 and a

HOSKINS RETURNS TO HOUSTON

Made Managing Editor of Post After Service on Coast

HOUSTON, Tex., Aug. 5.—L. A. Hoskins has taken editorial charge of the Post, succeeding Charles Maes as managing editor. Mr. Hoskins is an old Houstonian, but for the past nineteen years has been living in California. Before going west he was employed on the Post for two years as Associated Press telegrapher and for a shorter period as telegraph editor.

Mr. Hoskins associated himself with the Los Angeles Examiner when that publication was founded. Eight years ago he became managing editor of the Los Angeles Tribune and later took on the editorial management of the Los Angeles Express, merging the editorial management of the two papers under one head. He left the Tribune-Express connection in 1917 and became assistant to S. A. Perkins, of the Perkins Press at Tacoma. When the Perkins papers were sold to the Baker interests, and the Tacoma News was merged into the Tacoma News Tribune, Mr. Hoskins renewed his Hearst connection, going to Atlanta as day editor of the Georgian.

Geraghty Managing Irish Press

PHILADELPHIA, Aug. 4.—The Irish Press, a weekly devoted to the interests of Ireland, has moved its headquarters to 24 Filbert street, and John B. Geraghty is now general manager. He is preparing plans for a circulation contest, with scholar ships and trips to Ireland as the prize and prizes. Joseph McCarthy is editor.

CROIX DE GUERRE FOR McDONALD

Chicago Newspaper Man Cited by Marshal Petain Personally

CHICAGO, Aug. 4.—Nicholas McDonald, for five years a staff photographer of the Chicago Herald and Examiner, and now a captain in the United States army signal corps, has received the Croix de Guerre on the direct citation of Marshal Petain. The medal was sent direct from France to the safe-keeping of Lieutenant Harry Lee, of the International News Service, an old friend. McDonald still is somewhere in France and has not yet learned of his new honors. The official citation reads:

"Capt. Nicholas McDonald, photography service American army. Officer in charge of photographic and motion picture film service of the division. An officer possessing initiative and extraordinary courage. Always accompanying an attacking unit, he took part in all battles. While engaged in recording valuable data for the history of the division, he displayed the utmost care of danger in the midst of enemy bombardments and machine gun fire."

"Petain."

"The Marshal of France,
"Commander of the French Armies of the East."

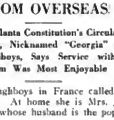
Captain Fawcett Returns West

SAN FRANCISCO, Aug. 6.—Capt. Roscoe Fawcett, former sports editor of the Portland Oregonian, has been released from the Walter Reed Hospital at Washington, D. C., and has returned to the West. After two months' leave he will enter the Letterman General Hospital at San Francisco for further treatment. Capt. Fawcett was seriously injured last October when his airplane fell, after he had become lost in a fog over England.

MRS. J. T. TOLER HOME FROM OVERSEAS

Wife of Atlanta Constitution's Circulation Manager, Nicknamed "Georgia" by Doughboys, Says Service with Them Was Most Enjoyable

The doughboys in France called her "Georgia." At home she is Mrs. John T. Toler, whose husband is the popular circulation manager of the Atlanta Constitution and past president of the International Circulation Managers' Association.



MRS. JOHN T. TOLER

Back from six months' active service with the American soldiers in France as a Y. M. C. A. canteen worker, "just to have done something for my country," Mrs. Toler brings home a war work record of which she can well be proud and the thanks of thousands of "her boys"—who will never forget her.

Mrs. Toler, young, handsome and charming daughter of the South, in her smart "Y" uniform, arrived in New York on the U. S. S. Mt. Vernon last Saturday on her way down to Atlanta, just bubbling over with praise and admiration for the work and conduct of the American soldiers in France.

She took up her work with them just after the armistice was signed (although it was not her fault that she did not get overseas sooner), at the time the boys were beginning to come back from the front, yearning for home and loved ones.

South and North Were One

It was the critical period of morale maintenance, and the war workers realizing it concentrated their efforts on making the boys as happy and contented as possible until the arrival of their embarkation orders. This was Mrs. Toler's duty, along with others, and she was assigned to the "Blue and Gray" Division, composed of men principally from New York, New Jersey, Maryland and Virginia.

"Once I was the only woman in the camp for a period of five weeks," she related to EDITOR & PUBLISHER, "and in that time I had a wonderful opportunity of studying the American soldier and his spirit.

"There wasn't anything they wouldn't do for me. I was the first American girl they had seen for as long as eighteen months—some of them—and there was nothing too good for me. They would confide in me and ask my advice, while many told me, with tears streaming down their bronzed and beaten faces, of mothers, sisters, wives, brothers, fathers and sweethearts back home whom they were so anxious to see and be with again.

Soft-Hearted Boys Again

"O! the spirit of those boys was wonderful — just soft-hearted youngsters again, transformed from fighting demons who only a few days before were battling the bocche to death in the fight for human rights.

"When they found out I was from Atlanta, they promptly nicknamed me after my native state, and I was 'Georgia' to them thereafter, losing entirely for the time being my true identity.

"When I received orders to move on, to erect and take charge of another hut, what a protest those boys made. They threatened to appeal to generals, colonels, and every other authority in the army and the Y. M. C. A. to keep me with them, but orders were orders with us and I had to move along, hard as it was to break away.

Respectful and Courteous Always

"It was the same in the next camp and wherever else I went. Kindly respect and courtesy marked my reception and labors. It was most enjoyable work and f wouldn't have missed it for anything."

As the soldiers were gradually sent home and the camps broken, Mrs. Toler was assigned to duty in Paris and opened up and managed the first American ice cream soda parlor in the French capital. She served ice cream, sodas and sundaes over the counter, crushed the fruits for syrups and did everything else possible to make the doughboys feel at home, and "Didn't they appreciate real American ice cream and sodas," Mrs. Toler exclaimed. "To many they were the first they had had since leaving home."

Asked what impressed her most in France, Mrs. Toler said it was a visit to the American cemeteries at Belleau Wood and Chateau Thierry, where a number of unidentified dead are buried.

Graves of Unknown Impress Deeply

One cannot describe the feeling of sorrow and emotion that arises when meditating above those graves," Mrs. Toler said. "To think of those poor fellows lying dead under unmarked mounds, thousands of miles from dear ones at home, who perhaps are expecting their return daily, and how they made the supreme sacrifice for their country, brought tears to the eyes of all of us as we made a pilgrimage to decorate the graves with flowers. I will never forget the occasion as long as I live."

Luxuries of Life Forgotten

Asked if she didn't enjoy the Atlanta Constitution every day from home, a merry twinkle came into her eyes. "Indeed we did," Mrs. Toler replied. "We didn't get much time to read it, but it was fine for making fires in the morning when wood was too wet to light. Many a time I thanked my husband from my heart for sending it to me. Mr. Toler must have felt badly at first at the treatment of his daily love letter, as he called the Constitution, but I made him understand he could not send me anything of greater use, so he kept up the supply."

As for toilet luxuries, Mrs. Toler laughingly admitted that for a long time cold cream had to take the place of water very often.

When it was suggested that she must have had home training and experience in work to enable her to make such a success of her Y. M. C. A. mission, Mrs. Toler said: "No, I never did a stroke of work worth while before I went overseas, and f don't know what I'll do when I get home again and won't have anything to do. I'll just have to find something I guess.

"Best of all now I'm going back to the best man on earth, and I just can't get down to Atlanta soon enough, but f have never forget my boys of the A. E. F."

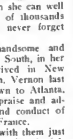
Fred L. Rentz, manager of the New Castle (Pa.) News, celebrated his 37th anniversary of connection with the paper, July 30, by being host to the News staff at dinner. Places were laid for ninety.

Waterloo Evening Courier

AND WATERLOO DAILY REPORTER

Waterloo, Ia., July 29, 1919.

EDITOR & PUBLISHER: Yesterday I received your edition of July 24th, and read it with even more interest than ever.



A. W. PETERSON

I am moved to express my appreciation of the wonderful paper you are issuing. This last number seems to me to be the most complete and instructive issue of the kind that I have ever seen.

This is surely a very remarkable era of willingness upon the part of the public to come out in the open with thoughts for the purpose of exchanging views and benefiting the public in general. You are playing your part well in printing and distributing information which you are bringing out for the welfare of all who will read.

What is true of the reading matter pages of the EDITOR & PUBLISHER is also vividly illustrated as true of the advertising pages. The advertiser seems to have caught the spirit of the times, and is telling his story in a very commendable way.

Very truly yours,

A. W. PETERSON, *General Manager.*

Mr. Peterson is President of the Inland Daily Press Association and Chairman of the important Grievance Committee of the American Newspaper Publishers' Association. He has made a wonderful record in building up the Inland Association and the Evening Courier.

N. Y. TRIBUNE DROPS OWN DELIVERY

After Year's Trial ft Goes Back to American News Company's Joint Delivery and Raises Dealer Price to $140 Per Hundred

After a year's trial of independent delivery service, the New York Tribune has abandoned the plan and returned to American News Company's joint distribution along with the other daily newspapers of the city. At the same time the Tribune also raises its dealer price from $1.20 to $1.40 per hundred copies. The changes were made effective Monday of this week.

Last summer, when newsdealers demanded a reduction in price of all New York dailies to $1.20 per hundred copies and attempted to enforce their demands by boycotting the Hearst newspapers, the Tribune management met the dealers' rate, but the American News Company refused to handle the papers at the lower figure.

The Tribune declined to withdraw from its stand and formed its own system of dealer delivery in charge of Berthold Yokel, long with the Hearst papers. Mr. Yokel retired from the Tribune several months ago, and the circulation department was placed in charge of Frank W. Ball, who announces the latest change in policy.

NEW FIRM IN NATIONAL FIELD

Heaslip, Getz & Batchelor, Publicity Councillors, Open New York Offices

Charles T. Heaslip, Carl H. Getz and Bronson Batchelor have become associated in business as councillors in national publicity and in commercial and civic problems affecting public relations under the firm name of Heaslip, Getz & Batchelor, with offices at 366 5th avenue, New York.

Mr. Heaslip is a newspaper and magazine man of years' experience and recently was director of publicity for the United War Work campaign, the Y. M. C. A. and the Centenary movement of the Methodist Episcopal church.

Mr. Getz is a newspaper man who has worked in nearly every state, was formerly with EDITOR & PUBLISHER and was associated with Mr. Heaslip in the United War Work, Y. M. C. A. and Methodist campaigns.

Mr. Batchelor was formerly Washington correspondent of the New York Tribune and has been associated with Ivy L. Lee in publicity campaigns in addition to being director of the Red Cross campaign in Washington.

G. F. Johnson in Complete Control

BINGHAMTON, N. Y., Aug. 1.—Less than one month after purchasing the Binghamton Republican-Herald, in cooperation with George F. Johnson, Representative in Congress William H. Hill has resigned as vice-president of the Binghamton Publishing Company, severing all connections with the newspaper and leaving Mr. Johnson in complete control. Differences over political issues the cause of Mr. Hill stepping down. He will continue as editor of the Johnson City Record.

Norfolk's Population Claims

Norfolk claims a greater gain in population during the last four years than any other Southern city. In 1914 the population was 90,000, and it is claimed that 200,000 people now live in the city.

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MARKETS OPENING TO AMERICAN GOODS

Our Manufacturers Face Great Opportunity for Winning British Favor—James Keeley Tells of English Advertising Methods and Media

James Keeley, editor of the Chicago Herald before its consolidation with the Examiner and who has just established himself as advertising counsellor in Chicago, on his recent return from a year's visit to Europe, nine months of which was spent in England, gave an interview to the New York Times, in which he analyzed with his usual keen insight the present possibilities for developing markets for American goods in Great Britain.

He believes that during the reconstruction period our manufacturers may find the time particularly propitious for winning British favor for any good product. He warns against the folly of trying to force American selling and advertising methods over there, suggesting that campaigns should follow the accepted British policies.

Advertising Medium

"The American merchant and manufacturer who wishes to introduce his goods to the British market has not a difficult problem in advertising his products," says Mr. Keeley. "By using about two dozen papers he can secure a good market, the character of his product governing the character of the papers selected for his campaign.

"I looked into this question thoroughly and then secured from one of England's leading advertising agents his judgment as to the leading mediums, their circulation and pulling powers. The circulations given are approximate, as English papers rarely guarantee circulations. We divided the papers into three classes: (a) Those that appeal to the best class of the thinking public;

"The fifteen leading dailies of London have a circulation of 6,665,000, ranging from the 'million a day' Daily Mail to the 35,000 of the ultra-conservative evening paper, No. 2 in circulation is a picture paper, No. 3 is the evening sister of The Mail, No. 4 another picture paper. Six of the nine morning papers have half a million and over, while the three leaders in the afternoon field have 900,000, 600,000, and 300,000, respectively. The three morning papers, classed A, each has less than 200,000, and the other six are marked B. Of the afternoon papers four are A, one B and one C.

Enormous Sunday Circulations

The Class A mornings get, roughly, $100 a column per 100,000 circulation, while the big fellows average from $375 to $400 per column on the basis of a million circulation. The evening rates, with the exception of one rate of $250 for 300,000, are much lower for the bulk and somewhat higher for the class 'A'.

"In the Sunday field the circulations are enormous. Thirteen London papers have a gross circulation of 9,420,000, ranging from 2,500,000 for a sporting paper. Number 2, a picture paper, has 2,300,000, with two others with 1,250,000 each, one of these being a picture paper. There are two class 'A' Sunday papers, neither of which quite reaches the quarter of a million mark. The cock of the walk, with its 2,500,000, is classed 'C,' but its close rival is placed in 'B' category. Curiously enough, all picture papers are in the 'B' class, and they are all tabloid in form. The class 'A' Sundays get a measurably higher rate than the class 'A' dailies, namely, $250 for 220,000 circulation, as against $250 for 150,000 daily. The 2,500,000 circulation one pays $1,100 per column.

"In the weekly field circulations are small, with the exception of John Bull, with 1,200,000, and Punch, with 300,000. Of fourteen weeklies, 11 are in 'A,' 2 in 'B,' and 1, John Bull, in 'C.' The latter gets $1,650 a page, and Punch gets $750.

"In England advertising has not reached the pinnacle of success attained in America, but it is a growing and potent force. Recognition by the Government of the paid announcement as a vital factor in raising armies, in supplying the Treasury with funds, and recently in informing the public of the difficulties of and the reasons for the delay in demobilization, has placed a half mark of value on advertising that is bound to be of great benefit. One of the byproducts of the war has been this cause of education in publicity. The real business man is taking advantage of the situation thus created, and the astute American manufacturer and merchant who is willing to play the game according to the rule will gather his share of the harvest."

DOES NOT BELIEVE IN EXECUTIVES BURYING THEMSELVES



HARVEY W. WHITE.

NOT many newspaper makers are better known to the members of the craft, especially in the city of his adoption, than Harvey W. White, editor of the Buffalo Commercial; and there's a reason. Men who sit inside at a desk meet comparatively few of their fellows in the same line of work, but the reporter meets everybody—and Mr. White served many years in the capacity of a reporter.

Mr. White's home town is Elmira, N. Y., where he was born February 6, 1867. He comes of old Pilgrim stock, and on his father's side traces his descent from Peregrine White, famous as the first male child of white parents born in America. His mother, also, carries his origin back to New England, being of the Adams stock, which came to this country from Devon, England, in 1632. None the less, he chose Knox College, at Galesburg, Ill., for his alma mater, and pursued the classical course there.

He came home after taking his degree, of course, and began his newspaper career on the Elmira Daily Advertiser, then owned by J. Sloat Fassett. He afterward made a brief visit to Lockport, N. Y., where he took the city editor's desk on the Union, but returned to the Advertiser as its city editor. That was when Edward L. Adams, now U. S. Consul at Dublin, was the Union's managing editor. Buffalo seemed to offer attractions to him, however, and he went to that city in 1897 and served the Times there in various reportorial and editorial capacities. Six years later he joined the staff of the Commercial as a reporter, and rose steadily from one position to another until he became managing editor. When the Warren family sold the Commercial to Charles A. Finnegan, Mr. White was confirmed in the office of editor of the paper, thus reaching the apex of the editorial pyramid.

While some men permit themselves to be buried by the duties of supervising the editorial conduct of a newspaper, Mr. White is of different mental calibre. He has never lost personal touch with the world's activities, and always finds time to contribute the leader on the editorial page, daily. He is a master with the pen, and his writings have contributed not a little to the prestige of the Commercial in Western New York.

Perhaps his chief source of pride is his family. He is happily married and has six children who vie with their parents in family devotion.

Business Men May Lay New Pacific Ocean Cable

Present Service So Bad That Drastic Steps to Remedy Conditions Are Needed, Says Davis

Unless there is an improvement in the Pacific cable service soon large business interests will unite to establish adequate means of communication in competition with the existing company, according to O. K. Davis, secretary of the National Foreign Trade Council, 1 Hanover Square. Mr. Davis says that the long delays in transmission of cables have become so frequent and serious that business was being seriously interfered with. In a statement this week he said:

"There are three rates of charges for cable messages across the Pacific. One is the commercial rate, which is the standard; another is the press rate which is usually one-third of the commercial rate, and the third is the urgent rate, which is three times the commercial rate. Ordinary business messages are usually paid for at commercial rate. Such messages submit precedence to all Government business. The urgent rates takes precedence over commercial business, and in normal times would require from thirty minutes to an hour in transmission.

"I have repeatedly sent urgent messages from Manila to New York by way of London when only forty minutes were required for transmission, but now from two to three days are required for the transmission of an urgent message.

"I think it will be admitted that business of such importance as to warrant communication at a rate of from $4 to $5 a word is entitled to have that communication made effective without delay. That certainly is the feeling among the business men concerned. They know from costly experience what the situation is, and are not seeking explanations of its causes, but means of relief."

HAUBRICH FIELD SECRETARY

Colorado Editors Follow Lead of Iowa and Utah

DENVER, Aug. 4.—The Colorado Editorial Association is to have a field secretary looking after the state newspaper's commercial interest and has named George T. Haubrich, secretary and treasurer, for the work.

Among his duties will be to secure foreign advertising for the Colorado papers; try to obtain an equal distribution of political and quasi-public corporation advertising; settle circulation and advertising disputes, and establish uniform rates for advertising and job work.

Mr. Haubrich's position and work will be similar to that done by field secretaries in Iowa and Utah.

Official Canadian News Bureau

The new official Canadian bureau of information has opened offices at 1463 Broadway, which will be headed by American writers and publishers throughout the United States. Lieut.-Col. John A. Cooper is in charge.

Brakeley Joins Red Cross

George Brakeley has resigned as Sunday editor of the New York Sun to Red Cross Magazine, New York. There has been no permanent appointment to assume the managing editorship of the his place on the Sun.

A. P. NEWS WIRES SPAN 50,000 MILES OPERATION COSTS OVER $2,500,000

Story of Gradual Development Shows How Mechanical Genius Has Been Applied—Automatic Printers Hasten News Delivery—Wireless Is Logical Next Step

By Milton Garges.
ACTING CHIEF A. P. TRAFFIC DEPARTMENT.

SOMETIME back in the early part of the Nineteenth Century a Commissioner of Patents wrote to the Secretary of the Interior that he wanted to resign. The reason he gave was that everything that could be invented had been invented, and that he didn't want a job that was a sinecure.

Quite a few things have been invented since then. None has been of greater service than those which have made for the rapid dissemination of information. Our people have become so accustomed to the world's news served hot from the press that it is hard to realize that it is not such a far cry from the pony express to the automatic telegraph. Not so many years ago the news from Europe came by sailing vessel or slow steamer, the vessels on arrival being met down the bay by reporters who, after preparing their budgets, sent them off to the editorial room by carrier pigeon. In those days, too, New York got its news from the seat of government at Washington by pony express riders.

Made Press Associations Possible

With the invention of the telegraph and the stretching of the Atlantic cable the development of press associations became possible, and while it is not the purpose of this article to detail the many steps in the gradual march to present-day efficiency, it may be interesting to point out some of the mileposts.

When The Associated Press was founded, in 1885, to lease its wires instead of depending upon the commercial companies to handle its dispatches through the regular channels, probably the most important forward step was made. It became possible greatly to increase the service given to its members, both as to quantity and quality. It made available a wire connecting the principal cities which could be devoted entirely to the transmission of news dispatches.

Enter the Typewriter

It made possible the employment of a corps of efficient telegraphers whose skill with the dots and dashes made for speed and accuracy. It involved, of course, that in those days seemed a tremendous increase in costs, and the newspaper members in only the larger cities could undertake the innovation. It soon proved its worth. The amount of news delivered by this method was immense as compared with the meagre, abbreviated service which had come through by the commercial lines.

For some years prior to 1908 a telegrapher here and there had been experimenting with the typewriter as an aid in receiving press dispatches. The great advantage of this method soon became obvious, and when the Associated Press established its leased wires it required its telegraphers to learn to use the typewriter.

The men were quick to respond, the typewriter relieving them of the strain of the old time stylus and flimsy method which had put so many of them out of commission with "telegrapher's arm"—a form of writer's paralysis. The man who had to handle the copy on the telegraph desk of the newspaper also rejoiced. Now he had clean, typewritten copy, every word spelled out in full, and all the punctuation marks in their proper places. It made his work easier; it enabled the printers to handle the copy faster and with fewer errors; when nearing the "deadline" he found that the copy could be "railroaded" to the printer, something impossible with the flimsy.

The telegraphers soon found that with increasing familiarity with the typewriter they could copy much faster than the best Morse operator could transmit the news and dashes; also that it was easier to work at a higher speed. Having increased the speed capacity of the re-



Milton Garges.

ceivers, the next thing was to find a way to utilize this increased capacity by increasing the amount of matter the sender could produce.

Walter P. Phillips had evolved a code system which he originally used as a method of shorthand reporting. This consisted of a series of abbreviations, more or less arbitrary, but which were easily acquired. It was found that this could be adapted to the more rapid transmission of press dispatches. The sending operator, instead of spelling out the words, letter by letter, as previously had been necessary, could send the abbreviation corresponding to a word or group of words, the receiver would recognize the combination and transcribe it in its proper form on his typewriter.

Code System in Use

For example, the sender would transmit a dispatch like this:

"LD. Mar 22—T fs ac is nw olly pud o a rmkb lg dsc flite ov t Nt Za wh wa pfnd by a Br man-rgrid aisp, the US11, dur t pst fu dys. T vyj took t form o a ekt, mbcg t coast o Denmk, Schleswig-Holstein, Heligoland, Nt Ger & Holland. T trip wa chrd bi xmy ufb wea T trf is rgdd as rnkg as ph t ms notbi flite f k dv nthn."

And as it would be turned out by the receiver, it would read:

London, March 22.—The first account is now officially published of a remarkable long distance flight over the North Sea which was performed by a British non-rigid airship, the US11, during the past few days. The voyage took in parts of seven countries, embracing the coast of Denmark, Schleswig-Holstein, Heligoland, North Germany and Holland. The trip was characterized by extremely unfavorable weather and therefore is regarded as ranking as perhaps the most notable flight of its kind ever undertaken.

It really may be seen that the use of this code, with which the telegraphers soon familiarized themselves, made it possible to handle a greatly increased volume of dispatches and at a much higher rate of speed, but without imposing any hardships on the operators themselves.

(*Continued on Page 42*)

WANT MAIL PRIVILEGES

United Amateur Association Selects Birmingham for 1920

SEATTLE, Wash., Aug. 5.—Two hundred delegates from all parts of the United States attended the annual convention of the United Amateur Press Association of America held here this week. Birmingham, Ala., was chosen as the 1920 convention city.

Roy Erford of Seattle was elected president; J. H. Hasemenn of Brooklyn, N. Y., was elected first vice-president, and Anita R. Kirksey of Havana, Cuba, second vice president. Dottie N. Florance of Snohomish, Wash., was elected to the secretaryship. Other officials chosen were Henry Cremer, Seattle, treasurer; D. Z. Gourman, Seattle, official editor; L. Adelaide Sherman, Coniocnock, N. H., historian; Lenora Pearl Brace, New York, laureate reporter.

A resolution was passed to petition the postoffice department for a second class rate on the amateur publications of the organization.

A Chinese Bureau of Information

A "Bureau of Information" has been organized in Shanghai, to disseminate news of China, free of cost, to the newspapers of America. Dr. F. C. Tong is chairman and George F. Sokolsky is manager. Their post address is Box 2001, American Post Office, Shanghai. It is announced that "the expenses are covered by patriotic merchants and students in China," and the request is made to "please put us on your exchange list, as we want the Chinese to know what America is doing."

Spencer Heads Journalism School

SEATTLE, Wash., Aug. 4.—Matthew L. Spencer, who rose from reporter to chief editorial writer on the Milwaukee Journal, has been chosen director of journalism at the University of Washington. Mr. Spencer will succeed Colin V. Dyment, head of the journalism department for several years who has accepted a similar position at the University of Oregon. Mr. Spencer was recently a member of the faculty of the University of Wisconsin.

Carter-Johnson Engagement

CHICAGO, Aug. 6.—The engagement of Miss Helen E. Carter, their founder and president, to Ralph Gerhardt Johnson, Western representative of the Merchant's Trade Journal, is announced by the Women's Advertising Club. Miss Carter will retire from advertising work after her marriage, which will take place August 28.

New Paper for the Men of Occupation Army

Amaroc News Launched at Coblenz and Will Operate on Plan of "Stars and Stripes"

The Amaroc News, a new third army daily newspaper, has been launched. It will be printed at Coblenz, the Army of Occupation headquarters. It is planned to run four pages daily and eight pages on Sunday and to distribute the paper to the most outlying points of the advanced area on the day of publication, says the Stars and Stripes.

The paper has been authorized by Major-Gen. Joseph T. Dickman, commanding general, Third Army, who himself selected the name. It is made up of the first two letters of the words American Army Occupation. Lieut. William J. Corcoran is the editor.

The paper will be printed at the plant of the Volksreitung, American soldier printers supplementing the German workmen. There will be a daily cartoon strip and a page of illustrations every Sunday.

The paper will come off the presses at noon to be delivered to its readers by mess time.

Urges Patience with Correspondents

CAZENOVIA, N. Y., Aug. 4.—More than 100 members and guests attended the summer meeting of the Central New York Press Association held here and in Chittenango Falls. A. P. Bradt, of The Fulton Observer urged editors not to lose patience with correspondents because copy is poorly prepared, but show them how it ought to be done. He declared much of valuable news is lost into the wastebasket because editors will not take time to edit copy, and the paper loses good will and prestige as the result.

Michael Joins Reciprocal Service

Lieut. William K. Michael, who was business manager of the Stars & Stripes in Paris, has joined the Reciprocal News Service organization, as promotion manager. Like George T. Bye, K. Walter, Margaret Walter, all London staff correspondents of the R. N. S., Lieut. Michael is an alumnus of the Kansas City Star. He will make his headquarters in Kansas City and New York. He went overseas as an officer of the 121st Machine Gun Battalion.

"Smitty" Glad to Get Back

CLEVELAND, O., Aug. 6.—Josef Schmidt who has just returned from a year's military service overseas, is back on his old job as automobile editor of the Plain Dealer. "Smitty" was a motor truck driver and saw a lot of the war zone. "You bet I'm glad to get back," he said. "I got enough of that country. I would rather live in the United States."

Want Movie Studio in Atlanta

ATLANTA, Ga., Aug. 4.—The Atlanta Writers' Club has appointed a committee, consisting of Mrs. Norman Sharp of Atlanta and Mrs. Jacques Futrelle of New York to look into the feasibility of establishing a moving picture studio in Atlanta as a permanent institution.

Glasgow Now Publisher

NEW BEDFORD, Mass., Aug. 6.—William J. Glasgow, Jr., for a long time business manager of the Times, has become publisher, and Gardner Hart has been put in charge of the city desk.

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FOREST WASTE HARMS PAPER INDUSTRY

Embarrassment of Pulp Mills, Due to Lack of Supplies, Causes Increasing Uneasiness, U. S. Forest Experts Say—Industry Is "Unstable"

"The main problem of the lumber industry is a forest problem," declares William B. Greeley, assistant forester, of the United States Forest Service, in a bulletin entitled "Some Public and Economic Aspects of the Lumber Industry."

"Beginning as a widespread industry of small units, like farming," he continues; "lumber manufacture has run more and more to groups of large mills which move from region to region and use up the forests of each in turn.

"The industry seems to have been built up beyond the needs of its market, for at least a third of its saws are idle.

Pressure on Mills

"The very abundance of timber itself —taken into private ownership in too large quantities and capitalized too highly—weakens the lumber industry through its pressure upon the mills. It now seems clear that holding the great stumpage surplus of the West should have rested with the public. The present difficulties of western lumbermen thus are partly the outcome of too liberal a disposal of the public lands."

"Largely from unavoidable economic causes, lumbering and private land ownership have used up forest resources section by section without restoring them. Parts of the United States are suffering from timber shortage and depleted industries in consequence.

"Progress toward an adequate forest policy rests mainly upon co-operation between the public and the lumberman. Little can be done by either single handed."

No Let-Up on Waste

In another bulletin, entitled "A National Lumber and Forest Policy," Henry S. Graves, chief of the U. S. Forest Service, writes:

"The policies of the Government and the States during the next few years in matters relating to forests and lumber will be of far-reaching importance.

"The fundamental economic situation that has heretofore kept the lumber industry in a state of unstable equilibrium still exists. Labor problems, in considerable part due to the unsound industrial situation, loom up with no permanent adjustment in sight. The dissipation of our forests goes on with no let-up.

"Exhaustion of local forest supplies, the closing of industries dependent on them, the embarrassment for supplies of the pulp mills and other consumers using special classes of forest products, the generally mounting prices to consumers, are other factors which are calling sharp attention to the effect of forest destruction, and are causing increasing public uneasiness."

Mills Are Well Supplied

All the American mills, for the present at least, are well supplied with wood, according to R. S. Kellogg, assistant of the News Print Service Bureau.

"Early last Fall, when it seemed the war was going to last a good deal longer than it did the mills put in heavy orders for winter delivery," he said. "The labor supply was good and the winter was a good one for logging, so the mills now have on hand more wood than they will need for a long time to come."

CHANGES IN CHARLOTTE

Groome, Miller and Sims Leave News—Hutto, City Editor

CHARLOTTE, N. C., Aug. 6.—Bailey T. Groome, who, since February 1 a year ago has been city editor of the News, an afternoon paper, has resigned, and will establish here on August 8 a weekly to be known as the Review.

Julian S. Miller, who has been editor of the News for two years, has resigned to become a rural welfare agent.

Also leaving the News is J. V. Sims, circulation manager, who will head a company handling a farm light proposition. The News' new city editor is J. C. Hutto.

Give a thought to page 45.

THEODORE S. FETTINGER
ADVERTISING AGENCY
KINNEY BUILDING

Newark, N. J., July 29, 1919.

EDITOR & PUBLISHER: I was glad to read your editorial on "The National Game." Like you, I believe in baseball—have in fact been a fan of the virulent type since boyhood—but never for the life of me could I see why the newspapers of to-day devote so much space to the boosting of the baseball business.



THEODORE S. FETTINGER

No wonder baseball clubs do not advertise. Why should they when the newspapers not only record the games played as we might expect them to do, but write columns of dope, more or less insane, on the most trivial subjects?

One would think that, even through the war, the sporting pages were sacred and not subject to the curtailment that was made in every other department of newspapers.

I hope that the jab you gave the newspapers will bear some fruit and that more adequate news reports of things vital to the people will take precedence over the idle gossip about ball players and the game generally.

And the same may be said of the boxing game, for which there is less excuse for the inordinate space devoted to it by even the respectable newspapers.

Sincerely yours,
THEODORE S. FETTINGER.

The editorial referred to by Mr. Fettinger has aroused widespread commendation from readers of EDITOR & PUBLISHER, especially from buyers of advertising space. The views of Mr. Fettinger are reproduced as a composite opinion, and coming from the head of an advertising agency should bear especial weight with newspaper publishers who give free publicity to boosting business ventures masqueraded under the guise of sports.

"S & S" Men Mustered Out

CAMP DODGE, Ia., July 26.—The following newspaper men connected with the A. E. F newspaper, the Stars & Stripes, have been mustered out of service at this camp: Harold H. Herman and Lewis W. Norris, Kansas City Star; Raymond F. Walker, Oklahoma City Daily Oklahoman; Peter G. Miller and Walter O. Gill, Minneapolis Journal; W. J. McCollum, Sioux City, Ia.; Sigmund Bergh, Minneapolis Tribune; Clayton M. Ryder, Review of Reviews, Minneapolis; Herman Shine Miller, Dubuque (Ia.) Telegraph-Herald. Miller was one of the original staff of four to found the paper.

BIG STAFFS ON PACIFIC COAST

Many Publishers Exceed Quotas to Take Back Service Men

SEATTLE, Aug. 5.—With the discharge of men from the army and released from the Naval Reserve Force, the newspaper field in the Pacific Northwest is becoming overcrowded. There is no serious surplus of newspapermen out of work, but all of the newspapers are carrying unusually big staffs in order to care for former employes returning from the service.

Newspapers generally in the Pacific Northwest have made room for those who answered the country's call while serving on their staffs, although in many instances it has meant exceeding their quotas.

Sherman Leaves Hartford Courant

HARTFORD, Conn., Aug. 2.—Clifton L. Sherman, managing editor of the Courant, has resigned and will retire from newspaper work. Mr. Sherman began work on the Springfield Union. He came to the Courant in 1889 and has been with that paper since then, with the exception of five years on the staff of the New York Sun. Mr. Sherman's successor is Emile Gauvreau, who has been assistant managing editor for some time.

DETROIT, Aug. 4.—Wilbur Brotherton and Gage C. Tremaine have established an advertising agency here.

JURY SOON TO GET FORD CASE

Evidence All in Record Now and a Verdict Will Probably Be Rendered by Next Tuesday—Will Have Lasted Three Months

MOUNT CLEMENS, Mich., Aug. 5.—A verdict in Henry Ford's $1,000,000 libel suit against the Chicago Daily Tribune is expected by next Tuesday night, just three months from the day the hearing began here before Judge James G. Tucker.

The evidence was all in the record today. Great importance is attached by the attorneys to what definitions of "anarchy" and "anarchist" Judge Tucker instructs the jury it may consider.

The hearing is one of the longest on record. It produced a searching analysis of libel laws and precedent and an immense amount of testimony. Approximately 120 witnesses were heard, including Mr. Ford himself and the publishers and several editorial writers of the Tribune, and 408 exhibits were put in.

Arguments will begin Thursday and continue Friday, Monday and Tuesday.

Vigorous methods were required to complete the presentation of testimony today. Details were fought out in argument without first being read and cross-examination was virtually abandoned. Four witnesses placed on the stand by counsel for the plaintiff were not permitted to testify, Judge Tucker ruling that the subjects on which they were called already had been adequately covered.

William J. Cameron, co-author of "Ford's Own Page" in The Dearborn Independent, was sworn to refute the insinuation that Mr. Ford, who refused to do any reading while a witness, could neither read nor write.

"I have heard him read and seen him write," said Mr. Cameron.

PORTLAND TELEGRAM PROMOTES

Cannon Assistant to Publisher—Captain Scott Managing Editor

PORTLAND, Ore., Aug. 5.—Richard D. Cannon, for many years city editor of the Telegram and for the last year managing editor, has been made assistant to the publisher.

Capt. W. S. Scott, who went to the Telegram several months ago from the Chicago Tribune, where he had served in various capacities for twenty years, is the new managing editor.

William H. Raymond is the new news editor, and Herbert J. Campbell has been made head of the city desk. Charles L. Buiman, formerly night editor of the San Francisco Chronicle, has taken charge of the Telegram's new automobile and farm section.

Three Wisconsin Bodies Elect

WAUKESHA, Wis., July 31.—The Wisconsin Press Association has elected President Kuypers, and chosen Miss Laura Dow of Palmyra secretary and treasurer.

The Weekly League re-elected President Kuypers, vice president H. E. Howe, Prairie du Chien Courier, and J. Walter Strong, Elkhorn, secretary-treasurer.

The Franklin Club re-elected President, Walter Mayer; vice president, George Nash, Eau Claire; secretary-treasurer, H. C. Hansen, Marinette.

Dr. Jose Santiago Rodriguez, special commercial agent for the United States of Venezuela, has arrived in New York to promote the growth of mutual trade.

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SEES GREATEST CRISIS IN NEWSPAPER HISTORY

(Continued from page 5)

even if that is done now there is still likely to be a shortage next winter.

"Some publishers seem to be resting easy because they have contracts, but what will their contracts amount to if the mills cannot manufacture fast enough to supply their demands? Even now many mills are looking with apprehension on their coming deliveries.

"The International Paper Company has sent men all through Canada and met every demand for increased money for wood, but the piles at the mills are still continuing to diminish.

"Increasing the selling price of papers to force down circulation will not help so long as the present volume of advertising continues. Circulation has already fallen off but the consumption of paper has increased. You must bear in mind that four pages added to a 20-page paper, on a circulation of 500,000, will eat up a circulation reduction of 50,000, with an added 10 per cent of white paper."

Blames Publishers

Under the head, "Sun of Prosperity Shining on Pulp and Paper Mills," the Paper Mill and Wood Pulp News, of August 2, says that newsprint paper is today selling in 200-ton lots at $4.90 and $5 per hundred pounds with very few takers, "for the reason they cannot get it." The Paper Mill says that a paper shortage now exists and places the blame upon the publishers for refusing to contract at the prices which the manufacturers were asking some months ago.

There is no surplus of paper for emergencies, according to the Paper Mill, which adds that the reserve usually carried was almost entirely wiped out during the strike of sulphite and ground pulp makers.

Government Alarmed

Alarmed at the conditions existing in the paper market, the United States Department of Agriculture has issued the following statement:

"Nearly all of the American newsprint manufacturing industry is located in the Northeastern States—half of it in New York. Forests of wood suitable for pulp-making are being exhausted in the Northeastern States. At the present rate of depletion none to speak of will be left at the end of ever twenty years. But in the Pacific Northwest—Washington, Oregon and part of California—and the Inland Empire of Sweet's western Montana and Northern Idaho are great forests that have been no more than touched by the few pulp mills in that section of the country. And in Alaska are enormous areas of forests, the annual growth of which would supply pulp enough for half of the newsprint paper used in the United States. No pulp mills are there.

Few Mills Established

"Few pulp mills have been established in the Northwest, and none have been established in Alaska, in part because of the disadvantage in freight rates in reaching the eastern markets. The Panama Canal is believed to have removed much of the reason for this disadvantage, but other obstacles—such as the disinclination of business to pioneer in new fields—remain. Development of newsprint product in these regions is also retarded, it is believed, by the lack of authoritative knowledge of the extent and character of the available supply of forest material, their location and accessibility, available water power, and the general situation which confronts the industry.

"The practice of forestry, which is now the only possible means by a permanent supply of domestic pulpwood in the East, it is believed, would be greatly stimulated by such a survey, which would develop in detail the seriousness of the situation.

"The sum of existing conditions is that American newspapers are becoming more and more dependent upon foreign sources of the raw material from which newsprint paper is made; the raw material is being exhausted in the section where the domestic industry is concentrated, and mills are moving from this country to Canada; while at the same time the United States contains forest resources in the Northwest and in Alaska that promise abundant supply equal to the annual growth. This part, of the program would require Federal and State legislation.

"As soon as practicable, development of the pulp-making industry in the northwest and in Alaska."

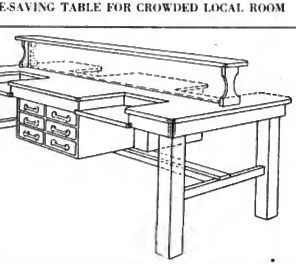
NEWS PRINT PAPER VIEWS OF NEWSPAPER MEN

Baltimore Protected

Herbert Wyle, business manager of the Baltimore News, said:

"Baltimore is not going to suffer any shortage of news print this year. The newspapers are fairly well covered, but there is no question in my mind but what prices will go considerably higher. I don't believe publishers will be able to

SPACE-SAVING TABLE FOR CROWDED LOCAL ROOM



THE sketch shown above is of a reporter's table in use in the office of the Wausau (Wis.) Daily Record-Herald. It has attracted a great deal of attention among visitors to the local room and should prove of interest to other publishers whose office space is limited.

J. L. Sturtevant, president and manager of the Record-Herald Company, describes the table, which was designed by George D. Derby, secretary of the company, as being 7.6' x 3.6', with accommodations for four men. It is built of birch with mahogany finish, has drop shelves for typewriters and ample drawer and working space. A telephone is conveniently located on the top shrlf for use of all four workers.

for many years, and indefinitely under proper regulation, if the industry can be built up in these regions.

"A condition of dependence upon foreign supplies of newsprint carries with it serious possibilities not only for consumers of newsprint (chiefly our newspapers), but also for other business interests and the public generally. It would afford a dangerous opening for covert interference with the freedom of the press and with untrammeled development of business through advertising. That such a danger is not imaginary has been evidenced abroad.

Dependent Upon Imports

"A permanent domestic newsprint industry is therefore a matter of public importance. Its maintenance is believed to be entirely practicable if the proper public action is taken.

"The Forest Service of the United States Department of Agriculture, to prevent American newspapers from becoming totally dependent upon a foreign supply, recommends:

"Immediately, an adequate governmental survey of American resources in this field.

"Immediately, steps to bring about the practice of forestry and the conservation of forests in the pulp-producing regions, to the end that the annual inroads upon the forests will be lessened, and eventually will be no more than protect themselves against 1916 prices at all, mostly for the reason, however, of the few hoarding hogs at an insane panic, buying more than they need and paying any price at all for it, that is, of course, the rich ones. They could protect themselves against shortage by having an intelligent paper committee, one that the publishers would have confidence in, look after the needs of the publishers, who don't seem to know how to look out for themselves, and to prevent any publication from hoarding paper.

"Of course, there was a big contract. The committee also should be made a permanent one and one also that the manufacturers would have confidence in so that they could be encouraged in increasing production, rather than feel, as a great many of them do now, that there is no use of making any effort toward increase, when their whole market is finding a way, or trying to find a way, to keep them out of legitimate profits. I understand that there are vandals in the manufacture of news print the same as there are vandals in the publishing of newspapers.

"I believe that the willingness of publishers to pay a decent profit over cost of manufacture will do more to stimulate production than anything else and with the increase in the size of papers from an advertising standpoint, and the increase in circulation, naturally causing an increase in the use of news print, and with no appreciable increase in the matter of news print, something is bound to snap.

"The only course for the coming season is coolness in action, buying only such paper as will be needed and the 'let-live' policy not alone toward the publishers, but toward the honest manufacturers as well. Right now it is deplorable to get into the New York market and find big publishers bidding higher and higher, in many cases, one against the other, for paper which they don't expect to use."

Ample Supply in Seattle

C. A. Hughes, business manager of the Seattle Post-Intelligencer, says:

"The news print supply in this territory seems to be ample for present requirements, although a strike at one of the mills, which however has been adjusted, interfered quite seriously with production for a few weeks.

"As to future prices, we are unable to offer an opinion. In common with practically all Pacific Coast publishers, we are operating under a contract for paper supply covering a period of years.

"Have no suggestions to offer with reference to 1916 conditions to which you refer.

"Our circulation is averaging about fifty thousand net paid daily; sixty-two to sixty-five thousand Sunday—or slightly in excess of the output twelve months ago for like period."

WORLD GIVES WAGE INCREASE

All Departments Are Affected by 10 Per Cent Raise Dating from August 1

All employes of the editorial, report al, editing, art, clerical, advertising of the York World, its fourteen branch offices and several news bureaus, earning less than $5,000 a year and whose wages have not been increased during the last year, have been given an advance of 10 per cent.

Warned of News Print Shortage

LYONS, N. Y., Aug. 4.—Members of the Western New York Newspaper Publishers' Association were the guests of Charles H. Betts at their annual meeting here. Reports of satisfactory business by those present were unanimous, but it was realized that advertising rates and selling prices must be raised to make any profit in spite of the large income from business. Warning of a news print shortage was sounded by Frank Gannett of the Rochester Times-Union. Unless paper rates were kept small. Another meeting will be held in Rochester, October 18.

Pulpwood Prices Go Up

OTTAWA, ONT., Aug. 6.—The high cost of limits will doubtless be advanced in the near future as one of the contributory causes of the high cost of newsprint. Hon. G. Howard Ferguson, Minister of Lands, Forests and Mines in the Ontario Government, announces that limits recently sold brought the highest prices ever received. One berth brought $50 per 1,000 feet on the stump, while several brought $20 per 1,000 feet on the stump.

Rate Up in Augusta

AUGUSTA, Me., Aug. 5.—An advance of six cents an inch, effective August 1, is announced by the Kennebec Journal to "partially meet the recently greatly increased price of labor, paper stock and other materials entering into the cost of publication."

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WILLIAM AI

WILL INTERPRET AND EXPOUND FOR AMERICAN NEWSPAPER READERS AND THIS CONTINENT—THE IMMEASURABLY IMPORTANT QUESTIONS WI DELICATE AND MOST INTERESTING IN

Some of the Problems With Which William Allen White Will Deal in His Great Articles

The High Cost of Living—Where will it end? What is to be done to halt profiteering, and the industrial unrest which follows in its train?

The Problem of the Railroads—What is the Government going to do? What solution is possible that will be equitable to all and prevent threatened panic?

America and the League of Nations—What the League in its present form means to the United States. What is the Senate going to do about it?

America's Labor Problem—Will European unrest make headway in this country? Can Bolshevism get a foothold here?

Hundreds of such questions confront America. William Allen White is probably the best informed man in this country on them. What he says is authoritative, the suggestions he makes are sane and sensible. He gets facts and sets them down on paper, in clear, forcible English. His conclusions are based on what he knows to be the truth.

Mr. White recently returned from six months in Paris, where cisions of the Peace Conference for more than fifty of the gre and Canada. He devoted especial attention to translating fo the effects decisions of that great body of statesmen which re have on America.

So extraordinarily successful were these articles, so great the White's pen, that THE WHEELER SYNDICATE, INC., has su write a weekly article analyzing and interpreting the political and other tremendously difficult and important questions wh people.

These articles by WILLIAM ALLEN WHITE will run from 3,500 to 5,000 They will deal with the questions occupying the public eye at the moment. Mr. Whi tical minds in America. He is a statesman as well as a writer. He sees things i writing his thoughts and views so clearly that all may understand.

IN WRITING THESE ARTICLES HE WILL TRAVEL FROM ONE END O IARIZING HIMSELF WITH CONDITIONS IN ALL SECTIONS.

He will visit Washington and, as part of his work in interpreting the grea as they affect America, WILL REPORT THE FIRST MEETING OF THE LEAGU IN THE NATIONAL CAPITAL IN OCTOBER.

His political articles will be most timely, leading up as they will to THE GREA SPRING AND WHAT PROMISES TO BE THE HOTTEST CAMPAIGN EVE POLITICS.

WILLIAM ALLEN WHITE has been called "the greatest reporter in the world of statesmen. He knows, through private sources, what is going on in the Nation

He is the intimate of many of the most prominent men in the United States. H surging in America today. He is the equal of any Cabinet officer, any public man i any statesman in Congress. He writes out of clear knowledge and has the confidenc camouflage or beat around the bush. He talks straight from the shoulder. A finds it impossible to supply the demand for his work from some of the greates

In these weekly articles he will analyze and interpret the various tremendous currents a life today and will disclose the great and vital mpulses which are the moving forces behin

The first of these articles will be released within a short time. The demand for ther ceived. Act now to secure for readers of your newspaper these great articles which and to think and talk and act with high intelligence and patriotism.

WIRE FO

THE WHEELER SYNDICATE, INC.

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LEN WHITE

THE VITAL AND COMPLICATED PROBLEMS CONFRONTING THIS NATION ICH MAKE THESE AFTER-THE-WAR DAYS THE MOST DANGEROUS, MOST THE HISTORY OF OUR NATIONAL LIFE

ıe reported and interpreted the de- est newspapers in the United States American readers of newspapers afted the map of the world would

lemand for more work from Mr. eeded in persuading Mr. White to egislative, industrial, commercial h confront this government and



WILLIAM ALLEN WHITE

vords each and will be for Sunday release. is noted as possessing one of the keenest analy- heir proper perspective and he has the gift of

THE COUNTRY TO THE OTHER FAMIL-

roblems facing America, and world problems OF NATIONS, SCHEDULED TO BE HELD

POLITICAL CONVENTIONS OF NEXT WAGED IN THE HISTORY OF AMERICAN

But he is more than that. He is the confidant Capitol and in every great center of this country. s in touch with all the vital, throbbing elements the administration—the equal or superior of f the people. He tells truth. He does not what he says is so worth listening to that he nagazines and reviews in the country.

eross currents in American political and industrial very problem which this nation faces.

is certain to be tremendous. Options will be granted in the order requests are re- will enable them to understand clearly the pregnant questions confronting America

OPTION

373 Fourth Avenue, New York City

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LETTERS OF AN EDITOR TO HIS SON

About six months ago a young newspaperman undertook the management of a somewhat slow going country town daily. His father, an experienced editor, has written him many letters of practical advice. EDITOR & PUBLISHER *has secured extracts from these actual letters for publication in several chapters, the first of which follows.*

I CANNOT forbear one little 'I-told-you-so. You will remember that I warned you that you had undertaken the biggest contract of your young life in tackling that rundown daily, and that it would make that shave-tail lieutenant's job of yours look like carrying 15 hours in college, by comparison. I am glad, though, the enthusiasm of youth, and its self-confidence led you cheerfully and hopefully into the job. And I am sure that that same enthusiasm and self-confidence will land you a winner, if you will but add to them patience, persistence and perseverance, not always the attributes of youth.

Never for a moment have I regretted the advice I gave you to enter the small town field at the beginning of your newspaper life, although there would have been advantages in a year or more of city experience. The danger I foresaw was based on my own experience, for as you know, I started in the city, met a modicum of success which in a way proved my undoing, at least as far as breaking away for a chance at independence. Promotions and salary increases came rather fast, and carried me over the time when it might have been easy to make a change. I mean by that that I stuck to the city game, and rose as far as I could as an employe, with never a chance of being my own chief.

Introspection

When I used the word *independence* a few lines back, I sounded the keynote of this little sermon, the hope and equally the disappointment of many a capable newspaper man, who is inclined to introspection, and we all are that at times. And introspection usually leads to a sort of cynicism among newspaper folk, introspection and inevitable knowledge of the weaknesses and selfishness of humankind. When newspaper men foregather you are sure to hear them grumble about their hard lot, traceable chiefly to the alleged fact that they are slaves to a whip-cracking city editor or other boss who in turn is the slave of someone higher up. Most of them are, of course, looking ahead to the time when they can hold the whip and make some other poor devil dance.

Much Yet to Be Done

Really these chaps are hoping for the day of independence, but, of course, many of them will never be fitted for independence, just as you will agree that all soldiers are not fitted for shoulder ornaments, even if they do think they are. The real chance for independence for these grumbling newspaper men lies in the small town field, which, as you know, I have been preaching to every congregation that would give me a hearing, and some that wouldn't. As I have grown older I have repented by own mistakes and have endeavored to rectify them by precept and example. You have given me the example. This is my opportunity as it is yours.

As I lay before me a copy of the paper as it was when you took hold of it, and compare it with one of a few weeks later I see many notable improvements, and yet so much to be done. I recall some of your remarks about whipping into shape a bunch of raw rookies, a comparison that no doubt comes to your mind many times. You got one man straightened out, only to see how much more awkward another fellow appeared. You make one betterment in the paper, only to bring into bold relief a dozen glaring faults. In my suggestions and criticisms from time to time you are likely to find me forgetting the fact that my own experience has been largely on newspapers which had plenty of material, human and otherwise, to work with. Having seen your plant I know your handicap, but I must insist that there are a thousand things you can do to clean up and make better your paper even with the tools you have at hand.

Turning Capital into Dividends

Your paper has been losing money because it did not have circulation. Not having circulation it has not enjoyed advertising, and what it has brings only ruinously low rates. With these, your only two sources of revenues, at such a low state, how are you going to improve your product?

That's your problem, and in a measure mine. Putting the case in another way, how are you going to turn your little working capital into dividends? Your efforts to improve your paper is your answer.

It is far better printed than it was, but don't let up for a minute on your pressman, for he can ruin your work as an editor and as an advertising solicitor. Your readers will not stand for a smudgy page, particularly when your competitor is giving them a clean one. Find time to familiarize yourself with that pressroom, know enough of the machinery to understand its limitations and possibilities, giving the pressman what he actually needs to get results.

Watch Proofreading

Quite as bad as smeary printing is dirty proofreading. Four pages a month ago was as full of errors as a bush league box score, and the worst of it was the, editor did not see them, neither did he care. Hardly a head without a type mix-up, some of them, of course, due to the printer, but many, I am sure, due to bad copy. Heads and stories were "railroaded" to the form without proofreading, but I doubt if galley proofs would have made much difference to that editor, who was both careless and carefree. Errors now are the exception, whereas they used to be the rule, but don't relax for a minute, or you are lost. Appeal to the pride of your printers, for even the poorest of them must have some self-respect. Mark the errors as you see them in the paper, and run down the culprit by proof and copy. I know of one small paper whose smaller editor rather proudly told me that he never saved even to the next day copy and proof. He was a lost newspaper soul then, I know, has received his reward.

Wake Up

Rotten is not a pretty word, but it means a lot, and it fits so well the make-up of many a newspaper. I read not long ago of a western country editor who resented in harsh words what he called this new-fangled higher criticism on the part of city newspaper men and teachers of journalism who urged an orderly and attractive arrangement of news and symmetrical and informative heads. He wrote any old kind of a head, and shoveled the stories into the form without rhyme or reason, and still made money. Maybe so. I know of a storekeeper who boasts that he keeps no books and yet makes money, but these incidents prove nothing except bull-headed luck. Your make-up now has a batting average of about 200, a gain of about 200 over a month ago, but you have quite a spell to go before you can break into the big league. The old editor had an idea, about the only one he ever had, that six or seven stories was enough for the first page, and on these he put big sprawling heads, poorly composed and unsymmetrical, and thought he was fooling the reader into believing that he was getting big and important news, whereas all the time he was losing subscribers. Now you have 18 or 20 items on the first page, with heads that are at least human. You are learning how to trim your show window.

(To be continued)

McNeil-Orr Wedding Celebrated

Lieut. Archibald McNeil, Jr., until recently head of the Bridgeport (Conn.) Post, Standard and Telegram, and Miss Ann Orr, co-star in "She's a Jolly Good Fellow," were married in the Church of the Transfiguration, New York, on Monday noon. Lieut. McNeil is a former Connecticut state senator and was in active service in the Navy until June. He is now in the wholesale coal business.

Preparing Wounded Soldiers For Advertising Careers

FORT DODGE, Ia., Aug. 4.—A complete and practical advertising course has been opened by the educational department of Fort Dodge, at Hospital Ward No. 1, and already nineteen men have enrolled. Another class opened in Ward No. 13 had seven men enroll the first day. Miss Elizabeth Canaday is one of the instructors.

The soldiers are enthusiastic about the work. The men are returned soldiers from France, who have been wounded, and are being educated for rivil life before being discharged.

Juniors Elect Officers

The Junior Advertising Club of New York has elected Jack Goldstein, of Harry C. Michaels, Inc., president; Maxwell Bruckenstein, New York City Car Advertising Company, vice president; A. J. Quinby, United States Rubber Company, treasurer; Charles Forbes, Automotive Exporter, secretary. In addition to the four officers, the following committee chairmen were elected to make up the executive council of seven members: E. L. Sullivan, publicity; S. Rybeck, membership; P. J. Baietti, cooperation.

—give the retailer a square deal

Mr. Manufacturer—put yourself in the place of the retailer who stocks your goods.

The retailer receives an attractive folder announcing a big national campaign, each advertisement to be seen by millions of people!

True!—But millions of people in that retailer's territory will *not* see this advertising.

If you were the retailer, what would you care about the gross circulation of any campaign? You would want to know how much circulation is in *your* territory.

Is that the truth?—The Solution? —Localize your advertising. Give the retailer a square deal.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York — Kansas City
Chicago — San Francisco

From Printers' Ink, issue of April 10, 1919.

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In July---a "dull" month

THE

Baltimore Sun

Maintained its stride and again

Gained More Than a *Half Million* Lines of Paid Advertising

This makes the advertising gains for the seven months of 1919 well above three and three-quarter million lines

¶ The three issues of The Sun (Morning, Evening and Sunday) in July carried more than two million lines of paid advertising, 200,000 lines more than appeared in the five issues of the other Baltimore papers.

¶ The Sun's consistent gains month by month show advertisers find it "good business" to increase their investment in Sun space.

Cover Baltimore Completely With the Home Delivery Circulation of THE BALTIMORE SUN

FROM THE TRANSLATION OF THE THRI

LUDENDOI

WE CAN SAY UNEQUIVOCALLY THAT H

It is not a defence, or justification, of the German crimes. It against right in the world's history. Ludendorff admits that f impotence and weaknesses of both the German armies and t

A FEW HIGH SPOTS FROM THE THE STORY ALRE

LUDENDORFF

TELLS how Germany feared that Holland and Denmark would join the Allies and give her her death-blow on those unprotected frontiers which she had not a single man available to defend.

RELATES in detail how the high command saw nothing but defeat facing them in 1916, and of the countless efforts made to bring about peace.

REVEALS that Germany had no inkling of Russia's collapse previous to its happening. Had they known of it in advance, Ludendorff would never have favored unrestricted U-boat warfare, which brought the United States into the war and sealed Germany's fate.

EXPLAINS that at no time had he any hope of the collapse of any of the Allied Nations.

CONFESSES that Verdun was a colossal mistake, with its ghastly toll of wasted lives and material.

TELLS of the Battle of the Somme and admits the terrific effectiveness of Marshal Haig's policy of attrition which caused huge losses that Germany could ill afford.

FRANKLY ADMITS that the weakened man-power of the German Army and the shortage of munitions on the Western front was more alarmingly serious than the Allies ever suspected.

ACKNOWLEDGES that at the end of 1916 the German t on the Western front were completely exhausted.

ADMITS that the attempt to organize the Polish Army t crease their available man-power was a complete failu

EXPLAINS how many of the fighting methods of the A were adopted by the German commanders.

GIVES DETAILS of the serious troubles between German s men and the High Command on the one side and tho Austria, Bulgaria and Turkey on the other.

REFERS AGAIN AND AGAIN in terms of scathing bitte to the inefficiency and lack of co-operation of the Imp Government.

ADMITS REPEATEDLY the weakness of German states and lauds the abilities of Lloyd George, Clemenceau Wilson.

CLAIMS that the constant talk of peace by German state destroyed the will of the people to wage war successf

SHOWS that the Crown Prince was for peace without any for Germany as early as 1916.

Ludendorff's story of the war, as only those in the high command in Gern tory can afford t

Released for daily publication, beginning Wednesday, Septe

WIRE YOUR OR

THE McCLURE NEWSPAPER SYNDICATE,

Digitized by Google

UNDRED PAGES ALREADY FINISHED OF

'F'S STORY

EVELATIONS WILL STARTLE THE WORLD

ank confession in detail of the most colossal failure of might 916 on the German cause seemed hopeless and lays bare the perial statesmen.

HUNDRED PAGES OF LUDENDORFF'S TRANSLATED

CONFESSES that the campaign against Roumania, which seemed a brilliant military victory for Germany, left her in a greatly weakened condition without compensating results.

RECOGNIZED the Allied determination to defeat the Central Powers and to accept no other ending of the war.

TELLS of the unwillingness of those in power to take any responsibility for unrestricted U-boat warfare and divulges who actually gave the order at last.

REVEALS that Germany hoped in September, 1916, that President Wilson would act as a go-between for peace. Says the German Government knew in November, 1916 of President Wilson's plans for his note of December 18th, on "Peace Without Victory."

TELLS how Von Bernstoff attempted to further Wilson's peace plans and to keep the United States out of war.

ADMITS that the Allied propaganda against Germany throughout the world was eminently successful in contrast to the complete failure of the German propaganda.

BITTERLY ASSAILS the publication of Bernhardi's book.

ADMITS the so-called strategic retreat to the Hindenburg Line was actually a necessity with no alternative.

THROWS NEW LIGHT on the attempts of Germany to embroil Mexico with the United States.

Among the papers that have ordered

New York World
Chicago Daily News
Boston Post
Toronto Star
Louisville Courier-Journal
Bridgeport Post
St. Louis Post Dispatch
Atlanta Georgian
Milwaukee Journal
Syracuse Herald
Dayton News
Buffalo Times
Youngstown Telegram
Baltimore News
Omaha World Herald
Austin (Tex.) American
Fargo Forum
Paducah (Ky.) Sun
Lexington Herald
Portland Oregonian
Washington Post
Philadelphia Ledger
Pittsburg Gazette Times
San Francisco Examiner
Los Angeles Examiner
Abilene (Tex.) Reporter
Canton Repository
Waterbury Republican
San Diego (Cal.) Sun
Nashville Tennessean and American
Springfield (Ohio) News
Springfield (Mass.) Union
Albany Knickerbocker Press
Salt Lake City Tribune
San Antonio Light
Greenville (S. C.) Piedmont
Portsmouth (Ohio) Times
Superior (Wis.) Telegram
Tacoma Times
Cincinnati Enquirer

ave until now known it, is something no paper claiming leadership in its terri- competitor obtain.

rd, about 2,500 words a day for approximately one hundred days.

WITHOUT DELAY

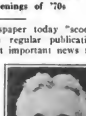
373 Fourth Avenue, New York

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CUSTER'S LAST BATTLE WAS ALBANY SCOOP

Argos Carried Story Exclusively Although Opposition Received Same Wire Service — John Talman Tells Happenings of '70s

Imagine a newspaper today "scooping" its rival, in regular publication hours, on the most important news for over ten years, both papers having the Associated Press dispatches! But just this did happen, in the experience of John Talman of St. Paul, newspaper librarian of the Minnesota Historical society, who for thirteen years was in daily newspaper work.



JOHN TALMAN

The big story in question announced the killing of Gen. George A. Custer and his entire command by the Sioux Indians under Sitting Bull in battle on the Little Big Horn river in Montana.

"It was about midnight on July 5, 1876," Mr. Talman tells EDITOR & PUBLISHER, "that the news of the tragedy, which was enacted on June 25, first reached the newspapers. It was brought to Salt Lake City, Utah, by courier. I was telegraph editor of the Albany (N. Y.) Argus, and, of course, made the proper front-page display of the meager details then at hand. The next morning our contemporary, the Express, had not a word on the subject and the public was inclined to regard the story a hoax until the afternoon papers confirmed it.

"First" Once Too Often

"This lapse on the part of the Express, which went out of existence several years ago, was due to its habit of shutting off arbitrarily before the press report was all in and going to press. The Express prided itself on being the first on the street, but for once it got there too soon, and it was understood that some employes had a most villainous quarter of an hour because of this awful break.

"I had a personal reason for feeling unusual interest in Gen. Custer. In Civil War times the subordinate officer he chose for companion in the brief interludes of relaxation in the desperate fighting in the Shenandoah Valley in 1864 and 1865 was my brother, Byron Talman. Byron, who died in 1909, was first lieutenant of Company M, Twenty-second New York Cavalry. He was in command of his company practically all the time it was in the South and in several engagements acted as major.

"Byron was a year older than Custer, who at that time, though a major-general, was only twenty-four. With his yellow hair streaming over his shoulders and with his fiery energy and daredevil-

Staffs Were Limited

"The manager of the Argus was Daniel Manning, political 'boss,' and a few years later Secretary of the Treasury under Cleveland. The managing editor was Stephen C. Hutchins, a crochetty, irascible man, forceful writer and enterprising newspaper man. He was succeeded in 1878 by the late St. Clair McKelway of the Brooklyn Eagle.

"The political editor was the smooth, silent, ever agreeable Daniel S. Lamont, Secretary of War during President Cleveland's second term, and afterward president of the Northern Pacific and heavily interested in New York city traction lines. For several months while Col. Lamont was ill I took care of his work as political editor.

"To show the sharp contrast between the newspaper work of those days and this, let me state that for years and years I, single-handed, edited all the telegraph and the vicinity and state news, wrote the obituaries, reported afternoon lectures, did not a little editorial writing, and, with the city editor, read all the proof but the advertisements. And once I labored nineteen months without a 'night off.'

Mr. Hill Changed His Mind

"This was 'going some,' I thought, as did others; but in after years my work on St. Paul and Minneapolis papers was such that I used to sigh for a fortnight of my old Albany job as a vacation.

"In 1877 David B. Hill, subsequently governor of New York, United States senator and a formidable candidate for the Democratic presidential nomination, was a member of the legislature. He controlled and managed the Elmira Advertiser.

"Mr. Hill's political interests were increasing so rapidly that he decided to drop the more onerous of his newspaper cares. He asked Mr. Manning to find him 'a good managing editor.'

"Messrs. Manning and Hutchins recommended me for the post. Then Mr. Hill changed his mind and concluded to go on running the paper himself, which he did. Many a time have I speculated upon what my future would have been if David Hill had not changed his mind."

Barry Writes from Brazil

J. F. Barry, who formerly was New York manager of the A. B. C. and later assistant advertising manager of the New York Evening Post, writes EDITOR & PUBLISHER as follows: "Have just got back from a two weeks' cruise along the coast as far as French Guiana. The weather here is perfect—not hot as I expected. We start our up-the-river trip in a few weeks. I hope EDITOR & PUBLISHER is still forging ahead merrily. Kindest regards to all."

Tom Downey Injured

BOSTON, Aug. 6.—The many friends of Tom Downey, veteran circulation manager of the Boston Globe, will regret to learn that he is confined to bed in the City Hospital with a broken hipbone, the result of a fall last Saturday.

Congratulated by Officials

Congratulations have been bestowed by Governor Smith, Mayor Hylan, Police Commissioner Enright and other police officials on William J. Murray and Charles E. Seelig for their successful publicity work for the recent New York Police Department Field Day games which drew some 250,000 people. They turned out enough police field day stories that were printed to fill four clipping books of the fourth deputy police commissioner. Mr. Murray and Mr. Seelig are both veteran New York newspaper men. The former is now in the insurance business and Mr. Seelig is now with the Tribune.

Bar Reporters from Police Stations

OKLAHOMA CITY, Okla., Aug. 6.—A petition for a mandamus writ to compel Mayor Walton and police officials to allow reporters of the Times and the Daily Oklahoman access to the police and public records was filed in the district court here Monday. The Mayor ordered on July 25 that no representatives of these papers be allowed in the police station unless under arrest. An order for police not to discuss matters with reporters was later rescinded.

Building contracts totaling $790,000 have been awarded at Tulsa, Okla. They include a high school building to cost $300,000.

PROF. RAY C. BEERY
President of the Parents Association
has come to the forefront as a writer on domestic problems. His new feature

"Making the Most of Marriage"

is notable for its broadness of view, and plain, practical common sense. Now appearing in some forty papers. Three times a week, about 500 words.

Released by

Thompson Feature Service
No. 443 Fourth Ave., NEW YORK

Roller Maker Wanted

Competent man as foreman. Good salary for steady, reliable man. Address Rollers, Care of Editor & Publisher.

The Truth About Mexico!

Free Service of timely news and features, written by loyal Americans recently or now in Mexico.

Not propaganda; fact! We have no axes to grind.

Mexican Committee, League of Free Nations' Association, 120 W. 42nd St., New York City.



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MEN AND MILLIONS

Seeking Oil Create a Giant Industry and a Great Market

When an oil "scout" in the Texas fields flashes into the home office the news that another "gusher" is adding its thousands of barrels to the section's wealth, the glory of that tense moment has its background of weeks of ceaseless toil, careful management and treasure spent.

Oil production in Texas today represents the peak of high-pressured human endeavor.

It demands the best products for its work-money can buy. Prices are seldom reckoned. Time is the vital factor.

When you see the exploration of the Texas oil fields summed up in figures you are, perhaps, amazed. But the material demanded and consumed by development makes a really staggering total.

One hundred million dollars each six months—the average drilling period for a well being three to six months—is now taken by the actual drilling operations. The organization back of this vast expenditure and the preparation for the care of the crude oil takes millions on millions more.

The great oil industry today is literally demanding things which make good in its business. Trucks, motor cars that stand road punishment, steel products, tools, modern machinery, all classes of building material, mill supplies, laboratory supplies, electrical equipment of rugged type and dozens of other industrial products have a greedy market awaiting them in Texas.

Finding the safe, sure road to this new era of insistent demand is the real task for the sales manager. Oil men do not waste time. They expend every ounce of energy in an eternal race with the clock. They demand the same spirit in those who deal with them.

The Fort Worth Star-Telegram, a great daily in the heart of the oil fields, takes you there most adequately. An impressive percentage of oil men read it to the exclusion of all other daily papers. Its general news service and its special oil pages satisfy in every respect their need for a "regular" newspaper.

NO SUMMER SLUMP THIS YEAR.

The Star-Telegram carried 388,958 lines more advertising in July, 1919, than it carried in July, 1918.

Gain for First Seven Months 1919 over 1918

2,821,618 Agate Lines.

Greatest Gain of Any Texas Newspaper

FORT WORTH STAR-TELEGRAM

Second Paper in Texas—First Paper in Fort Worth Territory

OVER 65,000 DAILY 70,000 SUNDAY

MEMBER A. B. C.

A. G. CARTER, Vice Pres. and Gen. Mgr. A. L. SHUMAN, Advertising Mgr.

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One Hundred and Fifty-Four Families One Hundred and Fifty-Four Star Subscribers

A glimpse of Sunset Hill District—one of the exclusive residence sections of Kansas City, famous for its beautiful homes and magnificent scenery. Every family in this district of one hundred and fifty-four homes is a regular subscriber to The Kansas City Star.

There are more Star subscribers in Greater Kansas City than there are families.



Eighteen Families Eighteen Star Subscribers

Another block in Kansas City—Benton Boulevard from Twenty-Sixth Street to Twenty-Seventh Street. A high class boulevard neighborhood, in which reside eighteen families, all of whom subscribe to. The Star and have it delivered twice a day to their homes.

There are more Star subscribers in Greater Kansas City than there are families.



Twenty-Five Families Twenty-Seven Star Subscribers

Kansas City's newest and most exclusive family hotel—Georgian Courts, located at Gillham Road and Armour Boulevard. This building, occupied by twenty-five families, represents twenty-seven Star subscribers. Twenty-four families take one copy each, one family takes two copies and the janitor subscribes for one copy.

There are more Star subscribers in Greater Kansas City than there are families.

THE KANSA

"Everybody in Kansas City Reads The Star"

These six photographs represent a cross section of Kansas City. They are taken in six different neighborhoods, ranging from boarding house districts to the exclusive residence sections and are presented in this advertisement to show that, irrespective of wealth, station or social position, everybody in Kansas City reads The Star and has it delivered regularly twice a day to the home.

THE KANSA

MORNING	EVENING
215,000	215,000

Chicago Office, 1418 Century Bldg.

Digitized by Google

ITY STAR

"Everybody in Kansas City Reads The Star"

In Greater Kansas City there are:

Telephone Subscribers... (Two Systems)	75,100
Natural Gas Users.....	98,150
Electric Light Users.....	69,100
Water Rent Payers.....	80,391
Star Subscribers.....	104,210

The count of Star subscribers in this statement does not include suburban circulation, out-of-town readers, street sales, counter sales or any circulation except that which is delivered direct to the homes of Kansas City people by The Star's regular and exclusive carriers. The total circulation of The Star, including newsboy and news-stand sales and out-of-town distribution, exceeds 215,000 copies twice a day.

ITY STAR

SUNDAY 215,000

WEEKLY-STAR 315,000

New York Office, 2 Rector St.

Twenty Families Twenty Star Subscribers



A neighborhood of "less expensive" houses in Kansas City—Chestnut Street, the block extending from Howard Street to Twenty-Fifth Street. In this block live twenty families, and to these twenty families there are delivered twice every day twenty copies of The Star.

There are more Star subscribers in Greater Kansas City than there are families.

Sixty-Nine Families Seventy-One Star Subscribers



A boarding house neighborhood in Kansas City—the "sixteen hundred block" on Summit Street. In this block are sixty-nine residences and seventy-one Star subscribers. No matter to what part or corner of Kansas City you turn you will find that The Star is universally read.

There are more Star subscribers in Greater Kansas City than there are families.

Forty-Eight Families Forty-Nine Star Subscribers



A block of Kansas City apartment buildings on Harrison Street just south of Linwood Boulevard. To this group of buildings, housing forty-eight families, forty-nine copies of The Star are delivered every morning and evening. The extra copy is subscribed for by the janitor.

There are more Star subscribers in Greater Kansas City than there are families.

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CIRCULATION NOTES

Street newspaper venders in Indianapolis were ordered by city authorities recently to remove all of their newsstands from the streets, but they appointed a committee which induced the officials to change their ruling so as to permit them to maintain movable stands that may be folded up and put out of sight when not in use.

The Rocky Mountain News and the Denver Times entertained 300 newsies at a picnic at Eldorado Springs, Sunday, July 27.

The Texas Daily Times entertained the Ranger newsboys at a special showing of the "Masque of Life" at a local movie theater.

The fife and drum corps of the Schenectady (N. Y.) Newsboys' Association marched in its first parade July 19, being guests of the Moose convention. There are 65 pieces in the corps and the association numbers more than 100.

The July 19th edition of the Schenectady (N. Y.) Union-Star was delivered to Ballston Lake and Burnt Hills subscribers by aeroplane. Plans are being made for permanent air routes of delivery.

Robert E. Mattice, former assistant circulation manager of the Schenectady Times-Union, has taken charge of the Rochester (N. Y.) office of the Crowell Publishing Company.

P. N. Blake, former circulation manager of the Omaha Daily News, is taking charge of a new branch office opened in Omaha.

Earl H. Diggs, formerly connected with the circulation department of the St. Louis newspapers and recently a second lieutenant in the army, has been placed in charge of the new office in Fort Wayne, Ind.

J. J. Maguire, formerly connected with Chicago newspapers, is now in charge of a new Grand Rapids (Mich.) office.

The Des Moines Evening Tribune is promoting an annual swimming contest to be held August 16. Medals will be given to all winners of first places.

Attempts of radical leaders of the Seattle Central Labor Council to sustain news vendors who discriminated against other Seattle newspapers in favor of the Daily Union Record, organized labor's organ, in violation of an agreement signed with all of the publishers of the city, were overridden when delegates from the Seattle News Boys' Union threatened to withdraw from the council unless it stood by them in the agreements their officers had made. The newsboys' representatives bitterly opposed any discrimination in favor of organized labor's paper.

H. V. Parrart, late circulation manager of the Oakland (Cal.) Daily Tribune, and with the El Paso Morning Times, and San Antonio News, is now with the Salina (Kan.) Daily Union.

J. A. McNeil, formerly manager of circulation for the Bridgeport (Conn.) Post Publishing Company and the Evening Herald, has made a connection with the New Haven Times-Leader, where he will conduct a subscription canvass for the next two or three months.

About fifty Dallas newsboys left the city last week under the direction of W. A. Zischang, secretary in charge of the Dallas Newsboys' Home, for a week's outing at Camp Dallas, near Lancaster, on the Trinity River. Funds for the outing for the newsboys were contributed in a "Big Brother" campaign conducted by the Rotary Club.

A. A. C. W. Recognizes Work of Advertising Women

Women members are soon to enjoy all the privileges of the oen in the Associated Advertising Clubs of the World, according to the intentions of President William C. D'Arcy and the executive committee of the organization who plainly express their views in the following letter addressed to the advertising women of the clubs.

"The executive committee of the Associated Advertising Clubs met in New Orleans on June 2, 3, and 4, adopted a report of rules, and I hasten to give you the word that we will make plans to change our Constitution at our next convention (September 21-25) to provide for a woman member of the executive committee.

"Admitting precedent to party, creed or color, it is the valuable servant of all, the property of civilization, and the instrumentality for making, molding and sustaining the right-minded world as well as commercial.

"The women of the world have long since demonstrated their capacity in many fields and they must certainly have indelibly impressed their personality on the field of advertising.

"Therefore, it is the hope of the executive committee that with this increase in our executive personnel the affairs of the clubs and the affairs of women in particular may be advanced and that we may all be better and that the profession and business of advertising be more definitely established and modernized.

"It is our further hope that your club will send a large delegation to the New Orleans convention and from those present honor one with a nomination which will then be confirmed by all the delegates assembled."

BUYING CONTACT WITH PUBLIC

Automobile Manager So Characterizes Daily Newspaper Advertising

MILWAUKEE, Aug. 6.—Newspaper advertising was advocated by William C. Reinhold, Western manager of the Vim Motor Car Company, Chicago, in an address before members of the advertising section of the Milwaukee Association of Commerce. "When you buy newspaper advertising you do not buy space —you buy contact with the public," said Mr. Reinhold. "It is like buying from railroad ticket agents; you do not buy tickets but transportation. A 40,000 circulation of a newspaper is the same as a city of 1,000,000 inhabitants."

After Mr. Reinhold's address the remaining assets of the Advertisers' Club of Milwaukee were sold at auction. They included pictures and office equipments. The club formerly was a separate organization, and maintained club rooms. Later it was merged with the Milwaukee Association of Commerce.

INCREASES AGENCY COMMISSIONS

Louisville Courier-Journal and Times Sets 15% and 2% as New Basis

LOUISVILLE, Ky., Aug. 2—Bert N. Garvin, advertising manager of the Courier-Journal and Times, announces a change in commission to recognized advertising agents and cash discount from 10 per cent and 5 per cent to 15 per cent and 2 per cent, effective on all advertising contracts accepted on and after August 1.

This action is taken "in recognition of the splendid creative work being done by American advertising agencies in the realization that they, like we, are laboring under vastly increased operating expenses."

Sues for Life Insurance

ST. LOUIS, Mo., Aug. 5—Suit has been filed by Mrs. Mabel W. Bragdon against the General Accident, Fire and Life Insurance Company to recover on a policy for $7,500 on the life of her husband, the late Dudley C. Bragdon, vice-president of the D'Arcy Advertising Company, who shot and killed himself in his home October 1, 1917. Mrs. Bragdon alleges her husband's death was an accident. The coroner's jury returned a verdict of suicide. In addition to the value of the policy she sues for $2,500 attorney's fees and $750 damages for delay in settlement.

Roberts Just Couldn't Stay Away

ATLANTA, Ga., Aug. 4.—Those connected with the automobile industry of Atlanta are greeting their oldtime friend, Kelly Roberts, in his best role—that of automobile editor of the Georgian and Sunday American. For several months past Mr. Roberts has been on Auto Row as manager for the retail department of Patterson Auto Sales Company, but he could no longer withstand the temptation to go back to his old calling, newspaper work.

Leave Schenectady for Syracuse

SCHENECTADY, N. Y., Aug. 4.—Clyde D. Wagoner, managing editor of the Schenectady Union-Star, has resigned last week to accept a position on the copy desk of the Syracuse Post-Standard. He is succeeded by Raymond Mowers, former telegraph editor. Frank J. Early, police reporter, has gone to the Syracuse Herald. J. E. Davidson has retired from the newspaper field.

CHARLES FELD AND ED DANFORTH have returned from naval service to the Atlanta Georgian.

THE EVENING TIMES
PAWTUCKET, RHODE ISLAND
Announces the Appointment of
GILMAN, NICOLL & RUTHMAN
WORLD BUILDING, NEW YORK
TRIBUNE BUILDING, CHICAGO
As Advertising Representatives in the Foreign Field
Effective August 1st, 1919.
C. O. BLACK,
General Manager.



The Akron EVENING AND SUNDAY Times
FIRST IN AKRON
In the month of June, 1919, The Akron Evening and Sunday Times published a greater volume of advertisements, and recorded a greater gain than any other Akron newspaper.
1,414,686 AGATE LINES OF ADVERTISING PUBLISHED DURING THE MONTH OF JUNE.
The Akron Times carries twice as much automobile advertising as all Akron newspapers combined.
It is an increase of 89% over June of last year and represents a lead of 200,574 more agate lines of advertising than was published by any other Akron newspaper.
FIRST
IN NEWS—IN PRESTIGE—IN ADVERTISING.
Associated Press Service.
Member Audit Bureau of Circulations.
To cover Akron with greatest efficiency, no newspaper serves like
The Akron Evening Times
"AKRON'S ABLEST NEWSPAPER."
R. F. WALKER, Gen. Mgr.—Owners—W. KEE MAXWELL, Editor
Foreign Representatives
CHAS. H. EDDY CO. BOSTON NEW YORK CITY CHICAGO

Place Your Advertising in the Big Convention Number of Associated Advertising

The monthly circulation of Associated Advertising which is 15,500 A. B. C. will be increased by the distribution of several thousand copies of the September issue at the New Orleans Convention of the Associated Advertising Clubs of the World September 21 to 25.

The delegates and visitors to the Convention, who will spend $200 or more each in expenses, will read every line of the program, plans, day-to-day happenings, entertainment features, etc. These all appear in the September number.

Space taken in the September Convention number will have greater publicity and actual result bringing value than in any other issue.

The remarkably enhanched editorial value of the publication has attracted such a volume of advertising in the past four months that it has been necessary to increase the book from

36 to 52 to 60 to 68 to 72 Pages

Business already scheduled forces the September issue to more than 100 pages. To get a good position, wire your reservation for this number at once.

One page, $150; $5 an inch. All advertising next to reading matter. (Page 8 x 10; 3 cols. 2½ x 10).

Associated Advertising

A MONTHLY MAGAZINE

Associated Advertising Clubs of the World, Inc., Publishers

H. C. DAYCH
Eastern Representative
110 West 40th St.
New York City

P. S. FLOREA
Business Manager
110 West 40th St.
New York City

STANLEY IKERD
West'n Representative
123 W. Madison St.
Chicago, Ill.
Tel.: Central 3021

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BRIEFS

DUE TO EFFORTS OF NEWSPAPERS, POST offices at Warrensburgh and Lake George, N. Y., have been advanced from third to second class.

MISS MAE NORTON, OF PORTLAND TELEgram, was recently a passenger in army airplane from Portland to Seattle for what was longest flight yet made by a woman in Pacific Northwest.

HOUSTON CHAMBER OF COMMERCE RECently gave luncheon for reporters of local daily papers.

ORTON E. GOODWIN, FORMERLY WITH various Portland newspapers, is compiling a history of Red Cross activities in Oregon.

SERGT. LARRY WEIDEMANN, FORMERLY of Boston Record, is assistant editor of "Battle of Bourges," a new paper started by A. E. F. at Bourges, France.

CANADIAN GOVERNMENT HAS LIFTED cable censorship on all messages to points within British Empire, except Egypt. Senders may now use code.

WALTER MANNENHALL, of the Burlington Junction (Mo.) Post, has sold an interest to Stewart Lewis, of Warrensburg, Mo., who returned recently from army service overseas. He was formerly with the Houston (Tex.) Post as assistant city editor.

THE CHEROKEE (OKLA.) REPUBLICAN has purchased the subscription list of the Byron (Okla.) Promoter, which ceased publication recently. The Republican will publish a special page of Byron news.

THE JAMESTOWN (KANS.) OPTIMIST, the property of Fred M. Cook for the past eleven years, was sold to Walter A. Carlile, of Jamestown, July 31. Mr. Carlile has worked for the Clifton News, Concordia Kansas, Clude Voice and Clay Center Republican.

THE FREMONT PUBLISHING COMPANY, Fremont, Neb., has been organized, and stock is being sold. A $50,000 building will be erected and a daily established.

THE NAWTON (KANS.) JOURNAL has changed from a weekly to a daily, morning edition. R. E. Nye is owner and publisher and Mrs. Esther Nye is editor.

GEORGE TURNBULL, PROFESSOR OF journalism at University of Oregon, will spend a part of vacation editing copy on the Portland Oregonian.

RALPH H. MITCHELL, LATE HEAD OF Portland Oregonian copy desk, became assistant managing editor of the Denver Republican, August 1.

GEORGE A. WEBER has established the Uehling (Neb.) Post, a weekly.

THE PRATT (KANSAS) HIGH SCHOOL paper, the Mirror, published by the students of journalism, was awarded first prize for the best high school paper by the Department of Industrial Journalism, Kansas State Agricultural College. The Winfield, Winfield, Kansas, was second; Lawrence Budget, third; Topeka World, fourth, and Wichita Wichitan-Messenger, fifth. Twenty papers were entered.

GOVERNOR FARRRICK D. GARDNER, OF Missouri, will address the Missouri Editorial Association at their annual meeting Sept. 25-27, in Springfield, Mo.

HUGH MCVEY, former advertising counsellor of the Capper publications, has resigned and is establishing the Southwestern Advertising Company in Wichita, Kansas. Mr. McVey, before leaving Topeka, inserted an ad. in the Capital, offering his home for sale. Before evening he had closed the deal.

THE KANSAS CITY POST HELD ITS annual picnic at Electric Park, Kansas City, July 31. Twenty-five thousand people attended. Several hundred dollars in prizes were given in a "better babies" contest. Unknown to the news editor of the Post, C. A. Sturgis, his grandson, Richard Clark Sturgis, won first prize for the best baby 18 months old.

LIEUT. HARRY A. DAVIS, U. S. M. C., former K. C. Post reporter, has left the military service, and after a short rest, will re-enter newspaper work.

CAPT. BEN S. HUDSON, OWNER AND editor of the Fredonia (Kansas) Herald, recently back from France, was awarded the distinguished service cross by General Pershing.

ROBERT FOCHT, EDITOR OF THE EUREKA (Kansas) Herald, has been appointed postmaster of Eureka.

BUSINESS NOTES

DALLAS (TEX.) NEWS BUILDING IS DEclared by fire department inspectors to be best fire risk in city.

ANNUAL PICNIC OF HOUSTON POST family was held at Galveston, July 30, with about 300 present.

D. L. STUMP, FORMERLY OF SMITHville (Tex.) Headlight, has started a weekly at San Jose, Tex., called Epitome.

GENERAL PUBLISHING COMPANY, Albany, N. Y., will publish a 100-page book, "Albany's Part in the World War." Two newspaper men, Edward F. McGowan and Harry Cohen, are officials of company.

GLOVERSVILLE (N. Y.) CHAMBER OF Commerce has started national newspaper advertising campaign to attract attention to its glove making industry—$150,000 will be spent. An appropriate slogan for city is sought and prize of $200 set up for best suggestion.

ST. PAUL SUNDAY PIONEER PRESS HAS put out second effective "Own-your-own home" section.

AMERICAN CONSUL AT NAIROBI, British East Africa, urges sending more American trade newspapers to that territory.

FRED M. RANDALL ADVERTISING AGENcy, Detroit, has moved to new quarters in Book Building.

WEEKLY PAPER, CALLED "THE TENANT," for occupants of New York office buildings, has been started by Wardell & Aarons Publishing Company, Tribune Building.

ASSOCIATION NEWS

MILITARY TRACT PRESS ASSOCIATION of Illinois, meeting in Quincy, decided in clamp "the lid" down tighter than ever before on Government free publicity.

SECOND ANNUAL MEETING OF PEOPLE'S Press Association, representing Non-Partisan League interests, will be held in Fargo, N. D., August 18-19. H. P. Knappen, of Bismarck, is president.

NORTH DAKOTA PRESS ASSOCIATION will hold annual meeting in Mandan tomorrow and Saturday.

HOUSTON ADVERTISING ASSOCIATION will publish series of papers on advertising presented at weekly luncheons. It also plans to finance Advertising Association News, official publication of the club.

COMMITTEES FROM HOUSTON AD CLUB and other clubs of city have presented Judge Chester H. Bryan with a gold watch in recognition of his services in leading Liberty bond drive in Harris County.

STAFF CHANGES

SERGT. WALTER B. STODDARD HAS returned to Watertown (N. Y.) Times.

HENRY J. STEKETEE HAS RESIGNED FROM the South Bend (Ind.) Tribune staff to go with the Racine (Wis.) Journal-News.

CAPT. OGDEN J. ROSS HAS RECEIVED HIS discharge and returned to his duties on Troy (N. Y.) Times.

CHARLES MAES IS NOW CITY EDITOR OF Houston Post.

F. LEONARD DONOVAN, ASSOCIATE EDItor of Troy (N. Y.) Record, has been placed in charge of Record's Watervliet bureau.

WILLIAM T. LOCKWOOD, FORMERLY OF Buffalo Courier, and John J. O'Connell, of Glens Falls Post-Star, have joined staff of Schenectady (N. Y.) Union-Star.

WALTER V. WOOD HAS LEFT TROY (N. Y.) editorial department to enter Columbia School of Journalism.

MISS SADIE ERLICH HAS BEEN APpointed society editor of Troy (N. Y.) Times.

E. CLARKE KING HAS JOINED STAFF OF Albany (N. Y.) Times-Union.

C. M. BRISTOL, CITY HALL REPORTER for Portland (Ore.) Journal, has become associated with a bond house.

JACK HAMMOND IS LEAVING DETROIT Free Press to return to St. Paul Pioneer Press copy desk.

C. ELLIOTT DA FOREST RESUMED WORK for Bridgeport (Conn.) Times August 4. He was a sergeant in Medical Department of Army, Morale Section.

COLEMAN CRAIG, ASSOCIATE EDITOR OF Baptish Standard, Dallas, has been elected editor of Baptist New Mexican, at Albuquerque, N. M.

MISS ELIZABETH WADLEY HAS RESIGNED from the Capper publications to become city editor of the Manhattan (Kansas) Mercury.

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

The June advertising record of the Brooklyn Standard Union shows a total of 646,255 agate lines.

This is a larger amount of advertising than this newspaper ever carried in one month.

The increase over June of one year ago is 202,939 lines.

We thank you.

NEW YORK STATE

A MARKET FOR FOOD PRODUCTS

7,157,506 people in New York state are "city folks."

They do not grow their own food—but must buy what they eat—and 7,157,506 people eat a lot of food.

This, of course, does NOT include the hundreds of thousands of people from all parts of the country who go to New York on frequent trips—and who are also eaters of foodstuffs in large quantities.

There are 29,758 retail grocery and delicatessen stores in the state of New York, and 233 wholesale grocery houses.

8,852 of these retailers are in New York City. The other 10,906 are scattered throughout the state—1,530 at Buffalo, 814 at Rochester, 608 at Syracuse, 440 at Albany and so on.

It would be hard, indeed, to imagine more ideal market conditions for food products of all kinds.

The market is there. The demand is there. Dealers are there. Jobbers are there. Transportation is there. Money is there.

All kinds of people are included—those who buy because of price as well as those who buy in spite of the price.

Just as New York state is an ideal market for food—so is it an ideal market for any product that bears a trade mark.

New York daily newspapers, as listed here, cover the state in a splendid manner—and reach two out of every three people in the state.

Link your product up with the local dealers in the city in which it is sold and get and give the cooperation that results in sales.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,559	.07	.07
Albany Knickerbocker Press (S)	43,957	.07	.07
Albany Sunday Telegram	27,959	.05	.05
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
*Brooklyn Daily Eagle (E)	46,902	.18	.18
*Brooklyn Daily Eagle (S)	69,046	.18	.18
*Brooklyn Standard-Union (E)	53,264	.15	.15
*Brooklyn Standard-Union (S)	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier & Enquirer (S)	115,359	.17	.15
Buffalo Evening News (E)	103,634	.16	.16
Buffalo Evening Times (E)	56,861	.10	.10
Buffalo Sunday Times (S)	71,435	.10	.10
Elmira Star-Gazette (E)	25,889	.06	.05
Glens Falls Post-Star (M)	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)	6,845	.03	.02
Ithaca Journal (E)	6,791	.025	.025
*Jamestown Morning Post (M)	9,151	.025	.02071
*Mount Vernon Daily Argus (E)	7,192	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M)	305,241	.50	.41
New York American (S)	947,270	.75	.65
New York Globe (E)	179,906	.39	.36
†New York Herald (M)	107,642	.40	.36
†New York Herald (S)		.50	.45
New York Evening Journal (E)	675,118	.75	.75
New York Post (E)	32,369	.25	.20
New York Sun (E)	194,695	.39	.36
†New York Sun (M)	117,414	.39	.36
†New York Sun (S)			
†New York Telegram (E)	190,681	.342	.315
†New York Telegram (S)		.246	.225
New York Times (M)	350,598	.50	.485
New York Times (S)	500,000	.55	.5335
New York Tribune (M)	100,011	.32	.28
New York Tribune (S)			
New York World (E)	355,069	.40	.40
New York World (M)	334,513	.40	.40
New York World (S)	569,762	.40	.40
Niagara Falls Gazette (E)	12,454	.03	.03
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E)	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E)	17,660	.08	.04
Syracuse Journal (E)	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E)	3,640	.0178	.0178

*A. B. C. Statements April 1st, 1919.
Government statements April 1st, 1919.

Total Circulation	6,914,295
10,000 Line Rate	9.4766
2,500 Line Rate	10.2097

†Seven-day average.

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LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



GEORGE C. DIESTEL, cartoonist for the Buffalo Commercial, is comparatively a newcomer in the newspaper world, but his work is making a hit in Buffalo.

Asked for a few facts about himself by EDITOR & PUBLISHER'S representative, Diestel replied:

"Don't you know I'm a cartoonist—a fellow who is supposed to get oodles of cash every paynight for performing the simple process of transcribing ideas on a piece of white paper, and making them look like something they are not?

"But listen. Get this right in your EDITOR & PUBLISHER. I may be a cartoonist, but I am not an artist. No, sirree. When I was about seven years old I overheard my father and mother discussing my future.

"'I guess we'll make an artist out of this priceless gem of ours,' said mother.

"'I guess we won't,' said father, and for those words I love father.

"But I honestly did try to fulfill my mother's wishes for my future welfare, and started along the lines tradition has laid out for an artist to follow. Then I went to work in a commercial shop. From there I advanced to a place on a newspaper. I stayed there until the business office felt that the paper couldn't afford a staff cartoonist any longer.

"From then it was just one thing after another. Now, I am on the Commercial and when I pull something made out of rags, or drawing paper, in other words, that gets by "Bill" Hippler, city editor of the Commercial, I walk home full of good cheer and feel as if mother was right."



GEORGE C. DIESTEL.

AMATEURS MEET IN CLEVELAND

Discuss Launching Chapter of N. A. P. A. —Northern Body Launched

CLEVELAND, Ohio, Aug. 4.—Amateur writers and youthful publishers of Ohio held a meeting at the Hollenden Hotel today to organize a Cleveland chapter of the National Amateur Press Association. The Northern Ohio Amateur Press Association was also launched during the meeting.

Samuel Loveman is at the head of the Cleveland amateurs. Harry E. Martin, of the Mountain Union College and Mount Union Press Club, and past president of the national organization of amateur publishers and writers, was a speaker.

Sells Great Tract to Japanese

LIMA, Peru, Aug. 3.—It is reported that Dr. Augusto Durand, a prominent landowner and proprietor of the newspaper La Prensa, has sold about 800,000 acres of land near Huanuco, on the Amazon watershed, to a Japanese syndicate.

ST. PAUL, Minn., Aug. 6.—Earl Craven has sold his interest in the Marquette (Mich.) Chronicle and will come to the Dispatch-Pioneer Press, August 11, as editorial writer



If It's Worthwhile It's In West Virginia

West Virginians—because they are prosperous—are up to the minute and they enjoy the benefits of all the new and worthwhile things that are put on the market.

They know what is meritorious and what is not because they have the happy faculty of seeing into things quickly. They understand what it is that a manufacturer is trying to tell them about when he advertises in their daily local newspapers. If he has a worthy product and gets the facts before them through their newspaper, he is pretty close to making a sale.

In West Virginia, the farmers have their own electric lighting systems and they first learned of this convenience through their local daily newspaper.

West Virginia has about 60,000 automobiles and yet you will rarely see a make of car here that is NOT advertised in the West Virginia newspapers.

West Virginians respond so readily to the advertising of worthwhile articles in their local daily newspapers that there is keen competition among the merchants and dealers to handle those products that are advertised over the dealer's name. On the other hand, a canvass of 40 merchants showed that 28 of them would not be influenced in the lines they handled by the so-called "national advertising" in magazines and metropolitan papers with only scattering circulation in the merchants' territory.

	Circulation.	Rate for 5,000 lines.
Bluefield		
*Telegraph ...(M)	5,463	.02142
Charleston		
‡Gazette .....(M)	11,410	.03
‡Gazette .....(S)	11,700	.02
‡Mail .....(E)	9,336	.025
Clarksburg		
†Telegram ....(E)	7,864	.02
†Telegram .....(S)	8,351	.02
After Feb. 1st, 1920.... .03 line (flat).		
Fairmont		
*W. Virginian .(E)	5,192	.02
Grafton		
*Sentinel .....(E)	2,275	.014
Huntington		
†Advertiser ...(E)	8,524	.02
†Herald-Dispatch ....(M)	11,165	.02
†Herald-Dispatch .....(S)	11,599	.02
Martinsburg		
†Journal .....(E)	3,249	.0129
Moundsville		
*Echo	1,730	.0115
Parkersburg		
*News .....(M)	6,239	.02
*News .....(S)	6,239	.02
†Sentinel .....(E)	6,695	.017
Wheeling		
†Intelligencer .(M)	10,139	.0325
†News .....(E)	14,749	.04
†News .....(S)	17,800	.05

*Government statement, April 1, 1919.
†A. B. C. statement, April 1, 1919.
‡Publishers' statement, April 1, 1919.

Read Up on West Virginia!

"GREATER FRANCE"

NUMBER OF

EDITOR & PUBLISHER

WILL BE ISSUED ON THANKSGIVING DAY, November 27, 1919

IN cooperation with M. Henri-Martin Barzun, head of the French Press Bureau in America, and former editor of Premier Clemenceau's newspaper, *L'Homme Libre*, EDITOR & PUBLISHER will issue, on November 27, a notable SPECIAL NUMBER devoted to the cultivation of closer press and commercial relations between the peoples of the great French and American Republics.

This effort will be on the same scale of completeness and impressiveness which characterized the recent Victory-International Number of EDITOR & PUBLISHER—an issue which has attracted world-wide attention and interest.

The "GREATER FRANCE" Number will present authoritative reviews of the French Press, not only in the homeland itself, but in European countries of French language—Belgium, Luxembourg, Switzerland and French North Africa—as well as in French Dominions and Protectorates throughout the world and also in Latin Europe,—countries of French interests and culture, such as Italy, Spain, Portugal, Roumania, Greece, Egypt, Asia Minor, South America, Mexico, Canada and the United States. The publications issued in the French language total more than six thousand.

The "GREATER FRANCE" Number will have for its chief purposes the strengthening of the immemorial ties of friendship which bind together in common ideals and aims the two peoples—comrades in war and cooperators in peace; the establishment of mutual understanding and amity between the newspapers and newspaper men of the world's greatest Republics; the promotion of closer trade relations through the presentation of essential information about market opportunities in "Greater France" now awaiting American manufacturers.

American business men, seeking trade expansion, will find in this "GREATER FRANCE" Number the fullest information as to how to win their places in the French markets—facts as to ways and means of developing these markets and the planning of advertising campaigns in connection therewith.

THE "GREATER FRANCE" NUMBER WILL SET A NEW MARK OF ACCOMPLISHMENT IN CONSTRUCTIVE TRADE JOURNALISM

It will commemorate fittingly the first Thanksgiving Day after the signing of Peace, and will link more closely than ever before the cultural and commercial interests of the two great nations that have best typified, for more than a century, the ideals of freedom and liberty—of "Government of, by and for the people."

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

SUITE 1116, WORLD BUILDING NEW YORK CITY, U. S. A.

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EDITORIAL

NEWSPRINT OUTLOOK

MANUFACTURERS of newsprint are, as usual, delegating to publishers the task of worrying over the present and prospective conditions in respect to supply and price. In substance the attitude of the manufacturers is:

"We are producing as near to the maximum capacity of our mills as is possible under present conditions. We have labor difficulties to meet and growing costs of every kind. Our product must be sold at a price which will yield a profit commensurate with the hazards of the industry. We can sell to other countries at a greater profit than at home—so we must take the utmost possible advantage of that fact. Publishers know that our present shipments equal, and sometimes exceed, our current output. They must know that conservation is necessary if they would avoid trouble in securing the paper that will be needed for the months of heavy advertising."

As to prices, it is freely predicted that we shall have, in the course, four-cent paper—that is to say, four cents a pound at the mill under contracts for large tonnage. In what is called the open market—the sources of supply for extra tonnage and special needs—the four-cent price has already been passed. Recent inquirers have been quoted prices above four and a half cents on limited quantities. Emergency purchases are often made at prices much higher than this.

The advertising volume this year has been very great, and many newspapers are using now reserve or excess tonnage which should be held for the needs of October and November. These present necessities are being met at the cost of future trouble. Publishers generally realize that the problem is not, after all, one of price—but of supply.

In war times the readers of newspapers were content with a smaller proportion of text matter than they now expect. They submitted, for patriotic reasons, to the curtailment of feature matter—the need of which in the present emergency is self-apparent, is so vital that, in the public interest, it should be met. There was never before a period in our history when it was so essential that the people should have the fullest light on all problems confronting mankind. Economic conditions should not be allowed to interfere with the great tasks now entrusted to the press. The larger interests, the common interests, are paramount, and must be served.

But how is this to be accomplished? Surely not through any revival among the newspapers of the old, discredited "circulation wars." Not through practicing waste of white paper to meet the same kind of "competition" on the part of rival newspapers. Not through selling newspapers for less than the cost of white paper and distribution expense. Not through accepting advertising at rates which spell loss.

Nor can the interests of the press as a whole be safeguarded by adhering to old traditions as to the necessity of allotting big space to such topics as baseball, the movies, automobile gossip, etc. If these things were treated on their comparative news value, cutting out precedent and all outside considerations, a space saving of tremendous proportions would result. Of course, in the process of conservation of space for worth-while matter, the press agent must be eliminated altogether.

It is the belief of many well-informed students of the situation that conservation of newsprint will be most effectually attained through a general increase of price to three cents. EDITOR & PUBLISHER has frequently pointed out the logic of a movement to this end. The chance to the two-cent price has much to do with saving the situation during war time. The result on circulations was wholly for betterment. That is a recent history, and familiar to all. The three-cent price may become necessary throughout the country.

Newspaper advertising rates, generally speaking, are lower than publishing conditions warrant. Everybody—including the advertiser—knows this to be true. The reason rates remain too low is one that, on its face, seems so unsound as to be almost absurd. It lies in the fear that the other fellow will adhere to the losing rate, and succeed in capturing the business of the space that adopts the sound rate policy. Advertisers, however, are not fooled by rates. They buy factors of value in advertising mediums—not merely space. They will always pay a fair price for space in the newspaper which can best serve them, irrespective of competitive rates.

The wise publisher will protect the value of his product by cutting out trivial matter to make room for the vital, both in news and features. He will practice every possible economy in white paper—that he may be able to take care of the increasing volume of advertising. To do less—to be stampeded by the spectre of wasteful competition into reprisals in kind—would be to court avoidable trouble.

ON TO NEW ORLEANS!

PUBLISHERS will find it highly profitable to arrange for their advertising managers to attend the New Orleans convention of the A. A. C. W., September 21-25. This year special efforts are being made to bring to the foreground the meetings of the Daily Newspapers Department, and there is in process of making a very notable program of topics for intimate discussion at these sessions.

W. G. Bryan, publisher of the Atlanta Georgian, is chairman of the Newspaper Department and Charles Miller, advertising manager of the Birmingham News is Secretary-treasurer. These live wire executives propose to make the New Orleans convention one long to be remembered by the newspaper men in attendance—and to see to it that there shall be such an exchange of ideas as to fundamental advertising policies and practices that every man feels genuine enough participate will go home with "pep" and enthusiasm to spare.

It has always been a matter of regret that the daily newspapers have not been adequately represented in the activities of the Associated Advertising Clubs of the World. It has been felt that the great primary medium for advertising should play a more conspicuous part in the big annual conventions of the association, thereby conserving the obvious "fitness of things."

It is to be greatly hoped that the attendance of newspaper advertising men at New Orleans will be fully representative. It is to the interest of all publishers to see that this is so.

THE Association of Foreign Press Correspondents in New York, whose membership is limited to authorized representatives here of overseas newspapers, is an organization of which much may naturally be expected in the way of furthering that international good will which the war has helped so mightily to create. These men interpret us to the world. They give to the people of our neighbor nations a daily picture of American events and affairs. There should be, in the common interest, close and friendly relations established between their association and our own organizations of newspapermen.

August 7, 1919. Volume 52, No. 10.

EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.
W. D. Skaats, editor. John F. Redmond, managing editor. Don P. Miller, News Bee Manager. Pentere.

James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: H. C. Ridout.
Paris: F. B. Grady.
Toronto: W. A. Craick.
Chicago: H. J. Gass.
San Francisco: Dodd, Bidwell.
Boston: M. J. Topples.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

MR. DOCKERY'S REASONING

HON. A. M. DOCKERY, Third Assistant Postmaster General, in explaining the department's ruling that book reviews, in which prices are given, must be classed as advertising, says:

"All advertising must be considered, regardless of whether it is paid for or inserted free, and must be charged with postage at the zone rates applicable to the advertising portion."

A strict adherence to such a ruling would place a great deal of current news matter in the category of advertising. A glance through a New York evening newspaper, of August 4, reveals a good many news stories in which prices of things are discussed.

On the first page we note that stocks have slumped, and the story names a long list of stocks affected, with their selling prices. The financial pages of the same newspaper are given over largely to news in which commodity and stock prices are freely quoted.

There are news stories about the army's surplus food stocks, quoting prices. The racing chart quotes the prices bookmakers accept for wagers on horses. In a Senate debate wheat prices are discussed in detail. The price of gas in New York is advertised in a court ruling. Hotel prices in Scranton have been advanced ten per cent. A story about Naval recruiting emphasizes the fact that hospital apprentices, second class, will receive $35.90 a month and expenses. An editorial names the amount being sought by different Universities and Colleges as additions to their endowments. Merchants, we read, have formed a Thrift League, to sell bonds in denominations of $10 and $100, in co-operation with the Treasury Department.

If the mention of the price of a hook, in connection with a review of it, turns that review into advertising, then the news stories mentioned above are advertising, too. They are not paid advertising, of course. In fact they are news stories and features paid for as such by the newspaper—just as are book reviews. But they could not escape the advertising classification under Mr. Dockery's reasoning.

That the absurd zone rate for advertising sections of publications carries with it the possibility of such an interpretation as is now given to it by Mr. Dockery is simply one more reason why it should be repealed altogether.

IF you rent a store or office, you rent by the year. Why not plan your advertising campaign in the same way—on the yearly basis? In the long run the "frequency of insertion" advertiser derives the largest possible return from his investment. Obviously, therefore, the "every week" plan is a "short cut" to success because the rate is lower and the impulse to buy is impelling.

KING ALBERT of Belgium has conferred upon Marse Henry Watterson the Order of the Crown in recognition of conspicuous services to the cause of the martyr nation. If Marse Henry could receive from his fellow newspapermen individual tokens of the esteem in which they hold him—mementos of their debt to him for worthy inspirations—he would be swamped with keepsakes.

ONE of the reasons for the present era of Southern prosperity is the fact that the South is advertising her resources and her newspapers. She is compelling attention—and attention means interest, for the South spells opportunity for all who seek a market for worth while products. Thus advertising is not a result of the big development of Dixie—it is one of the causes of that development.

THE merchants of the country find no particular difficulty in refraining from giving away merchandise. Why should the newspapers find it so hard to resist giving away space to press agents?

NO press agent can hold his job unless he succeeds in getting for nothing that for which an advertiser buys.

PERSONALS

IN THE EDITORIAL ROOM

Cary Dowd, managing editor of the Charlotte (N. C.) News, may be a candidate for the Democratic nomination for Congress. Mr. Dowd is one of the most popular and influential editors in the state and he is expected to make a strong run.

Leo Thomas Heatley of the United Press cable desk is very proud. An eight-pound girl that arrived July 30 is the cause.

Steven Philip Verner, former Washington correspondent and now editorial writer on the Colon (Panama) Star-Herald, was a visitor in New York and Washington during the past week.

W. C. McGinn, formerly on Dallas Morning News, is home after service with the marines. He was wounded at Chateau-Thierry, having come out entirely shot away, but after speeding nearly eighteen months in hospitals, by processes of skin and bone grafting, his arm has been rebuilt and he is able again to work as a cartoonist.

Basil E. O'Meara, recently returned from overseas, has been made sports editor of the Atlanta Journal, one of our papers. W. M. Gladish, former occupant of the desk, becomes automobile editor.

Elmer Lockwood of Ithaca, Dennis O'Connell of Rochester and Glens Falls, and William Lippman of Schenectady are new additions to the Schenectady (N. Y.) Union-Star staff.

Keith Clevenger, formerly editor and publisher of the Osawatomie (Kan.) Graphic, is now managing editor of the Salina Union.

Victor Ross, who gave up the financial desk of the Toronto Globe to become assistant to the president of the Standard Oil Company of New Jersey, has been vice president of that company and a director of the Imperial Oil Company.

Ralph H. Turner, formerly with the New York Evening Post, is now on the staff of the United Press as cable editor. For two years Turner was United Press correspondent in Tokio, Japan.

Joseph H. Shea, on the Standard-Telegram staff for nearly a year, has resigned to join the staff of the Bridgeport (Conn.) Post.

Lieut. John W. Shaver, until his enlistment with the 18th Engineers, a reporter on the Portland Oregonian, was married in New York on his return from France to Miss Margaret Maginnin of Portland. Lieut. Shaver now has a position on the Engineering News-Record staff.

Margaret St. Vrain Sanford, former music critic of the Rocky Mountain News, has returned to Denver after several months' service abroad with the American Red Cross.

Frank E. Nolan is again sports editor of the Bridgeport (Conn.) Post, following the resignation of Jackson J. Donovan. He has been also made official scorer for the Americans in the Eastern League.

Capt. William Marquat has returned to the Seattle Times as assistant automobile editor.

Lieut. Thomas A. Hendricks, formerly a member of the Indianapolis News staff, has been appointed to the United States courier service, which will involve much traveling in Europe.

Miss Lois Willoughby, formerly with the editorial department of the old Chicago Inter-Ocean, was married on July 26 to Edwin B. Stillman, of Westerly, R. I. The couple will reside in New York city.

Parke F. Hanley, formerly with the New York Press and Sun and more recently an ensign in the Navy, was married last Friday to Kathryn E. Baermann by City Clerk Scully in New York.

Raymond Mowers, managing editor of the Schenectady (N. Y.) Union-Star, is father of a new son.

Arthur K. Purington, city editor of the Bath (Me.) Times, was honored with the following "personal by the Lincoln County News: "Arthur K. Purington, of Bath, the talented newspaper man and efficient automobile inspector, was in town Saturday. As he drove out it was noticed that he had no tail light."

Carlton J. Ketchum, who was a "sub" on the Ottawa (Ont.) Citizen when he enlisted in the early days of the war, has returned with lieutenant's stripes and the Military Cross.

Harold Place, sports editor of the Des Moines News, is the father of a seven-pound boy.

Miss Daisy McGregor, formerly of the Ottawa Journal, the Calgary Albertan and the Calgary Herald, was recently married to Mayor Hanson Mitchell, of Calgary.

Marshall Crosby Rogers, an editor at Fall River, Mass., has filed intentions of marriage with Marion Stetson Brown, at Boston.

Earl E. Evans has returned from eighteen months' service overseas and resumed work as news photographer of the Fort Dodge (Ia.) Pioneer Press. After the armistice was signed Mr. Evans made historical pictures in France, Belgium and Germany.

Alex Sayles, sports editor and photographer of the Albany (N. Y.) Evening Journal, has received the Republican party endorsement for supervisor in Albany county. This is his first start in politics.

H. B. Crozier, assistant managing editor of the St. Paul Dispatch-Pioneer Press, representing his papers on the tour of St. Paul business men through South Dakota. Howard Kahn represented the St. Paul Daily News, of which he is financial editor.

IN THE BUSINESS OFFICE

Fred B. Robinson, vice president of the Waco (Tex.) Times-Herald, with his family, is spending the summer in Los Angeles, Cal.

Charles D. Ocain, who has been advertising manager of the Santa Ana (Cal.) Register, assumed a similar position with the Tucson (Ariz.) Citizen, August 1.

Harry Watts, advertising manager of the Des Moines Register and Tribune, is spending his vacation in the wilds of northern Minnesota, fishing and hunting.

Ralph M. Henderson has returned to the El Paso (Tex.) Herald organization as advertising manager.

Lieutenant John I. Rancourt, formerly connected with the Providence Journal advertising department, has been awarded a Distinguished Service Cross by General Pershing for gallantry in action at Flanders, France, August 9, 1918, and also a French war cross from the French Marshal.

Wesley McCurdy, assistant to the general manager of the Manitoba Free Press, recently won fame in Winnipeg golfing circles by making "a hole in one" on the Bird's Hill course.

Harry J. Bennett, of the Easton (Pa.) Express business staff, and Miss Marjorie M. Pritchard, were married a few days ago at Camden, N. J.

Robert Lipsett, former news editor, has been appointed assistant to the general manager of the Winnipeg Telegram. He is succeeded as news editor by Vernon Knowles.

Claude R. Sanagan has left the advertising staff of the Toronto Globe to join the Overland Sales Company, Toronto.

Jacob A. Triller, until recently of the advertising staff of the Galt (Ont.) Reporter, has joined the Ottawa Citizen's soliciting force.

H. W. Sierichs, president of Press Illustrations Service, New York, was married July 11, to Miss Callie Thornton Cornell; formerly instructor of art in the Galveston public schools.

J. G. Lloyd, who was for many years private secretary to Jason Rogers, publisher of the New York Globe, has been commissioned a first lieutenant in the U. S. A. engineers.

WITH THE AD FOLKS

John Sullivan, secretary-treasurer of the Associated National Advertisers, is spending his vacation at Nantucket, Mass.

Prof. C. M. Sembower, of the department of English in Indiana University, has resigned to join the Homer McKee Company's staff at Indianapolis.

Lieut. H. F. Bauerman has joined the Chicago office staff of J. P. McKinney & Son, newspaper representatives. He is well known to Chicago general and special agency circles.

Miss Edith Sampson, advertising manager for the Daniels & Fisher Stores Company, Denver, has been added to the staff of the University of Denver, where she will lecture on advertising problems.

George S. De Rouville, head of the De Rouville Advertising Agency, Albany, N. Y., has entered the theatrical field and will head a corporation erecting a new playhouse in Albany. The De Rouville agency will be continued.

F. A. Wilson-Lawrenson, president of the New York Advertising Club, has been elected vice-president of the Prest-o-light Company, one of the subsidiaries of the Union Carbide & Carbon Company, of which he is sales manager.

George B. Sharpe, of the Cleveland Tractor Company, paid a visit to his old friends in New York last week, and the Advertising Club took the occasion to present him with a beautiful Roycroft leather bound volume of letters written by members last spring when Mr. Sharpe retired as president and moved to Cleveland.

PRINTER'S DEVIL STUCK TO VIRGINIA AND WON



L. E. Pugh.

L. E. Pugh, the new president of the Virginia Press Association, is no rolling stone. He was born in Virginia in 1875 and has stayed right there near his home town folks since. Twenty-two years ago he started to work as a printer's devil and stuck for promotion and self-made prosperity.

His upward march has been steady and sure. In turn he has been a successful printer, linotype operator, foreman of the composing room, advertising solicitor, advertising manager, and now when he takes a run over to Waynesboro the grown-up kids that played with him in his bare-legged days point him out as the enterprising business manager and one of the principal owners of Newport News' only two daily newspapers.

Pugh believes in Virginia and himself and does things. In December, 1917, the plant of the Newport News Sunday and morning Press and evening Times-Herald was destroyed by fire and put a man-sized job up to him. He bought new equipment under the existing market difficulties and in the face of the scarcity of labor caused by the war and the high wages paid at the Newport News shipyards installed it in record time. Not the least of the things that he had to overcome was the embargoes then in force.

Mr. Pugh is a leading spirit in the Newport News Rotary Club, a director of the Chamber of Commerce, and when a progressive movement for betterment of his city is underway he is usually found in the midst of it with his coat off and his sleeves rolled up.

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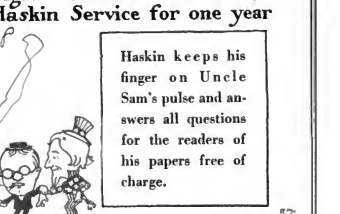
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New Members of Copper Staff

Recent additions to the staff of the Copper Publications of Tokepa are: J. S. Boyd and H. D. Fansler, New York; B. J. Reynolds and L. H. Follette, Chicago; F. B. Rigby, Kansas City; F. B. Bampus and Lee McMahon, Omaha; R. E. Archer, Detroit; George Bishop and W. A. Connor, Oklahoma City; C. J. Massellon, B. Brewer, A. W. Boyer, M. G. O'Dell, A. C. Ross, W. W. Boyman, Marshall Crawford and P. P. Pebble, Topeka.

The Cleveland Press has signed a contract for the Haskin Service for one year



Haskin keeps his finger on Uncle Sam's pulse and answers all questions for the readers of his papers free of charge.

GET THIS SERVICE FOR YOUR TERRITORY
Address FREDERIC J. HASKIN, Washington, D. C.

Popularizing Ice Cream Cones Through Ads

New Kind of Advertising Begun by Consolidated Wafer Company Through Mallory, Mitchell & Faust

CHICAGO, Aug. 5.—Mallory, Mitchell & Faust, Security Building, Chicago, have begun placing fairly large-space campaign in newspapers in and within a 200-mile radius of Chicago for the Consolidated Wafer Company, Chicago, on ice cream cones. The campaign is at present restricted to those territorial limitations in the way of an experiment, but it is expected that by next year it will be extended through leading newspapers all over the country.

"This advertising," stated Mr. Mitchell, who is handling the account, to EDITOR & PUBLISHER, "is, to my knowledge, the very first to exploit ice cream cones to the general public. It is estimated that the ice cream cone manufacturing business of the United States amounts to approximately $20,000,000 per year, whence may be gathered some idea of the magnitude of this hitherto-unadvertised industry.

"Heretofore, cones has been a sort of outlawed product, suitable only for the consumption of children or the very poor. The advertising campaign now under way is doing everything possible to create an impression of dignity to rehabilitation in public respect for the cone.

It stresses numerous uses for the cone by adults as well as children. It forces consideration of the tasty edibility of the cone, and takes it out of the class of a mere doughy container for the cream. With the country about to go dry, we anticipate possibly the greatest development of the cream business the country ever has seen."

Ohio Woman's Annual Outing

BOWLING GREEN, Ohio, Aug. 4.—The summer meeting of the Ohio Newspaper Woman's Association will be held at Lakeside Saturday and Sunday, August 23 and 24. W. K. Matthews, chief editor of the Dayton Journal and Herald, will be the principal speaker. Mrs. Lida Keck Wiggins, Springfield, and F. Romer of Pep and the Newspaper Enterprise Association of Cleveland, are other principals on the program. The association membership is speeding along rapidly and boasts of the most prominent women writers and reporters in the State.

Will Handle Army Food Sale

BINGHAMTON, N. Y., Aug. 6.—The management of the Press has informed Mayor Barnes that it will provide the financial guarantee necessary to allow Binghamton to participate in the benefits from the sale of unused Army food supplies. The offer was immediately accepted. This overcomes the difficulty caused by the New York State Laws not allowing a municipality to enter into commercial undertakings. The Press will take over the entire proposition.

Publishers Pick Jury

HOUSTON, Tex., Aug. 4.—The August Grand Jury of Harris County will be made up of men picked by the publishers of three daily newspapers of Houston, Judge Robinson of the Criminal District Court having appointed M. E. Foster, publisher of the Chronicle; Roy Watson, publisher of the Post, and G. V. Sanders, editor of the Press, as jury commissioners.

UP IN MICHIGAN EDITOR TOUTED FOR GOVERNOR

HAVING been born on March 22, 1884—the same day that the JOURNALIST, grandaddy of the EDITOR & PUBLISHER, made its first bow to the world—and ehoset newspaper work as a life activity, Arthur H. Vandenberg, who has just been elected president of the Herald Publishing Company of Grand Rapids, Mich., was bound to succeed.



A. H. VANDENBERG

His newspaper training has been thorough. His upward trend has been by slow degrees from an "office boy" beginning and covers a period of twenty years. For many years now he has been vice-president, editor and manager of the Herald, and when ex-United States Senator William Alden Smith decided to retire as president, after nearly a quarter of a century of service, it was only natural that Mr. Vandenberg should be chosen to succeed him.

Mr. Vandenberg is very earnest in his belief in the responsibility of journalism. He is one of the few newspaper publishers in America today who insist upon writing their own editorial columns. He is the original author of the plan known as "The Right of Industrial Petition" for establishing industrial peace and industrial justice—a plan we are liable to hear something about in Congress shortly.

The Herald was one of the first newspapers in the United States to swing out for a program of "League of Nations" reservations. Upon the occasion of Mr. Taft's visit to Grand Rapids, the Herald presented him with a questionnaire upon the subject, and as a result was able to print a Taft reservations letter ten days before the disclosure of the Taft correspondence on this same subject with William Hays, chairman of the Republican National Committee.

Being one of the most popular orators in the Northwest, it was not unusual that Editor Vandenberg should be called upon to try for a speech-making record, then record during the various Liberty Loan drives. With "Jacky-Band" trains he swept up and down the state of Michigan and scored a total of 340 war speeches in less than two years of hostilities, besides serving as a first lieutenant in the Michigan State Troops.

Mr. Vandenberg is married and has three children. In addition to other activities he is vice-president and treasurer of the Newspaper Engraving Company of Grand Rapids and Kalamazoo, and a director in the Grand Rapids Savings Bank. His only public office was on the Grand Rapids Charter Commission, but for years he has been a member-at-large of the State Republican Central Committee. He was chairman of the commission that put "Zach" Chandler's statue in the Hall of Fame under the dome of the Capitol at Washington.

A Michigan governship fight now looms in the offing, and there are many people up that way who say that Editor Vandenberg's hat will be tossed into the Republican "ring."

Ads on EDITOR & PUBLISHER'S Equipment Page are read by real buyers and sellers.

ILLINOIS

Saturday Evening Post
Ladies' Home Journal
Cosmopolitan
Woman's Home Companion
Delineator
Good Housekeeping
American
McClure's
Pictorial Review
People's Home Journal
Metropolitan
Red Book
Century
Harper's
Scribner's
Hearst's
Sunset
Everybody's
Review of Reviews
World's Work
Designer
McCall's
Women's Magazine
Mother's Magazine
System
Current Opinion
Munsey's
St. Nicholas
Boy's Magazine
American Boy
Literary Digest
Collier's
Leslie's
Outlook
Life
Scientific American
Popular Mechanics
Popular Science
Theatre Magazine
Physical Culture
Field and Stream
House Beautiful
Motion Picture Magazine
Photoplay
Modern Priscilla
Christian Herald
Atlantic Monthly

Forty-seven magazines — the pick of the entire country. Good magazines all of them. They are the popular sellers, the magazines that cover the country so thoroughly.

Well, in the state of Illinois, for instance, the newspapers listed in this advertisement, alone, have MORE circulation than ALL of these magazines COMBINED.

The COMBINED circulation of ALL of these magazines IN ILLINOIS is 1,276,485 copies. The COMBINED circulation of the daily newspapers listed here is 1,892,449 copies.

The COMBINED rate for ALL of these newspapers is $2.3304 per agate line.

There are 250,000 FARMS in Illinois, and they are the most valuable farms in the United States.

The annual grain output of these farms approximates 692,-800,000 bushels. That is wheat, corn and oats alone.

It is harvest time in Illinois NOW. Farmers on 250,000 of the most valuable farms on earth are cashing in. They ALL read daily newspapers. Get me? Sure thing you do!

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.04	.04
Bloomington Pantagraph (M).....	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E).....	326,998	.40	.40
*Chicago Herald-Examiner (M)...	289,994	.38	.31
*Chicago Herald-Examiner (S)...	596,851	.53	.46
Chicago Daily News (E).....	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)....	15,086	.03	.03
*Elgin Courier (E)	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,594	.025	.025
Rockford Register-Gazette (E)...	13,477	.03	.03
Sterling Daily Gazette (E)	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, $2.3304.
Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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RECORD YEAR FOR OIL PROMOTION SCHEMES

Estimated That Credulous Will Part with $200,000,000 in 1919 for Worthless Shares—Many Newspapers Ban Such Advertising

That hundreds of thousands of hopeful, but sadly credulous people, will be parted from their money—and their Liberty bonds—to a total of two hundred million dollars this year by adventures in "oil" investments is the estimate of the New York Sun.

The army of fakers, whose lifelong business it is to capitalize the greed for easy profits which rules so many men and women, has now turned its attention to "oil," and to the advertising and selling of shares in mythical or worthless claims.

A western publisher said, in a recent conversation with a representative of EDITOR AND PUBLISHER:

"Everybody out our way knows that an investment in oil is a gamble. They know that it costs so much to drill a well, and that there is only a chance that oil will be found. If it is found, they win—sometimes in a big way. If it is not, they lose. They do not buy shares on any assurance that they will win out. They like to take the chance of winning, or of losing. It is human nature. We feel, therefore, justified in accepting such advertising, with proper limitations of the style of copy and the claims made."

This publisher voices the attitude, in a general way, of all publishers who accept such advertising. It is their belief that with proper censorship, the elimination of absolutely misleading claims, etc., such advertising is legitimate.

To Stampede the Credulous

It is, of course, conceivable that there are honest concerns engaged in promoting oil ventures; that they use moderation in their appeals to investors. But it is obvious that the bulk of the oil share advertising is intended to stampede the credulous into making investments which have little or no chance of producing anything.

The aim of a great deal of this oil shares advertising in the newspapers is to produce inquiries, to be followed up by circular literature of the most alluring kind. Thus, while the newspaper advertising may be moderated to suit the scruples of the business manager, the concern has usually in view the obtaining of an up-to-date "sucker list," in which rich possibilities exist. What the newspaper will not permit the promoter to say in his advertising he is thereby enabled to say in direct letters and circulars.

Once on a "sucker list" the victim is a target for such onslaught, by letter, night telegrams, etc., as would turn the head of all but the most cautious investors.

Newspapers which try to safeguard their readers from misleading advertisements of all kinds are drawing the line stoutly against oil promotion schemes.

MacKinnon at Winthrop, Me.

A. E. MacKinnon of New York, circulation authority, is spending the summer at Winthrop, Me., and runs into Boston two days a week in connection with special organization work he is doing for the Herald. His Winthrop address is R. F. D. 24, where he would like to hear from friends once in a while.

MODERN WOMAN DEMANDS WIDER READING SCOPE

A VISITOR one time asked Frank W. Taylor, managing editor of the St. Louis Star, who was the best man on his staff.



KATHERINE RICHARDSON

"Katherine Richardson," was his prompt reply.

That was several years ago, when Miss Richardson was dividing her time between re-write, fires, murders, eternal triangles, movie write-ups and high-brow dramatic reviews. At the time it was her daily habit to snub the "woman's page" and ignore "best recipes for rarebits."

Having accepted the declaration of war as clarion call to all womankind to "come out of the kitchen," Miss Richardson hailed with joy the feature editorship of the Star, which included complete charge of the comic, the picture and the woman's pages. About the last of these she confessed she knew nothing, which proved of great value to her in making a success with her new responsibilities.

"The general plan I have outlined to pursue on the Star's woman's page is to admit that women have intelligence—that their reading is not limited," remarked Miss Richardson the other day, "and it is on that theory I am working in trying to hold the mass of women readers who were developed by the general discussions of world questions carried on at all women's gatherings, and the daily search for word of their boy that were 'over there.'

"In getting up my woman's page," continued Miss Richardson, "I work on the theory that the home-keeping woman wants to know how to rear her children; how to arrange well-balanced meals; how to preserve her family's health without constant appeal to the doctor; what women in her own and other walks of life are doing; what civic reforms are afoot; the newest departures in methods of education; how the suffrage situation is progressing.

"Working women, I feel sure, want to know how to better themselves. They want to know what professions are open to them and in what lines of work women have made most marked success.

"And the answer to all of these desires and questions can be found in a story about, an interview with, or a signed article from, some person—man or woman—in St. Louis, so you see, our woman's page has a 'home-stuff' appeal in more ways than one."

A. B. P. Changes Convention Date

The date of the convention which the Associated Business Papers, Inc., had planned to hold in Chicago during October has been changed to September 18, 19 and 20. One or more of the sessions will be of especial interest to advertisers and advertising agents. The dates have been selected with reference to the convenience of those who attend the A. A. C. of W. convention.

Starts New Free Edition

MARSHALL, Tex., Aug. 4—H. M. Price, publisher of the Sentinel, a free distribution daily, will begin the publication of a morning edition Sept. 1.

The purpose of these little talks about Wisconsin is not to sell newspaper advertising directly, but to picture to the reader the actual territory, as he should see it for himself.

He may be a long distance from Wisconsin, and he may not have a correct impression of the territory. He may not realize the development of the "middle west," industrially or educationally.

He may see farms in his neighborhood that would not be farms at all by Wisconsin standards.

He may see shipbuilding in a salt water cove, yet it would not be ship-building in fresh water Wisconsin.

He may see factories, with blazing furnaces and sweating labor, but that would not mean manufacturing to Wisconsin where the percentage added by the MAKING is to materialize into QUALITY.

Picture Wisconsin as the poet has described it, "every mile a mile of beauty or a mile of riches"; its people earnest, ambitious, striving for knowledge as the royal road to wealth by achievement.

And then you will have the vision to plan for your business in Wisconsin. Living at a distance you will no doubt have something to SELL. Well, Wisconsin will buy it, if it is all right, AND you will let them know about it.

Just advertise it in these papers to the home folks, and SEE that it is easy to order and get delivered.

Papers	Circulation	Rate for 5,000 lines
Beloit News (E)	6,593	.025
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E)	*6,037	.025
†Green Bay Press Gazette (E)	11,011	.025
Kenosha News (E)	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,891	.03
Milwaukee, Wisconsin-News (E)	*62,000	.10
Milwaukee Journal (E)	115,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.025
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1st, 1919.
*Publisher's Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919.

TIPS FOR AD MANAGERS

ADVERTISING AGENCIES CORPORATION, Metropolitan Tower, New York City. U. S. Navy Department will advertise through this corporation.

BLACKMAN-ROSS COMPANY, 95 Madison avenue, New York. Placing orders with a list of newspapers for Samuel W. Peck & Co., "Sampeck Clothes," 806 Broadway, New York City.

CALKINS & HOLDEN, 250 Fifth avenue, New York City. Reported will make a list of newspapers during the fall for Foss-Hughes Co., Philadelphia.

CAXTON AGENCY, 9 East 40th street, New York City. Will place advertising of American Tobacco Company's "Pall Mall Cigarettes."

WENDELL P. COLTON Co., 165 Broadway, New York City. Again placing copy in selected sections for Durham-Duplex Razor Company.

DAUCHY COMPANY, 9 Murray street, New York City. Reported will make up list of newspapers during September for Kenyon & Thomas' "Hale's Ointment."

ALBERT FRANK & Co., 26 Beaver street, New York City. Placing orders with New York newspapers for Delatour Beverage Corporation's ginger ale.

WYLIE B. JONES AGENCY, Binghampton, N. Y. Placing orders with newspapers for Arrow Chemical Co., "Bitro Phosphate."

LORD & THOMAS, Mallers Building Chicago. Reported will make up list of newspapers during September for "Hamlin's Wizard Oil" Company.

LYDDON & HANFORD COMPANY, 200 Fifth avenue, New York City. Again placing copy with newspapers for Bonopto and Nicotol.

RUTHRAUFF & RYAN, 404 Fourth avenue, New York City. Reported will make up list of weekly newspapers during September for Radio-Round Incubator Company.

SHERIDAN, SHAWHAN & SHERIDAN, 30 East 34th street, New York City. Will place accounts for American Beach Magneto Company, and Karry-Love Industrial Truck Company.

WADE ADVERTISING AGENCY, 37 West Van Buren street, Chicago. Reported will make up list of farm papers within next sixty days for Keystone Steel & Wire Company.

WILLIAMS & CUNNYNGHAM, 6 Michigan avenue, Chicago. Placing orders with some New York City newspapers for Innovation Daytime Bakeries.

EDWIN BIRD WILSON, 68 William street, New York City. Placing orders with list of newspapers for Bankers' Trust Company.

ANDREW CONE AGENCY, Tribune Building, Chicago. Placing 250-line copy three times a week in list of 40 newspapers for C. D. Knapp, Jr., & Co., Singer Building, New York, investment brokers.

23,622,636 LINES GAINED IN JUNE

Only Two Out of 88 Daily Newspapers in 18 Leading Cities Printed Less Advertising Than in Same Month Last Year

In the month of June, of 88 papers in 18 of the leading cities of the United States, 86 publications gained in advertising, and only two lost, according to the figures just compiled by the New York Evening Post's Statistical Department. The 88 papers printed a total of 75,117,642 lines, 23,622,636 more than in the same month of 1918.

The figures by cities follow:

	1919.	1918.	Gain.
New York	13,285,844	9,216,800	4,069,044
Birmingham	2,126,012	1,472,660	653,352
Chicago	5,594,654	3,060,724	2,313,930
Philadelphia	6,939,445	5,062,726	1,876,719
Los Angeles	4,758,284	2,936,272	1,742,012
Baltimore	4,598,222	3,336,564	1,261,658
Detroit	4,621,211	3,348,961	1,162,250
Cleveland	4,299,972	2,886,500	1,412,775
Washington	3,876,564	2,810,767	1,065,797
Buffalo	2,620,859	1,694,402	926,457
St. Louis	2,372,330	2,413,940	1,158,566
San Francisco	3,125,724	2,283,062	842,662
Minneapolis	2,096,300	2,063,352	1,033,204
Indianapolis	2,936,953	2,040,994	895,353
Milwaukee	2,547,404	1,576,335	971,069
New Orleans	2,569,770	1,655,676	914,094
St. Louis	2,663,324	1,423,267	1,240,057
Cincinnati	2,770,500	1,945,500	825,000
Totals	75,117,642	51,405,004	23,622,636

Six-Month Records

The following figures are supplemental to those printed in EDITOR & PUBLISHER, July 10, 17 and 31, showing the gains in advertising made by leading newspapers of the United States in the first six months of 1919, as compared with the same period of 1918. The figures are self-explanatory:

	1919.	1918.	Gain.
Fort Worth Record	4,306,100	1,981,040	2,324,350
Jersey City Journal	2,263,980	1,305,127	378,812
Kansas City Post	3,723,266	1,930,230	704,056

Plan Mississpi Valley Exhibit

ST. LOUIS, Aug. 6.—Newspapers and advertisers have joined in boosting the plan for an exhibition of manufactured and kindred products of the Mississippi Valley, to be held in the Exhibition Building, this city, from October 27 to November 8. Robert L. Burch is manager-director of the exhibit, which will in its entirety be illustrative of the achievements and potential greatness of the territory.

prestige

You buy more than so much circulation when you purchase News advertising. You buy real reader interest, dealer influence, and the co-operation of the jobbers of the Indianapolis Radius.

The Indianapolis NEWS

FOR 50 YEARS A NEWSPAPER.

Charter Member A. B. C.

98% Sandusky Homes take the evening

STAR-JOURNAL

Member A. B. C. Foreign advertising representatives:

La Coste & Maxwell, 45 W. 34th Street New York

C. J. Anderson Spt. Agency, Marquette Building Chicago

THE ALVORD & PETERS CO. Publishers, Sandusky, Ohio

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined.

AIDS BETTER BUSINESS IN LOUISVILLE, KY.

PROUDEST of the boasts of Walter C. Hellman, past president of the Advertising Club of Louisville, Ky., is that he was responsible for the formation of the Better Business Bureau, whose activities are having a wholesome effect upon advertising in and about that city.



WALTER C. HELLMAN.

Mr. Hellman had an ambition to be a mining engineer, so he took the full course in the Lane Technical Preparatory School in Chicago, his native city. The newspaper business drew him, however, so he became a reporter, but soon turned his attention to advertising. The wanderlust took possession of him soon afterward, and he "hopped" a cattle boat in Boston and sailed away to Liverpool. He doesn't say much about the pleasures of being nurse maid to a lot of steers, but he'll still talk by the hour of the fun he had loafing through the British Isles, Belgium, Holland, Germany, Switzerland and France for a year.

Back to Chicago then, and into the advertising business again, this time under the tutelage of Thomas M. Bowers, becoming secretary of Mr. Bowers' organization after three years. He saw something in being advertising manager of a commercial concern, so transferred his allegiance to The Hub, on State street, Chicago, in that position, and after two years went to Louisville to attend to similar work for Levy Bros., the large Louisville clothiers. There he is now as chairman of the Advertising Department of the National Association of Retail Clothiers, of which body he is an officer. His brother, Fred W. Hellman, a former member of the Junior Advertising Club of Chicago, was killed in action in France last September.

Required a Neutral Court

ST. CATHARINES, Ont., Aug. 6.—J. M. Elsen, publisher of the Evening Journal, has been acting as police magistrate during the absence from the city of the regular incumbent of that office. A few days ago he got a decided "jolt" as a result of the arraignment before him of George T. Strong, his city editor, and W. Arthur Moore, former city editor of the Journal and now city editor of the Daily Standard. Moore was charged with assaulting Strong. Publisher Elsen decided that the case demanded a neutral court, and adjourned it.

Timely Local Features

The Philadelphia Press believes in exclusive local features of a timely kind. "How Women Will Vote," "Mayorality Possibilities," and "Is Handshaking a Carrier of Disease?" are current Press features which afford daily symposiums of opinions from readers in all walks of life.

GAINED over a MILLION LINES

During the first six months of 1919, publishing 1,090,808 agate lines more advertising than during the same period of 1918.

It pays to advertise in

THE CLARKSBUBG TELEGRAM

"West Virginia's Leading Newspaper."

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

(150 x 280)



The Detroit News

is the recognised daily and Sunday Want Ad medium in Detroit. Daily, it publishes more Want Ads than all its competitors combined. Sunday it carries 40% more Want Ads than its only Sunday competitor.

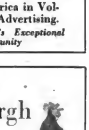
This position in the Want Ad field proves that The News thoroughly reaches the people who read and respond to advertisements.

The Detroit News

First in America in Volume of Paid Advertising.

The Advertiser's Exceptional Opportunity

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

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TEACH MERCHANTS TO ADVERTISE

Dealers Went to Co-operate with Manufacturers and Jobbers, But Do Not Know How, Declares Fred P. Mann, of Devils Lake, N. D.

ST. PAUL, Minn., Aug. 6.—Fred P. Mann of Devils Lake, N. D., thinks that advertising is the greatest thing on earth. He said so at a dinner given him here July 31 by the jobbers and manufacturers of the city, who talked over their recent "Victory Trade Tours" in southern Minnesota, Wisconsin, Iowa and South Dakota.

Mr. Mann is president of F. P. Mann & Sons and president of the state organization of the North Dakota retailers.

"I know," said Mr. Mann, "that St. Paul dealers desire to co-operate with local merchants in their territory. I am convinced there must be more of this co-operation. On the recent trade tour I think I found the solution of better merchandising. The selling end of the business must be better developed. Advertising must be universally applied. I have found this true in my own business and I believe it true in any line."

Last year, he said, the business over the counters of his general merchandise store totaled $600,000. This success began from a start a few years ago with $1,600 of stock bought on credit from a St. Paul jobber. His success he attributes to advertising.

"Do you put dealers in your papers?" "Oh, we advertise some," was the reply.

"Advertise more and then advertise more," was my advice to them."

Mr. Mann exhibited a two-page advertisement published lately in his home city. It dealt exclusively with the hardware branch of his business.

"The next day after that ad appeared," he asserted, "we saw a great increase in our hardware sales. That increase is still being felt. I talk up this same question on advertising. It has been responsible in great degree for the success of our business. I am convinced that advertising is the greatest thing on earth. Do not lose your enthusiasm. Keep it up. You will get results."

Industrial Feature Makes a Hit

GREENSBORO, N. C., Aug. 6.—The Daily Record (afternoon) has added a page dealing with the personal and industrial activities in the cotton mills. There are three milling districts in Greensboro, Revolution, Proximity and White Oak, the latter being the largest denim mill in the world. The new feature has already boosted the circulation of the Record considerably.

A Unique Employees' Club Formed in Dallas

DALLAS, Tex., Aug. 4.—With the object of bringing about closer co-operation of all departments, A. H. Belo & Co., publishers of the Dallas Morning News and the Dallas Evening Journal, has organized a "Dinner Club" among its employees. This club is composed of two members from the larger departments and one member from the smaller departments, all elected by the employees themselves on secret ballot. Heads of departments are ineligible for election.

This club meets once each week, on Tuesday evenings at 6 o'clock, at some hotel for a luncheon and get-together meeting lasting one hour and a half. The expenses of these meetings are borne by the company. At these meetings problems of the various departments are discussed, and suggestions are made and ideas interchanged. Information gathered at these weekly meetings is to be imparted to others by each member in the assignments by the department's representative in the club.

In order that all employees may serve on the above club, under the rules adopted a member elected serves for one month, when he or she is supplanted by another member elected in the same way, and members who have served on the club for one month are ineligible to serve again for a period of one year, or until all other members of that department have served.

WHAT OUR READERS SAY

Advertising a Solution to Labor Troubles

CHICAGO, August 1, 1919.

To the Editor & Publisher: Feeling that it is the duty of every good citizen to devote some constructive thought to the welfare of the community, more particularly at such a time as this, I am submitting an article on a subject which appears to be becoming needlessly alarming.

The issue between Capital and Labor is not fundamentally of such a character as to be long the most difficult of the problems confronting us either industrially or locally. The requirements of both Capital and Labor are substantially readily certain, and can always readily discernible.

Our Government guarantees to each and all the right to "life, liberty and the pursuit of happiness." The realization of this, however, is impossible unless adequate means of subsistence are available. The desirable facts, therefore, are that Labor must (and I use the word "must" in the full sense of the meaning) make the cost of its subsistence plus a fair return for the per-sonal rate (not an effort to invest), and Labor, too, must be reasonable in its interpretation of what this means.

Our nation, as a whole, with its vast resources, can still afford this. It is equally true that Capital must subsist and be compensated. Industry must make the cost of its production plus a fair return on the money invested, or face dissolution, that would mean unemployment and the utter collapse of our entire social, civic and industrial system.

Capital, like Labor, must be reasonable in its interpretation of what this means. These facts, therefore, offer the logical and only permissible basis upon which an equitable conclusion can be reached. It is my conviction that both Capital and Labor, who are so interdependent upon each other, are willing and amenable to reason. The irritation seems to be supplied and fomented by a proportionately small, radical and thoughtless element.

The spirit of Democracy is to give consideration to the wishes of the majority rather than to the minority. It is, then, should an element greatly in the minority be permitted reasonably to dictate to the vital of our industrial welfare? I believe that the practical solution of the present situation is contained in a thought which was successfully executed during the war.

In its entirety it was a thought co-ordinated by all—when and one allies that the authorities of the Federal alliance could not be reached through reason. It was then determined to reach the rank and file of the people. This was done and this propaganda perhaps more than any other one factor was, for ourselves and our allies a signal victory in the greatest struggle the world has ever known.

Why can not this thought be applied to our domestic affairs? Is not the practical solution with which to abrogate these inexcusable unfounded evils which are heaping over Capital and Labor and nothing the people of this, the greatest of all nations, of that real peace and prosperity to which they are so justly entitled, is conscious, intelligent, patriotic link to say mind be the most practical and economic medium with which to dispose of this vexatious problem and to bring together the contending factors. It should be accomplished and both in quick and unpaid publicity. The paid publicity could be wisely expended by the American Chamber of Commerce and by the American Federation of Labor.

E. C. DUELBERGE.

Says Ledger Was First to King George

PHILADELPHIA, July 28, 1919.

To the Editor, Editor and Publisher:

Dear Sir—Returning from a vacation I find in your issue of July 26 the excellent London dispatch regarding the sending of newspapers by the British Dirigible R-34. It is so publicity unique and unfair that I cannot help but write to you.

Please understand that I do not consider it any great journalistic achievement to have a newspaper on a dirigible. It was merely a "stunt" and I think the Public Ledger should be treated fairly in this matter. It was the Public Ledger and not the New York Times that was delivered to King George, as the acknowledgment from his secretary to our correspondent in London proves.

The Ledger understood that the only papers carried by the R-34, with the exception of the Public Ledger, were several copies of the New York Times Rotogravure section and Magazine section (Sunday), July 20, printed in advance of the sailing of the dirigible. It is a fact beyond dispute that in the official log of the voyage the R-34, an entry is made that the ship carried copies of the Philadelphia Public Ledger and that no other newspapers is mentioned in the official log.

I am not asking you to correct your item but I merely want to let you know that exclusionally some one outside of New York has an original thought.

Yours very truly,
JOHN J. SPURGEON,
Philadelphia Public Ledger.

Found—A Baseball Magnate Who Believes in Paid Advertising!

NEW HAVEN, Conn., July 25, 1919.

Editor and Publisher: The impossible has happened.

New Haven has a baseball manager who believes in paid newspaper advertising, and is entirely opposed to the principle of baseball magnates grafting on the newspapers. He is George Stallings, owner and principal of the New Haven baseball team in the Eastern League, and he is going to bring baseball advertising to baseball just as any merchant or manufacturer uses items in the columns of his paper. It is easy for a baseball manager to use advertising as the way all of these ought to use it, but I feel sure you will be interested.

Very truly yours,
W. R. HENDRICK,
Publisher New Haven Times Leader.

Washington Star Omitted in Error

To Editor & Publisher: We find that the Washington Star figures for the first 6 months of 1919 was omitted from the lists in the full page advertisement of the Detroit News in the July 24 issue. This was no fault of yours nor of ours, as we used figures furnished us in advance by the Advertising Age of Chicago, and they did not include the Star in their list. It is although the July issue of the magazine did.

The Washington Star carried 3,548,256 lines daily and Sunday and 6,638,251 lines week-days only. This daily average ranked the Star fifth place on the seven day list and eighth place on the six day list.

DETROIT NEWS.
W. H. Moore, Foreign Advertising Manager.

Jack Feehan and Harold McMichael, of the editorial department on the Des Moines (Ia.) Capital, have resigned. Milan Kelchner, formerly with the register and Tribune, has been appointed as sports editor.

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSIE
Manufacturer and Publishers Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

New Era Features
30 East 42nd St., New York City
Forty Leading Papers
Print Our Service.
Send for our Headline History of the World War

PRESTIGE
The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news-contents and in slight differences in editorial opinions. The service in your readers is largely a matter of entertainment and information aside from the news.
On this principle, the service of The Associated Newspapers has been built. The Associated letters are the answer to a better standing in its community.
Write or wire for rates.
The Associated Newspapers
170 Broadway New York

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. F. BOSTIAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 39TH ST. NEW YORK

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LOVES, AND IS LOVED BY, CHILDREN



JUDD MORTIMER LEWIS

JUDD MORTIMER LEWIS, who is known as the editor of the "Tampering with Trifles" column of the Houston Post, the Post's poet and the friend of children, may be honored by the city namin, a school after him. Mr. Lewis' child poems are known all over the world. He has been with the Houston Post since 1900 in one capacity or another and has proved his efficiency in all lines of newspaper work. He began to earn his living when a very small boy in Cleveland, Ohio, where his parents had moved from Fulton, N. Y., his birthplace.

Lewis did not have much of an opportunity for education, for he had to help to take care of the family. But he "read up" in everything and got into newspaper work. About the time of the Spanish-American war he took to poetry and verse writing and made good right off. Nineteen years ago he joined the Houston staff and continued his success there.

Feeling that he ought to do something for humanity, Mr. Lewis conceived the idea of conducting a "baby bureau" through the columns of the Post. This proved a wonderful work and attracted attention all over the United States. Only recently, the Post under his management gave what was called the "Kiddies' Picnic." The Post is still receiving letters from little friends thanking it for the good time they had at the picnic.

Mr. Lewis has two young daughters of his own who are known as "Eyes of Nine" and "Touselhead" through his child poems. He is called upon to tell stories at the various schools and every child knows and loves him.

Hearst Editor Abroad

T. V. Ranek, managing editor of the New York American, has sailed for Europe on a combined vacation and business trip. He plans making several additional news service connections for the American before returning home.

Meyers Off to New Hampshire

Alvin J. Meyers of New York, who has just completed special numbers for the Pittsburgh Observer and the Philadelphia Press, will leave this week for New Hampshire to spend a short vacation.

EDITOR & PUBLISHER costs only $3 a year—why delay?

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit employs 7500 highly-skilled, highly-paid mechanics in thirty factories whose deposits in local banks total $7,200,00.

Are you getting your share of this industrial wealth?

Beloit has one paper—the Daily News. Circulation over 7,000. Rate, 2½ cents per agate line, effective October 1st.

A. P. WIRES SPAN 50,000 MILES FOR NEWS

(*Continued from page 17*)

Newspaper publishers always have been a progressive lot, and it wasn't long before the leased wire system was further extended until it embraced most of the cities of a hundred thousand population, or more.

The publisher in the small town, who could not afford the cost of a leased wire, but who required a greater volume of news than he could secure over the commercial companies' wires, had to be taken care of. This led to experiments with the long-distance telephone as a method of transmitting news dispatches. From these first attempts eventually was evolved a system which has been highly beneficial to the small town publisher.

The telephone company agreed to lease wires for what it termed PNT and SPT circuits (which mean Public News Transmission and Special Period Talking circuits) at a rate much lower than the usual charge for commercial calls. It also provided a special instrument for the transmitting and receipt of dispatches by telephone.

The reader (who corresponds to the sending operator on a telegraph circuit) talks into a special transmitter designed to increase the volume and carrying capacity of his voice. He is equipped with a head-piece which permits him to hear any "breaks" from the receivers, and also frees his hands for handling the copy.

At the receiving end there is a corresponding instrument. The receiver straps on the head-piece, mimbers his typewriter and is ready for business. The calls come in periods ranging from five minutes at a time to half an hour or more. With three five-minute calls the small town paper can receive from 1,000 to 1,500 words a day, while in an hour as much as 5,000 words can be transmitted by this method.

The newest method of transmitting news dispatches, and the one which it is thought will eventually show the way to the greatest development of press associations is the automatic telegraph printer.

This machine was first experimented with by The Associated Press in 1912, as a method of local delivery to the New York papers. From the headquarters at 51 Chambers street various telegraph lines radiate to the eighteen newspapers which are members of this organization. At the newspaper end of each of these lines is a machine, in appearance much like the ordinary typewriter, which reproduces all news transmitted from the central office. The modus operandi is this:

At the central office there is a tape cutting device by which the operator perforates a strip of tape in a code which, when it is passed through a transmitter, sends on the line a combination of positive and negative impulses. Five impulses in various combinations form all of the letters of the alphabet, the cardinal numbers and punctuation marks. At the receiving end, a series of selectors pick up the varied combinations, and partly by the utilization of the electric current, partly by mechanical operations put into effect by the current, the proper letter or figure on the typewheel is presented, the type is struck against the paper and the wheel stepped forward for the next letter. At the end of a line the line space and carriage return selectors perform the functions indicated.

It is possible to operate these machines at a speed of 60 words a minute, so that one of them can, in ten hours, deliver the equivalent of more than 30 columns of news.

The experiment with local delivery by this method was so successful that the automatic was tried on long line work. It was equally successful here and circuits are now in operation between New York, New Haven, Hartford, Worcester, Springfield, and Boston; between Chicago, Milwaukee, St. Paul and Minneapolis and between New York and Philadelphia.

It is expected that soon it will be possible to adapt the automatic printer to the smaller services now carried by telephone, and it is not beyond the realms of possibility that within a very few years every telegraph editor will have an automatic printer at his elbow, unreeling reams of copy ready for his hand.

The rapidity with which transmission improvements have developed press associations may be indicated by the statement that to-day The Associated Press has leased 50,000 miles of leased wires carrying its service into every state of the Union; employs nearly 70 skilled telegraphers; uses a hundred automatic printers and serves about 25 of its 1,165 members by telephone. It expends annually in wire rentals and operators wages more than $2,500,000.

In addition it has linked the whole western world in a network of communicating lines. It serves the great papers of South America which hold memberships in its co-operative organization with a daily news service of nearly 4,000 words. This goes to them on a cable 7,850 miles in length. It serves 17 members in Mexico City by cable working directly from its Galveston bureau to the City of Mexico. It has a leased cable to serve its members in Hawaii, and a half-dozen or more members in Alaska receive a cable service over the government lines.

Members at Honolulu and other cities in the Pacific islands get their daily news budget flashed by wireless from San Francisco, while the whole of Canada is served through the alliance with the co-operative organization known as The Canadian Press. Interesting experiments are being made with the wireless telephone and it is expected that before a great while this marvel of science also will be yoked to the press association chariot.

Setting the Pace

During the first half of 1919 the Plain Dealer printed **8,846,951 lines** of advertising, a lead of **1,145,041 lines** over the second paper.

For Cleveland Advertising use the medium that sets the pace.

The Plain Dealer

Largest Morning Circulation Between New York and Chicago

When the East Reaches the West

LOS ANGELES

EVENING HERALD

The greatest week-day advertising medium on the Pacific coast

DAILY CIRCULATION 127,773

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The news is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue, Lytton Building

NEW YORK, CHICAGO

THERE are some lines of advertising the appeal of which is directed almost exclusively to the class of people financially able to gratify their desires for the best.

In every large city you will find one paper of such a character and so edited that it reaches practically every person belonging to this class.

THE CHICAGO EVENING POST

is such a paper and automobile advertisers find their customers almost exclusively among this class.

For years THE CHICAGO EVENING POST has carried more automobile advertising than any other Chicago evening paper. The figures for 1918 follow:

	Columns
The Chicago Evening Post	1,049.42
The Daily News	891.17
The Journal	550.05
The American	412.22

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other paper in Westchester County

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.

Foreign Representative

171 Madison Ave. NEW YORK

The Pittsburg Dispatch

with proper conditions seldom, if ever, fails in its duty to its advertisers.

WALLACE O. BROOKE

Brunswick Building, New York

THE FARMER PUBLISHING CO.

Peoples Gas Building, Chicago

H. C. ROOK

Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.

Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919

43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agy.

Sole Foreign Representatives

New York, Chicago, St. Louis

TRIBUTE TO MR. FULLER BY OLD ASSOCIATE

D. M. Lord Says World Is Poorer for His Passing—Only Two or Three of the Old Generation of Advertising Men Left

By D. M. Lord.

The world is poorer for the passing of Charles H. Fuller. The advertising fraternity, especially, has lost a leader.

Mr. Fuller belonged to what might be termed the second generation of the advertising fraternity. G. P. Rowell, S. M. Pettinghill and J. H. Bates were the originals in the business in this country. They have long since passed on, and the second generation is now on the borderland, with probably but a few years to remain with us.

Mr. Fuller's conception of the advertising business, was of the highest order. He did not believe in spending money in advertising without hope of return to the spender. He might well be classed as the highest type of promoter of business by advertising. Given a manufacturer with a line of goods that the general public needed, so great was his confidence that advertising would bring success that he would risk his money in promoting the business, which undoubtedly represented the farthest advance of any of the older concerns in this line.

Helped Make Advertising a Science

At the time he established his business, advertising was not recognized as a science, in fact, was looked upon with suspicion. He early realized that it was a science deep and hidden, its development worthy of the thought of the ablest minds.

To place it where it belonged, he devoted much time and thought. It was in Chicago that the first Advertising Agents' Association was formed. He, with two or three others of like mind as himself, spent many hours planning and working to place advertising on a plane with other sciences and force its recognition as one of the most necessary factors in the development of modern business.

It cannot be claimed that the present high standing of the profession is the result of the efforts mentioned, but it cannot be denied that from these meetings started the currents that have carried it to its wonderful position.

Greatest Pleasure Was to Help Others

In character he was high-minded. He believed in standing for what was right, even though it meant financial loss. He believed the ethics of the business were built on the lines of the golden rule. He was known among the fraternity as Uncle Charlie.

His great pleasure was to reach a helping hand to some stumbling advertising man and put new life and hope in one who was headed for failure. There were a number of such cases.

He retired from business early enough in life to enjoy the money he had made, and was not forced to spend the remainder of his life in nursing a body crippled with overwork and nervous exhaustion.

He has passed on to that mysterious beyond to receive the reward of a life well spent and to receive the reward that comes to those of whom it may be said "Well done."

There are now only two or three of what may be termed the second generation in the advertising business, and their call cannot be long delayed.

Willis S. Thompson Passes Away in Indianapolis

Once Owned Indianapolis Sun, Pittsburgh Sun, Syracuse Telegram, and Managed Other Prominent Dailies

Willis S. Thompson, former owner and publisher of the Indianapolis Sun, died of heart trouble on August 1 in an Indianapolis hospital, aged 57 years. He was connected with many newspapers throughout the country, was the founder of the Pittsburgh Sun and at once time was the owner of the Syracuse (N. Y.) Telegram.

For two years he was with the San Francisco Examiner and for twelve years with Denver papers. For the last two years he was in charge of publicity and directory publications for the Central Union Telephone Company.

Andrew Geyer Dead

BELMAR, N. J., July 31.—Andrew Geyer, president of the New York publishing company bearing his name, died here today, aged 70 years. He founded Geyer's Stationer, a weekly trade paper, and was one of the organizers of the Stationers' Association of New York, the Stationers and Publishers Board of Trade and the Booksellers and Stationers' Provident Association, as well as an honorary member of the Association of Stationers and Manufacturers.

Veteran Editor Dead in Brooklyn

Wallace P. Groom, eighty years old, formerly editor-in-chief of the New York Mercantile Journal, died August 4 in Brooklyn of old age infirmities.

Obituary

WILLIAM TAIT, 95, paper manufacturer and former president of the Tait & Sons Paper Co., died in Bridgeport, Conn., July 25. He learned the paper making business in Trumbull as a boy.

JAMES A. MOORE, a reporter for the Watertown (N. Y.) Times, was killed when crushed beneath his automobile last week. He was covering an accident in which there had been several deaths and in attempting to rush one of the victims to the hospital accidentally drove off the road and into a gulley. Other newspapermen with him were injured.

HENRY J. CALNAN, 61 editor and owner of the Troy (Kans.) Chief, died July 29 from apoplexy. Mr. Calnan came to Troy in 1904 to assume the editorship of the paper, following years of newspaper work in Iowa, Colorado and other mid-West States. He later purchased the paper.

EDWARD CONNOLLY, 25 years old, fell from a press in the New Haven Register plant Sunday and died shortly afterwards from a fractured skull.

MRS. EMILY E. CUTLER, mother of Monte Cutler, a New York newspaper man, died of apoplexy in the New Rochelle Hospital, July 31, in her 85th year.

CHARLES O. LAFFERTY, a veteran compositor who had worked on newspapers in Akron, Ohio, Newark and Pittsburgh, died July 25 in the latter city, aged 65 years. He leaves a widow and three children, of whom Joseph E. Lafferty is with the Pittsburgh Sun and Mary is in the business office of the Dispatch.

GEORGE WARD COOK, for 50 years prominent as a newspaper man and politician in Akron, Ohio, died in Haverhill recently. After serving in the Civil War, Mr. Cook learned the newspaper business on the Newburyport Herald and in 1850 founded the Lawrence American. He established the first newspaper in Watertown, also the Everett News, and in connection with Hon. Wilmot R. Evans, president of the Winthrop National Bank of Boston, published and edited the Everett Republican. He later was editor and proprietor of the Beverly Times and editor of the Beverly Citizen. For four years he was the Newburyport correspondent of the Boston Globe, and also worked on the Wakefield Item.

EDWARD MCGOWAN, for 30 years an employe of the New York Press Club and widely known by newspaper men, died in Roosevelt Hospital August 1, aged 63 years.

A. H. STUHLTAUTH, editor and publisher of the Ellensburg (Wash.) Capital, died July 8 of apoplexy. Previously he had been associated with the Salt Lake Tribune and other Western newspapers.

JOSEPH F. SWEENEY, assistant circulation manager of the Brooklyn Citizen and connected with that paper for more than 20 years, died July 30 of appendicitis.

May Bring Back Socha's Body

LOS ANGELES, Aug. 4.—The body of Max Socha, editor and publisher of Germania, a newspaper published here until after the United States entered the war, will probably be brought home from Santa Paula for burial. Socha committed suicide recently.

Ad Censor in Bethlehem

BETHLEHEM, Pa., Aug. 3.—The Bethlehem Bankers' Association, organized by financial men of the three Bethlehems, has named a committee to pass on all local advertising by the institutions before the latter take up with any schemes.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.
Sunday Edition, 5c.

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency *Copies* via "S & M Insured Agency Delivery Service."

SOME SERVICE USERS

New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-Sisats	Ithaca Journal
Mail-Eve. Sun	Bridgeport
Eve. World-Sun	Post-Telegram
Wilmington	Stoux City, Iowa
Journal-News	Argus Leader
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Times
Herald-Traveler	New Haven Register
Post-Transcript	

Send for full particulars of S & M Service.

Seaongood, Schwartz, Sachs & Mandel Inc
450 Fourth Ave. N.Y. 7905-7906 Mad.Sq.

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at down and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News
Member A. N. P. A. A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue
New York City

Reaching the MOST Buyers at the LEAST Cost

Govt. Statement For Six Months Ending April 1st.

BOSTON DAILY AMERICAN

301,270

The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York. Chicago.

The North Jersey Shore is enjoying the greatest season in its history.
The quickest and most economical way to get their business is thru

The Asbury Park Press
(Evening)
and
The Shore Press (Sunday)
Member Audit Bureau of Circulations.
Standard Rate Card on Request.
Frank R. Northrup, Special Representative,
30th Fifth Avenue, New York City.
Asbury Park Publishing Company
J. Lyle Kinmouth, Publisher, Asbury Park, N. J.

The Dominating Force
In a manufacturing territory famous for its healthy, and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post
Standard-Telegram
Not only dominates this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
L. A. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

TWO DAILIES QUIT IN TULSA

The Morning Times and The World's Afternoon Edition Cannot Stand High Cost of Operation and the Prohibitive Labor Conditions

TULSA, Okla., Aug. 6.—The Morning Times, established three years ago by Charles Page, owner of the Tulsa Democrat, as the morning edition of the Democrat, suspended Thursday. High cost of operating expenses and the employment situation caused the suspension.

The Tulsa World's afternoon edition also suspended Thursday for the same reason.

NEW EQUIPMENT IN BINGHAMTON

Both Dailies of City Are Planning Extensive Plant Enlargements

BINGHAMTON, N. Y., Aug. 5.—The Binghamton Press has just announced the purchase of extra equipment which will amount, it is estimated, to about $15,000, to carry out its policy to enlarge and improve its daily editions. Two new Intertype machines have been purchased and are being installed, making a battery of twelve machines now operating. Other new equipment will be added as rapidly as it can be obtained, it is said.

At the same time it is stated that the Binghamton Republican-Herald will spend about $80,000 on new presses and machines and other equipment to be installed in its new building, which, it is expected, will be ready for occupancy in less than six months.

Ketchikan Chronicle Appears

SEATTLE, Aug. 5.—The Chronicle, published at Ketchikan, is Alaska's newest daily newspaper. The first issue appeared July 23. It is an eight-page evening paper and edited by Edward G. Morrissey, formerly connected with the editorial staff of the Seattle Post-Intelligencer, and well known in Alaska journalism. Bernard M. Stone, formerly of the Seward Gateway and other Alaska papers, is business manager.

Enlarging in Schenectady

SCHENECTADY, N. Y., Aug. 5.—A new addition is being constructed to the present plant of the Daily Gazette to enable enlargement of the composing department. When the work is completed a number of new linotype machines will be installed and other mechanical improvements added to the present equipment.

Fire in Troy Budget Plant

TROY, Aug. 4.—The plant of the Troy Budget suffered several thousand dollars damage as the result of a fire July 21. Twenty rolls of paper and two barrels of ink were consumed by the flame, which threatened at one time to spread to the editorial and advertising departments.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

For Sale
Unusual circumstances place on the market for immediate sale daily doing $60,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-784, care of Editor & Publisher.

24-Page Hoe Press
For Sale—This press is in A-1 condition, May be seen printing now. Prints 4, 6, 8, 10 or 12 pages at 15,000 to 18,000 per hour; 14, 16, 18, 20 or 24 pages at 7,500 to 9,000 per hour. Folded to 3 page size. Pull stereotype and electrical equipment. Kohler System. Bargain to a quick purchaser. Chester Times, Chester, Pa.

For Sale
Monotype matrices, slightly used and in best condition, 72 to set, in the following sizes: 14, 18, 24, 30, 36 pt. of the following faces: 20, 46, 48, 88, 140, 141, 681, 691, 46 acts in all. Also 16 steel matrix cabinets, capacity 450 lbs. Address A-817, care of Editor and Publisher.

For Sale
Standard Ball Player Board. 1x12. Satisfaction guaranteed. 1, 5 or 10 year size; Order now for World's Series. Special Agent George H. Reynolds, Texas., The Standard, New Bedford, Mass.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line

Wanted
Foot power press 10x15 or under; also paper cutter and type. Address A-815, care of Editor and Publisher.

"The Street" New Financial Weekly

The first issue of "The Street," a new financial weekly, appeared in New York July 20. It will aim to fill the role of "interpreter of the new problems and responsibilities of America as the financial leader of the world." J. Edward Meeker, formerly a publicity director of the Government Department of Labor, is editor of "The Street" and Louis C. Whiting is financial editor. Publication will be every Wednesday, from 49 Wall street.

Magazine of Finger Prints

CHICAGO, Aug. 5.—The latest journal to be established in the trade paper field here is the Finger-Print Magazine, which will concern itself entirely with the realm of identifications by means of finger prints. George A. Targher, lately with the Manufacturers' News and the National Builder, is managing editor. Publication offices in the Mallers building.

Murphy Starts Photo News Service

David A. Murphy, until recently general manager of the Central News Photo Service and previous to that manager of the photo news department of the American Press Association, has launched a new news photographic venture, the Graphic News Bureau, in New York. Offices are at 32 Union Square.

ALBANY, N. Y., Aug. 2—Fire in the composing room of the Times-Union did several hundred dollars' damage. It threatened to spread to the stereotyping equipment, but was put under control before much damage was done.

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN
TYPE FOUNDERS CO.
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO.
56 Beekman St. New York City

FOR SALE
Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine
Prints and folds a seven-column 4-6-8-10 or 12-page paper to ½ or ¼ page size at 4,500 per hour.
A good press at a reasonable price.
Walter Scott & Company
PLAINFIELD, NEW JERSEY

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

GOSS
the name that stands for
SPEED, DEPENDABILITY, SERVICE
THE GOSS
"High Speed Straightline" Press
Used in the largest newspaper plants in U. S. A. and Europe.
THE GOSS
Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalogue and Magazine Work.
THE GOSS
"Comet" Flat Bed Web Perfecting Press
Prints a 4, 6 or 8-page newspaper from type forms and roll paper.
GOSS STEREOTYPE MACHINERY
A complete line for casting and finishing flat or curved plates.
DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED
THE GOSS PRINTING PRESS CO.
Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may turn into cash something which now occupies storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those accustomed not to exceed 30 words, two insertions FREE.

Assistant Advertising Manager

Young man, 25, desires position as assistant advertising manager, or charge of agency production department, nine years experience. Box A-819, care of Editor and Publisher.

Business Manager

A man live to create new business in advertising, understanding the difficulties of circulation building, possessing the executable personality that makes friends, and with executive ability to handle employees, wishes to connect with newspaper needing the services of a conservative, conscientious, loyal worker, age 28. Character and recommendations the very best. Address A-822, care of Editor and Publisher.

Business Manager

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation manager good size dailies, seeks engagement for now or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

Newspaperman

Newspaperman, 30 years old, unmarried, just back from Europe with ten years' experience European field correspondent on New York or other eastern city daily or weekly, preferably leader writer, political correspondent, foreign editor, feast of reputation. R. H. F. 249, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Desk Man

Live young Newspaperman, six years' experience as city editor, desires managing editor of every morning (Sunday) paper; desires desk position in New York evening daily. Address Daylight-30, care of Editor and Publisher.

Circulation Manager

seeks change; hard working, careful and thoroughly trained in the principles of management and promotion; now on staff of prominent suburban evening and afternoon papers; plans for a position to conduct business with regard for economy and efficiency; best of references. Address A-916, care of Editor and Publisher.

Circulation Manager

A capable man understanding the detelle of circulation work, wishes to get in touch with daily newspaper that appreciates an honest effort. At present employed but not hard work. At present employed but not hard work. At present employed but not married, satisfactory references. Address A-823, care of Editor and Publisher.

Cartoonist

Cartoonist, young man experienced on comics and caricatures desires employment. Samples furnished upon request. Address A-820, care of Editor and Publisher.

Cartoonist

Young man wants position with Western daily—highest references—political cartoons and comics. Address A-821, care of Editor and Publisher.

Advertising Service Man

At present in another branch of the business 35, good presence and address; can write and solicit advertising; thorough correspondent, seeks connection with first class daily which puts premium on giving first-class, courteous service to clients in the belief that whoever invests 100 cents per space in its columns is entitled to a dollar's worth. Salary $50. Address Energy, care Editor and Publisher.

Experienced Circulation Manager

Competent, experienced circulation manager open for engagement; thoroughly reliable; can take entire charge of department and show results; member I. C. M. A. Minor Shutt, 298 South Main, Jamestown, N. Y.

Woman Editor

Woman wants position as editor woman's or children's department, or literary work on paper. Three years' experience. Address A-784, care of Editor and Publisher.

HELP WANTED

Advertising Solicitor and Copy Writer

Advertising Solicitor and Copy Writer Wanted—Man of ideas who thoroughly understands retail advertising, department store and other work, copywriting for department store, stored. Permanent position and good pay for the right man. Write at once stating age, experience, age and salary wanted to the Journal, Quincy, Ill.

Advertising Manager and Solicitor

in opportunity with a future for a live, earnest advertising man; complete charge of the advertising on an aggressive daily of 5,000 circulation in a city of 15,000 with a rich agricultural trading territory. We want a man immediately; state salary and full particulars in your first letter. The Free Press, Mankato, Minn.

Salesman

Salesman wanted who KNOWS he can sell high grade press, declared best by all papers. Should be practical newspaperman. Salary $50 weekly during apprentice and small commission with rapid advance to producer. Address A-824, care Editor and Publisher.

Editorial Assistant

Permanent position is open for right kind of man as editorial assistant on old-established national news weekly of large circulation. Must have experience, qualifications and salary expected. Pathfinder, Washington.

Experienced Designer

Wanted at once an experienced designer, a creative artist for newspaper promotion work. Must be especially good in styles. Send samples, state salary expected. Address Promotion Manager, Columbus Dispatch, Columbus, Ohio.

City Circulator

Afternoon paper in the southwest's fastest growing city wants capable worker with experienced young men as city circulator. Only hustlers with boosting talent and good making producers of them thereby taking a city circulation position. Should be good "forging ahead" with it. A place with a good future for party who makes good, but no banker's salary to begin with. Extra inducements expected to those who close references with Orat letter. Address A-817, care of Editor and Publisher.

High-Class Advertising Salesman

Wanted: Energetic high-class advertising salesman, on only daily paper in city of 30,000 people, circulating 8,000 people. Good opportunity and wages to right party. The Review, Alliance, Ohio.

Woman Reporter

Wanted—A woman who takes this job will be thoroughly dependable and able to write interesting stuff; she is wanted once as a feature and straight news reporter for the Sunday edition of an evening paper established in a middle west city of 150,000. Preferably she will come from a small town and be between 25 and from 26 to 25. She will have a liking for work and an ambition to get ahead. Give full information in first letter, state salary expected and enclose recent photograph if possible. Address A-825, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will be pleased to write in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

Opportunity

Have excellent opening for man with limited capital. Splendid business for incorporating. The Commuter, Newark, N. J.

PERSONAL

Advertisements under this classification, thirty cents per line. Count six words to the line.

Kendall B. Cressey, editor and publisher of the Austin American, asks that William B. Dimon communicate with him.

Would appreciate information as to the present address of John E. Bateman who was conducted a circulation contest for the News, Address W. C. Dowd, Charlotte, N. C.

FRENCH JOURNALISTS HERE

Four Representatives of French Press Welcomed as High Commissioners

Four French newspaper men have come to the United States to serve as members of the French High Commission, and a dinner to welcome them and in honor of two departing commissioners was given at the Vanderbilt Hotel last Friday, with Judge E. H. Gary as the principal speaker.

The toastmaster was Maurice Carcanave, chief of the French High Commission, who paid a glowing tribute to Urbon Gerard, professor of the department studies of the French Commission, and Henri Delmas, of the Havas Agency, who left here on Monday.

He welcomed to America E. Grosclaude, of the Paris Journal; H. C. Delavand, of the Havas Agency; Lieutenant George Dinago, now representing Le Temps in this country, and Captain L. Loewy, of L'Information, of Paris.

In speaking of the making of peace, Melville E. Stone, general manager of the Associated Press, declared that "it is more difficult to establish a peace than to conduct a war—much easier to destroy than to build up. A child can knock down that will destroy a palace, but that child cannot build a palace. Let us look forward," he continued, "and not backward."

Percy Bullen, treasurer of the Association of Foreign Press Correspondents, spoke of the co-ordination between the press associations during the war, declaring there had been no more harmonious work throughout the great war machine.

Paper Experts to Meet Sept. 24-27

CHICAGO, Aug. 5.—The fall meeting of the Technical Association of the Pulp and Paper Industry will be held here at the Coliseum September 24-27, Secretary Thomas J. Keenen, with headquarters at 131 East 23d street, New York, in announcing the meeting says: "Research work of the utmost importance to the industry will be outlined. The standing committees of the association will present outlines of endeavor for the improvement of processes, machinery and apparatus and there will form the basis of their finished reports at the next annual meeting."

Student-Journalists Active

AUSTIN, Tex., July 31.—Of the class of 24 of the School of Journalism of the University of Texas Miss Annabel is reporting at Tulsa, Okla.; Miss Maud Milan is reporting and doing feature writing on the Waco News-Tribune; Miss Jesse Mary Hill has a position for the summer on the Chautauqua (N. Y.) Daily; J. E. Angly, Jr., is sports editor of the Galveston News; W. J. Wegg is reporting on the El Paso Herald; Miss Ruby A. Black is a student assistant in the School of Journalism and acting as managing editor of the school publication, the Daily Texan, and Hill Cooke is with the San Antonio Evening News.

Sues to Protect Car Ad Contract

ST. LOUIS, Mo., Aug. 5.—The Western Advertising Company has taken the court its fight to hold its contract for street car advertising in St. Louis and suburbs, and an injunction was issued yesterday by Judge Dyer in the United States District Court to restrain Rolla Wells, receiver for the United Railway Co from interfering with the contract and advertising for bids for the privilege. August 4 was set for the hearing.

Democratic weekly of a far West county seat paid owner $3,675.00 in year ending April 30, 1919, for his personal effort and income on the investment. Can be bought for $8,500; $5,500 cash necessary.

Proposition S. Y.

Charles M. Palmer
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in newspaper, job and commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

LEGION POST IN MARTIN'S MEMORY

New York Newspaper Men Veterans to Honor Correspondent's Memory

A post of the American Legion, to be formed among newspaper men war veterans in New York, will be named in honor of Don Martin, war correspondent for the New York Herald and The Syracuse Herald, according to present plans.

Don Martin, widely known as political reporter, went overseas as a war correspondent just before Christmas of 1917. He contracted pneumonia while covering, under trying conditions, the historic Argonne offensive. He was found in Paris, where his death occurred October 7th last.

Barber Agency Moves

BOSTON, Aug. 5.—The J. W. Barber Advertising Agency has removed from 338 Washington street to new quarters on the eleventh floor of the Little Building. This is one of the oldest advertising agencies in the country. J. W. Barber, the president, started in the advertising business in Boston in 1866.

INCORPORATIONS

NEW YORK.—Harcourt, Brace & Howe; printers and publishing; $20,000; W. D. Howe, D. C. Brace, A. Harcourt, Mt. Vernon, N. Y.

Fred R. Moore Corporation; printing and bookbinding; $30,000; I. M. Dudley, 1. L. and F. R. Moore, 14 Douglas street, Brooklyn.

Technical Advertising Service; $10,000; A. H. Gleason, J. J. Hayden, J. W. Suling, 258 Broadway.

Jewish Publicity Service for Theatrical Enterprises; $30,000; S. and S. M. Inselbuch, M. Kielson, 1004 Eastern Parkway, Brooklyn.

BUFFALO, N. Y. Pollock Ink Works; dissolved.

ALBANY, N. Y.—Paper Specialties Corporation; $5,000; S. J. Cohen, B. Waldman, S. 1. Goldberg, 37 Liberty street.

UTICA, N. Y.—Clinton Publishing Company; dissolved.

SYRACUSE, N. Y.—Empire New England Company; printing and publishing; $5,000; H. M. Mott, B. A. and S. H. Kemper, Syracuse.

Digitized by Google

Attempt to Unionize News Writers in Seattle

It Is Reported That $42.50 Will Be Demanded as Minimum Weekly Scale—Editors Not Wanted.

SEATTLE, Aug. 4.—A movemeot has been launched to unionize the newspaper mco on the Pacific Coast. Newspaper Writers' Union No. 12 has already come into being, and members of the Daily Record staff, published by orgaoized labor, are fathering the plan, which is making some headway.

Individual letters were sent out this week to every ocwspaper man employed on the Seattle dailies, "except editors who employ and discharge help," calling upon them to attend a meeting to be held soon. It is reported that the union plans to ask for a minimum wage of $42.50 a week for experienced reporters and copy desk men.

All Wages Raised in Binghamton

BINGHAMTON, N. Y., Aug. 5.—The employees of the mechanical departments of the Binghamton Republican-Herald and the Binghamtoo Press have won their demands for increases, the publishers agreeing to increase the scale in all departments $7 a week. This gives the compositors and llootypers working on the day shifts $34 and those on the night shifts $37 a week, with time and a half for extra work. General increases are also made in the editorial and business departments, affecting all classes of employes and ranging from $3 to $8 weekly.

Wages Go Up in Lewiston

LEWISTON, Me., Aug. 5.—Sixty union employees of the Lewiston Sun and Journal, respectively, morning and evening papers, received an increase averaging $6 weekly by an agreement reached on July 24. The new scale, effective at once, and in force until July 1, 1920, provides a minimum of $24 for day work and $27 for night work.

Dry Law Hits Chicago Press Club

CHICAGO, Aug. 4.—The boast of the Chicago Press Club to be the only large Loop organization of like nature whose doors never are locked, can no longer be truthfully made. After nearly five decades of distinguished and sleepless history, the directors have decided to, for the first time, close the clubrooms at 12 midnight, from July 17 and throughout the month of August "at least." Attendance has fallen off radically since the dry legislation went into effect.

Portsmouth to Have New A. M. Paper

PORTSMOUTH, Ohio, Aug. 4.—The Times is planning a new morning edition in the fall, in addition to the Sunday issue recently established. A site for an enlarged plant has already been purchased and a new Goss press and stereotyping machinery ordered.

THE MAN WHO HANDLES DOUGLAS ADVERTISING



FRANK L. ERSKINE

AS an incentive to other young men not to neglect their parents, just see what exercise of the filial spirit did for Frank L. Erskine.

Frank is a Reading, Pa., boy by birth, and the birth occurred July 29, 1874. He got into high school at the usual age, and after school hours worked in an insurance office as an outlet to his industrious proclivities. Then he went to Philadelphia to take a place in the office of the famous lawyer, Wayne Mc-Veagh. Young Erskine intended to study law as he got opportunity, but the fates sent his parents to live in Brockton, Mass. The lad stayed where he was until his next vacation in 1891.

Instead of devoting this spare time to an outing at some resort, he traveled to Brockton to pay a visit to his parents. While he was there he met W. L. Douglas, the famous shoe manufacturer, with the result that he started work in the advertising department of the Douglas Shoe Company the next month—October. It took him only seven years to climb to the position of advertising manager, and four years after achieving that step he was elected a director of the company.

Mr. Erskine was identified with the campaign that resulted in the election of his chief to be Governor of Massachusetts, in 1904. He has served in the Brockton city government and has been on the school board there for six years. Last year he was made sales manager of his company. He is somewhat of a club man, but never allows club life to interfere with his business.

AUDIT BUREAU REPORTS

CHICAGO, July 31.—A. B. C. reports have been issued on the following newspapers:

Lexington (Ky.) Herald, Mansfield (Ohio) News, Moline (Ill.) Daily Dispatch, Newark (Ohio) Advocate, Staunton (Va.) Daily Leader, Vincennes (Ind.) Commercial.

Gary (Ind.) Post, Marion (Ohio) Star, Ogden (Utah) Examiner, Ogden Standard, Pueblo (Colo.) Chieftain, Pueblo Star-Journal, Colorado Springs Gazette, Colorado Springs Evening Telegraph, Fond du Lac (Wis.) Daily Commonwealth, Fond du Lac Daily Reporter, Lynchburg (Va.) Daily Advance.

Lynehburg News, Oshkosh (Wis.) Daily Northwestern, Racine (Wis.) Journal-News, Racine Times-Call, Roanoke (Va.) Times-World News, Saodusky (Ohio) Star-Journal, Sandusky Register, South Bend (Ind.) Tribune, Toledo (Ohio) Times, Winfield (Kan.) Daily Courier.

Aberdeen (S. D.) Daily & Sunday American, Atchison (Kans.) Globe, Davenport (Ia.) Daily Times, Ft. Madison (Ia.) Eveoing Democrat, Greeley (Colo.) Tribune-Republican, Lorain (Ohio) Times-Herald, Mt. Vernon (Ohio) Republican News, Rochester (N. Y.) Democrat and Chroniele, Rochester Herald, Rochester Times-Union.

Brooklyn (N. Y.) Standard Union, Chattanooga (Tenn.) News, Chattanooga Times, Connellsville (Pa.) Daily Courier,

All-Soldier News Staff for Lexington Herald

LEXINGTON, Ky., Aug. 6.—The Herald announces the reorganization of its editorial news department as follows: Associate editor, Maurice Burnaugh; managing editor, LeMar Q. Ball; city editor, G. M. Pedley; state editor, Herbert Graham; telegraph and sporting editor, Herman Phelps; commercial editor, Fred Jackson.

Sergeant H. H. Turner, Medical Corps, who served in Base Hospital Unit No. 40, will return shortly to the Herald's advertising department.

With this reorganization in effect every man in the Herald's news department wore the uniform when the armistice was signed. There were 55 Herald employes in various branches of the service, and under the reorganization the Herald has now 56 returned soldiers, including a captain, first lieutenant, second lieutenant, sergeant and 33 privates.

Jacob Schmidt Elected President

SPRINGFIELD, Ill., Aug. 1.—The Tazewell County Publishers' Association has elected the following officers:

President, Jacob Schmidt, of the Pekin Free Press; vice-president, H. D. Lewis, of the Deer Creek Progress; secretary-treasurer, W. R. Johnson, of the Morton News; executive committee, Mrs. F. C. McKee, of the Delavan Advertiser-Times; George Cramer, of the Mackinaw Enterprise.

MORNING, NOON AND NIGHT

The New York Times is read in the home and in the office and men and women at the end of the day, in homeward bound cars and trains, read The New York Times, because they have not found time earlier to thoroughly absorb the editorials and the news.

Business men often finish their reading of The Times at home in the evening, after the activities of the day.

THE NEW YORK TIMES

"All the news that's fit to print"

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue, NEW YORK — Lytton Building, CHICAGO

R. J. Bidwell Co

Pacific Coast Representative

Daily Newspapers *of* *"Advertising Value"*

Rates, Circulation, Special Data, Promptly Upon Request

PACIFIC COAST OFFICES

EDITOR & PUBLISHER

742 Market St. 1282 L. C. Smith Bldg. SAN FRANCISCO SEATTLE

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג

The National Jewish Daily

PUBLISHERS' Service Bureau

invites editors, publishers, motion picture prodncers, and syndicates to write stating kind and length of MSS. desired. We have a variety of literary material suited to newspapers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Address Publishers' Service Bureau, Dept. K, Washington, D. C.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 85 per cent. of the newspapers and publications of CANADA.

We cover every part of Canada and Newfoundland by our local office.

74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's PRESS CLIPPINGS

Tenth Avenue at 45th Street New York

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PENNSYLVANIA

AND

Woolen Goods

This year's production $80,000,000

Pennsylvania's chief fame lies in the production of Coal, Petroleum and steel products and we are liable to overlook a mere matter of some eighty millions of dollars worth of woolens which come from Pennsylvania looms this year.

The fact is Pennsylvania is second only to Massachusetts in this most important industry—and woolens amount to practically one third the value of the manufactured products in the state—the second most important state in the Union.

Pennsylvania, ranking second in importance of all the states, ranks equally high as a trading territory, and, when properly cultivated, (that is cooperatively with local merchants and local daily newspapers) produces astonishing results.

These daily newspapers work in harmony with local retailers in their communities, and can do great work for national advertisers in making a mighty worth while market worth a whole lot to them.

The city population of the cities in which this list of daily newspapers is published is 3,204,696.

The combined circulation of these daily newspapers is 678,802 and the combined rate on 2,500 line basis is $1.6323 and on the 10,000 line basis $1.4418.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03
*Altoona Mirror (E)	23,676	.04	.04
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican (M&E)	14,177	.04	.04
Connellsville Courier (E)	6,888	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M&E)	22,018	.05	.05
Lebanon Daily News	8,349	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.19	.14
Pottsville Republican (E)	10,797	.0329	.0329
Scranton Republican (M)	27,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
*Williamsport Sun (E)	16,110	.05	.035
York Gazette (M)	15,026	.03	.03
Total	678,802	1.6323	1.4418

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

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New York Advertising Situation

Figures showing the growth in the volume of business placed by these stores during the first six months of 1919 and 1918.

THE STORES—

Abraham & Straus	Bonwit Teller	Lord & Taylor	Stanley & MacGibbons
Altman	Gidding	McCreery	Stern
Arnold, Constable	Gimbel	Macy	Stewart
Best	Hearn	Oppenheim, Collins	Worth
Bloomingdale	Loeser	Franklin Simon	Wanamaker

EVENING PAPERS	1919	1918		
The Globe	1,831,094	1,251,571	579,523	gain
The Journal	1,644,337	1,105,050	539,287	"
The World	1,438,053	1,053,982	384,071	"
The Sun	1,518,941	1,139,153	379,788	"
The Mail	781,322	1,029,429	248,107	loss
The Telegram	686,960	737,116	50,156	"
The Post	311,885	450,753	138,868	"
Total	8,212,592	6,767,054		

The Globe leads both in total volume and in lines gained.

These merchants, in a position to know the comparative pulling power of every dollar spent in advertising, are good people to follow.

Member A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

NOW 180,000

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, AUGUST 14, 1919 Vol. 52, No. 11

July Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertising for the month of July, 1919:

Automobiles	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 62,663 lines. Next highest score, 47,703 lines.		
Books	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 7,482 lines. Next highest score, 4,988 lines.		
Clothing	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 119,626 lines. Next highest score, 107,952 lines.		
Department Stores	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 234,215 lines. Next highest score, 159,486 lines.		
Educational	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 16,338 lines. Next highest score, 14,917 lines.		
Furniture	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 23,840 lines. Next highest score, 9,018 lines.		
Groceries	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 45,105 lines. Next highest score, 43,505 lines.		
Hotels and Restaurants	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 5,727 lines. Next highest score, 4,777 lines.		
Jewelers	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 6,319 lines. Next highest score, 5,293 lines.		
Musical Instruments	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 21,668 lines. Next highest score, 15,713 lines.		
Total Display Advertising	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 805,899 lines. Next highest score, 719,382 lines.		

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

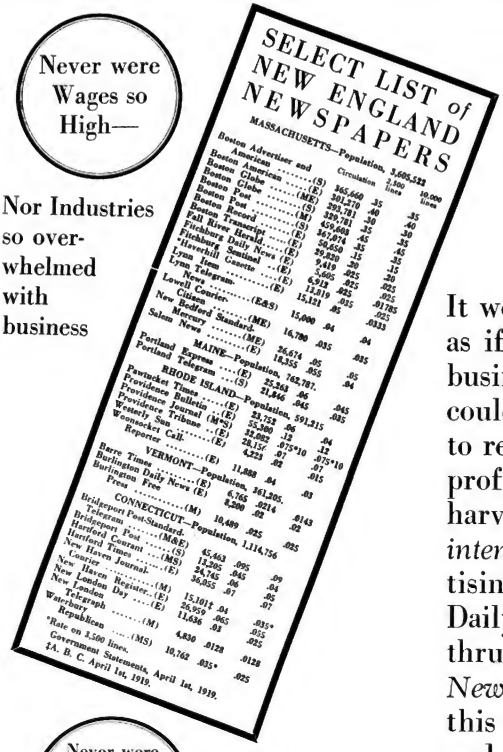
FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

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Never were Wages so High—

Nor Industries so overwhelmed with business



Never were factories earning more substantial sums for their stockholders

And New England has always been a rich manufacturing field

It would seem as if no national business could fail to reap a big profitable harvest from *intense* advertising in the Daily Newspapers thru-out *New England*, this autumn and winter

Local advertisers are having splendid returns

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Seven Consecutive July Gains for The Star

The St. Louis Star has made substantial gains each July over the same month of the previous year for seven consecutive years. No other St. Louis daily newspaper has shown this unbroken record of successes.

IN JULY, 1919:

The St. Louis Star Gained

102,396 Lines

Throughout 1918, when all other St. Louis newspapers were experiencing terrific losses, The Star recorded nothing but gains. This year The Star is making gains over gains—The other papers are only showing gains over previous losses.

Again in July, as in previous months, The Star published, as the following figures show, more advertising of given local classifications than TWO and often THREE other St. Louis daily newspapers COMBINED

LOCAL DISPLAY ADVERTISING	Lines
The Star	229,311
The Times and Republic COMBINED	198,018
The Star's excess over BOTH	31,293
AMUSEMENTS	
The Star	21,876
Post-Dispatch and Globe-Democrat COMBINED	16,879
The Star's excess over TWO	4,997
WOMEN'S READY-TO-WEAR	
The Star	17,590
Globe-Democrat and Republic COMBINED	12,705
The Star's excess over TWO	4,885
FURNITURE	
The Star	8,245
Globe-Democrat, Republic and Times COMBINED	8,210
The Star's excess over THREE	35

DEPARTMENT STORES	Lines
The Star	108,383
Globe-Democrat and Times COMBINED	103,025
The Star's excess over TWO	5,358
GROCERY	
The Star	13,947
Post-Dispatch, Globe-Democrat and Republic COMBINED	13,676
The Star's excess over THREE	271
MEN'S CLOTHING	
The Star	3,690
The Times and Republic COMBINED	2,460
The Star's excess over TWO	1,230
MUSICAL INSTRUMENTS	
The Star	4,340
Times, Globe-Democrat and Republic COMBINED	4,092
The Star's excess over THREE	248

During July, The Star published 24,251 lines more Local Display Advertising Week Days than the Globe-Democrat and 31,293 lines more than the Times and Republic combined.

For Thirty-Six Consecutive Months The Star has published MORE Local Display Advertising Week Days than the Globe-Democrat, Times or Republic.

The Star's Gain in National Advertising during June was 189%

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Building

PHILADELPHIA
Colonial Trust Building

NEW YORK
Fifth Avenue Building

—don't say "Paper."—Say "STAR"
Trade Mark Registered

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Philadelphia

is a very active market for Building Supplies

BEAT JULY BUILDING RECORD

Completed Constructions Here $6,281,930 More Than Highest Figure

Building work started in Philadelphia this month has an aggregate completed construction value of $6,281,930 greater than that for any previous July.

There were 917 permits, for 1,560 operations, taken out at the Bureau of Building Inspection. The value figure compares with $1,137,745 for July last year, $5,195,365 for 1917, and $3,101,385 for 1916, the year before the United States entered the war against Germany.

In the first seven months this year the bureau granted permits for $28,264,920 worth of building, distributed among 8,565 operations. The valuation figures for the corresponding period in recent years were: 1918, $10,269,830; 1917, $25,726,585, and 1916, $28,155,105.

Itemization of the current July report includes 638 two-story dwellings valued at $3,150,300; 74 three-story dwellings, $810,300; 7 factories, $347,500; 92 garages, $232,770, and additions, alterations and repairs to present buildings, $1,233,435.

Home and factory building and construction is going forward with a rush in Philadelphia.

War-time scarcity of houses has led to the formation of many Tenants' Associations, one of them alone planning to put up 6,000 dwellings.

Building construction, alterations, enlargements, renovations, refurnishing and painting are the order of the day. 411,583 buildings of all kinds are now in Philadelphia. Thousands more are under way.

Are you going after any of this Philadelphia business?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for July **455,112** *Copies a Day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin."

Digitized by Google

EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52 NEW YORK, THURSDAY, AUGUST 14, 1919 No. 11

NEWSPAPER PUBLISHERS STRIVE TO CONSERVE NEWSPRINT, ANTICIPATING SHORTAGE

They Plan to Profit by Editor & Publisher's Warning That Conditions for Future Delivery of Paper Are Daily Becoming More Critical and United Action Must Be Taken for Their Mutual Protection

WITH a full realization of the seriousness of the newsprint situation in the United States and Canada, as a result of the warning sounded by EDITOR & PUBLISHER, newspaper editors and publishers are now heeding every effort to meet the big problem of supply and excessive demand that faces them.

It is generally accredited that the conditions for the future delivery of paper are growing more critical each day, and that some united action must be taken by newspaper makers at once for the protection of their own business.

In a bulletin, that has just been issued from the New York headquarters, members of the American Newspaper Publishers Association are warned that the utmost possible conservation of newsprint is now necessary. It is pointed out that publishers are experiencing extreme difficulty in securing additional tonnage above contract, and such that can be found is offered at prices well in excess of $375.

Recently some lots of newsprint have been offered at from $4.10 to $4.40 f.o.b. mill, and some small offers are reported as high as $5.20 delivered.

A meeting of the publishers of Louisville has been called for this week to discuss the situation and the same action will probably be taken in other cities.

Hopeful Note from Canada

The one hopeful note during the last week came from Montreal where the Newsprint Bureau is in session. Manufacturers pointed out that an increased production was to be expected and makers of newsprint machinery reported unusual activity in their business.

Some publishers are now advocating a return to government control of the situation as the possible means of overcoming the threatened crisis. The statement of S. S. Carvalho, one of the highest authorities in America on publishing conditions, published in the last issue of EDITOR & PUBLISHER, in which he declared that paper stocks at the mill had already reached the danger line and immediate steps to bring about conservation are a necessity if actual paper want during the months of December, January and February, is to be prevented.

While the general raising of newspaper sales rates to dealers and carriers seems to be one of the possibilities of the very near future, many American publishers believe that this alone will not be enough, and that other means will have to be taken to save paper.

It is now generally accepted, as pointed out by EDITOR & PUBLISHER, that supply and not price warrants first consideration. During the past week the papers of America have continued to eat into the available supply. The bulletin issued by the A. N. P. A. says:

"It is reported that the mills now have on hand an average of but four days' supply, or less than at any time during 1918, notwithstanding the fact that during the first six months of this year production exceeded that of the first six months of 1918 by approximately 6 per cent. The Federal Trade Commission reports show that on June 30 there was on hand and in transit an average of about 37 days' supply against the supply of 56 days on June 30, 1918.

Supply Is Low

"There seems to be less surplus newsprint available for use at the present time than at any time during the war, and any interruption of production or transportation would result in even increased prices because of the absence of reserve stock or any margin of safety.

"There seems to be no hope of relief through increased production of newsprint being secured at the expense of the production of specialties because the specialty market is reported to be at the present time as high or higher comparatively than newsprint.

"There is reason to believe that the quantity of advertising will increase in the near future and the only visible hope of relief for the present seems to be in universal and thorough economy on the part of consumers.

"It is suggested that publishers immediately cooperate with other publishers in their city with a view to taking steps to reduce consumption, and thereby lessen the danger of largely increased prices and unequal supply."

The Paper Mill, current issue, says that all mills are now running to capacity and are having a hard time to supply the daily demands made upon them and are absolutely unable to accumulate the surplus being demanded to prevent a shortage next winter. Newsprint will reach a price of not less than $75 a ton at the mill according to R. B. Maltby, secretary and treasurer of the Remington Paper and Power Company, in an interview in the same publication. Reports to the Paper Mill show great activity in the establishment of new mills but no assistance can be expected from them for one year at least.

If Newsprint Goes to 5 Cents a Pound and You Increase Your Selling Price Your Revenue Will Be:

Total Circulation	On Sunday Papers at the Following Rates:— $3.50 per 100	$4.00 per 100	$5.00 per 100	$6.00 per 100	$8.00 per 100	$9.50 per 100
250,000	$26,250.00	$23,000.00	$37,500.00	$45,000.00	$48,000.00	$48,750.00
500,000	17,500.00	22,000.00	25,000.00	30,000.00	32,000.00	32,500.00
400,000	14,000.00	17,600.00	20,000.00	24,000.00	25,600.00	26,000.00
300,000	10,500.00	13,200.00	15,000.00	18,000.00	19,200.00	19,500.00
200,000	7,000.00	8,800.00	10,000.00	12,000.00	12,800.00	13,000.00
100,000	3,500.00	4,400.00	5,000.00	6,000.00	6,400.00	6,500.00
50,000	1,750.00	2,200.00	2,500.00	3,000.00	3,200.00	3,250.00

Total Circulation	On Daily Papers at the Following Wholesale Rates				Total Costs:	
	$1.40 per 100	$2.10 per 100	$2.80 per 100	$3.30 per 100	Newsprint Daily	Newsprint Sunday
250,000	$17,500.00	$13,750.00	$21,000.00	$26,250.00	$12,845.72	$40,500.00
500,000	7,000.00	10,500.00	14,000.00	17,500.00	9,257.37	27,000.00
400,000	5,600.00	8,400.00	11,200.00	14,000.00	7,405.72	21,600.00
300,000	4,200.00	6,300.00	8,400.00	10,500.00	5,554.28	16,200.00
200,000	2,800.00	4,200.00	5,600.00	7,000.00	3,702.83	10,800.00
100,000	1,400.00	2,100.00	2,800.00	3,500.00	1,851.44	5,400.00
50,000	700.00	1,050.00	1,400.00	1,750.05	925.72	2,700.00

NOTE—Figures given above are based on the street price of Sunday newspapers selling at 2c, 3c, 4c and 5c, in the order named, and daily papers selling for retail at 5c, 6c, 7c, 8c, 9c and 10c, in the order named. All figures on the prices of newsprint are based on the possibility of paper going to 5 cents a pound, or $5.00 delivered in the press room. Sunday paper weights are figured at the rate of 70 pages, or one pound to the paper issued, and the daily paper weights at 24 pages to the paper.

The Paper Mill, current issue, says that all mills are now running to capacity and are having a hard time to supply the daily demands made upon them and are absolutely unable to accumulate the surplus being demanded to prevent a shortage next winter. Newsprint will reach a price of not less than $75 a ton at the mill according to R. B. Maltby, secretary and treasurer of the Remington Paper and Power Company, in an interview in the same publication. Reports to the Paper Mill show great activity in the establishment of new mills but no assistance can be expected from them for one year at least.

Canadian Exports

Canada's exports of paper, pulp and pulp wood continue to increase. In the month of May exports amounted to $8,418,000 as against $8,407,000 in May, 1918. Paper (newsprint) showed the largest gain; its increase being $1,410,000. Chemical pulp fell off $483,000, mechanical pulp $76,000 and pulp wood $828,000.

In the first two months of the present fiscal year newsprint exported gained $1,893,000. The figures show that Canada is manufacturing more of the finished product and sending less of the unfinished product abroad. In the fiscal year closed March 31, 1919, Canada exported over $99,900,000 worth of paper, pulp and pulp wood.

Higher Prices Will Not Solve Problem

While the belief is growing that 3-cent dailies are a possibility of the near future, it is the general impression that this alone will not meet the needs, in itself, of the present great crisis.

Canadian manufacturers are making every effort to increase their output and reap returns during the present emergency. Paper makers say the present conditions will continue in the paper market for several years at least.

DODGE HEADS BUREAU

News Print Makers Choose Him to Succeed the Late G. H. P. Gould

MONTREAL, Aug. 13.—P. T. Dodge, president of the International Paper Company, was elected president of the Newsprint Bureau with headquarters at New York, at a session held in Montreal this week, succeeding the late G. H. P. Gould.

Reports on production for the first six months show that Canada manufactured 388,924 tons of newsprint and the United States 671,141 tons, an increase of 6 per cent over the figures for the corresponding period last year. It was also shown that the demand for newsprint was never greater than at present, while the supply on hand was never smaller. Advertising in the United States is 46 per cent heavier than at this time last year.

On the other hand, it was pointed out that an increased production of newsprint was to be counted on and that makers of newsprint machinery reported great activity.

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WHAT NEWSPAPER MAKERS SAY ABOUT NEWSPRINT SITUATION

T. R. Williams
[Business Manager, Pittsburg Press]

All the important war-time regulations have been and still are in effect in Pittsburg. In addition, the Pittsburg publishers adopted many additional conservation measures and economies not required by the War Industries Board, and these also are still in effect.

You will recollect that Pittsburg was the pioneer in the matter of starting economies and in making news print conservation rules—in fact, the regulations of Pittsburg were taken as a model for the War Industries Board to work on, when the latter made regulations governing news print during the war.

Pittsburg has also been pioneer in the matter of increasing subscription and retail prices, having advanced to 2c. in 1916 on dailies and a little later to 10c. on the Sunday issues. The Sunday price is the highest, we believe, in the United States for any city of the size of Pittsburg.

print consumption that was established during the war period. We are sticking to the no returned basis despite the handicap put on us by the Philadelphia papers in going back to the return privilege.

Baltimore papers are united in their intention to maintain strict economical policy.

Erwin R. Davenport
[Manager, Rochester Times-Union]

The Rochester publishers are carrying out war time regulations, but in spite of that fact, we are running ahead of our contracts, and it is probable that by united action, we will make further restrictions as regards news matter and may even limit the amount of advertising carried.

W. F. Wiley
[General Manager, Cincinnati Enquirer]

Cincinnati publishers are already making a concerted effort to conserve

Advertising Revenue Above Paper Cost If Newsprint Goes to 5 Cents a Pound

Total Circulation	Pound-Weight per Page	Rate Agate Line	Advertising per Page	Paper Cost per Page	Return Above Page Paper Cost
250,000	10,714	$0.50	$1,680.00	$578.56	$1,101.44
500,000	7,143	.65	2,560.00	785.72	1,174.28
400,000	5,714	.60	1,440.00	308.56	1,131.44
300,000	4,286	.55	1,320.00	231.44	1,088.56
200,000	2,857	.50	1,200.00	154.28	1,045.72
100,000	1,429	.45	1,080.00	77.12	1002.93
50,000	714	.40	960.00	38.56	921.44

The above figures on weight are based on 70 pages to the pound; the page return on advertising is based on a count of 2400 agate lines to the page; the paper cost is figured at the possible charge of $5.40 per hundred pounds delivered in the press room.

In view of the news print shortage there is no disposition, that we know of, among Pittsburg publishers to annul any of the conservation measures, nor to relieve the price of the daily and Sunday papers.

J. H. Higgins
[General Manager, Boston Herald]

No action has as yet been taken by Boston publishers in relation to the curtailment of consumption of news print except that the no return policy is still effective. Personally I believe a limitation of matter other than advertising should be put into effect.

H. L. Rogers
[Business Manager, Chicago Daily News]

Do not believe possible paper shortage condition can be adjusted through publishers' co-operation nationally or locally. It was necessary for the War Trade Board to act in order to get conservation during war and I believe that only a body with similar authority could help situation except in isolated cases now.

Marcellus E. Foster
[President, Boston Chronicle]

The Chronicle will be very glad indeed to co-operate in all matters pertaining to conserving of news print. We do not allow returns, do not issue any free copies and we hold down on the size of our papers.

Paul Patterson
[Business Manager, Baltimore Sun]

Baltimore publishers have maintained the conservation policy regarding news news print. Advertising demands, however, militate against a large saving and publishers are imposing Government war time restrictions upon themselves.

H. G. Grant
[Publisher, Milwaukee Journal]

Until publishers can be made to understand that careful editing and not volume of white space used make for a successful newspaper policy, it will be impossible to eliminate wasteful competitive practice and effect logical savings in news print consumption.

Victor Rosewater
[Editor, Omaha Daily Bee]

I do not know any way to conserve news print unless by resuming the plan urged by the paper conservation committee prior to the close of the war, and actually living up to it.

Audit Bureau Reports

Chicago, Aug. 12.—A. B. C. Reports have been issued on the following newspapers:

Cambridge (Ohio) Daily Jeffersonian, Coshocton (Ohio) Tribune and Times Age, Davenport (Ia.) Democrat & Leader, Rock Island (Ill.) Argus.

Named in Honor of Publisher

Rivington Street, one of New York's East Side thoroughfares, was named in honor of James Rivington, who was publisher of the New York Gazetteer in pre-revolutionary times.

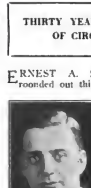
AIRPLANE MAIL FOR LINER

Shock Absorbers Will Be Used to Deliver Newspapers at Sea

Shock absorbers and a flexible cable will be used to land newspapers and other mail aboard the steamship Adriatic from an airplane in the first Government test of marine mail delivery by airplane. It was pointed out by naval aviators that the mail pouch if dropped might hit the deck with a destructive force, so it was decided to land it by wire cable.

Postmaster Patten received word from Second Assistant Postmaster-General Praeger to-day that special mail carried via aeromarine flying boat need bear only the regular rate of postage required to the country to which it is sent. •

THIRTY YEARS A BUILDER OF CIRCULATION



Ernest A. Scholz

ERNEST A. SCHOLZ has just rounded out thirty years of continuous circulation work, all of it under two owners, and he is not much over forty at that. The twig was bent early and the tree has inclined to grow into one of the foremost and highest paid circulation managers in this country. As an office boy nosing around the circulation department of the Chicago Daily News, thirty years ago, he started to add to his fund of information and to make friends. He has been doing it ever since. Thirty years' circulation experience have only added to his ability to grasp facts and to use them, to make friends and keep them.

Under the ownership of Victor F. Lawson, Ernest Scholz worked first in the circulation department of the Chicago Daily News and then became circulation manager of the Chicago Record-Herald, later becoming business manager, which post he held until Mr. Lawson sold the Record-Herald.

A quarter of a century in Chicago newspaper work prepared Mr. Scholz for the place he now holds, circulation manager of The American Magazine, Woman's Home Companion and Farm and Fireside—the Crowell group. Since the acquisition by the Crowell Company of Collier's Weekly, his capacity for organization finds additional opportunity for work.

His ability to produce fits him to handle a big job in a big way. It is claimed that today Ernest Scholz directs the largest number of men and women engaged in circulation work in any single concern in the world. In the Crowell Company alone he probably directs as many circulation men as the number who attended the annual meeting of the International Circulation Managers' Association. He holds conventions once a year of his own organization, very much similar to the I. C. M. A. meetings. A large number of newspaper circulation managers and members of the I. C. M. A. are now included in the Crowell circulation organization.

A graphic chart of the Crowell Circulation Department looks like a massive oak tree spreading its branches in every direction, so multitudinous are the branches of the work. Twenty-eigh branch offices, each with a manager in charge, employing crew managers, canvassers, collectors and clerks, are each in reality circulation departments in themselves.

Yet, so thoroughly is the work organized that the branches in the principal cities of the United States move along under perfect control from the home office like well-oiled machinery, and the branch office department is only a small part of the job which requires trained men of character and selling ability. Even Mr. Scholz's best personal friend do not know how or where he gets them all.

Perhaps that puzzle explains a pre dominating characteristic. It is a maxim of Ernest Scholz that, "if you are a friend of a man, stick to him and let him know that you are his friend," which implies sincerity, also willingness to inspire and develop. Many men now holding important positions under him formerly worked for him on the Chicago papers. They are glad to come back to him.

They seldom leave his employ, for there is a certain pride in being able to hold a job under Ernest Scholz. He is a father to all of them and yet not old enough to be, for thirty years of circulation work such as he has been doing have somehow or other kept him young —learning something new and useful —and with the good judgment and stability that comes to the young man of forty.

Canadian War Daily Ends Useful Career

The Record, for Four Years, Kept Dominion's Fighting Men Informed About Affairs at Home "With the Regularity of Rations"

Ottawa, Ont., Aug. 13.—After a picturesque and useful career, begun in the Spring of 1918, the Canadian Daily Record has ended its existence as a purveyor of news to the Dominion's fighting men. During the period in question it enjoyed the reputation of keeping Canada's soldiers informed about events at home, even in most strenuous times, with the regularity of rations.

The Record began as a news slip, issued with orders of the day. It received such an enthusiastic reception that the Canadian War Records Office in London decided to expand it into a four-page daily.

For a time, the cost was borne by the Canadian Government, but it was not long before the unique paper was put on a self-sustaining footing, with the result that in latter days the only government assistance necessary was the half cent per copy paid for distributing it without charge to the units in C. E. F.

In the early days, cable news amounted to only a very brief summary of fifty words sent by the Press Gallery. This steadily increased until the Record carried up to two thousand words daily.

The editorial staff of the Record was composed of Canadian newspapermen who had served in the line, and under whose direction it was made a "live" paper of from four to eight pages, carrying both "home' and army news.

The International war veterans' publications that have sprung up in Canada soon will have their number increased by the Imperial Veteran, official organ of Canadians who have fought with the British regulars. Captain G. C. F. Wheeler, president of the association, is making arrangements for the issuance of the first number.

GOVERNMENT TO RELY UPON FREE PUBLICITY IN GETTING HIGH PRICE FACTS TO PEOPLE

No Plans Made for Use of Paid Advertising in "Supplying the Public With Information Regarding the Actual Supply of Particular Commodities"—Newspapers, in Face of Threatened Paper Shortage Expected to Shoulder Burden

(FROM OUR REGULAR CORRESPONDENT)

WASHINGTON, August 12.

IT'S the same old answer: "We hadn't thought of that."

The Federal Government does not, at least, at this time, intend using the advertising columns of the newspapers in its fight for price publicity.

The President's assurance that the best results toward reducing the cost of living may be obtained through publication of "fair prices" is taken here to mean nothing more nor less than that the Federal departments will collect and publish the information as "news." In other words, in this as in most of the things it has been doing for years, the Government does not comprehend that advertising has any connection with publicity.

"Publicity can accomplish a great deal," the President said, and proceeded to tell how the Government proposed to handle that publicity. "The Department of Commerce, the Department of Agriculture, the Department of Labor and the Federal Trade Commission can do a great deal towards supplying the public, systematically and at short intervals, with information regarding the actual supply of particular commodities which are in existence but not available because of hoarding and with regard to the methods of profiteering which are being followed by dealers in certain food stuffs and other necessaries."

Government Heads Self-Satisfied

EDITOR & PUBLISHER's correspondent has been running into the blind alleys of bureaucratic self-satisfaction and immobility in the effort to find out if Government head or "economic expert" who thinks it is the function of the Government to make the information referred to by the President available to the American consumer through the medium of paid advertising.

Here is what will be done:

The Administration will get further appropriations from Congress to fight the cost of living. Those funds will be devoted to the mobilization of additional clerks in Washington and the printing of reports. When these reports have been mailed to newspaper offices in Washington and through the state and county food administration organizations, which have been created for the purpose, to local papers, the Government will have considered its work done and well done.

Army and Navy Advertising Pioneers

If it should occur that the papers operating in the face of a possible or threatened shortage of newsprint, are forced to omit or curtail one of the reports out of the numerous ones which will be forthcoming from four or five different sources, then we may expect to hear something more about the necessity of "cooperation by the public press," in this "crisis." It may even happen that some complacent little mind entrenched behind a bureau desk may fling something about the newspapers being subservient to "interests engaged in profiteering."

All of this traces to the fundamental lack of appreciation here in Washington of the proper relationship between the Government and the press. It is true that some strides have been taken toward changing this. The Army and the Navy and one or two isolated bureaus in other departments have taken the bit in their teeth and gone ahead with advertising campaigns, but that happened solely and chiefly because it had been brought home to them that they could not longer expect the papers to continue donating millions of dollars of space.

Investment for Common Good

The answer now to inquiries relative to the Government advertising its price reports in newspapers as a direct investment for the common good, is that there is so much interest in these reports that they possess great news value and the papers "will be glad to get them." It means simply that the newspapers must conduct the fight against the cost of living. They will get the information from the Government, but it will be the papers and not the Federal departments which must carry the fight to the people. Of course, if any good should come of it in the form of lower prices, the Government will take—and doubtless get—all of the credit. Some kind-hearted bureau chief may issue a statement thanking the papers for their "splendid patriotic cooperation," and pat himself on the back for his forethought and broad vision. The publishers then can add those thanks to the thousands they already have and turn to the consideration of meeting rising production costs and the new wage demands of the composing-room chapel.

Government Advertising Should Follow President Wilson's Attack on Profiteering

By JAMES O'SHAUGHNESSEY

Executive Secretary, American Association of Advertising Agencies

PRESIDENT WILSON offered a solution to the problem of living costs in a single paragraph of his message. It is to be desired above all else that his suggestion should be properly considered by Congress and by the public at large. The words of the President, however, on this point, need amplification and should have re-iteration in every newspaper. Here is what he said:

"And publicity can accomplish a great deal. The purchaser can often take care of himself if he knows the facts and influences he is dealing with; and purchasers are not disinclined to do anything, either singly or collectively, that may be necessary for their self-protection."

By publicity the President means proper publicity.

Proper publicity translates into adequate paid-for advertising.

Proper advertising is a cure and a preventive of profiteering.

Properly advertised goods are not and have not been profiteered.

The cellar of the profiteer are possible only in the darkness which advertising alone has the power to dispel.

If this suggestion of the President is acted upon, in the wisdom of the President with the counsel of advertising agencies, the abnormalities in the high cost of living will be absolutely eradicated. The evils in the high cost of living will be positively removed. The disturbed mind of the public will be put at ease.

This does not mean that prices will go back to 1916. It means that prices will go where they properly belong, in justice to the consumer and to the producer, and in fairness to the dealer.

Official Washington knows advertising today and has an appreciation of its value.

Since President Wilson has thus specifically called the attention of Congress to the potentials of advertising in this emergency, it is to be desired as a paramount thing that every newspaper publisher in the country will respond to the President's call for advertising by giving him the moral support which will justify Congress in immediate and proper action.

FRANCIS DISCUSSES RUSSIA

Ambassador Is Guest of N. Y. Advertising Club at Luncheon

David R. Francis, Ambassador to Russia, was guest of honor at a luncheon at the Advertising Club of New York City Wednesday. He spoke briefly on conditions in Russia, being introduced by John Adams Thayer.

One of the biggest problems confronting the United States is that of helping to restore order in Russia, and the Soviet government represents less than 10 per cent of the population and holds its power by a reign of terror, he said.

PUBLISHER GETS RARE PRINT

Charles Spatz Is Presented with Boyertown Democrat Ancient Sonnet

BOYERTOWN, Pa., August 13.—Charles B. Spatz, publisher of the Boyertown Democrat, has been presented with a rare print from a French press by his friend and fellow townsman, Col. Thomas L. Rhoads, who has just returned from abroad.

It is a copy of a sonnet, entitled "The Happiness of the World," written and printed by Christopher Plantin in the sixteenth century, or about 1580. It was printed from the original type, which is still in existence.

ASKS $2,000,000 FOR WAR INSURANCE ADS

U. S. Bureau, of Which Col. R. G. Cholmley-Jones Is Director, Wants Big Appropriation by Congress to Expedite Its Labors

The United States Bureau of War Risk Insurance has asked Congress for an appropriation of $2,000,000 for advertising, most of which, if the money is forthcoming, will be spent with newspapers.

The need of this appropriation was emphasized by Col. R. G. Cholmley-Jones, director of the War Risk Bureau, in an address at a luncheon in his honor Wednesday, at the Hotel McAlpin by the American Association of Advertising Agencies.

More than 200 men prominent in the publishing and advertising fields attended the affair. Col. Cholmley-Jones, who formerly was advertising manager for the Review of Reviews, was introduced by William H. Johns, president of the A. A. A. A. He said:

Would Reach Millions

"I have asked Congress to give the War Risk Insurance Bureau an appropriation that will enable us to advertise to millions of men who have been in war service abroad and who are now returning to their homes facts regarding the insurance, allotments and allowances to which they are entitled and concerning which most of them seem to be bewildered or in dense ignorance.

"At present the Bureau of War Risk Insurance is handling about 570,000 pieces of mail daily. About 30 per cent of the letters we write to men who have taken out Government insurance come back to us, because the men who have returned from service abroad have changed their home addresses.

Will Solve Problem

"These men do not know where to reach us and we do not know how to communicate with them. Advertising ill solve this problem and end much of the censure of the Bureau of War Risk Insurance for failing to pay insurance claims promptly. We are doing the best we can under the present conditions, but widespread advertising will enable us to do a great deal better."

A bill to appropriate $2,000,000 for advertising for the Bureau of War Risk Insurance is now in the hands of a subcommittee of the House Committee on Appropriations.

Montana Democrats Organize

GREAT FALLS, Mont., Aug. 1.—An organization of the Democratic weekly newspapers of Montana has been effected, with the following officers: Paul R. Flint, Malta Call, president; T. A. Busey, Conrad Independent, vice-president; Herbert M. Peet, Harlowton Press, secretary; C. J. Vas Binder, Bowdoin Beacon, treasurer. Another meeting will be held in September.

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N. Y. NEWS WRITERS PLAN UNION

Committees from Editorial Departments of English Language Papers Confer with Organizer for Typographical Union on Details

An effort is being made, with the encouragement and support of the International Typographical Union, to organize a labor union of men employed in the editorial departments of the English-language newspapers of Greater New York.

A conference at which plans were made to this end were discussed has been held by committees representing newspaper workers of Manhattan and Brooklyn, with J. E. McLoughlin, eastern representative and organizer of the Typographical Union. These committees agreed to have every newspaper office in the two boroughs canvassed to learn whether prevailing sentiment was in favor of a union.

Previously a meeting to discuss the organization of a union that would include only newspaper men of Brooklyn was held at the reporters' room in Borough Hall, Brooklyn. There was an attendance of about twenty-five men, who expressed themselves in favor of the project.

Later, on advice of Typographical Union officials, who explained that a charter could not be obtained for a union limiting its membership to a single section of the city, it was agreed that newspaper workers in the other boroughs, particularly that of Manhattan, should be asked to assist in forming the organization.

Thomas F. Reilly, of the Brooklyn Standard-Union, was appointed temporary chairman of the Brooklyn meeting and in turn appointed John F. Geis, of the Brooklyn Times, chairman of the committee to ascertain what sentiment there was, both in Brooklyn and Manhattan, in favor of organizing.

Wants Experienced Men

"If the real newspaper writers of Greater New York want a union they can have it and it will be a success," said Mr. McLoughlin, organizer for the Typographical Union, after his conference with the committees from both boroughs.

"I found that there was some reluctance on the part of the men employed in Manhattan to unite with the men in Brooklyn because the prevailing scale of wages in Manhattan is higher.

"I explained to them that any attempt that might be made to change the wage scale would be similar to that effected when Brooklyn became a part of Greater New York.

"The wage scale of the members of the Brooklyn Typographical Union then was lower than that of the union men in Manhattan, but the two unions were amalgamated and the scale of the Brooklyn men was brought up to that of the men across the river.

"However, if the proposed Newspaper Writers' Union of Greater New York is to be a success, we must have experienced newspaper editors, copy readers and writers in it, from the start. I don't want to take a chance with correspondence school journalists or amateurs. I want men who have had at least three years' experience at the game, and I want to get an enrollment of at least 75 per cent of them in every office.

"Furthermore, I don't want any part-time workers, but men who make a business, at least six days a week, of working for newspapers."

He added that he was going to be absent from the city until Labor Day and that in the meantime he understood that committees and sub-committees representing the Manhattan and Brooklyn newspaper workers with whom he conferred would be active in getting applications for membership.

German Writers Organize

The attempt to form a union composed of men in the editorial departments of English-language newspapers in Greater New York follows closely on the organization, Monday, of a union composed of editors, copy readers, and reporters on the five German newspapers of the city—the morning and evening Staats-Zeitung, the morning and evening Herold, and the socialist paper, the Volks-Zeitung.

This organization has an initial membership of 59 and will receive a charter from the International Typographical Union. Its officers say it will have a membership of 100 or more within a week, including approximately 97 per cent of the men actively engaged in work in the editorial departments of German newspapers.

"The next step will be to make plans for obtaining higher wages and better hours of labor," said one of the new officials.

ST. LOUIS WOMEN AS DELEGATES

Will Be Well Represented at New Orleans Convention of A. A. A. W.

St. Louis, Mo., Aug. 13.—The Women's Advertising Club of St. Louis has elected these delegates to the convention of the Associated Ads in New Orleans; Miss Mary Wheat, president of the club; Mrs. Julia Shipley Carroll, Miss Olivia Brueggeman and Miss Louise Lenoir Thomas.



Miss Mary Wheat

Other members of the club who will attend the convention are: Mrs. H. T. Axtell, Miss Mary Semple Scott and Miss V. A. L. Jones.

The erection of an assembly plant of an American automobile company in Cadiz is the latest example of what the Spaniards call a commercial invasion.

EDITOR LEECH'S IMPRISONMENT FOR CONTEMPT MAY LEAD TO CONGRESSIONAL INVESTIGATION

EDWARD T. LEECH, editor of the Memphis Press—a Scripps newspaper—has just concluded a ten day jail sentence for contempt of court. As has been told in detail in EDITOR & PUBLISHER, Mr. Leech was convicted of contempt on the claim that he had commented upon a case which was still pending in court.

The offending editorial, however, contained no reference to any particular case nor to any particular judge. Names were not mentioned. The charge was made that the judiciary has been corrupted by the politicians—that the courts had been virtually controlled by political bosses. It happened that an election was at hand. A judge, who was a candidate for re-election, had just rendered a decision favorable to an election commissioner who was under fire in a political way. This judge, contending that the editorial was an attack upon him and that it interfered with the administration of justice in his court, cited the editor for contempt before another judge. The editor was convicted and the conviction was affirmed by the higher tribunal of the state.

The Scripps newspapers, considering this case in the light of an assault upon press freedom, are calling for a congressional investigation of the tendency of the judiciary, federal and state, to encroach upon the rights of the press to criticize public officials and candidates for office.

The Memphis case would seem to emphasize the need for a Federal Libel Law, in which the limitations of newspaper criticism of public officials and candidates should be clearly defined. In many states the rulings of courts have already stated these definitions with entire clarity. As the constitutional right of criticism —of a free press—is not subject to violation by states, it seems obvious that a Federal statute should supersede the mass of conflicting rulings and precedents upon which state courts base their decisions. It is absurd to contend that a thing is constitutional in Missouri and not in Tennessee. And only recently a Missouri court has upheld the right to criticize candidates for office quite as freely as public officials.

It is not the purpose of EDITOR & PUBLISHER to discuss the merits of the case against Editor Leech. The facts have been published and speak for themselves. It does seem, however, of high public concern that press freedom should not be endangered in principle through the establishment of precedents growing out of a purely technical interpretation of those laws which are aimed to protect our courts from interference with their processes.

WILL MAKE IMPROVEMENTS

Donnacona Paper Company Issues Bonds —Output Comes Here

Montreal, Aug. 11.—The Donnacona Paper Company, whose plant is located at Donnacona, between Montreal and Quebec, is making a new issue of $1,750,000 of 6 per cent first mortgage sinking fund bonds, maturing in 1940.

The issue has been purchased by Montreal syndicates which will soon offer it to the public, the funds to be used to provide for extensions and additional working capital.

The original financing of the Donnacona company was carried out some years ago by a group of American capitalists, among whom were the late Geo. F. Gould, president of the Gould Paper Company, Utica; Charles B. Rogers, of the First National Bank, Utica; and George McKee, the company's present manager.

The output of the mill has been going almost entirely to New York City. The mill has been producing 30,000 tons of news print, 18,000 tons of sulphite pulp, and 37,500 tons of ground wood pulp per annum.

Patriotic "Newsies" Honored

Boston, Aug. 12.—A handsome souvenir booklet to commemorate the work of the Liberty Loan Newsboys' Association of Boston has just been issued, under the auspices of President John J. Martin, of the Exchange Trust Company, who backed the newsboys in all their campaigns.

One Copy to Advertisers

Washington, D. C., Aug. 6.—Third Assistant Postmaster-General Dockery has notified publishers that only one copy of a paper may be sent second class to prove insertion of any advertisement.

HIS OWN MEDICINE HELPED HIM TURN A CRITICAL CORNER

There is one man who practices what he preaches, and finds it profitable. When Guy E. Hardy, president of the National Editorial Association, had the nomination for Congress from the Third Colorado District thrust upon him last fall, he found himself up against a Democratic nominee who had been in Congress for six years. It looked like a forlorn hope.

As owner and publisher of the Canon City Daily Record, he had been urging other folk to advertise if they wished to accomplish anything. With full confidence in the power of the printed word in the display columns of newspapers, he played that as his best card. Practically every newspaper in his district carried his ads—column, double column, half page and full page—all paid for at regular rates. Many of the newspapers were liberal with their news campaign stories in creating news, for he swept through eighteen of the twenty-columns, aided thereto by his personal two counties of the district, travelling more than 2,000 miles by automobile and making many speeches. Of course, he turned a forlorn hope into a decisive victory.

Takes Several Trips a Year

Twenty-five years in one place have not satisfied Guy Hardy. He has had to hustle for himself since childhood, and the hustling habit sticks. He travels a whole lot; not occasionally, but a considerable part of the time. Every year he takes several educational trips, and it would be difficult to mention a section of the country he has not visited and studied. He was born in Illinois in 1872, and his parents died when he was a young lad, leaving him to carve out his own destiny. He worked his way through high and college, taught school for a couple of years and then went to Canon City in 1895 to work on the Weekly Record. One year later he bought the paper, soon turned it into a daily, and since then has been its publisher, making it a notable success.

Has Several Jobs

One job, however, is not enough for his active mind. He manages to keep fairly busy by being president of the Canon City Chamber of Commerce, president of the University Club, president of the Fremont Building and Loan Association, director of the Red Cross Chapter, director of the Y. M. C. A., a member of the State Y. M. C. A., was president of the last Colorado Republican State convention and a member of the Executive Committee; was Food Administrator for Fremont County during the war, was formerly president of the Colorado Editorial Association and is now a member of its Executive Committee, heads the National Editorial Association, and now has the Congressional job on his hands. He gets out a Weekly Record, in addition to the Daily, and also the Colorado Press, a quarterly published in the interests of newspaper publishers.

He has a wife and four children, a family which, he declares, helps him on his way.

Ferguson Arrives Home

Fred Ferguson, who represented the United Press as staff correspondent on the American Commission at the peace conference, returned to New York City from France last Saturday, with Mrs. Ferguson, who has been with her husband during the past year.

London Newspapers Are Now Featuring American News

Labor Ministry Undertakes to Teach Ex-Officers Journalism "In a Few Weeks"

By H. C. RIDOUT, London Editor, Editor & Publisher

THE London newspapers have always devoted a fair amount of space to American news, but latterly the tendency has been to feature it in prominent positions. Conspicuously was this the case during the present week when several papers quoted cabled extracts from the American press speaking of the delight experienced in the U. S. A. at the honor paid to the American forces by including them in the front of our Peace Day procession. The cables which greeted General Pershing and his men on the route spoke, too, of a complete understanding and sympathy between the people of the two nations; the reception of the American troops was no less hearty than that accorded to the British in the procession.

As a note in passing it may be interesintg to mention that the London offices of the Chicago Daily News had perhaps the finest view of the proceedings in the whole of London.

University Degree of Commerce

A new Degree, that of Commerce, has just been created by the University of London, and it is interesting to notice among the committee appointed by the Senate of the University a number of prominent British newspaper and advertising men. They include Sir Herbert Morgan, K. B. E. (of W. H. Smith & Son, now associated with Lever Bros., Ltd.) as chairman of the Organizing Committee, Mr. Ernest Debenham (of Debenham's, Ltd., the London store), Mr. Stanley Machin (vice-president London Chamber of Commerce), Mr. J. Dawrance (of Babcock & Wilcox), Mr. W. L. Madgen (British Electric Traction), Sir George Riddell (proprietor News of the World), and Sir Ernest Hodder Williams (of Hodder & Stoughton, publishers of British Weekly, etc.). It is a unique departure —this recognition of Commerce by a British university—and the names quoted show that the Degree of Commerce will possess a value of a practical as well as an abstract nature.

Victory Loan Advertising

It seems that the total of 708 millions sterling raised during the British Victory Loan drive is considered a poor showing for the efforts lavished upon it. It is true that a thousand millions was the goal aimed at, and if fault there be I should say it lies with the Government who gave the publicity directors too little notice and too little time in which to do their work. The appointments of the men to handle the advertising were not made until the very last moment; the official prospectuses were issued before the publicity staff had time to organize themselves.

Practically the whole of the directors were new to this particular phase of Government publicity, hardly one of those identified with the advertising of previous loans being engaged. But in the short time those publicity men worked miracles of achievement in sheer hard work and if there be any disappointment in the result it cannot be laid at the door of the advertising. Indeed, financial writers are now declaring that the loan issue was so intricate and complicated that "even experienced financiers could not always be sure of its meaning."

The fact that it was held over to the last minute and then launched in the most unfavorable week was, however, in the view of advertising men in London, no reason why the publicity arrangements could not have been formulated well in advance.

Enterprise of London Express

The London Daily Express has just issued a magnificent prize offer of £10,000 to encourage, develop and prove the practicability of commercial flying within the British Empire. When it is remembered how the Daily Mail offer was responsible for the first Transatlantic flight, it must be recognized that this new proposal will have far-reaching effects in the application of flight overseas to commercial purposes.

All types of aircraft are eligible. The entrants must produce one aircraft for the flight to and from South Africa, and one aircraft of a similar type for the flight to and from India. All aircraft must carry a useful load of at least 1 ton both on the outward and homeward flights. South Africa and India are the overseas countries selected as goals, and the aim is to demonstrate that these territories are within easy air-reach of London with a sustained traffic.

Already the Secretary of State for India, the Right Hon. E. S. Montagu, has recognized the momentous character of the "Daily Express" offer and has sent the editor a letter of appreciation.

Cartoonist Becomes Editor

Captain Bruce Bairnsfather was a discovery of the war. He lightened Britain's burden by the creation of a walrus-whiskered "old contemptible" whose life at the front was one continuous grouch —"Old Bill." In play form you have Old Bill on the stage in America. Captain Bairnsfather sent his first sketch in the most casual way from France to the editor of the Bystander, and that gentleman used it and asked for more. When on leave, Captain Bairnsfather called upon the editor and introduced himself. The interview ended with an exclusive contract to draw only for the Bystander, of which "Old Bill" was and is a regular feature in cartoons. The cartoons were subsequently issued separately in a series of brochures under the title of "Fragments from France," and their success was so great that Captain Bairnsfather was invited to start a newspaper called Fragments. The first number has just appeared, and the publishers state that orders for it amounted to over a million. It is light comment on the news of the day and is probably unique in journalism as a newspaper that grew out of a cartoon.

Miners Strike Worries

The closing down of the Yorkshire coal mines and the threat of others to follow has set our newspapers throughout the country thinking of precautionary and emergency measures to meet the situation as far as possible should it affect them. The Belfast, Ireland, newspapers have already had an unpleasant experience of a local strike, on the occasion of the shipbuilding differences, when one adapted a war tank's engine to enable it to carry on, and all were reduced to candles for illumination and kerosene heaters for linotype machines.

But if the present strike develops it will have a national effect and will exercise both wits and ingenuity of publishers to evade unpleasant consequences. Already plans are in being for the extensive use of aeroplanes and automobiles in the event of transit services being crippled.



ROBERT DONALD, former editor of the London Chronicle and more recently managing director of the papers of the United Newspapers, Ltd., who has purchased the London Globe, one of the oldest English dailies, according to an announcement just made. The Globe is an evening paper.

Saturday Evening Post to Have English Edition

One of the fruits of Mr. Cyrus Curtis' stay in London is the announcement that his Saturday Evening Post is to have an English edition. It is to be published by Odhams, Ltd., the proprietors of John Bull, which with its two million weekly circulation demonstrates the organization of the house to handle any such success of the Saturday Evening Post should it develop that way.

There was an effort some years ago to establish a London periodical on somewhat similar lines, but it was before its time. Messrs. Odhams venture will be watched with interest, though those who know J. S. Elias, the managing director, experience no doubt as to the result.

Ex-Officers Being Trained as Journalists

No one in this country has more sympathy with or has done more to assist ex-officers inwards finding suitable employment than British journalists. But they are up in arms to find that newspaper and press work is thought so lightly of and so easy that the Appointments Branch of the Ministry of Labor has undertaken to train ex-officers as journalists. They declare that while unemployment is still rife in newspaper circles and while so many able journalists remain in the army, it is manifestly unfair that an official department should encourage and offer to introduce further competition. But most of all they resent the suggestion that journalists can be made in a few weeks or months. It is an awkward situation.

Notes of the Press

It is proposed that there should be a Midland Counties Federation of Local Paper Owners embracing the Associations of Three Shires, Shropshire and North Wales, Staffordshire and Warwickshire, and Leicester.

Among notable Peace Numbers is the Golden Edition of the London Daily Mail—a special issue printed in gold on art paper. Although issued on June 30, the demand is such that only a small proportion of the orders have been executed. A privileged circle has been specially favored with copies autographed by Lord Northcliffe.

The Aberdeen Journal offices were

(*Continued on page 30*)

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N. E. A. OPENS OREGON SESSIONS OF ANNUAL CONVENTION

New Mission of the Press in Home Reconstruction and International Relations Discussed—Newsprint and Business Standards Receive Consideration—Portland Entertains Lavishly.

PORTLAND, Ore., Aug. 13.—Plans to enlarge the National Editorial Association by more thoroughly covering its field among the smaller newspapers of the country and to strengthen its work through the employment of a field secretary, and by other means, is the central theme of the annual convention of that organization.

It was voiced by Congressman Guy U. Hardy, of Canyon City, Colo., president of the Association at the opening session held in Portland on August 9, and has been alluded to by nearly every speaker at the several meetings. Steps to put into effect will be taken at the business session, which will be held in Victoria, British Columbia, August 18.

Two Hundred and Sixteen Editors on Tour

The Portland meeting was the first formal session. The N. E. A. special train has been touring the Canadian Rockies since it left Winnipeg on July 29.

The 216 editors on the train have been deeply impressed with the west, are enthusiastic about the scenery and the entertainment accorded them at every stop and are looking forward to many more pleasant days before the return, but they are not forgetting the serious side of their convention and are devoting much attention to discussion of many newspaper problems and betterments.

The Newspaper's Future

"I have the highest regard for the newspaper profession," said President Hardy in his keynote speech at the opening session, and continued:

"I believe there is no greater. The newspaper business is the best business in your town, the editorial profession is the best profession in your town, and the newspaper man is the biggest, ablest and most influential man in your town if he is big enough for his job. Since last we met peace has come, and with it new problems.

"A year ago publishers everywhere were scared to death. But few were seriously hurt and many have built up undreamed of success. Most of our worries everywhere are founded on fears of things that never happen, and I believe the publishers will meet the problems in the future and conquer them, just as I believe the people of this great country will meet the problems of reconstruction and give us the best possible solution."

Recommends Field Secretary

President Hardy spoke of the print paper situation, stating that the drastic order of the war industries board was rewritten by a member of the executive committee of the association and that more money was saved the newspaper men through the association in this matter in one year than they had paid in in dues during the entire life of the organization. The president recommended the employment of a permanent field secretary and the raising of the dues of the association.

No business was transacted at the Portland session, but the formal papers and discussions are proving of great benefit.

One of the most impressive talks was by Harry Hillman, editor of the Inland Printer of Chicago, under the title of "The Rainbow's End for the Newspaper Publisher." Mr. Hillman urged the necessity of keeping newspaper charges up to a basis on which there should be no falling of standards and in service to the public.

Must Measure Up to New Standards

"Unless your newspaper contains a mixture of practical business it will not measure up with the standard of present-day demands," he said. "There is no other industry of such vital importance to every phase of human activity as printing and the newspaper, nothing that gets right down into the heart of humanity in such a way, and no business that demands greater actual intelligence and wider knowledge. We too often set our price at what the customer will pay and not at what our product is worth."

"The Community Evener," was the subject of an address by George W. Marble, publisher for the Tribune-Monitor, Fort Scott, Kansas. This was "shop talk," and took up the problem of petty jealousies which nearly always are found to exist in the smaller cities and towns.

Mr. Marble held up as the ideal newspaper that organ which could tactfully bring the contending parties to a friendly understanding and develop a spirit of harmony in his community.

Great Opportunity Faces Press

In his address, on "The Larger Outlook," Harvey Ingram, editor of the Des Moines Register, gave a scholarly presentation for the great opportunity that faces the press in settling the problems that have arisen out of the war.

"In the moulding of civilization in the last 200 years no force of man has played such a decisive part as the printed word," he said. "The newspaper is wrapping the world with bands so fragile they can hardly bear the contact of the press, yet stronger than bands of steel, and it is true that to-day the newspapers have a tremendous opportunity and responsibility to speed the doctrine of international good will."

Other social speakers on the program were Edgar B. Piper, editor of the Oregonian, who spoke of his experiences with a party of American editors who visited the war zone, and B. P. Lewis, editor of the Journal, who discussed the part the press can play in bringing about a better feeling in regard to industrial problems.

Mr. Piper was greeted with great applause when he said that one thing the American soldier discovered was that there isn't any best soldier in America.

"The soldiers from Texas, the soldiers from Maine, the soldiers from Oregon, and from every State in the Union are all splendid soldiers," he said. "They are all American," he declared.

To Name Ship for N. E. A.

SEATTLE, August 12.—The newspaper editors of the United States are to have a ship—in name.

In honor of the national convention of the National Editorial Association, which is being held consecutively in Portland, Seattle and British Columbia, the U. S. Shipping Board has authorized the renaming of a big steel 9,600-ton steamship to be held at the famous Skinner & Eddy plant on August 16 from Elkton to Editor.

Mrs. Guy U. Hardy, wife of Congressman Hardy, president of the association, will christen the ship. Addresses by members of the association will precede the launching.

Monument to First Paper

The editor paid as a special privilege their opportunity to dedicate a monument on the place where stood the office of the Oregon Spectator, founded in 1846, the first newspaper published west of the Rocky Mountains.

Following the business session of August 9 they journeyed to Oregon City, where the dedication took place, with speeches by Mrs. Eva Emery Dye, Oregon author; George H. Himes, secretary of the Oregon Historical Society; Mrs. Jennie Barlow Hartfiel, of the D. A. R.; Edward E. Albright, vice-president of the N. E. A., and W. P. Hawley, president of the Hawley Pulp & Paper Co., donor of the monument.

(*Continued on page 34*)

Delegates Receive Program Number at Seattle

Editor & Publisher Is Distributed Among N. E. A. Members as They Board Southbound Train

SEATTLE, August 12.—Rushed to Seattle by special delivery, copies of Editor & Publisher, carrying the full program for the annual convention of the National Editorial Association, were placed in the hands of every delegate as he left the Puget Sound city for Portland, Ore., on August 8. The contribution of the Editor & Publisher to the entertainment of the newspaper makers was deeply appreciated by the delegates.

When the delegation arrived in Seattle from Vancouver, B. C., they were met at the dock by a large delegation from the Seattle Press Club, the Washington State Press Association and the Seattle Chamber of Commerce, whisked in automobiles to the Butler Hotel, where a breakfast was ready to be served, and were then taken to the depot. They spent only about an hour and a half in Seattle on their "passing through" visit but it was a busy period.

Oregon Trout Attract Publishers

F. G. Bonfils, publisher of the Denver Post, and Harry E. Kellogg, publisher of the Los Angeles Express, recently made a successful invasion of the big trout streams of Southern Oregon. Incidentally they called upon newspaper men in Portland before returning to their home cities.

A wireless station of long radius is being erected at Soerabaya, one of the chief ports of the Dutch East Indies. This is one of the indications that mercantile interests there look for a great trade development.

OREGON EDITORS WILL RESIST NEW SCALE

Reported Printers Will Demand $1 an Hour—State Walkout Threatened—Editorial Association Appoints Committee to Act

PORTLAND, Oreg., Aug.11.—Steps to resist a pay scale of $1 an hour which the printers are said to be ready to demand throughout Oregon were taken by the State Editorial Association at its meeting here Saturday.

The smaller dailies, and weeklies as well, see a grave crisis confronting them if an attempt is made to institute this scale and the association was assured that such a movement is well developed.

Lloyd Riches, secretary of the association, reported that printers already are considering a general walkout. The publishers hope to head off the movement by showing what such a wage scale would mean to them.

A committee named to handle the problem consists of J. E. Gratke, Astoria; C. H. Fisher, Salem; E. E. Aldrich, Pendleton; E. E. Brodie, Oregon City, and R. W. Sawyer, Bend.

It is suggested that printing courses may be included in the public schools. Another tentative plan is to advertise to bring more printers to Oregon.

A resolution was passed calling on Congress to regulate the country press in the matter of Government advertising.

C. E. Ingals was re-elected president and Lloyd Riches was re-elected secretary. George P. Cheney of Enterprise was chosen vice-president.

Editors Visit Crater Lake on Convention Tour

Gov. Olcott, of Oregon, and F. N. Henderson, of Little Rock, Address Bonfire Gathering—Now Enroute to Tacoma

Ashland, Ore., August 12.—Members of the National Editorial Association arrived here tonight on their return from Crater Lake, one of Oregon's natural wonders. They described their visit to the lake as the greatest treat of the journey.

Last night a great bonfire was built at the edge of the lake and there was an informal program with a welcome from Governor Ben Olcott of Oregon and a reply for the editors by F. N. Henderson, of Little Rock.

Business men of Portland provided the train that carried the editors to southern Oregon and citizens of Medford and Ashland entertained them here. Tonight they left for Portland and from there will go directly to Tacoma.

PRINTERS SUBMIT NEW SCALE

Tacoma Newspapers Receive Demands to Be Effective September 1

Union printers have submitted a new scale to Tacoma fWash.) newspapers which is to go into effect September 1. They ask for a six and one-half hour day at a wage of $9.25 for day work and $10 for night work. They further ask for double time for overtime in place of time and a half as at present.

The printers are now working for a scale based on the dollar-an-hour schedule.

Howard Rhoades, of the New York Sun, editorial department, is spending his vacation at Columbus, O., his former home.

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"MUTT AND JEFF" MAKE THEIR BOW TO LONDON FOLKS

Quaint Pair Generally Well Received—Unprecedented Advertising Aids in Victory Loan Triumph—"R-34" and Her Advertising Record.

By HERBERT C. RIDOUT, London Editor, EDITOR & PUBLISHER.

THE last week of the Victory Loan drive was a monumental effort in publicity. Those who thought they knew something about the possibilities of advertising and who declared that the previous War Loan efforts could never be transcended found themselves hopelessly out of reckoning. Whole pages in the newspapers were the order of every day in the week, with cartoons by the best British pen and ink artists—each advertisement leading up to the grand climax on the Saturday.

It was a phenomenal display of official activity guided by commercial men who knew what they were doing and a wonderful proof of confidence in the knowledge that newspaper advertising would not only get there but get there in the short space of time available. Estimates as to the success of the Loan varied, but it is now announced to have reached 708 million pounds sterling.

"Mutt and Jeff" Storm London

We are beginning to see some of the fruits of R. D. Blumeofeld's recent visit to the U. S. Bud Fisher is now contributing special "Mutt and Jeff" cartoons to the Daily Express and the Sunday Express, and both papers have made much capital out of Fisher's vogue to the American press. They only started here last week, and on the announcement being made, a great number of letters were received by the Expresses welcoming the advent of Fisher's creations. But as showers, as the proverb suggested, you cannot please everybody, a few letters have been received from individuals devoid of any sense of humor, in which the authors rate the Daily Express severely for its lack of the same commodity in running Mr. Fisher's cartoons! To which the paper retorted that as the Mutt and Jeff cartoons are popular with the people of nearly every great country, and the letterpress accompanying them has been translated into six languages, they have achieved a standing which precludes any doubt that they will be well received by all those who have a true sense of humor.

R-34's Advertising Stunts

Apparently no historic event of the future will be complete without the aid of the enterprising advertiser. R-34, the British airship that had the grace to wait until the Atlantic had been bridged by a British aeroplane, flew both ways in an atmosphere of ingeniously contrived publicity. Even the British Air Ministry realized what an advertisement the achievement was for the country's prestige, and kept three or four well known journalists feeding the press with almost hour-to-hour incidents of the double flight, and the interval between. Various newspapers sent and received messages by the airship, the Daily Mail scored with first photos of the Dempsey-Willard fight brought over by R-34.

The London Times and Philadelphia Public Ledger scored a joint honor by bringing over copies of the latter, which were placed on sale in London and sold out within an hour. The gasoline on which she ran makes good advertising for the Anglo-American Oil Co., the British branch of the Standard Oil Co., the lubricant, Castrol, is a British product of the C. G. Wakefield Co.; Adams chewing gum is the subject of half page newspaper spaces because in addition to the gum being used as part of the crew's rations, it was employed as an emergency repair for the broken-down engine on the outward trip; the phonograph which was taken on the same trip would also have been advertised, but for the unfortunate remark in the ship's return trip log that "our new gramophone is a vitally better instrument than the one on the outward voyage."

Newspaper Man's Generous Gifts

Mr. Frank Lloyd, formerly proprietor of the London Daily Chronicle and Lloyd's News has signalized his retirement from the newspaper press after forty-six years' active association by several munificent gifts to newspaper organizations. Among them are a special donation of $20,000 to the Newspaper Press Fund, another $20,000 to the Orphan Fund of the Institute of Journalists, and $5,000 to the National Advertising Society of Great Britain for its benevolent work.

Honors to Riddell

The good work that Sir George Riddell did in Paris for the war and peace reporting journalists is being glowingly extolled by his grateful British colleagues. The most recent is a presentation by the members of the Weekly Newspaper and Periodical Publishers' Association of Great Britain, of which Sir George is chairman, of an inkstand and Oriental lacquer cabinet. The chairman of the evening, Mr. G. J. Maddick (Illustrated London News and Sketch Ltd.), said that it was Sir George himself who flashed the news to London of peace being signed within thirty seconds of the actual signing. Sir George Riddell said that there was very nearly a little contretemps over the sending of the peace message. Immediately the first German had affixed his signature, a representative of each of the three agencies, French, American and English, all dashed out to telephone the news to London. He heard his own assistant say "Peace signed at 3.14." He thought there was a slight error and found that the American and French representatives agreed with him that peace was signed at 3:12 and not 3:14. "The error was corrected," added Sir George, "and Heaven only knew what serious complications were avoided."

It is said that Sir George Riddell on this evening propounded a conundrum by asking if anyone knew the difference between an unruly goose and the Government. The answer was that neither could look after its own "proper-

(*Continued on Page 42*)

PORTRAIT OF HOUSTON POST'S FOUNDER IS PRESENTED TO HIS SON BY NEWSPAPER'S EMPLOYES



A PORTRAIT of J. L. Watson, founder of the Houston Post, has been presented to his son, Roy G. Watson, president and publisher of the Post, by the employes of every department of the paper, among them 14 men who served with the elder Watson. It is an oil painting for which a commission was given several months ago to E. Cerracchio, a well-known Houston artist. It has been placed in the office of the recipient.

MANY PAPERS SHOW GREAT GAINS

Reports from All Sections of the Country Show Increased Advertising Volume —No Losses Shown in Figures So Far Given Out for July

The following figures are supplemental to those printed in EDITOR & PUBLISHER, July 10, 17, 31 and August 7, showing the gains in advertising made by leading newspapers of the United States in the first six months of 1919, as compared with the same period of 1918. The figures are self-explanatory:

	1919.	1918.	Gain.
Washington Star (E)	1,067,681	754,067	313,964
Washington Star (S)	335,397	280,360	304,417
Winston - Salem (N. C.) Sentinel	3,150,842	2,140,300	1,081,542
Scranton (Pa.) Times	4,007,144	1,807,144	1,040,478
*Indianapolis News (E)	1,240,341	818,461	421,456
Oakland (Cal.) Enquirer (E)	2,917,796	2,350,502	567,294
*Birmingham News (M.&S.)	960,028	302,232	373,296

Note—*Figures for months of July only.

FORMER TEXAS GOVERNOR SUES

Newspaper of Present Governor Is Defendant in Suit for Alleged Libel

BEAUMONT, Tex., Aug. 13.—Former Governor James E. Ferguson has filed suit against the Beaumont Enterprise, of which Governor William P. Hobby is editor and publisher, asking damages in the sum of $100,000 for alleged libel. The suit grows out of the publication of the Enterprise on July 28, 1918, of an editorial dealing with the candidacy of Hobby and Ferguson, both of whom were then running for Governor of Texas.

At that time Ferguson had been impeached and disbarred by the Texas Senate from ever holding public office of trust in Texas, but he had announced himself as a candidate for Governor in spite of this and was running on a platform of vindication by the people for his alleged illegal acts which formed the basis of his impeachment, and the editorial in question discussed these conditions.

Conlee Sells to Risien

BRECKENRIDGE, Tex., Aug. 13.—John T. Risien, for fourteen years editor and publisher of the Carrollton Review, has purchased the interest of E. E. Conlee in the Breckenridge Democrat and Oil Field Review, and has assumed the position of manager of these two publications. Mr. Risien is president of the Dallas County Press Association in which county Carrollton is located. C. M. Nichols will be associated with Mr. Risien.

Joint Outing in Bridgeport

BRIDGEPORT, Conn., Aug. 8.—The Bridgeport Sunday and Evening Herald is entertained with a joint outing last week all employees of editorial, business, circulation, advertising and mechanical departments at Lordship Manor. Those present included the publishers, department heads, assistants, printers' devils and the office boy. There were water sports, a baseball game, a shore dinner and a dance.

J. M. B. Greene Is Home

John M. B. Greene, formerly of the staff of the Portland, (Me.) Express-Advertiser, later of the Hartford Courant, has arrived at Newport News, Va., after a long service overseas. He returned as a special courier, bearing messages for delivery at Washington. Greene was with a group of newspaper men who made a trip into Germany.

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GLIMPSE BEHIND THE SCENES IN A GREAT NEWSPAPER OFFICE—CITY ROOM OF CHICAGO TRIBUNE, SHOWING LOCAL STAFF IN ACTION



Here is a close-up of the Local Room of the Chicago Tribune, made one evening recently when the street car strike and riots were serving to keep the staff pretty busy. It doesn't look like a good place to loaf or spend a quiet hour in gossip. If the proverbial busy bee has anything whatever on the Tribune news writer, judging from this pictured scene, said busy bee would have to present pretty strong evidence in support of his claim.

ST. LOUIS SCRIBES UNITE FOR BETTER PAY

Membership of New Orgsnisation Is Limited to Men and Women Employes, in Active Service, of Daily Newspapers and Press Associations

St. Louis, Mo., Aug. 13.—The St. Louis Association of Journalists has been permanently organized with 62 working newspaper men and women.

The membership is limited to professional employes in the active daily service of one or another of the five St. Louis English language daily newspapers and St. Louis employes of the various press associations.

Richard L. Stokes, of the Post-Dispatch, has been elected president. Other officers are: First vice-president, Thomas Butler, Globe-Democrat; second vice-president, George Henger, Times; secretary, Frank Sullivan, Star, and treasurer, Herman H. Hoelke, Republic.

In the report on the purposes of the organization, as prepared by a committee headed by Samuel J. Shelton, of the Post-Dispatch, it is asserted that the newspaper profession has often been underpaid; that the present critical cost of living has brought distress to many newspaper men and their families, and that journalists possess the same right of organization and of collective bargaining as is possessed by employes in other occupations.

Purposes Outlined

The purposes of the organization as outlined and ordered incorporated into the preamble of the constitution of the association, follow:

1. To unite in occupational fellowship all the professional newspaper reporters, writers, editors and artists of St. Louis.

2. To encourage sympathetic cooperation between newspaper publishers and their professional employes.

3. To improve the standards of journalism and help to obtain recognition by the public of the professional standing of newspaper workers on equality with other professions.

4. To encourage confidence on the part of the public in the integrity and high ideals of newspapers and their professional workers.

5. To obtain general recognition of the public services performed by newspapers and to undertake investigations nf matters in which it is believed public service can be performed.

6. To provide for discussion of questions by the members and others, and to encourage and assist members to improve their abilities by intensive study of the particular branches of the profession in which they are most interested.

To Adjust Compensation

7 To advise and work for, by fair and open means, such adjustments of salaries as are deemed necessary justly to compensate professional newspaper workers for services of a specialized character rendered by them; to enable them to live in a manner commensurate with their professional standing; to encourage them to remain in the profession, and to encourage young men and women of character, education and ability to choose the profession.

8. To discourage the employment in a professional capacity of persons whose character, educational qualifications and training are not sufficient to render them a credit to the profession, or of persons who are known to have broken faith with the public, their employer or this organization.

9. To co-operate with similar professional organizations in other cities with the ultimate object of a national association of newspaper workers.

The association is divided into five chapters, each to be composed exclusively of members employed on that particular one of the five publications. The initiation fee is $1 and the monthly dues are the same amount.

Miss Richardson Heads Committee

It is announced that under the scope of the organization, the individual retains unimpaired freedom of negotiation and contract with his employer and that each chapter possesses full freedom of treaty on any program it may adopt as collective, with the newspaper by which its membership is employed, the organization as a whole having original jurisdiction over matters dealing only with the five newspapers collectively and the profession as a whole in the city.

A general wage and economic investigation of the situation among the journalistic profession in St. Louis is to be conducted by a committee of which Katherine Richardson, of the Star, is chairman.

The New York Dispatch, a weekly, has been revived. It will be devoted to women's interests exclusively, it is announced.

WELCH MADE AD MANAGER

R. F. Wood Leaves Springfield Republican for Autocar Company

SPRINGFIELD, Mass., Aug. 12.—Robert F. Wood, advertising manager of the Republican, has resigned to take a position in the advertising department of the Autocar Company, at Ardmore, Pa., and is succeeded by James E. Welch.

The latter was a local advertising solicitor on the Republican from 1909 to 1911; he then went to Chicago for two years and was there connected with an advertising agency, after which he served for six years in the advertising department of the Hartford Times.

New Weekly at Bridgeport

BRIDGEPORT, Conn., Aug. 13.—The incorporation of the New England Sun Publishing Co., with a capital stock of $25,000, admits conduct of a weekly newspaper as well as a general printing business here.

The incorporators are Thomas Salvino, Louis E. Richards, Pasquale Altieri, Luigi Napolitani, Florindo Farrace, Gennaro Striano, Joseph Cubelli and Joseph DeNigris.

Iowa Weekly Sold

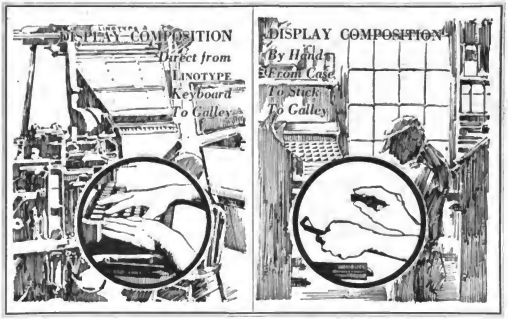
Jerry L. Plumb and Archer W. Brant, under the firm name of Plumb-Brant Company, have purchased the Iowa City (Iowa) Republican, taking over all the rights of David Brant & Sons. Mr. Plumb will be business manager and Mr. Brant, editor of the paper, which will continue to be published as a weekly. The Republican is one of the oldest weeklies in Iowa.

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MORE THAN 38,000 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS



10 Fingers vs. 2 Fingers

The original Linotype was a success because it introduced 10-Finger Efficiency to displace 2-Finger hand composition. For the same reason, the Model 20 Display Linotype is a success today. Display composition direct from the Linotype keyboard sets new standards for speed, economy—and quality—which you will find profitable.

Investigate the LINOTYPE 10-FINGER EFFICIENCY *for display*
Write for Model 20 literature

MERGENTHALER LINOTYPE COMPANY
New York, U. S. A.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Ltd., 68 Temperance St., Toronto

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WILLIAM SOWDEN SIMS

THE GREATES

EVEI

ADMIRAL

THE VITAL PAI

A STORY THAT WI

SHOWS THE VOLCANO OVER WHI 1917, WH

Admiral Sims' story will amaze the world. Had it not been for the co-operation of the American Navy and the adoption of the convoy system the submarines would have starved Great Britain, cut off her communication with the Continent, and brought her to abject surrender by November, 1917.

That would have meant the immediate defeat of France and that America, with the British fleet in the possession of the Germans, would have been left with her seaboard open to attack to fight Germany alone.

This is the cataclysm from which the world was but barely saved.

Admiral Sims' story starts with a graphic picture of conditions as they existed in April, 1917—especially as regards the submarine menace, up to today known only to cabinet officers and inner officials and not dreamed of by the optimistic public.

The reader will hold his breath as he realizes how close to disaster we were, all unsuspecting.

Sims, knowing the real and desperate situation, was the man to decide in what way the United States could best play her part in the naval war. He was a strong advocate for an offensive rather than a defensive fight against the submarine, and he was just as strong for the convoying of merchant ships.

THIS STORY MAKES ONE REALIZE THE IMPORTANT PART AMERICA PLAYED IN THESE SUCCESSFUL PLANS.

There are exciting and picturesque accounts of U-boat attacks upon merchant convoys and vice versa, making clear the whole interesting mechanism of the convoy system. And of how submarine fought submarine, not knowing whether it was friend or foe—often resulting most tragically.

While Admiral Sims describes the operations of the American Navy in deta a particular point of the much greater achievements of the British forces. T German campa

Supplied with attractive photographic layouts.

EVERY PAPER WILL WANT THI

WIRE, OR LONG-DISTANCE TELEPHON

THE McCLURE NEWSPAPER SYNDICATE

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PAGE IN OUR NAVAL HISTORY

MERICAN WILL WANT TO READ

SIMS' OWN STORY

OUR NAVY PLAYED IN THE WAR TOLD FOR THE FIRST TIME

IRILL EVERY AMERICAN WITH PRIDE AND GRATITUDE

HE PEOPLE OF THE ENTENTE NATIONS WERE STANDING IN APRIL, HE UNITED STATES DECLARED WAR.

The accounts of the dashing exploits of the American submarine chasers are as thrilling as Decatur's attack on the Corsairs of Algiers. And the sinking of German submarines by American destroyers add particularly brilliant pages to our naval history.

The accounts of the "Mystery" or "Q" ships of the British Navy read like romantic works of fiction. Not much could be said about these ships while the war was on—but Sims tells the whole story now.

There are details given of the aeroplane war on the submarine and the escorting by the combined British and American navies of more than two million troops to France.

The story tells of the construction by our navy of a mine barrage from the Orkneys to the coast of Norway—more than 230 miles.

It was an American who invented the submarine, and it was also an American who invented one of the most successful ways of defeating it in the hands of Germany. Admiral Sims' story gives for the first time the details of this invention which practically kept the U-boats shut up in the North Sea by the time the Armistice was signed.

The most important figures in contemporary European history—such as, King George, Balfour, Lloyd George, Jellicoe, Beatty—figure in Admiral Sims' pages. His conversations with men of this type, particularly in the Spring of 1917, when they frankly told him that Germany was winning the war and that the Allies at that time could see no way of stopping her, will be noted as long as the history of the last four years is read.

does not exaggerate the part it played in defeating the submarine. He makes urpose of the story is not to exalt our Navy as much as to show just how the as defeated.

r weekly release beginning Sunday, September 21st

ITAL AND VIRILE AMERICAN STORY

Iadison Sq. 3070) FOR OPTION AND TERMS.

373 FOURTH AVE., NEW YORK

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AD MANAGER SHOULD NOT LIMIT SCOPE

To Get Best Results, He Should Study Every Activity of Store That Employs Him, Sheldon R. Coons Tells Coast Advertisers

There are thousands of stores in the United States that employ advertising managers and there are less than a dozen that have made their advertising and their stores distinctive, Sheldon R. Coons, sales and advertising manager of Lipman, Wolfe & Co., of Portland, Ore., asserts.

In speaking recently on "The Scope of A Retail Advertising Manager's Activities," Mr. Coons gave an explanation of why more stores do not develop a personality that would yield big profits. He said the trouble is due largely to the diffidence of advertising managers. He declared that most advertising managers were remiss in believing their field of activity to be limited to advertising "copy."

"Let's analyze the advertising factors of a store and see if we have not been too easily satisfied with mere writing of advertising from copy supplied us and too pleased with surface results," he said.

Many Angles to Advertising

"If an advertising manager will realize this fact—that every visible point of a business is advertising, he will get in a sentence what the scope of his activities should be.

"Now, then, how many of you have placed yourselves at that point where you can survey the store from that viewpoint?

"Few, I'll warrant.

"Do so—with me—and later for yourself.

"How does your store look—its windows, the interior, its tables, the signs, its displays, its cases, the way its stocks are kept. Is it as it should be? If it isn't it's your job to see that it is.

"Make the display manager see the light or get a new one. Make your buyers keep their new stocks, their dominant lines, their regular lines as well displayed—as the special values which you advertise.

"Fight for Results"

"Offer prizes to your sales-people for the best appearing section. Change the appearance of your store's displays frequently—once a week is not too often. See that your sales-peoples' appearance is seriously attended to by the superintendent—and fight for these things till they are done. *That is advertising.*

"Are your stocks short or complete? Do your buyers buy often or do they allow shorts to accumulate so that they may take a trip to New York? Are you trying to sell people what they want or what you want to sell them? Are your assortments varied or monotonous?

"If your stocks are not right make them so—it's your job. Make comparisons with your competitors—jack up your buyers and if they won't produce, get after the merchandise manager.

Give Quick Service

"Is your service quick and satisfactory? Is it prompt and courteous? Do you deliver on time—and when promised? Do your people direct customers correctly? Do the salespeople know the stocks? Are they enthusiastic or lackadaisical? If they aren't all these things—get busy. It's your job.

"Show your superintendent facts and figures until he gets busy. If he won't, show them to the firm. Get in touch with the salespeople yourself. If you have a big outfit, make the store get an educational director.

"Is your store conservative, or up-on-its-toes? Is it broad or narrow? Is it, in your mind, pursuing the wrong policy as to special prices? Is it running too many store-wide sales? Is it offering in its ads only things it had better not have, or things people are demanding? If the policy is not to your way of thinking—get busy, it's your job.

"Analyze—show them by example that they're wrong. Shape a new policy—if possible along the lines that they made their first success and then that they stick to it. Show them the error of their ways if errors exist. Fight for a chance to try your way. Policy is advertising.

Prices Must Be Right

"How are your values? Are you asking too much for your specials or too much for anything? Show your firm that turnover is short profit or better than holdovers at long profit. Insist upon your opinion playing a part in price-making.

"Make the buyers submit to you their plans before going away to buy—and give them yours. If they won't co-operate, don't you. You are entitled to as much as much advance information and price making as anyone —you have to sell the goods and—that's advertising.

The Value of Initiative.

"And now you are ready to write the ad. Everything is set—except the ad. Everything is bought except the space. The public is waiting to be sold. Are you buying the space—or the firm? Are you choosing your medium—or following the other fellow who is merely a slave to tradition and habit?

"Are you buying circulation or result? Are you duplicating with indirect mediums or holding good will through good values and right methods? Are you getting the newspapers to keep objectionable advertising out of their columns? Are you buying the best are procurable? Are you merchandising the ads.—or are you taking what comes?

"This is your job.

"Buy your space—or don't call yourself a manager. Advertise the things that people want when they want it—and only run clearance days monthly and then you'll find out which buyers are making mistakes over and over again.

Reduce "Clearance Days."

"Clearance days are largely pages of buyers' mistakes. Don't run them, except at set times, and you'll see the mistakes dwindle. Don't give up window space or selling space or advertising space to bad buys except on these days. It's cheaper for you to pocket the loss than your customer. He won't come back—and you can't.

"Write informatively, avoid extravagant statements (better to pleasantly surprise than to unpleasantly disappoint). Avoid over optimistic comparatives, use good type, display it well, with (preferably) actual illustrations—and pay your writers well.

"The most successful stores in this country have the highest priced advertising departments. Ten or fifteen per cent of your appropriation is not too much to spend for the production. For instance, an outstanding New York retailer went into the men's clothing business. He hired a man to write his men's ads. exclusively, paid him $10,000 a year and told him to buy space instead. The man bought two and three-column ads. on seven and ten inches and put it over in a year. It isn't how much you say—it's how you say it that counts.

"Let me repeat—every visible factor in a store is advertising—everything that's selling is advertising, for advertising is selling—and you're the advertising manager. That's your job's scope—and that's my story."

Before the Paper Age

"Well, anyhow . . . ."

The husky stonage poet chipped the last comma in his granite-slab ode to Summer, and wearily dropped his chisel and hammer.

"Then . . . if the editor of the 'Neolithic Age' doesn't find this available, I'll have the satisfaction of bouncing it off his ivory-dome. The return-postage gag hasn't been invented yet!"—Paragraffs.

Oxford Pulp Wood Burns

RUMFORD, Me., Aug. 11.—Fire destroyed between 8,000 and 10,000 cords of wood used in the manufacture of pulp for the mills of the Oxford Paper Company here yesterday. The loss, estimated at $175,000, is covered by insurance. A spark from a shifting engine is said to have caused the fire.

Attorney-General Palmer is preparing to furnish newspapers with full details of food hoards, with the purpose of bringing to bear upon profiteers the full force of public opinion.

ONE TIME PROFESSOR WRITES SAXON MOTOR CAR ADS

Anyone who can find anything but perfect English grammar, syntax, style, and construction in advertising copy, written or edited by M. A. Hollinshead, advertising manager of the Saxon Motor Car Corporation, of Detroit, Mich., may not be overbold in asking for a Saxon as a reward for perspicacity.



M. A. HOLLINSHEAD

The reason is that Mr. Hollinshead served as head of the English department of Nebraska Military Academy and as instructor in English at the University of Illinois, following his graduation from Albion College in 1911. He has also written feature articles for newspapers.

He entered the advertising business as advertising copy writer with the Johnson Advertising Corporation of Chicago, and later became manager for the Haddorff Piano Co., of Rockford, Ill., leaving this company to take his present position.

—your obligation to the retailer

Mr. Manufacturer, do you think that your responsibility ceases when you have sold the wholesaler? Or do you consider that your responsibility continues even beyond the retailer to the consumer?

You cannot get along without the retailer. Now isn't it only common sense to give him, and the jobber too, the most effective cooperation?

What better cooperation can you give than creating or increasing consumer demand exactly in territory where you have induced merchants to stock your goods?

Indeed, when you scatter your advertising through national mediums reaching many, many places where you have not a nickel's worth of distribution, are you playing fair with those retailers without whose support your business could not live?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York — Kansas City
Chicago — San Francisco

From Printers' Ink, issue of April 24, 1919.

The Supremacy of the

New York Evening Journal

THE following figures show how much more space was used in the *Evening Journal* in the most important classifications during the first six months of 1919 by New York well-informed merchants:

Lineage of the Classification Pertaining to Home Essentials as Carried by the New York Evening Newspapers for the First Six Months of 1919

Compiled by the New York Evening Post:

	Eve. Journal	Eve. Mail	Eve. Post	Eve. Sun	Telegram*	Eve. World	Eve. Globe	EVENING JOURNAL EXCEEDS NEXT NEAREST EVENING NEWSPAPER BY	
Local Display	3,359,076	1,418,290	1,114,529	2,454,217	2,212,209	2,524,641	2,772,027	21%	More
Dry Goods	2,074,719	776,205	344,019	1,461,837	615,288	1,581,166	1,641,956	26%	More
Musical Instruments	205,000	15,919	52,789	87,136	66,962	53,120	78,350	134%	More
Men's Wear	401,032	63,103	34,658	161,372	241,188	122,743	206,996	66%	More
Women's Wear	492,759	26,332	39,592	136,180	75,236	358,624	332,657	37%	More
Brooklyn Adv.	612,520	8,830	1,050	101,250	38,952	139,669	45,319	338%	More

The New York Evening Journal *has the Largest Circulation of Any Daily Newspaper in the United States and Nearly Double the Circulation of Any Other New York Evening Newspaper.*

[THE NEW YORK EVENING JOURNAL IS A MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS.]

*The Evening Telegram figures include Sundays and holidays on which other papers did not print.

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PUBLIC LEDGER
2¢

Cyrus H. K. Curtis'
Philadelphia

PUBLIC LEDGER

has adopted the

NEWSBOX
TRADE MARK

A Vending Machine

Full information regarding NEWSBOX
Service will be forwarded on request.

NEWSBOX SALES CORPORATION
Candler Building New York City

Boston Newark Philadelphia Baltimore Washington

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NEWSPAPER MAKING

A Department of Practical Service for Publishers and Advertisers Conducted by Jason Rogers, Publisher of the New York Globe, and Author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising."

If newspaper publishers generally could be brought to a greater realization of how much more influence and power they could secure through more effective co-operative effort, they would undertake it tomorrow and would thereby win such a degree of public confidence as to secure vastly increased prosperity.

Viewed from the outside, the newspapers in most of our cities and towns take on more the characteristics of a group of hack drivers at a railroad station fighting for a fare than business men conducting institutions for the greatest possible public service.

Local rivalry between competing newspapers often produces very deeply lodged sore spots which contaminate the whole system until publishers are led to many unbusinesslike and wasteful things.

While it is probably too much to expect to have the owner of a dominant local newspaper willingly co-operate for greatest possible efficiency with less fortunate competitors, I think that it can be proved that even such a radical and progressive step is distinctly worth while.

Unselfish Co-operation Cited

In Chicago, for example, we find the great Daily News and the Tribune leading in all co-operative movements to produce the greatest and most far-reaching results for all the Chicago newspapers. Years ago Mr. Lawson gave up the great advantage he had on distribution through his own carriers for the greater benefit and economies of joint official carriers.

By closer co-operative effort I don't mean to produce a situation in which the newspapers of a town, acting as a close corporation, would boycott, annihilate and destroy all who declined to cheerfully fall in with their dictates.

All of such offensive and despicable methods can be left to those engaged in other lines of industry, such as the doctors with their medical societies, which are nothing more nor less than tolerated trusts seeking absolutely to control professional activities.

By similar methods the dentists, the lawyers, the dealers in foods, the railroads, the labor unions and many other industries and professions seek and effectively put over a control of traffic conditions that would not be tolerated in the case of big business or the newspapers.

Our newspapers often present the sad and humiliating spectacle of grown men engaged in the most important constructive influence in the community allowing themselves to be exploited through playing on selfish and foolish jealousies by keener business men and politicians.

Plenty of Room for All

According to my theory, after careful study of newspaper conditions in most of our American cities, both in the United States and Canada, comparatively few towns are over-newspapered, and even where there are too many newspapers there is opportunity for success, if they would but steer courses further apart.

The trouble with most competing newspapers is that they as a rule stick too closely to one model, presenting the news as they see it, and each practically trying to duplicate the efforts of the others for fear someone will get away in the lead for some special service.

All of this is expensive, wasteful and destructive, and leads to further rivalries and jealousies regarding circulation, advertising and general results. It leads to foolish wastefulness regarding the size of our newspapers and permits shrewd merchants to buy advertising space at ruinous rates.

There will come a time, and I think at no far distant date, when newspaper publishers will get together to iron out serious, disastrous and annihilating competition. Unfair competition has been characterized by the Federal Trade Commission as not only illegal but a most unfair tax on the resources of the community.

For-sighted Policies

Straws show the way the current runs. In Ottawa two newspapers, in their quest for increase in the volume of foreign advertising, work as a unit to sell the Ottawa market. They care not which newspaper is used first so long as the business comes to Ottawa.

In several cities in Michigan the Boards have consolidated all of the newspapers into one worth-while, representative, independent, successful newspaper. This has been wonderfully effective in eliminating the fool element in the newspaper business.

In a middle west city of considerable importance the publisher of one newspaper is now working tooth and nail to get the other newspapers to join with him in an effort along the line of the Ottawa experiment, and I think he will pull it through.

Combination delivery, such as has been carried on successfully in Boston for many years by the Hotel and Railroad News Company, owned by all the newspapers, if put in operation in other cities, would mean enormous saving in expense.

Likewise, the joint use of a single plant by a morning and an evening newspaper would reduce overhead considerably and save the publishers of the country millions of dollars of money invested in plants which stand idle half of the day.

This last idea is being carried out by and between two of the largest and most successful newspapers in the country, and when it is worked out and in operation it will produce double capacity for each of them at practically no extra expense.

Gauged by Grade of Service

No matter whether a newspaper be a little cross-roads weekly or a large metropolitan daily, it should be so made interesting, may be made informative and will win and gain support entirely in accord with the grade of service rendered to the community.

There is no possible excuse for the production of a flat, tasteless and uninteresting newspaper anywhere, except laziness or inability. The sooner owners realize the force of this basic truth the better newspapers they will own.

If the newspapers of a city each seek merely to imitate and outdo the other, or others, along similar lines, they will continue to lose opportunity for establishing success along lines of individual initiative. Where there might be an excuse for a man buying two or more papers of strong individuality, the process of deciding which one to select is readily provided when one is a mere attempt to duplicate the other, by buying the best of the lot.

The Globe's Problem

In making the New York Globe what it is today, in a heavily over-newspapered city if there ever was one, our problem was to make a different kind of newspaper than any of the rest and provide something different for that part of the public which desired the sort of newspaper we desired to make.

We have won success just as did Adolph S. Ochs, who started in 1896 with his New York Times, and as did Joseph Pulitzer with the World, starting in 1883. Meanwhile those of our competitors who thought they were injuring us by imitating us in many directions only got deeper into the mire because while they were imitating us they were also watching other newspapers.

There never was an imitator who succeeded in putting it over on the man with the real goods, who was ever on the lookout for greater achievement, and who could continue to cut new paths and chart out new, worth-while services faster than the trailer could follow.

There are newspapers in many of our large cities today, just as there always have been, which will continue to be "mere newspapers" till the end of time, as effective devices for pouring dollars down into a bottomless pit without any more chance of success than selling fur coats at the equator.

Until our newspaper publishers can come together, like the doctors in their medical societies and like the lawyers in their bar associations, and establish sound and workable ethics, to be practiced by all in their relations with the public, they will be operating at a great disadvantage.

Nearly all of our so-called publishers' associations, either local, sectional or national, have been ineffective in the past because they have dealt more in the superficial than in real fundamentals.

Reams of idle talk, some of it reduced to printed records, without any unanimous decision regarding sound fundamentals, is the net of most publishers' meetings.

If the newspapers would but come together and each year adopt just one basic principle to be religiously applied and carried out by all members, they would in ten years or twelve years accomplish more than they will in a thousand years by present methods.

QUESTIONS AND ANSWERS

"Western"—According to my ideas, it is the utmost folly to try to place a flat rate of so much a thousand circulation on advertising space. It is equally foolish for a newspaper to arbitrarily fix its rates on the basis charged by other newspapers of the same potential in other cities.

No other business on earth could endure on such an unsound basis, and those who seek to beat down our rates and reduce us to arbitrary prices, such as 1-10, 1-8 or 1-5 of a cent a line per thousand of circulation should not be blamed for seeking to buy cheaply, but

(*Continued on Page 42*)

ONE JOB IS NOT ENOUGH TO SATISFY THIS MAN

Being publicity director of the John B. Stetson Company might seem to be all that an average man would find time to do, but Montgomery H. Wright, who has held that job for the past ten years is not an average man, and he has been able to indulge in at least such light pastime as serving as director of the Philadelphia Chamber of Commerce, as a



MONTGOMERY H. WRIGHT

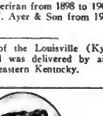
member of the executive committee of the National Association of Corporate Schools, to help organize and serve as a director of the Children's Playground Association of Philadelphia, and as Director of Public Information of the U. S. Food Administration for Pennsylvania.

Aside from that, Mr. Wright's time has been practically his own, except when he has been busy as secretary of the Patriotic Society of Philadelphia, which he organized, and in promoting the activities of the Poor Richard Club of Philadelphia, and of the Association of National Advertisers.

Once, in the time was hanging heavily, Mr. Wright acted as director of publicity for M. G. Brumbaugh when the latter was candidate for governor of Pennsylvania.

He was educated in the public schools of Philadelphia, was with the Philadelphia North American from 1898 to 1901, and with N. W. Ayer & Son from 1901 to 1911.

An edition of the Louisville (Ky.) Courier-Journal was delivered by airplane through eastern Kentucky.



MARY HALE

Has written her greatest daily love story.

A story tingling with heart-throbs and sustained interest.

"THE LOVE AFFAIRS OF A LONELY WOMAN"

No better feature than a daily love story has ever been devised for holding circulation.

No better love story has ever been written.

Six times a week. About 700 words.

Released by

Thompson Feature Service

No. 443
Fourth Ave., NEW YORK

DAILY NEWSPAPERS OF U. S. LISTED BY STATES ACCORDING TO POPULATIONS OF CITIES

RATES IN EFFECT AUGUST 1 GIVEN FOR INFORMATION OF SPACE BUYERS—COMPARATIVE IMPORTANCE OF MARKETS, BASED ON LATEST POPULATION ESTIMATES—DATA SUPPLIED HERE WAS COMPILED BY EDITOR & PUBLISHER IN CO-OPERATION WITH BARBOUR'S ADVERTISING RATE SHEETS, INC.

EDITOR & PUBLISHER with the co-operation of Barbour's Advertising Rate Sheets, Inc., presents, on the following ten pages, a list of the English-language newspapers—Morning, Evening and Sunday—of the United States, revised to August 1, together with minimum foreign advertising rates for 5,000-line contracts in effect on that date.

This list is not a mere revision of the data published July 24, but is a presentation of market units according to comparative populations of cities, linked with space-buyers' information in regard to circulations and rates of the newspapers covering these markets.

The tabulations are arranged by states, for convenience in reference. Under the state heads the cities are arranged in the order of their size, as indicated by the latest available population figures.

These tabulations, therefore, present primarily a visualization of markets, National, State and City.

Campaigns planned to concentrate on dominant cities may be quickly estimated as to costs by a selection of the newspapers to be used in such cities and the use of the rate information given.

Space-buyers working on campaigns to be carried in the smaller cities of any section will find the data at hand for computing costs and listing mediums.

This information, which is of such timely value to national advertisers, advertising agencies and space-buyers, has been gathered and collated for EDITOR & PUBLISHER by Barbour's Advertising Rate Sheets, Inc., Chicago, an organization wholly devoted to furnishing data as to rates and circulations of newspapers.

In a complete summary of the information contained in these lists, EDITOR & PUBLISHER will present, in August 21 issue, statistics classified under nine heads, showing number of Morning, Evening and Sunday papers, with rates and circulations, in cities of less than 5,000 population; in cities from 5,000 to 9,999; in cities from 10,000 to 24,999; in cities from 25,000 to 49,999; in cities from 50,000 to 99,999; in cities from 100,000 to 249,999; in cities from 250,000 to 499,000, and in cities of more than 1,000,000 population.

The arrangement of this matter prepared by Justin F. Barbour will show the numbers of cities in each state coming under the population classifications outlined above.

For example: Alabama has two evening newspapers in cities of less than 5,000 population. Their combined circulation is 6,040. The joint agate line advertising rate is .0392858. No Morning or Sunday papers are shown in this classification of cities in Alabama. Following through the nine groups of cities we find the same sort of data is afforded, including under the different heads, all of the English-language daily and Sunday newspapers of the state. The same facts are given applying to every state in the Union.

The labor involved in compiling this summary has been very great and the expense involved very heavy but the results secured are bound to be of inestimable value to the newspaper in making it easier for the space-buyer to use the newspapers.

It has often been contended by national advertisers that the primary consideration in planning sales campaigns is the market unit. Given facts as to market possibilities, the selection of advertising mediums to reach such markets naturally follows in the order of importance.

Thus EDITOR & PUBLISHER, in the lists now presented, follows this order, showing the dominant, the intermediary and the lesser markets in each state, based on populations of cities.

To the national advertiser desiring country-wide advertising, the data affords complete and authoritative, as well as up-to-date, circulation and rate information.

Where campaigns are aimed to cover particular territories or sections, the lists furnish, at the cost of but little research, the essential facts.

If an advertiser deals with states as separate market units, the computation of costs and the selection of mediums is simplified.

In instances where only cities of a particular class, as to population, are covered, the data is at hand.

Just now the big fall advertising campaigns are in the making. Markets and mediums are being decided upon. Costs are being carefully estimated. The data given in these pages will serve as a handy guide to all space-buyers in this work. It is presented in a methodical manner, so classified that it is but the work of a moment to ascertain any given facts about population or about mediums, with their rates and circulation.

This service to space-buyers, rendered to EDITOR AND PUBLISHER in co-operation with Barbour's Advertising Rate Sheets, Inc., is an unbiased, impartial service. It deals with facts, and these facts carry their own significance. No advertising consideration is involved. No newspaper has paid for representation in these lists. No newspaper has been omitted from representation. The purpose has been one of helpful service to space-buyers and daily newspapers. The obvious requirement has been met—the presentation of authoritative and complete information.

Twelve dailies, recently established, have necessarily been omitted from these lists for the reason that circulation figures and other data were not immediately available. These new dailies are: Montrose (Colo.), Daily Enterprise; Dublin (Ga.) Tribune; Twin Falls (Idaho) Chronicle; Danville (Ky.) Messenger; Clinton (Mo.) Record; Leaksville (N. C.) Observer-Gazette; Waynesville (Pa.) Press; Jackson (Tenn.) Progress; Corpus Christi (Tex.) Times; Dallas (Texas) Commercial Record and Nampa (Idaho) Free Press.

A late telegram announces the purchase of the Cuero (Tex.) Star by the Record of that city. The Star should therefore be eliminated from the Texas list.

Next week's issue of the EDITOR & PUBLISHER—Thursday, August 21—will carry the most complete and important analysis ever made for merchandising purposes of daily newspaper markets.

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POPULATIONS VISUALIZED FOR SPACE BUYERS BY NATIONAL, STATE AND CITY MARKETS

CITIES IN WHICH DAILY NEWSPAPERS ARE PUBLISHED SHOWN BY STATES IN ORDER OF POPULATION IMPORTANCE, AFFORDING A CONVENIENT GUIDE IN PLANNING ADVERTISING CAMPAIGNS, FOR ANY DESIRED MARKET UNITS.

Published for the Information and Guidance of Space Buyers, Advertising Agents and National Advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago

Advertisers National Local Classified All Kinds And All in The Denver Post

From January 1 to July 31, 1919 forced almost every issue to capacity size, and from one to two columns were added to a "turnaway" business.

They have actually been stopped cutting on the accelerator as a continual performance, to give us more and still more advertising. Present equipment limits size of paper to one hundred and four pages. We are now spending over five hundred thousand dollars for additional building and equipment. The net result of these advertising orders in seven months was:

Total advertising lines, 7,755,944

Increase over corresponding months 1918, lines 2,029,944

In seven months this year The Denver Post printed 884,464 lines of advertising more than the next two Denver dailies combined, allowing them 213,640 lines of city and state advertising, a class of business this paper does not print.

The Denver Post in these seven months printed lines of advertising:

Financial, 964,846
Automobile and Tires, 595,481
Magazine and Book, 81,531

In each of the foregoing kinds of display advertising The Denver Post printed a greater volume than all of the other Denver Dailies in combination.

In paid circulation The Denver Post prints every week day over thirty one thousand copies more than all of the other Denver papers combined, and on Sundays more than eighty-five thousand copies per issue.

A. B. C. audit of circulation released July 31, may be had on application.

Address all communications

The Denver Post
DENVER, COLORADO
or
CONE, LORENZEN AND WOODMAN
225 Fifth Ave., New York City
or
72 West Adams St., Chicago, Ill.
or
American Building, Detroit, Mich.
or
Victor Building, Kansas City, Mo.
or
BARANGER-WEAVER CO., Merchants Exchange Building, San Francisco, Cal.

				Net Paid Circulation	5,000 Agt. Lines Rate Basis						
ALABAMA—3,206,270											
166,134	Birmingham	*Age-Herald	(B)	128,586	.05	40,880	Pasadena	*Star-News	(E)	11,212	.0164286¢
		*Sunday Edition	(M)	129,795	.06	37,686	San Jose	*Mercury-Herald	(M)	11,196	.05*
		*Ledger	(E)	127,388	.07*			*Sunday Edition	(M)	14,068	.05*
		*News	(E)	145,967	.08*						
		*Sunday's Edition	(M)	148,486	.10*	35,000	Stockton	Independent	(E)	4,762	.0214286¢
55,573	Mobile	*News Item	(E)	119,766	.03*			Record	(E)	15,488	.05*
		*Register	(M)	120,179	.05*	30,000	Long Beach	Report (Court News)	(B)		.05‡
41,777	Montgomery	*Advertiser	(E)	135,948	.06*			*Press	(E)	15,728	.03*
		*Sunday Edition	(M)	133,221	.06*			*Telegram	(M)	16,424	.03*
		*Journal	(E)	121,886	.05*	26,130	Alameda	Times-Star and Argus	(E)	2,892	.0214286¢
		*Sunday Edition	(M)	120,131	.05*	20,000	Vallejo	Chronicle	(E)	2,075	.0178572¢
17,500	Tuscaloosa	News and Times Gazette	(T)	2,150	.0214286¢			Herald	(E)		.0107143¢
		Sunday Edition	(T)		.0214286¢	17,000	Eureka	Humboldt Standard	(E)	2,214	.02*
15,000	Huntsville	Telegram and Mercury	(U)		.0142857¢			*Humboldts Times	(D)	14,998	.02*
14,988	Selma	Times	(M)	2,362	.0178572¢			*Sunday Edition	(M)	15,116	.02*
		Journal	(T)		.0142858¢	15,003	San Bernardino	*Index	(D)	12,107	.02*
		Sunday Edition	(M)		.0142858¢			*Sun	(E)	12,108	.02*
12,686	Anniston	Star and Hot Blast	(D)	6,514	.02*			*Sunday Edition	(M)	14,492	.0214286¢
13,326	Gadsden	*Journal	(E)	14,674	.0178572¢	15,518	Bakersfield	*Californian	(E)	14,504	.0214286¢
		Times-News	(E)	14,674	.0178572¢			*Echo	(E)	15,230	.02*
12,500	Albany	Albany-Decatur Daily	(E)	3,200	.0142858¢			*Sunday Edition	(M)	15,741	.02*
9,000	Florence	News	(E)		.0178572¢					17,961	.02*
7,016	Dothan	Eagle	(E)		.0121429¢	15,000	Richmond	Enterprise	(E)		.0071429¢
6,500	Talladega	Home	(E)		.0107143¢			Independent	(E)	2,532	.0142858¢
6,000	Eufaula	Citizen	(E)		.0107143¢			Record	(E)		.02*
4,961	Troy	Messenger	(E)		.0107143¢			Record-Herald	(E)		.0107143¢
4,865	Sheffield	Tri-Cities Daily	(E)		.0107143¢	15,000	Santa Barbara	News and Independent	(E)	14,785	.0178572¢
4,754	Opelika	News	(E)	2,940	.0178572¢			Press	(C)	3,294	.0178572¢
						15,000	Santa Monica	Outlook	(E)	2,784	.0178572¢
ARIZONA—777,054						13,482	Santa Cruz	News	(E)	1,875	.0121429¢
25,000	Phoenix	*Arizona Gazette	(R)	18,344	.04*			Sentinel	(E)	1,875	.0128572¢
		*Arizona Republican	(R)	19,934	.035‡	12,858	Redlands	Facts	(E)		.0178572¢
		*Sunday Edition	(S)	110,948	.035‡	12,241	Pomona	Bulletin	(E)		.0178572¢
15,604	Tucson	Arizona Star	(M)		.0214286¢			*Progress	*(R)	12,976	.016*
		*Sunday Edition	(S)		.0214286¢	12,000	Chico	*Enterprise	(E)	1,965	.017*
		*Citizen	(R)		.025*			Record	(E)	1,940	.0107143¢
13,000	Douglas	Dispatch	(E)	2,434	.025*	12,000	Santa Ana	Register	(E)	1,500	.02*
		International	(E)	2,540	.025*	10,000	Glendale	News	(E)	1,000	.0178572¢
9,019	Bisbee	Review	(E)	2,200	.025*	10,000	Santa Monica	News Democrat	(E)	2,925	.0178572¢
		Review	(C)	4,200	.0357142¢			Republican (Morn., also)	(E)	2,487	.0178572¢
9,000	Miami	Arizona Silver Belt	(E)	1,917	.0178572¢	8,000	Ocean Park	Bulletin	(E)		.02*
7,082	Globe	Arizona Record	(E)		.025*	8,000	Ontario	Report	(R)	1,500	.0142858¢
5,092	Prescott	Arizona Journal-Miner	(E)	1,500	.0142864¢	8,000	San Pedro	News	(E)	1,784	.0142858¢
5,000	Jerome	Verde Copper News	(E)	1,540	.0178571¢	7,000	Visalia	Post	(E)	1,931	.0142858¢
4,000	Yuma	Examiner	(E)	1,463	.021			Delta	(C)	1,784	.0142858¢
		Sun	(C)	1,463	.0142858¢			Times	(E)	1,417	.0142858¢
3,314	Nogales	Herald	(E)	1,836	.0178572¢	7,000	Whittier	News	(E)		.0142858¢
		Oasis	(C)		.0178572¢	6,000	Hanford	Journal	(C)	1,190	.0142858¢
3,500	Flagstaff	Northern Arizona Leader	(E)		.0178572¢			Sentinel	(E)	1,190	.0142858¢
2,000	Tombstone	Prospector	(R)	750	.0178572¢	6,000	Modesto	Herald	(E)	4,023	.0285714¢
1,692	Mesa	Tribune	(E)	950	.0107143¢			News	(E)	4,023	.0285714¢
1,475	Tempe	News	(E)		.05*	6,000	Taft	Midway Driller	(E)	1,360	.02*
						5,880	Petaluma	Argus	(E)	2,500	.0107143¢
ARKANSAS—1,792,065								Courier	(C)	2,500	.0071429¢
75,000	Little Rock	*Arkansas Democrat	(R)	122,326	.05*	5,701	Napa	Journal	(E)	725	.0107143¢
		*Arkansas Gazette	(R)	160,350	.06*			Register	(E)	1,150	.0142858¢
		*Sunday Edition	(S)	154,500	.06*	5,430	Marysville	Appeal	(E)	1,150	.0142858¢
		News	(E)	11,200	.025*			Democrat	(E)	1,353	.0142858¢
27,136	Fort Smith	*Southwest American	(E)	11,200	.025*	5,157	San Luis Obispo	Tribune	(E)	1,353	.0089286¢
		*Sunday Edition	(M)	13,845	.03*			Tribune	(E)	600	.0085714¢
		*Times-Record	(E)	10,845	.025*	5,000	Orange	News	(E)	1,407	.0107143¢
		*Sunday Edition	(M)	111,217	.025*	5,000	Red Bluff	Sun-Times News-Leader	(E)	1,016	.0142857¢
20,000	Texarkana	Four States Press and Courier				5,000	Woodland	Democrat	(E)	1,530	.017*
		—See Texarkana Texas						Mail	(E)	960	.0142286¢
		Texarkanian	(R)	2,576	.0142858¢	5,000	Venice	Vanguard	(E)	3,165	.0142858
16,743	Pine Bluff	Commercial	(E)	4,855	.025*	4,820	Monterey	Peninsula American	(E)	960	.0142858¢
		Graphic	(C)	4,855	.0178572¢	4,520	Grass Valley	Union	(E)	2,061	.0107143
16,334	Hot Springs	News Era	(R)	3,907	.0142858¢	4,486	Palo Alto	Times	(E)	1,649	.0142864¢
		Sentinel-Record	(E)		.0285714¢	4,446	Watsonville	Pajaronian	(R)	1,425	.0178572¢
11,000	Jonesboro	Sun	(E)	1,193	.0085715¢			Register	(E)	1,171	.02*
		Tribune	(E)	1,165	.0142864¢	4,200	Imperial	Enterprise	(E)		.0133928¢
10,144	Helena	World	(T)		.0142858¢	4,000	Coalinga	Record	(E)		.0071429¢
		Sunday Edition	(M)		.0142858¢	4,000	Monrovia	News	(E)	802	.0178572¢
5,248	Paragould	Press	(R)	1,100	.0078572¢	4,000	Red Bluff	News	(E)	880	.0142858¢
5,000	Hope	Star	(E)	1,000	.0142858¢			Sentinel	(E)		.0107143¢
5,000	Stuttgart	Free Press	(R)		.0114286¢	3,980	Colton	Courier	(E)	880	.0142858¢
4,471	Fayetteville	Democrat	(E)	1,300	.0107143¢	3,859	Oroville	Mercury	(E)	850	.0142858¢
4,000	Arkadelphia	News	(E)		.0107143			Register	(E)	1,100	.0071429¢
3,952	Rena	Star	(E)	665	.0107143¢	3,736	Salinas	Index	(E)	1,090	.0071429¢
3,557	Newport	Independent	(R)		.0071429¢			Journal	(E)	1,880	.0285715¢
3,399	Batesville	Guard	(E)	450	.0085714¢	3,572	Redding	Courier-Free Press	(E)	1,076	.0107143¢
3,228	Eureka Springs	Times-Echo	(E)		.0071429¢			Searchlight	(C)	1,076	.0107143¢
1,820	Rogers	Post	(E)	645	.0107143¢	3,500	Fullerton	Tribune	(E)	1,030	.0142858¢
2,800	Searcy	Citizen	(E)	540	.0035715¢	3,392	Merced	Sun	(E)	1,290	.0107143¢
2,794	Conway	Log	(E)	925	.02*	3,000	Madera	Mercury	(R)		.0128572¢
2,728	Malvern	Record	(E)	450	.0142858¢			Tribune	(E)		.0107143¢
2,560	Brinkley	Argus	(E)	870	.0107143¢	2,945	Ventura	Free Press		780	.0178572¢
2,405	Siloam Springs	Register	(E)		.0107143¢	2,758	Tulare	Post and Democrat	(C)	874	.0178572¢
								Advance	(C)	874	.0107143¢
CALIFORNIA—3,110,411								Register	(E)	874	.0107143¢
300,000	Los Angeles	*Examiner	(B)	172,972	.10‡	2,696	Porterville	Messenger	(E)		.0057151¢
		*Sunday Edition	(S)	170,000	.10‡			Recorder	(E)	950	.0107142¢
		(12-31-18 3 mos. stm'l)				2,633	Albany	Herald	(E)	1,050	.0125*
		*Express	(E)	155,917	.10*	2,555	Lodi	Courier & News	(E)	1,200	.0142858¢
		*Herald	(E)	112,277	.17‡	2,500	Calexico	Chronicle	(R)		.0142858¢
		Journal (Court News)	(E)		.0214286¢	2,500	Chowchilla	Record	(E)		.0107143¢
		Record	(R)	38,137	.065*	2,384	Pacific Grove	Review	(E)	270	.0178572¢
		Times	(M)	144,000	.14‡	2,308	Hanford	Sentinel	(E)	1,200	.0142858¢
		*Sunday Edition	(M)	11,24,338	.16‡	2,260	Santa Maria	Times	(E)	950	.0114286¢
300,000	San Francisco	*Bulletin	(E)	106,396	.10‡	2,200	Escondido	Times-Advocate	(R)		.0107143¢
		*Call and Post	(R)	195,995	.16	2,138	Fillmore	Sun	(C)		.0142858*
		*Chronicle	(M)	195,262	.20‡(25¢	2,113	Martinez	Gazette	(E)	940	.0178571¢
		*Sunday Edition	(M)	1142,514	.2312¢			Standard	(R)		.0107142¢
		Commercial News	(E)		.05‡	2,100	Placerville	Republican	(R)	340	.0057135¢
		*Examiner	(B)	1115,746	.25‡	2,000	Brawley	News	(E)	1,305	.0178572¢
		*Sunday Edition	(S)	1363,295	.45‡	2,000	Colusa	Sun	(E)		.0107151¢
		Journal of Commerce	(E)	9,500	.0714286¢	2,000	Corona	Independent	(R)	463	.0071429¢
		News	(R)	47,000	.07*	1,610	El Centro	Imperial Valley Press	(E)	1,794	.025*
		News Bureau	(R)	600	.025‡			Progress	(C)	1,741	.02‡
		Pacific Builder	(E)		.0142858¢			*Sunday Edition	(M)		.02*
		Recorder (Ex. Also)	(E)		.0342858¢	1,139	Willows	Journal	(E)	770	.0178572¢
		(Court News)				983	Gridley	Globe	(E)		.0107143¢
183,002	Oakland	Enquirer	(R)	21,054	.06*	972	Corning	Observer	(R)	376	.0089286¢
		Inter-City Express (Court News)	(E)		.0178572*	729	Holtville	Tribune	(E)	1,068	.0142864¢
		Post	(E)		.0178572¢						
		*Tribune	(E)	144,154	.09*			**COLORADO—1,014,381**			
		*Sunday Edition	(M)	88,354	.09*	245,523	Denver	Express	(R)	15,123	.04*
50,000	Sacramento	*Bee	(E)	135,413	.06*			Mining and Financial			
		*Saturday Edition	(S)	137,266	.06*			Record	(R)		.025
		Recorder (Court News)	(R)		.02‡			*Post	(R)	1113,526	.12*
		Star	(E)	7,556	.02*			*Sunday Edition	(M)	1142,613	.175*
		Union	(A)	7,723	.01			Record-Stockman			.04‡
		*Sunday Edition	(M)		.015			*Rocky Mountain News	(E)	122,094	.08*
63,000	Berkeley	Gazette	(R)	6,627	.0214279¢			*Sunday Edition	(M)	154,243	.111
		Gazette	(E)		.0178572¢			*Times	(E)	134,963	.07*
48,900	San Diego	*Sun		16,991	.035*	51,210	Pueblo	Chieftain	(E)	11,982	.04*
		Transcript (Court News)	(R)		.0178572¢			*Sunday Edition	(M)	19,012	.05*
		*Tribune	(E)	115,166	.130,471	.06	31,717	Colorado Spgs.	*Gazette	(E)	19,012	.05*
		*Union	(E)	115,166	.130,471	.06			*Sunday Edition	(M)	16,446	.025
		*Sunday Edition	(M)	126,528	.05			*Telegraph	(E)	16,764	.025
45,883	Fresno	Herald	(R)	17,366	.04*			Transcript (Court News)	(R)	19,709	.025

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SPACE-BUYERS' GUIDE TO NATIONAL, STATE AND CITY MARKETS OF THE UNITED STATE

COMPARATIVE POPULATIONS OF CITIES HAVING ENGLISH-LANGUAGE DAILY NEWSPAPERS, ARRANGED BY STATES, WITH AVERAGE NET PAI CIRCULATIONS (A. B. C. AND GOVERNMENT) OF ALL DAILIES LISTED, FOR SIX MONTHS ENDING MARCH 31, 1919; AND MINIMUM 5,000 LINE FO EIGN ADVERTISING RATES IN EFFECT AUGUST 1, 1919.

COLORADO—Continued

12,274	Trinidad	*Chronicle-News*	(E)	2,053	.01428586*	40,451	Augusta	*Chronicle*	(M)	911,672	.03*
		Pickstown	(S)	1,370	.01428586*			*Sunday Edition	(M)	918,451	.035*
10,933	Boulder	*Camera*	(E)	1,700	.01285724*			*Herald*	(M)	917,342	.035*
		News-Herald			.01428586*			*Sunday Edition	(M)	912,812	.035*
10,407	Fort Collins	*Courier*	(E)	1,487	.01285724*	41,992	Macon	*News*	(E)	919,547	.035*
		Express	(S)	2,396	.01428586*			*Sunday Edition	(M)	917,429	.04*
10,376	Greeley	*Tribune*						*Telegraph*	(M)	920,120	.04*
		Republican	(E)	12,400				*Sunday Edition	(M)	918,086	.04*
		Tribune	(M)	12,389	19,717 .01428586*	21,805	Columbus	*Enquirer-Sun*	(M)	912,288	.03*
		Republican						*Sunday Edition	(M)	912,232	.03*
7,754	Grand Junct.	*News*	(C)	1,700	.01285724*			*Ledger*	(E)	97,348	.025*
		Sentinel	(S)	2,994	.01071143*			*Sunday Edition	(M)	97,268	.025*
7,500	Leadville	*Herald-Democrat*	(M)	1,200		18,134	Waycross	*Journal-Herald*	(E)	1,800	.01142864*
7,500	Canon City	*Record*		1,111	.01071143*	16,900	Athens	*Banner*	(C)	3,160	.01*
6,206	Cripple Creek	Cripple Creek Times and Victor Record	(C)		.01285724*	15,000	La Grange	*Reporter*	(E)	12,025	.02*
5,000	Loveland	*Herald*	(E)	1,150	.01071143*	14,166	Rome	*Tribune-Herald*	(E)	3,135	.01428586*
5,000	Sterling	*Advocate*	(E)	2,000	.01428586*	10,649	Brunswick	*Banner*	(E)		.01285724*
4,686	Durango	*Democrat*	(E)	2,000	.01071142			*News*	(E)		.01428586*
		Herald		1,957	.01071143*	9,717	Albany	*Herald*	(E)	9,361	.02*
4,250	Longmont	*Call*	(E)		.01428586*	8,227	Americus	*Times-Recorder*	(E)	1,786	.01285724*
		Times			.01071143*	7,656	Valdosta	*Times*	(E)	3,914	.00892862*
4,184	La Junta	*Democrat*	(E)		.01428586*	7,418	Griffin	*News and Sun*	(E)	1,561	.02142864*
4,000	Montrose	*Press*	(E)	1,382	.01285724*	7,000	Dublin	*Courier Herald*	(E)	1,600	.01071435*
3,000	Fort Morgan	*Times*	(E)	768	.01285724*	6,717	Thomasville	*Times-Enterprise*	(E)	1,800	.01071435*
2,977	Lamar	*News*	(E)		.01071435*	5,883	Cordele	*Dispatch*	(E)	1,050	.01428586*
2,712	Florence	*Citizen*	(E)		.00714290*	5,000	Moultrie	*Observer*	(E)	1,025	.00714290*
1,834	Aspen	*Democrat-Times*	(E)	530	.00428581*	2,381	Tifton	*Gazette*	(E)	1,308	.01071435*
1,736	Telluride	*Journal*		687	.00571434*						

IDAHO—461,706

30,000	Boise	*Capital News*	(E)	12,682	.03
		Idaho Statesman	(M)	16,267	.04*
		*Sunday Edition	(M)	15,599	.04*
14,000	Pocatello	*Tribune*	(E)	3,710	.025*
3,500	Twin Falls	*News*	(E)	2,233	.02*
		Times	(S)	2,256	.02142864*
7,291	Coeur D'Alene	*Press*	(E)		.01428586*
6,043	Lewiston	*Tribune*	(A)	4,002	.02142864*
6,827	Idaho Falls	*Post*	(A)	2,612	.02142864*
4,500	Moscow	*Star-Mirror*	(E)	1,625	.00892862*
3,000	Wallace	*Press-Times*	(E)	1,917	.02*
1,131	Hailey	*Wood River Times-News-Miner*	(E)		.01285724*

ILLINOIS—6,317,734

2,393,325	Chicago	*American*	(R)	9330,216	.60*
		Calumet(South Chicago)	(R)		.60*
		Journal	(R)	37,336	.10*
		*Herald and Examiner	(R)	1209,894	.50*
		*Sunday Edition	(M)	1596,812	.60*
		Inter Ocean	(R)	116,907	.10
		Law Bulletin (Court News)	(R)		.10†
		Municipal Court Record (Court News)	(R)		.10†
		National Hotel Reporter	(R)		.10†
		News	(E)	1286,498	.12*
		Post	(A)	151,025	.10†
		Racine Farm (*Also dist not include c* circulation of the *Buffalo, N. Y., Courier*)	(S)	17,792	.01285724*
		Tribune	(M)	1434,026	.45†
		*Sunday Edition	(M)	1493,995	.50†
70,006	Peoria	*Herald*	(E)	119,731	.06*
		*Sun, Jr'l-Transcript (M)	(E)	118,811	.055
		Star	(M)	1120,554	.06
		*Sunday Edition	(M)	114,334	.06
36,934	Joliet	*Herald-News*	(E)	116,771	.045*
		*Sunday Edition (3 31-19 3 mos. stm'ts)	(M)	116,174	.045*
36,730	Quincy	*Herald*	(M)	110,019	.035*
		Journal	(M)	19,275	.02*
		Whig	(D)	17,872	.02*
		*Sunday Edition (M)		19,400	.02 01285715*
33,023	Aurora	*Beacon-News*	(E)	115,743	.04*
		Sunday Edition	(M)		.04*
30,847	Danville	*Commercial-News*	(E)	15,086	.035*
		Press	(C)	9,161	.01785724*
27,724	Evanston	*News-Index*	(E)	4,411	.02857154*
27,465	Elgin	*Courier*	(E)	5,306	.02*
		News	(E)	7,284	.02*
26,945	Rock Island	*Argus*	(E)	19,132	.04 .02142864*
		Union	(C)	13,316	.01285724
26,850	Bloomington	*Bulletin*	(E)	17,683	.02*
		Sunday Edition	(M)	19,383	.02*
26,603	Moline	*Dispatch*	(E)	117,305	.035*
		Dispatch	(E)	19,798	.02*
25,880	Mattoon	*Mail*	(E)	15,548	.02*
		Republican-Register	(E)	19,777	.01785724*
25,000	Alton	*Telegraph*	(E)	15,295	.02857154*
		Times	(E)	3,101	.01428586*
21,139	Belleville	*Advocate*	(E)	4,306	.02*
		News-Democrat	(E)	4,900	.01428586*
19,016	Freeport	*Bulletin*	(E)	4,382	.01785724*
		Journal-Standard	(E)	16,648	.01785724*
18,996	Waukegan	*Gazette*	(E)	3,967	.01*
		Sun	(E)	13,498	.015*
17,000	Streator	*Free Press* (3 31-19 3 mos. stm'ts)	(E)	13,364	.01142839*
		Times-Press	(E)	12,860	.01214290*
15,431	Jacksonville	*Courier*	(E)	12,584	.00785720*
		Journal	(M)	15,434	.01642864*
		Sunday Edition	(M)	15,468	.01642864*
15,392	Cairo	*Bulletin*	(E)	15,306	.01428586*
		Sunday Edition	(M)	11,833	.01071143*
14,150	Kankakee	*Citizen*	(E)	12,508	.02*
		Gazette	(E)	2,262	.01071142*
14,508	Champaign	*Gazette*	(E)	14,605	.01285724*
		News	(E)	18,910	.02142864*
		Sunday Edition	(M)	15,787	.02142864*
14,000	Canton	*Democrat*	(E)	3,611	.01428586*
		Register	(E)		.01*
		Republican	(E)		.01285724*
		Ledger	(E)	16,433	.02857154*
		Register	(E)	13,455	.01*
13,473	Kewanee	*Star-Courier*	(E)	14,472	.01785724*
13,330	Mattoon	*Commercial-Star*	(E)	2,075	.01*
		Journal-Gazette	(E)	12,113	.01142864*

The Washington Star's Supremacy in this World Center

★

To cover Washington the Star is the only medium necessary. It has the unbounded confidence of this community — a confidence which is shared by its advertising pages as well as by its news pages — gaining for its advertisers the practical co-operation of the local merchants and the interested attention of this great cosmopolitan citizenry.

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The Evening Star

with Sunday morning edition

Washington, D. C.

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POPULATIONS VISUALIZED FOR SPACE BUYERS BY NATIONAL, STATE AND CITY MARKETS

CITIES IN WHICH DAILY NEWSPAPERS ARE PUBLISHED SHOWN BY STATES IN ORDER OF POPULATION IMPORTANCE, AFFORDING A CONVENIENT GUIDE IN PLANNING ADVERTISING CAMPAIGNS, FOR ANY DESIRED MARKET UNITS.

Published for the Information and Guidance of Space Buyers, Advertising Agents and National Advertisers by EDITOR & PUBLISHER, N. Y., and Parbour's Advertising Rate Sheets, Inc., Chicago.

One Exceeds Any Two

=

The net paid circulation of the Des Moines Sunday Register

is greater than that of Any Two other Iowa Sunday Newspapers

=

July net paid average

70,666

ILLINOIS—Continued

12,000	La Salle	*Post*	(R)	.0142886*		10,506	Crawfordsville	*Journal*	(R)	12,271	.015*		
		Tribune and Para Press	(R)	12,168	.0167143*			*Review*	(E)	3,982	.015*		
12,000	Lincoln	*Courier-Herald*	(R)	11,798	.015*	10,495	Shelbyville	*Democrat*	(R)	2,887	.01¢		
		Star	(E)	2,030	.0167143*			*News*	(R)		.0142858*		
12,000	Sterling	*Gazette*	(R)	10,022	.02*			*Republican*	(R)		.0167143*		
10,948	Centralia	*Sentinel*	(R)	14,836	.0176¢*	10,412	Jeffersonville	*News*	(R)	794	.0142858*		
10,734	Pekin	*Times*	(E)		.0142858*			*Union*	(R)	9,921	.0171429*		
10,000	Monmouth	*Atlas*	(R)	3,423	.015*	10,001	Brazil	*News*	(R)	2,440	.0085715*		
		Review	(E)	3,034	.0167143*			*Herald*	(E)	1,753	.01¢		
9,899	Urbana	*Courier*	(R)	2,035	.0157143*	10,000	Bloomington	*Telephone*	(R)	2,360	.0167143*		
9,533	Ottawa	*Free Trader-Journal*	(R)	2,875	.0167143*			*World*	(E)	2,346	.0092858*		
		Republican-Times	(R)	13,873	.0175*	9,823	Bedford	*Democrat*	(R)	1,000	.0167143*		
9,194	Mount Vernon	*News*	(R)	1,402	.015*			*Mail*	(E)	2,225	.0142858*		
		Register	(E)	2,312	.0121429*	9,286	Frankfort	*Crescent-News*			.0167143*		
9,036	De Kalb	*Chronicle*	(R)	2,296	.0126¢*			*Times*	(R)	8,515	.02*		
		Independent	(E)	1,050	.0071429*	9,103	Columbus	*Herald*			.015		
9,000	Marion	*Post*			.0071429*			*Ledger*	(R)	2,509	.0125*		
		Republican	(R)	1,434	.0167143*			*Republican*	(E)	1,072	.0125*		
8,900	Pana	*Palladium*	(R)	1,100	.0167143*	9,013	Goshen	*Democrat*	(R)	2,730	.01¢*		
7,984	Peru	*News-Herald*	(R)	2,520	.0171429*			*News-Times*	(E)	3,065	.0125*		
7,664	Paris	*Beacon*	(R)	1,134	.01*	9,716	Wabash	*Plain Dealer*	(R)	3,122	.0125*		
		Gazette	(C)		.0171429*			*Times-Star*	(E)	3,006	.0125*		
		News	(R)	3,207	.0171429*	7,854	Washington	*Democrat*	(R)	2,465	.0085715*		
7,685	Murphysboro	*Independent*	(R)	1,883	.01*			*Herald*	(E)	1,793	.0085715*		
		Republican Bee	(R)	1,600	.0085715*	7,738	Connersville	*Examiner*	(R)	3,500	.0142858*		
7,300	Charleston	*Courier*	(R)	3,975	.0167143*			*News*	(E)	3,311	.0125*		
		News	(E)		.0167143*	6,987	Valparaiso	*Messenger*	(R)	1,905	.0125*		
7,253	Belvidere	*Republican*	(R)	2,794	.0142858*			*Vidette*	(E)	1,680	.0057143*		
7,216	Dixon	*Telegraph*		5,627	.02*	6,934	Madison	*Courier*	(R)	2,826	.0085715*		
		(On 3-10-19 the Leader was absorbed by the Telegraph. Therefore the circulation figure cover but a period of 19 days.)						*Herald*	(E)	1,316	.0167143*		
6,934	Mount-Carmel	*Republican-Register*	(R)	2,900	.015*	6,800	Rushville	*Republican*	(E)	1,750	.0142858*		
6,107	Beardstown	*Illinois-Star*	(E)		.0092858*	6,448	Princeton	*Citizen-News*	(E)	1,750	.0142858*		
6,090	Pontiac	*Leader*	(R)	3,866	.0167143*			*Democrat*	(R)	2,788	.0085858*		
6,000	Carbondale	*Free Press*	(R)	1,155	.0167143*	6,305	Seymour	*Democrat*	(R)	1,148	.0071429*		
6,000	Clinton	*Journal*	(C)	1,500	.0167143*			*Republican*	(E)	1,000	.01*		
		Public	(R)	1,205	.01*	6,229	Clinton	*Clintonian*	(R)	2,675	.0171429*		
5,971	Litchfield	*News-Herald*	(E)	2,110	.01*	6,187	Hartford City	*News*	(E)	2,187	.01*		
		Union	(R)		.0092858*			*Times-Gazette*(Morn.sales)			.0085715*		
5,774	Macomb	*Eq. Narodet*	(R)		.0167143*	5,906	Linton	*Citizen*	(R)	1,900	.0071429*		
		Journ'l	(R)	4,304	.0171429*	5,561	Mount Vernon	*Democrat*	(R)	748	.0167143*		
5,454	Du Quoin	*Call*	(R)		.0167143*	5,474	Lebanon	*Herald*	(R)	2,188	.0125*2*		
5,446	Taylorville	*Breeze*	(R)	1,877	.0071429*	5,420	Greensburg	*News*	(R)	1,811	.01*		
		Courier	(R)	3,095	.0125*			*Times*	(E)	1,812	.0071429*		
5,389	Harrisburg	*Chronicle*	(R)		.0142858*	5,096	Alexandria	*News-Tribune*	(E)	946	.0101143*		
		Register	(E)		.0125*	5,073	Noblesville	*Ledger*	(R)	2,997	.0128572*		
5,014	Edwardsville	*Intelligencer*	(R)	2,527	.015*	4,987	Bluffton	*News*	(E)	2,186	.0142858*		
5,011	Olney	*Mail*	(R)	1,842	.0167143*			*Banner*	(R)	2,572	.0167143*		
5,000	Galena	*Gazette*	(R)	1,050	.0171429*	4,981	Kendallville	*News-Sun*	(E)	1,775	.0092858*		
5,000	Savanna	*Times-Journal*	(R)	1,100	.0167143*	4,529	Martinsville	*Reporter*	(R)		.0071429*		
4,698	Hoopeston	*Chronicle*	(R)		.0142858*	4,502	Franklin	*Star*	(E)	2,478	.0167143*		
		Herald	(E)	1,099	.0167143*	4,471	Decatur	*Democrat*	(R)	2,968	.0125*		
4,655	Metropolis	*News*	(R)	1,214	.0114286*	4,448	Greenfield	*Reporter*	(R)	1,900	.0167143*		
4,563	Morris	*Herald*	(R)	2,275	.0142858*	4,200	Plymouth	*Democrat*	(R)	1,299	.0107143*		
4,300	Robinson	*News*	(R)		.0167143*			*Republican*	(R)	1,200	.0107143*		
4,111	Jerseyville	*Democrat*	(R)		.0042858*	4,115	Sullivan	*Times*	(E)	1,000	.01*		
3,898	Effingham	*Record*	(E)	1,200	.0107143*	4,075	Tipton	*Tribune*			.0071429*		
3,616	Carlinville	*Enquirer*			.0071429*			*Times*	(E)	2,991	.0107143*		
3,590	Shelbyville	*Union*	(R)	1,200	.0142858*	4,000	Warsaw	*Times*	(E)	2,000	.0107143*		
3,251	Mattoon	*Journal*	(E)	700	.0071429*			*Union*	(R)	3,083	.01¢		
2,912	Paxton	*Record (No Thurs. issue)*	(E)		.0071429*	3,919	Auburn	*Star*			.0085715*		
2,717	Lexington	*Leader*	(E)		.0071429*	3,790	Greencastle	*Banner*	(R)	1,435	.0107143*		
2,411	Knoxbrone	*News*	(E)		.005*			*Herald*	(E)	1,675	.0107143*		
1,800	Vail-Stock Yds.	*Vail, Live Stock Reporter*	(R)	9,886	.05*	3,700	Rochester	*Republican*			.0071429*		
1,330	Mount Carroll	*Democrat*	(R)		.0107143*			*Sentinel*	(E)	1,580	.0085715*		
		INDIANA—2,504,187				3,448	Columbia City	*Commercial-Mail*		1,200	.0142858*		
175,000	Indianapolis	Commercial(CourtNews)	(R)		.0225¢			*Post*	(E)	1,243	.0142858*		
		Indiana Times	(R)	147,683	.02*	3,335	Attica	*Tribune*	(R)		.0085715*		
		Live Stock Journal	(R)	3,368	.0714286¢	3,209	Union City	*Eagle*	(R)		.0107143*		
88,000	Fort Wayne	*Journal-Gazette*	(R)	129,033	.04*			*Herald*			.0071429*		
		Sentinel	(M)	112,466	.04*	3,031	Dunkirk	*Herald*	(R)	926	.0071429*		
		News and Sentinel	(R)	132,961	.055*	2,186	Montpelier	*Herald*	(R)	926	.0071429*		
71,284	Evansville	*Courier*	(M)	134,146	.04*	2,292	Remington	*Republican*	(R)	550	.0071429*		
		Sunday Edition	(M)	121,048	.04*	2,168	Monticello	*Journal*	(R)	800	.0107143*		
		Journal-News	(E)	112,466	.04*	2,040	Edinburg	*Courier*	(R)	1,000	.01*		
		Sunday Edition	(V)	119,282	.05*	1,000	Portland	*Commercial Review*	(E)	1,946	.0107143*		
		Sunday Edition	(M)	112,179	.05*			*(morning also)*					
		Press	(R)	15,162	.01*			*Republican*	(C)	1,263	.0107143*		
65,114	South Bend	*News-Times*	(E)	24,158	.035*			*Sunday (morn. also)*	(R)		.0092858*		
		Tribune	(R)	117,436	.035*			**IOWA—2,704,771**					
60,000	Gary	*Post*	(E)	5,168	.025*	105,652	Des Moines	*Register*	(R)	70,666	.06*		
		Tribune	(E)	4,787	.025*			Sunday Edition	(M)	47,643	.05*		
58,157	Terre Haute	*Post*	(E)	24,158	.035*			*News*	(E)	47,643	.0725*		
		Star	(R)	127,846	.04*			Record (Court News)	(R)	328	.025*		
		Sunday Edition	(R)	127,267	.04*			*Register*	(R)	163,384	1,111,517	.14*	
		Tribune	(R)	124,345	.04*			*Tribune*	(R)	148,133			
		Sunday Edition	(R)	119,192	.04*			*Sunday Edition*	(R)	176,019	1,111,517	.14*	
13,500	Muncie	*Press*	(R)	9,998	.025*	63,000	Sioux City	*Journal*	(R)	124,707	155,151	.06*	
		Star	(E)	726,852	.005*			*Journal*	(E)	130,444			
		Sunday Edition	(M)	116,818	.05*			*Sunday Edition*	(M)		127,144	.08*	
30,000	Hammond	*Lake County Times*	(E)	23,212	.0241429*			*Live Stock Record*	(R)		28,044	.08*	
23,932	Richmond	*Item*	(D)	78,125	.025*			*Tribune*	(M)		148,999	.08*	
		Sunday Edition	(D)	78,125	.025*			*Democrat and Leader*	(R)		106,644	.08*	
		Palladium	(R)	111,096	.02*			*Sunday Edition*	(M)		118,258	.08*	
23,453	Anderson	*Bulletin*	(E)	19,178	.015*			*Times*	(M)		126,842	.05*	
		Herald	(D)	19,274	.015*	40,667	Cedar Rapids	*Gazette*	(R)	115,978	.035*		
		Sunday Edition	(M)	17,699	.015*			*Republican*	(D)	111,182	111,390	.08*1/2*	
21,028	Elkhart	*Review*	(E)	5,312	.01*			*Times*	(T)	12,207			
		Truth	(R)	18,256	.0214286*			*Sunday Republican*	(D)	115,183	115,232	.0357148*	
20,896	Lafayette	*Courier*	(R)	18,994	.02*	33,097	Waterloo	*Courier and Reporter*	(R)	114,484	.035*		
		Journal	(R)	110,465	.0242*			*Courier*	(E)	110,465	114,484	.035*	
20,710	Michigan City	*Dispatch*	(R)	4,264	.0107143*			*Sunday Edition*	(M)		112,136	.025*	
		News	(E)	3,410	.0092858*	31,354	Council Bluffs	*Nonpareil* (C)	7,817	10,238	18,238	.03*	
20,629	New Albany	*Ledger*	(R)		.0071429*			*Nonpareil* (R)	7,211				
		Tribune	(R)		.0107143*	26,091	Clinton	*Herald*	(R)	15,473	.025*		
20,262	Logansport	*Pharos-Reporter*	(R)	16,231	.015*			*Herald*	(E)	16,798	.025*		
		Tribune	(E)	15,048	.015*	24,361	Burlington	*Hawk-Eye*	(R)	10,944	.025*		
		Sunday Edition	(M)	15,340	.015*			*Hawk-Eye*	(D)	10,944	.025*		
19,694	Kokomo	*Dispatch*	(E)	16,010	.0178572*			*Sunday Edition*	(D)	10,944	.03*		
		Sunday Edition	(M)	16,010	.0178572*	22,437	Ottumwa	*Courier*	(R)	113,686	.025*		
		Tribune	(R)	18,256	.0214286*	17,172	Fort Dodge	*Messenger and Chronicle*	(R)	7,012	.025*		
19,656	Marion	*Chronicle*	(R)	16,769	.0214286*	17,158	Mason City	*Globe-Gazette and Times*	(R)	16,012	.03*		
		Leader-Tribune	(R)	16,769	.0214286*	16,065	Marshalltown	*Times-Republican*	(R)	13,213	.0285715*		
		Sunday Edition	(M)	16,516	.0214286*	15,785	Muscatine	*Journal & News-Tribune*	(R)	10,331	.03*		
16,739	Vincennes	*Capital*	(R)	4,410	.0142858*	13,249	Keokuk	*Gate City & Commercial*	(R)		.025*		
		Commercial	(R)	13,997	.015*			*Democrat*		8,304	.025*		
		Sunday Edition	(R)	13,997	.015*	12,253	Boone	*News-Republican*	(R)	12,444	.0121429*		
14,000	Newcastle	*Courier*	(R)	7,966	.0121429*	12,053	Iowa City	*Citizen*	(R)	2,956	.025*		
		Times	(R)	2,980	.0071437*			*Press*	(R)	12,139	.015*		
13,700	Elwood	*Call Leader*	(R)	12,328	.015*	11,000	Fort Madison	*Democrat*	(R)	13,465	.0142858*		
		Record	(R)	1,435	.0107143*	10,485	Oskaloosa	*Herald*		4,908	.0142858*		
12,533	La Porte	*Herald*	(R)		.0071429*	10,000	Centerville	*Iowegian and Citizen*	(R)	4,182	.0142857*		
		Herald	(R)	3,376	.0128572*	7,373	Creston	*Advertiser-Gazette*	(R)	2,745	.0142858*		
11,179	Peru	*Chronicle*	(R)		.0071429*			*Plain Dealer*	(R)	2,745	.0142858*		
		Journal (Morn. also)	(E)	3,940	.0178572*	7,137	Oelwein	*Register*	(R)	1,481	.0157143*		
						6,374	Charles City	*Press and Intelligencer*	(R)	2,958	.0142858*		
						6,286	Cedar Falls	*Record*	(R)	2,478	.0128572*		
						6,113	Fairfield	*Ledger*	(R)	1,678	.0107143*		
						5,834	Webster City	*Freeman Journal*	(R)	1,000	.0142858*		

For Footnotes See Foot Note on Page 37

SPACE-BUYERS' GUIDE TO NATIONAL, STATE AND CITY MARKETS OF THE UNITED STATES

COMPARATIVE POPULATIONS OF CITIES HAVING ENGLISH-LANGUAGE DAILY NEWSPAPERS, ARRANGED BY STATES, WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT) OF ALL DAILIES LISTED, FOR SIX MONTHS ENDING MARCH 31, 1919; AND MINIMUM 5,000 LINE FOR EIGN ADVERTISING RATES IN EFFECT AUGUST 1, 1919.

IOWA—Continued

5,455	Perry	*Chief*	(R)	2,065	.0142857*
5,165	Newton	*News*	(R)	2,450	.0178572*
5,091	Ames	*Tribune & Times*	(R)		.0257143*
5,039	Atlantic	*News-Telegraph*	(R)	3,200	.0114286*
4,544	Washington	*Journal*	(R)	2,727	.0128572*
4,089	Mount Pleasant	*News*	(R)	1,575	.0085715*
3,764	Missouri Valley	*Times*	(I)	350	.0057715*

KANSAS—1,874,185

91,658	Kansas City	*Kansan*	(R)		.0285715*
65,000	Wichita	*Beacon*	(R)	39,322	.07*
		Eagle	(R)	54,152	.12*
		Sunday Edition	(M)	60,212	.12*
		Shopping Guide			.0357143*
46,747	Topeka	*Capital*	(R)	25,486	.07*
		Sunday Edition	(M)	33,809	.07*
		Legal News	(B)		.0107143*
		State Journal	(I)	25,846	.05*
23,090	Leavenworth	*Post*	(C)	6,917	.025*
		Times	(D)	8,312	.0357143*
19,300	Hutchinson	*Gazette*	(R)	15,995	.02*
		Sunday Edition	(M)	18,102	.02*
		News	(R)	12,471	.025*
17,685	Pittsburg	*Headlight*	(R)	6,317	.0157143*
		Sun	(C)	4,220	.0178572*
15,263	Atchison	*Globe*	(D)	7,127	.02*
15,228	Coffeyville	*Journal*	(R)	4,027	.0157143*
		News & Daily Earth	(C)		.0107143*
12,884	Lawrence	*Gazette*	(R)		.0092286*
12,144	Independence	*Journal-World*	(R)	14,592	.0128572*
		Free Press	(C)	1,730	.0107143*
		Reporter	(R)	1,730	.0085715*
12,119	Parsons	*Sun*	(R)	2,007	.0142858*
		Eclipse	(R)		.0107143*
		Republican	(C)	4,500	.0171429*
		Sun	(I)	2,212	.0142858*
12,000	El Dorado	*Republican*	(R)	1,997	.0178572*
		Walnut Valley Times	(D)	2,376	.0142858*
12,000	Fort Scott	*Tribune-Monitor*	(R)	3,215	.0142858*
10,664	Salina	*Journal*	(R)	5,000	.02*
10,488	Salina	*Journal*	(R)	12,708	.015*
		Union	(R)	7,780	.0142858*
9,127	Ottawa	*Herald*	(R)	14,326	.0142858*
9,053	Chanute	*Tribune*	(R)	3,727	.0142857*
8,000	Galena	*Times*	(R)	1,020	.0071429*
7,666	Iola	*Register*	(R)	3,201	.0142857*
7,775	Arkansas City	*News*	(R)	2,100	.0128572*
		Traveler	(R)		.0085715*
7,620	Newton	*Kansan-Republican*	(R)	2,575	.0107143*
6,816	Manhattan	*Mercury*	(R)	2,500	.0142857*
		Nationalist	(R)	1,975	.0121429*
6,138	Winfield	*Courier*	(R)	3,250	.0142857*
		Free Press	(R)	1,550	.0107143*
5,798	Junction City	*Union*	(R)	2,116	.0107143*
5,641	Wellington	*News*	(R)	1,800	.0107143*
5,229	Concordia	*Blade-Empire*	(R)		.0107143*
4,751	Great Bend	*Tribune*	(R)	3,460	.0178572*
4,267	Abilene	*Chronicle*	(R)		.0142857*
		Reflector	(R)	1,924	.0107143*
4,235	Cherryvale	*Republican*	(R)	1,398	.0085715*
4,101	Dodge City	*Globe*	(D)	2,423	.0142858*
4,057	McPherson	*Republican*	(R)	868	.005*
4,000	Baxter Springs	*Citizen*	(R)	1,200	.0107143*
4,000	Pratt	*Tribune*	(R)		.015*
3,742	Clay Center	*Dispatch-Republican*	(R)	1,500	.0107143*
3,500	Beloit	*Call*	(R)	2,116	.0071429*
3,500	Columbus	*Advocate*	(R)	1,000	.0071429*
3,472	Fredonia	*Herald*	(R)	1,519	.0107143*
3,011	Neodesha	*Sun*	(R)		.0071429*
2,878	Hiawatha	*World*	(R)	2,600	.0142858*
2,405	Council Grove	*Republican*	(R)	1,200	.0107143*
2,300	Lyons	*News*	(R)	1,125	.0089286*
2,251	Hutchinson	*Republican*	(R)	2,627	.0142858*
1,520	Kiowa	*Record*	(C)		.005*
1,212	Norton	*Telegram*	(R)		.0142858*
1,170	Augusta	*Gazette*	(R)		.0142858*
1,256	Frankfort	*Index*	(R)	1,120	.0071429*

KENTUCKY—2,406,547

320,000	Louisville	*Courier-Journal*	(R)	141,361	.14*
		Sunday Edition	(M)	240,138	.14*
		Herald-Post	(I)	68,767	.08*
		Sunday Edition	(M)	68,767	.08*
		Post	(M)	141,952	.08*
		Record (Court News)			.0107143*
		Times	(E)	162,702	.14*
55,896	Covington	*Kentucky Post*			.04*
40,000	Lexington	*Herald*	(E)	17,579	.035*
		Kentucky Post	(M)	11,083	.04*
		Leader	(M)	12,455	.03*
		Sunday Edition	(M)	12,455	.03*
24,170	Paducah	*News-Democrat*	(C)	6,228	.025*
		Sunday Edition	(M)	9,201	.025*
		Sun	(M)	15,354	.04*
17,212	Owensboro	*Inquirer*	(I)	12,925	.0107143*
		Messenger	(D)	12,925	.0107143*
		Messenger	(D)	15,026	.02*
		Sunday Edition	(D)	15,026	.02*
11,952	Henderson	*Gleaner*	(D)	2,272	.015*
		Sunday Edition	(M)	2,272	.015*
		Journal	(R)		.0114286*
10,842	Frankfort	*State Journal*	(C)	3,090	.0142858*
10,328	Hopkinsville	*Kentucky New Era*	(R)	3,300	.0107143*
9,297	Bowling Green	*Daily Messenger*	(R)	3,100	.0107143*
		Times-Journal	(R)	1,145	.0107143*
9,192	Ashland	*Independent*	(R)	4,126	.0142858*
7,305	Middlesboro	*Pinnacle News*	(I)	1,852	.0142858*
7,156	Winchester	*Democrat*	(D)		.0285715*
		Sun	(R)	2,702	.0214286*
6,141	Maysville	*Bulletin*	(D)	1,455	.0071429*
		Independent	(D)	2,234	.0107143*
		Public Ledger	(R)	1,600	.0107143*
5,916	Mayfield	*Messenger*	(R)	2,550	.0107143*
		Monitor	(R)	2,275	.0107143*
5,420	Danville	*Kentucky Advocate*	(R)	2,575	.0107143*
5,340	Richmond	*Register*	(R)	2,500	.0107143*
5,000	Fulton	*Leader*	(R)		.0107143*
4,966	Madisonville	*Messenger*	(R)	1,750	.0071429*

LOUISIANA—1,656,776

361,221	New Orleans	*Item*	(R)	172,528	.12*
		Sunday Edition	(M)	167,347	.15*
		Official Court Record (Court News)	(B)		.0107143*
		States	(E)	144,290	.06*
		Sunday Edition	(M)	139,304	.07*
		Times-Picayune	(M)	178,427	.12*
		Sunday Edition	(M)	194,626	.15*
32,906	Shreveport	*Journal*	(E)	19,710	.035*
		News-American	(I)	6,309	.025*
		Times	(M)	15,000	.03*
		Sunday Edition	(M)	124,297	.045*
19,000	Baton Rouge	*State-Advocate*	(M)	7,284	.0142857*
12,582	Alexandria	*Town Talk*	(I)	3,802	.0128572*
12,481	Lake Charles	*American Press*	(I)		.0142857*
12,206	Monroe	*News Star*	(I)	2,400	.0128572*
7,500	Lafayette	*Advertiser*	(I)		.0107143*
		Gazette	(R)	486	.0142857*

LOUISIANA—Continued

7,000	Crowley	*Signal*	(R)		.0142858*
5,417	Morgan City	*Review*	(R)	700	.0125*
2,925	Jennings	*Times-Record*	(R)		.0071429*
3,377	Rushton	*Leader*	(R)		.0057143*
2,942	Hammond	*Star*	(R)		.0071429*

MAINE—703,191

62,161	Portland	Eastern Argus	(D)	4,307	.02*
		Express and Advertiser	(E)	20,263	.04*
		Sunday Telegram	(M)	121,549	.0375*
		(The Telegram has Sunday edition of the Express and Advertiser.)			
		Press	(D)	114,306	.025*
		Sunday Press & Times	(M)		.025*
		Journal	(I)	13,600	.035*
		Evening Express	(C)	114,718	.035*
		Sun	(D)	19,883	.025*
26,061	Bangor	*Commercial*	(R)	15,433	.0375*
		News	(R)	18,341	.0321429*
17,475	Biddeford	*Journal*	(R)	6,143	.0171428*
		Record	(R)		.0178572*
13,860	Augusta	*Kennebec-Journal*	(R)	10,633	.014
12,300	Waterville	*Sentinel*	(R)	5,029	.0178*
9,996	Bath	*Times*	(R)	3,500	.0157143*

MARYLAND—1,204,530

579,200	Baltimore	*American*	(R)	164,961	.14*
		Sun	(R)	137,328	.14*
		Sunday American	(M)	190,991	.16
		Herald	(E)	2,000	.07*
		News	(E)	105,416	.15*
		Sunday Edition	(M)	100,304	.15*
		Record (Court News)	(B)		.0107143*
		Sun	(E)	179,461	.14*
		Sun	(R)	172,196	.14*
		Sunday Edition	(M)	132,801	.15*
30,000	Cumberland	*News*	(R)	7,167	.0214286*
		Times	(R)	11,400	.025*
17,790	Hagerstown	*Globe*	(E)	3,673	.0142858*
		Herald	(R)	3,230	.0178572*
		Mail	(R)	6,547	.03*
10,886	Frederick	*News*	(E)	3,500	.0107272*
		Post	(D)	2,094	.0128572*
8,643	Annapolis	*Capital*	(E)		.0107143*
		Capitol&MarylandGazette	(R)	3,350	.0142858*
7,100	Cambridge	*Banner*	(R)	1,307	.0107143*

MASSACHUSETTS—3,852,790

748,439	Boston	Advertiser	(D)		.22*
		Sunday Advertiser and American	(M)	1365,826	.35*
		American	(R)	1360,000	.35*
		ChristianScienceMonitor	(D)	120,729	.50*
		Financial News (Finan.)	(D)	2,548	.0125*
		Globe	(D)	198,678	.25*
		Globe	(R)	1214,986	.20*
		Sunday Edition	(M)	1329,446	.35*
		Herald	(D)	1118,838	.25*
		Herald	(R)	1133,823	.20*
		Sunday Herald	(M)	1137,284	.25*
		News Bureau (evening sheet) (Financial)	(E)	2,827	.0357*
		Post	(D)	1499,663	.45*
		Sunday Edition	(M)	1500,000	.45*
		Record	(Q)	41,055	.13*
		Transcript	(W)	32,000	.06*
		Saturday Edition	(Y)	49,774	.25*
162,697	Worcester	*Gazette*	(E)	16,499	.04*
		Post	(R)	122,273	.04*
		Telegram	(E)	124,707	.07*
		Sunday Edition	(M)	136,977	.07*
124,791	Fall River	*Globe*	(E)	9,357	.02*
		Herald	(E)	19,419	.025*
		News	(E)	16,709	.03*
110,000	Lowell	Courier-Citizen (evening sheet)	(E)	16,720	.035*
		Sun	(R)	20,505	.04*
109,568	New Bedford	*Mercury*	(E) 15,262		
		Standard	(R) 121,292		
		Sunday Standard		121,446	.05*
		Times	(S)	4,447	.0178572*
102,971	Springfield	*News*	(R) 120,228		144,884 .07*
		Republican	(R) 114,630		
		Sunday Edition		119,634	.065*
		Union	(D) 26,554		142,883 .07
		Union	(R) 116,329		
		Sunday Edition	(M)	136,907	.07
96,962	Lynn	*Item*	(E)	115,121	.0393858*
		Telegram-News	(R)	115,201	.04*
		Sunday Edition	(M)	98,000	.04*
90,259	Lawrence	*Eagle*	(R) 11,825		114,050 .03*
		Tribune	(R) 102,225		
		Sun-American	(R)		.0178572*
		Sunday Edition	(M)		.0178572*
		Telegram	(R)	17,513	.025*
		Enterprise	(R)	16,545	.0157143*
		Times	(R)	10,625	.04*
		Record	(R)	8,886	.022*
		Transcript	(R)	12,353	.03*
49,450	Haverhill	*Gazette*	(E)	13,013	.03*
48,967	Malden	*News*	(R)	7,173	.0321429*
41,426	Chelsea	*Record*	(E)	4,274	.0178572*
42,000	Salem	*News*	(R)	118,851	.056*
40,674	Gloucester	*Daily Times*	(E)	5,000	.0285715*
		Telegram	(R)	1,967	.0142858*
39,656	Fitchburg	*News*	(E)	15,787	.0178572*
		Sentinel	(E)	16,048	.0285728*
39,607	Pittsfield	*Eagle*	(E)	14,495	.0178572*
36,161	Taunton	*Gazette*	(E)	17,536	.025*
30,154	Waltham	*Free Press-Tribune*	(E)	4,000	.0107151*
		News	(E)	3,725	.0535715*
29,160	Gloucester	*Times*	(E)	4,680	.0142858*
22,959	Beverly	*Times*	(E)	4,680	.02*
22,035	North Adams	*Transcript*	(E)	5,000	.0107143*
		Transcript	(E)	17,862	.0171429*
21,654	Northampton	*Hampshire Gazette*	(E)	5,710	.0178572*
		Herald	(E)		.0178572*
20,000	Westfield	*News*	(E)	2,543	.0142858*
18,480	Attleboro	*Sun*	(E)	16,415	.0107143*
17,580	Leominster	*Enterprise*	(E)	4,000	.0142858*
16,880	Marlboro	*News*	(E)	3,000	.0142858*
16,410	Woburn	*Times*	(E)		.0178572*
16,376	Gardner	*News*	(E)	3,127	.0142858*
15,860	Framingham	*News*	(E)		.0142858*
15,311	Newburyport	*News and Herald*	(E)	15,852	.0183572*
15,250	Marlboro	*Enterprise* (meantime ex-pt. Sunday)	(E)	2,900	.0285858*
13,684	Milford	*News*	(E)	4,000	.0128572*
13,192	Hyannis	*Patriot*	(E)	2,500	.0142858*
12,781	Wakefield	*Item*	(E)	2,574	.0114286*
10,000	Amesbury	*News*	(E)	2,000	.0142858*
9,398	N'th Attleboro	*Chronicle*	(E)	1,565	.0121429*
7,680	Stoneham	*Independent*	(E)	600	.0114286*
6,758	Hudson	*Sun*	(E)		.0071429*

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For Explanation of Key-Letters and Markings, See Foot Note on Page 3.

Announcement!

The Times-Picayune, New Orleans, La.

Announces the appointment of Stanley W. Ray to take charge of its Service Department, with J. L. Griswold as principal assistant.

Mr. Ray has successfully filled the positions of reporter, sporting editor and night editor of the Times-Picayune, and assumes his new duties with intimate knowledge of the trading territory and the people served by this newspaper.

Mr. Griswold has been trained in gathering statistical information through association with one of the large mercantile agencies.

These important additions to the staff of the Service Department of The Times-Picayune have been made necessary by the great volume of national advertising which has been flowing into its columns.

National advertisers and advertising agencies may obtain any information they may desire relating to this market, and may secure trade surveys or other co-operation by writing to The Times-Picayune for the information desired.

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MICHIGAN—3,133,870

900,000	Detroit	*Free Press	(M)	114,466	.17	22,000	Vicksburg
		*Sunday Edition	(S)	104,658	.20		
		*Journal	(E)	109,924	.175	17,500	Natchez
		Legal News (Court News)	(D)	2,912	.0292884	10,711	Laurel
		*News	(E)	121,543	.25	10,448	Greenville
		*Sunday Edition	(S)	113,202	.20	9,147	Biloxi
		*Times	(M)	110,761	.16	7,500	Greenwood
123,217	Grand Rapids	Herald	(A)	33,177	.06	5,020	Corinth
		*News	(E)	114,727	.04*	4,864	West Point
		*Press	(M)	78,406	.11	4,079	Clarksdale
55,000	Flint	*Journal	(E)	124,198	.05		
53,908	Saginaw	*Courier	(M)	124,198	.05		
		*Sunday Edition	(M)	121,912	.05	734,667	St. Louis
47,047	Bay City	*Times-Tribune	(E)	78,406	.035		
45,842	Kalamazoo	*Gazette	(E)	123,068	.04*		
		*Saturday Edition	(E)	130,091	.04*		
		*Sunday Edition	(M)	122,364	.04*		
37,512	Lansing	*State Journal	(E)	126,318	.05*		
34,097	Jackson	*Citizen-Patriot	(E)	121,356	.05		
		Saturday Edition	(E)	117,177	.05		
		*Sunday Edition	(M)	119,000	.05		
		News (Eng. desc)	(E)	16,701	.025*	391,911	Kansas City
		Sunday Edition	(M)	16,210	.025*		
32,845	Calumet	*News	(E)	2,367	.01387154		
28,122	Battle Creek	*Enquirer & News	(E)	111,162	.03*		
		Saturday Edition	(E)	77,771	.03*		
		Sunday Edition	(M)	79,511	.03*		
		(3-31-19 3 mos. ave'r)					
		*Moon Journal	(E)	19,906	.015*		
25,442	Muskegon	*Chronicle	(E)	114,000	.03		
18,863	Port Huron	*Times-Herald	(E)	111,559	.02857156*		
17,747	Escanaba	*Press	(E)	2,850	.01428584	82,312	St. Joseph
		Press	C	2,850	.01428584		
16,560	Pontiac	Press	(E)	11,339	.025*	12,780	Jefferson City
		(12-31-19 3 mos. ave'r)					
15,000	Sault Ste Marie	*News	(E)	4,187	.01714297	30,685	Springfield
14,948	Ann Arbor	Times News	(E)	7,356	.025*		
13,258	Traverse City	Record-Eagle	(E)	6,150	.01607857*		
13,089	Alpena	*News	(E)	12,754	.01428584*		
12,361	Manistee	News-Advocate	(E)	2,500	.01428142	35,000	Joplin
12,117	Marquette	Mining Journal	(E)	8,340	.025*		
11,639	Holland	Sentinel	(E)	6,150	.00714297*		
11,234	Adrian	*Telegram	(E)	10,426	.025*		
11,081	Hancock	Copper Country Journal	(E)	4,000	.01785729	22,000	Hannibal
10,507	Menominee	Herald-Leader	(E)	4,344	.01571431	19,925	Sedalia
10,301	Boston Harbor	News-Pulaskian	(E)	1,500	.015*		
10,039	Owosso	Argus-Press	(E)	6,144	.01428584*	17,000	Webb City
10,000	Cadillac	News	(E)	4,000	.01428584*	13,371	Columbia
9,016	Iron Mountain	Tribune-Reporter	(E)	7,344	.01428584		
9,142	Ludington	*News	(E)	11,339	.015*	12,780	Jefferson City
		*Sunday Edition	(M)	13,396	.015*		
8,200	Albion	Recorder	(E)	2,130	.01428286*		
8,000	Petoskey	Record	(E)	3,316	.015	12,162	Moberly
7,207	Mount Clemens	Leader	(E)		.01571429*		
6,859	Cheboygan	Tribune	(E)	1,700	.015*	11,088	Independence
6,230	Ypsilanti	Ypsilantian-Press	(E)	1,442	.01071143*		
6,000	Imlay	Sentinel-Standard	(E)		.01285728*	10,056	St. Charles
6,040	Sturgis	Journal	(E)	2,416	.01*		
5,945	Calumet	Keystone	(E)	2,720	.01*	10,035	Cape
5,936	St. Joseph	Herald Press	(E)	2,700	.0125*		Girardeau
5,856	Grand Haven	Tribune	(E)	1,402	.00857157*	10,000	Poplar Bluff
5,156	Niles	Star	(E)		.01071143*	9,516	Carthage
		Times	(E)	1,400	.01*		
5,113	Houghton	Mining Gazette	(E)	7,216	.01857156*	8,000	Bronkfield
5,068	Dowagiac	News	(E)	2,130	.015	8,000	Chillicothe
5,072	Three Rivers	Commercial	(E)	12,063	.01*	7,200	Independence
5,001	Hillsdale	*News	(E)	11,115	.01785728*	7,176	Nevada
4,778	Petoskey	News and Resorter	(E)	1,536	.00714297*	6,347	Kirksville
4,519	Big Rapids	Pioneer	(E)	2,004	.00857157*		
4,236	Marshall	Chronicle	(E)	1,967	.01428584*	5,039	Mexico
4,043	Greenville	Call	(E)	1,500	.00714297*		
3,577	South Haven	Tribune	(E)	1,575	.01071429*	5,656	Trenton

MINNESOTA—2,343,297

375,000	Minneapolis	Finance and Commerce (Court News)	(E)	925	.036	5,000	Excelsior Springs
		*Journal	(E)	199,325	.134	4,992	Clinton
		*Sunday Edition	(M)	199,325	.134	4,000	Moberly
		Market Record (Grain)	(D)	2,500	.025*	4,869	Marshall
		*News	(E)	74,299	.09*	4,763	Brookfield
		*Tribune	(D)	166,306	.10*		
		*Tribune	(E)	157,768	.1124,074	4,689	Warrensburg
		*Sunday Edition	(M)	1132,843	.106*	4,539	Carterville
246,766	St. Paul	*Dispatch	(E)	176,856	.1238,001	4,454	Louisiana
		*Pioneer Press	(M)	161,205	.1138,001	4,177	Monett
		*Sunday Edition	(M)		.12	4,000	Charleston
		*News	(E)	171,946	.10*	3,641	Neosho
		*Sunday Edition	(M)	163,182	.09*	3,584	Macon
91,000	Duluth	Financial Record and Law Bulletin (Court News)	(D)		.025	3,500	Rich Hill
		*Herald	(E)	135,253	.06*	3,452	Carrollton
		*News Tribune	(E)	135,253	.06*	2,980	Cameron
		*Sunday Edition	(M)	130,854	.05*	2,914	West Plains
18,583	Winona	*Republican-Herald	(E)	16,544	.03*	2,894	Butler
16,000	Mankato	Free Press	(E)	6,960	.01785725	2,316	Lamar
		Review	(E)	1,475	.01142842		
13,671	Virginia	*Enterprise	(E)	12,346	.01785729		
		*Virginian	(E)	12,346	.01571429	41,781	Butte
12,211	Hibbing	Tribune	(E)	3,319	.0225*		
11,425	St. Cloud	Journal-Press	(E)	3,724	.02*		
		*Times	(E)	11,762	.01428584*		
10,198	Stillwater	Gazette	(E)	1,848	.01071143*	30,000	Great Falls
10,000	Albert Lea	Tribune	(E)	2,914	.01428584*		
10,000	Red Wing	Eagle	(E)		.00714297*		
		Republican (B)	6065	2,767	.0125*	16,492	Missoula
10,000	Rochester	Bulletin	(E)	2,780	.00857156*		
		Post and Record	(E)	2,151	.01142842*	14,000	Anaconda
9,482	Faribault	News	(E)	1,800	.01428584*		
8,951	Brainerd	Dispatch	(E)	1,961	.01071142*	13,236	Helena
8,000	Austin	Herald	(E)	2,200	.00857156*		
5,000	Fergus Falls	Journal-Press	(E)		.01285728*	13,020	Billings
7,559	Crookston	Times	(E)	3,048	.0175*		
7,000	Hutchinson	Tweney	(E)	1,965	.01071143*		
6,078	Little Falls	Transcript	(E)	1,601	.01071143*	8,000	Miles City
5,000	South St. Paul	Reporter (Live Stock and Agriculture)	(E)	15,903	.025*	6,000	Havre
5,658	Owatonna	People's Press	(E)	2,600	.01428584*	6,000	Kalispell
5,600	Moorehead	News	(E)	1,800	.00571143*	5,350	Livingston
4,000	Wasseca	Marisa Co. Independent	(E)	1,300	.00571143*	5,107	Bozeman
		Sentinel	(E)	1,830	.01428584*	5,000	Lewistown
3,500	International Falls	Journal	(E)		.01571143*	1,200	Fort Benton
3,056	Montevideo	American	(E)	1,300	.01071142*		

MISSISSIPPI—1,001,406

29,000	Hattiesburg	American	(E)	4,020	.02857156*
26,900	Jackson	*Clarion-Ledger	(D)	6,722	.025*
		*Sunday Edition	(M)	15,271	.025*
		*News	(E)	15,271	.025*
		*Sunday Edition	(M)	15,976	.034
24,000	Meridian	Dispatch	(E)	5,742	.02*
		*Star	(E)	10,786	.02*
		*Sunday Edition	(M)	10,197	.02*

MISSISSIPPI—Continued

22,000	Vicksburg	Herald	(C)	2,705	.015
		Post	(E)	3,240	.015*
17,500	Natchez	Democrat	(C)	2,300	.015*
10,711	Laurel	Leader	(E)	2,132	.01785729
10,448	Greenville	Democrat-Times	(E)	1,810	.01071143*
9,147	Biloxi	Herald	(E)	2,584	.01428572
7,500	Greenwood	Commonwealth	(E)	1,300	.0257
5,020	Corinth	Corinthian	(E)	1,500	.01071143*
4,864	West Point	Times-Herald	(E)		.00714297*
4,079	Clarksdale	Register	(E)	2,150	.0257

MISSOURI—3,446,426

734,667	St. Louis	*Globe-Democrat	(E)	1172,565	.22
		*Sunday Edition	(M)	1164,704	.22
		*Post-Dispatch	(E)	1153,261	.272
		Sunday Edition	(M)	1139,464	.242
		Record (Court News)	(B)		.04*
		*Republic	(M)	107,040	.15
		*Star	(E)	177,200	.15
		*Sunday Edition	(M)	1100,278	.15
391,911	Kansas City	*Times	(E)	170,089	.15*
		Dwight's Telegram	(D)	35,500	.07*
		*Journal	(M)	148,524	.10*
		*Sunday Edition	(M)	1144,985	.10*
		*Post	(E)	1144,985	.15*
		*Sunday Edition	(M)	1144,010	.15*
		*Star	(E)	1236,179	
		*Times	(E)	1218,179	
		*Sunday Edition	(M)	1222,766	.25
		Western Contractor (No issue Wednesday)			
82,312	St. Joseph	*Gazette	(E)	117,648	.06*
		*Sunday Edition	(M)	114,216	.065*
		*News-Press	(E)	134,196	.07*
		Stock Yards Journal		8,420	.025*
30,685	Springfield	Leader	(E)	114,995	.03*
		*Sunday Edition	(M)	113,863	.03*
		*Republican	(E)	132,991	.03*
		*Sunday Edition	(M)	114,119	.03*
35,000	Joplin	*Globe	(E)	127,584	.04*
		*Sunday Edition	(M)	127,584	.04*
		*News-Herald	(E)	115,118	.04*
		*Sunday Edition	(M)	118,113	.04*
22,000	Hannibal	Courier-Post	(E)	1 5,735	.015*
19,925	Sedalia	Capital (evening also)		2,950	.012
		*Democrat	(E)	15,815	.01785729
17,000	Webb City	Sentinel		1,000	.00857157
13,371	Columbia	*Missourian	(E)	1,972	.01071429*
		Tribune	(E)	2,358	.01071143*
12,780	Jefferson City	Capital News	(E)	1,700	.015
		Democrat-Tribune		1,900	.00857156*
		Leader		1,900	.00857156*
12,162	Moberly	Democrat	(E)	2,310	.01428584*
		Weekly Index			.01285728*
11,088	Independence	Examiner	(E)	2,296	.0125*
		Star			.00714297*
10,056	St. Charles	Banner-News	(E)	970	.00971264
		*Democrat-Monitor	(E)		.00714297*
10,035	Cape Girardeau	*Southeast Missourian	(E)	14,795	.015*
10,000	Poplar Bluff	*American	(E)	1,812	.01428584*
9,516	Carthage	Democrat	(C)		.00714297*
		*Press	(E)	2,468	.01071429*
8,000	Bronkfield	Argus			.01071143*
8,000	Chillicothe	Constitution			.01428584*
7,200	Independence	Examiner		2,100	.01428584*
7,176	Nevada	Mail and Post			.01285728*
6,347	Kirksville	Express		2,274	.01071143*
		News		1,284	.01071143*
5,039	Mexico	Intelligencer	(R)	900	.00714297*
		Ledger	(D)	1,003	.00714297*
5,656	Trenton	Republican and Tribune	(R)	1,351	.01071143*
		Times			.00714297*
5,242	Lexington	Intelligencer	(R)		.00714297*
5,226	Fulton	Gazette	(R)	1,533	.00714297*
		Sun	(R)	1,630	.00535714
5,000	Excelsior Springs	Call	(R)		.00714297*
4,992	Clinton	Democrat	(R)		.00714297*
4,869	Marshall	Democrat-News	(E)	1,600*	.00857157*
4,763	Brookfield	Democrat-Forum	(R)	1,250	.01428584*
		Gazette	(R)	2,500	.0125*
4,689	Warrensburg	Star-Journal	(E)	700	.00535714*
4,539	Carterville	Record			.00714297*
4,454	Louisiana	Press-Journal	(R)		.00714297*
4,177	Monett	Times	(R)	1,000	.01071143*
4,000	Charleston	New Idea	(R)		.00714297*
3,641	Neosho	Democrat	(R)		.00714297*
3,584	Macon	Chronicle-Herald	(R)	2,815	.01428584*
3,500	Rich Hill	Review	(R)		.00535715*
3,452	Carrollton	Democrat	(R)		.00535715*
2,980	Cameron	News			.00714297*
		Times	(R)		.00714297*
2,914	West Plains	Quill	(R)	800	.00642864
2,894	Butler	Democrat	(R)	600	.00714297*
2,316	Lamar	Democrat	(R)		.00571143*

MONTANA—486,376

41,781	Butte	Bulletin	(E)	9,255	.04385724*
		*Miner	(D)	114,381	.04*
		(M)		114,381	.04*
		*Post	(E)	113,268	.045*
30,000	Great Falls	*Leader	(E)	112,801	.04*
		*Tribune	(E)	112,489	.04*
		*Sunday Edition	(M)	112,489	.04*
16,492	Missoula	*Missoulian (B)	14,669	16,733	.044
		Sentinel (R)	1,700		
		*Sunday Missoulian	(M)	15,469	.044
14,000	Anaconda	*Standard	(E)	110,976	.04*
		*Sunday Edition	(M)	114,747	.045*
13,236	Helena	Independent	(E)	14,812	.025*
		*Montana Record-Herald	(R)	17,948	.025
13,020	Billings	Gazette	(R)	12,215	.045*
		Sunday Edition	(R)	3,070	
		*Sunday Edition	(M)	10,188	.045*
8,000	Miles City	Star	(A)	2,250	
		Times	(E)	2,500	.03142864*
6,000	Havre	Promoter	(C)		.01428584*
6,000	Kalispell	Bee	(E)	2,472	.01285728*
5,350	Livingston	Enterprise	(C)	2,113	.01785729*
5,107	Bozeman	Chronicle	(C)	2,419	.02*
5,000	Lewistown	Democrat-News	(A)	3,300	.02142864*
1,200	Fort Benton	Record	(C)		.01071429*

NEBRASKA—1,296,372

200,000	Omaha	*Bee	(E)	168,721	.06*
		*Bee	(S)	110,286	
		*Sunday Edition	(M)	160,900	.09*
		Drovers Journal-Stock-man		3,000	.04
		*News	(E)	179,000	.10*
		*Sunday Edition	(M)	163,154	.09*
		Record (Court News)			.00714297*
		*World-Herald	(E)	143,893	
		*World-Herald	(S)	126,649	.100.362
		*Sunday Edition	(M)	169,751	.09*

For Explanation of Key Letters and Markings, See Foot Note on Page 32.

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SPACE-BUYERS' GUIDE TO NATIONAL, STATE AND CITY MARKETS OF THE UNITED STATES

COMPARATIVE POPULATIONS OF CITIES HAVING ENGLISH-LANGUAGE DAILY NEWSPAPERS, ARRANGED BY STATES, WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT) OF ALL DAILIES LISTED, FOR SIX MONTHS ENDING MARCH 31, 1919; AND MINIMUM 5,000 LINE FOR EIGN ADVERTISING RATES IN EFFECT AUGUST 1, 1919.

NEBRASKA—*Continued*

65,643	Lincoln	*Star*	(E)	121,267	.06*	
		Sunday Edition	(S)	124,364	.06*	
		State Journal	(E)	122,172		
		State Journal	(M)	113,442	.07*	
		Sunday Edition	(S)	119,648	.07*	
11,305	Grand Island	*Independent*	(E)	7,084	.025*	
11,000	Hastings	*Tribune*	(E)	7,086	.025*	
9,987	Beatrice	*Express*	(E)	5,509	.01785‡*	
		Sun	(E)	3,500	.02*	
9,345	Fremont	*Tribune*	(E)	9,418	.025*	
8,000	Norfolk	*News*	(E)	10,020	.03*	
6,235	York	*News-Times*	(E)	4,730	.015*	
5,302	Kearney	*Hub*	(E)	2,720	.01285‡*	
3,483	Nebraska City	*Nebraska Press*	(E)	1,435	.01285‡*	
		News	(E)	1,435	.01*	
5,014	Columbus	*News*	(E)	1,383	.01285‡	
4,703	North Platte	*Telegraph*	(E)		.01785‡*	
3,057	Falls City	*Journal*	(E)		.01285‡*	
2,235	Falls City	*Journal*	(E)	2,325	.01214‡*	
2,613	Wymore	*Arbor State*	(E)		.00714‡*	

NEVADA—116,747

13,579	Reno	*Gazette*	(E)	14,632	.025*	
		Nevada State Journal	(A)	6,304	.02785‡*	
4,838	Goldfield	*Tribune*	(E)	1,087	.02785‡*	
3,900	Tonopah	*Bonanza*	(E)		.01785‡*	
		Times	(E)		.01425‡*	
2,466	Carson City	*Appeal*	(E)		.01071‡*	
		News	(C)	500	.01071‡*	

NEW HAMPSHIRE—466,587

75,635	Manchester	*Leader*	(R)	13,642)	125,137	.055‡
		Union	(R)	111,472)		
		Mirror and American	(R)		5,173	.025‡
26,901	Nashua	*Telegraph*	(R)		12,315	.02857‡5*
22,291	Concord	*Monitor*	(R)		2,239	.01*
		Patriot (Morn. also)	(R)		3,974	.01‡*
13,264	Dover	*Foster's Democrat*	(R)		5,990	.01425‡*
11,538	Portsmouth	*Chronicle*	(R)		3,017	.01785‡*
		Herald	(R)		6,400	.025‡
		Times	(R)			.02‡*
10,451	Keene	*Sentinel*	(R)		2,808	.01785‡*
7,529	Claremont	*Eagle*	(R)		1,500	.0089‡5*

NEW JERSEY—3,090,371

400,000	Newark	Ledger	(E)		20,744	.11
		Sunday Edition	(M)			.06‡
		News	(E)		96,119	.15‡
		Star-Eagle	(E)		17,000	.04‡
270,903	Jersey City	*Jersey Journal*	(E)		138,152	.07*
124,815	Paterson	*Call*	(E)		31,000	.02142‡*
		News	(E)		110,900	.04‡
		Press-Guardian	(E)		112,665	.03
		Sunday Chronicle	(M)		110,600	.03
103,190	Trenton	State Gazette	(E)		13,200	.025
		Times	(E)		120,022	.06*
		Sunday Times-Advertiser	(M)		110,921	.06*
102,215	Camden	*Courier*	(E)		32,100	.025*
		Post-Telegram	(E)		12,170	.03‡
92,036	Elizabeth	*Journal*	(E)		17,000	.04‡5*
		Times	(E)		8,994	.0225
70,000	Hoboken	*Hudson Observer*	(E)		14,119	.025‡
64,461	Bayonne	*Times*	(E)		8,000	.025‡
		Review	(E)		12,000	.01428‡*
61,223	Passaic	*Herald*	(E)		19,185	.035‡
		(12-31-18 3 mos. est.)				
		News	(E)		19,408	.025‡
51,467	Atlantic City	Gazette-Review	(E)		8,348	.02*
		Sunday Gazette	(M)			.02*
		Press	(E)			.035‡
		Union (R)		3,240		
39,710	Perth Amboy	*News*	(E)		10,723	.025‡
30,019	New Brunswick	*Home News*	(E)		9,961	.02285‡2*
		Sunday Times	(M)			.02857‡*
24,316	Plainfield	*Courier-News*	(E)		17,905	.0214‡5*
21,739	Union Hill	*Hudson Dispatch*	(E)		12,820	.02*
		(P. O. Weehawken)				
13,856	Hackensack	*Record*	(E)		4,879	.01785‡*
14,563	Long Branch	*Record*	(E)		13,999	.03714‡5*
13,613	Bridgeton	*News*	(E)		20,005	.01785‡*
		Pioneer	(E)			.00714‡5*
13,307	Millville	*Republican*	(E)		1,750	.01‡
13,006	Morristown	*Record*	(E)		3,739	.0143‡5*
10,910	Asbury Park	*Press*	(E)		17,124	.025‡
		Sunday Edition	(M)		13,785	.025‡
9,044	Burlington	*Enterprise*	(E)		1,874	.01‡
6,331	Vineland	*Journal*	(E)		2,075	.01428‡5*
5,288	Woodbury	*Times*	(E)		1,850	.01428‡5*

NEW MEXICO—437,015

13,057	Albuquerque	*Herald*	(E)		4,261	.015*
		Journal	(A)		6,000	.025*
6,172	Roswell	*News*	(E)		1,550	.01214‡5*
		Record	(E)			.01214‡5*
5,072	Santa Fe	*New Mexican*	(E)		1,358	.01714‡5*
4,000	East Las Vegas	*Optic*	(E)			.01428‡5*

NEW YORK—10,466,908

5,047,221	New York	*American*	(E)		1201,426	.65‡
		Sunday Edition	(M)		1930,253	.70‡
		American Metal Market and Daily Iron and Steel Report	(T)		5,092	.07142‡5*
		Bond News	(R)			.10
		Bond Buyer	(R)			.10
		Bonds	(S)			.10
		Call	(E)		120,823	.10‡
		Sunday Edition	(M)		114,855	.10‡
		Commercial	(A)		13,814	.05‡
		Financial America *(morning ed.)*	(E)		1,850	.15‡
		Globe and Commercial Advertiser	(E)		1279,906	.38‡
		Herald	(A)		1207,642	.38‡
		Sunday Edition				.05‡
		Illustrated Daily News	(R)			.25‡
		Journal	(E)		1675,110	.30‡
		Journal of Commerce and Commercial Bulletin	(B)		25,682	.125‡
		Law Journal	(B)		3,650	.10‡
		Mail	(E)		1102,342	.25‡
		Marine Record	(E)			.05‡
		Metal Reporter	(T)			.05‡
		News Record (Textile)	(E)		6,906	.10‡
		North Side News	(E)			.05‡
		Post	(E)		132,309	.15‡
		Reporter	(E)			.10714‡5*
		Sun	(E)		1121,276	.40‡
		Sunday Edition	(M)		1151,666	.50‡
		Telegram	(E)		1198,867	.30‡
		Sunday Edition	(M)			.25‡

New York Cont.		Telegraph	(E)			.10‡
		Sunday Edition	(M)			.05‡
		Times	(E)		1367,587	.49‡
		Sunday Edition	(M)		1546,738	.50‡
		Tribune	(E)		1109,629	.30‡
		Sunday Edition	(M)		1190,262	.30‡
		Wall Street Journal *(morning also)* (Financial)	(E)		13,624	.30‡
		Wild's	(A)		3,154	.02
		Women's Wear	(A)		12,087	.15‡
		World	(A)		1368,319	.56‡
		Sunday Edition	(M)			.56‡
		World	(E)		355,069	.50‡
		Citizen	(S)		38,499	.12‡
3,000,000	Brooklyn	*Eagle*	(S)		99,656	.18‡
		Sunday Edition	(M)			.18‡
		Standard Union	(R)		153,268	.15‡
		Sunday Edition	(R)		158,250	.15‡
		Times	(S)		41,289	.11‡
		Sunday Edition	(M)			.11‡
454,630	Buffalo	*Commercial*	(R)			.05
		Courier	(R)	160,366	170,626	.12
		Enquirer	(R)	110,260		
		Sunday Courier	(M)		1118,159	.15
		Express	(R)		137,822	.09
		Sunday Edition	(M)		1143,864	.12
		Live Stock Record	(R)			.02142‡5*
		News	(E)		1103,635	.10‡
		Racing Form *(also published at Chicago, Ill.)*	(C)			.14285‡*
		Times	(R)		155,286	.10‡
		Sunday Edition	(M)		160,563	.10‡
248,465	Rochester	*Democrat and Chronicle*	(R)		165,005	.15‡
		Sunday Edition	(R)		160,240	.15‡
		Herald	(B)		129,127	.06*
		Sunday Courier	(M)		118,827	.06*
		Post Express	(R)		16,047	.0475‡
		Record (Court News)	(R)			.01428‡5*
		Times-Union & Advertiser	(R)		167,005	.12
145,293	Syracuse	*Herald*	(E)		164,240	.08
		Sunday Edition	(M)		163,442	.11
		Journal	(E)		141,711	.08‡
		Post-Standard	(R)		151,412	.11‡
		Sunday Edition	(M)		153,855	.11‡
107,070	Albany	Argus	(A)		15,960	.04‡
		Journal	(E)		134,403	.05‡
		Knickerbocker Press	(R)		153,559	.07*
		Sunday Edition	(M)		142,896	.07*
		Times-Union	(R)		134,406	.07*
100,000	Schenectady	*Gazette*	(E)		121,095	.05*
		Union-Star	(E)		117,142	.04‡
98,634	Staten Island	*Advance*	(E)		2,716	.025‡
90,948	Yonkers	*Herald*	(E)		18,000	.04‡
		News	(E)		3,450	.0178‡5*
		Statesman	(E)		3,000	.0142‡5*
80,580	Utica	*Herald-Dispatch*	(E)		20,428	.035‡
		Observer-Dispatch	(E)			.035‡
		Observer	(S)		17,797	.04*
		Press	(E)		22,052	.04‡
75,688	Troy	*Record*	(E)	19,310)	128,541	.04*
		Record	(R)	119,222)		
		Times	(E)		16,118	.03‡
53,668	Binghamton	*Press and Leader*	(E)		120,554	.06
		Republican-Herald	(E)		110,304	.035
50,000	Long Isl. City	*Star*	(E)		12,000	.05‡
42,237	Niagara Falls	*Gazette*	(E)		112,551	.035*
40,093	Elmira	*Advertiser*	(E)		10,264	.025‡
		Herald	(E)		10,141	.02142‡5*
		Star-Gazette	(E)		120,000	.05‡
40,000	Mt. Vernon	*Argus*	(E)		17,193	.02*
37,780	Jamestown	*Journal*	(E)		17,483	.02857‡5*
		News	(E)			.01285‡2*
		Post	(E)		19,129	.02142‡5*
34,319	Amsterdam	*Recorder and Democrat*	(R)		19,655	.01285‡2*
		(3-31-19 2 mos. est.)				
32,714	Poughkeepsie	Eagle-News	(E)		5,374	.01714‡5*
		Star and Enterprise	(E)		19,910	.0242‡5*
32,648	Auburn	*Advertiser-Journal*	(E)		4,875	.0192‡5*
		Citizen	(E)		17,000	.01285‡2*
31,358	New Rochelle	*Standard*	(E)		4,040	.0085‡5*
		Star	(E)		1,000	.01214‡5*
27,876	Newburgh	*News and Journal*	(E)		110,870	.04‡
26,005	Watertown	*Standard*	(E)		19,000	.0178‡5*
		Times	(E)		115,761	.035‡
26,354	Kingston	*Freeman*	(E)		16,153	.0192‡5*
		Leader	(E)			.01428‡5*
25,416	Oswego	*Palladium*	(E)		14,216	.0192‡5*
		Times	(E)		13,254	.0125‡
23,433	Cohoes	*Dispatch*	(E)		13,263	.01‡
		Republican	(E)		13,496	.01428‡5*
23,000	Rome	*Sentinel*	(E)		15,353	.01428‡5*
21,170	Gloversville	*Herald*	(E)		15,788	.02*
		Leader-Republican	(E)		16,092	.02*
20,000	Jamaica	*Long Island Farmer*	(E)			.01428‡5*
19,387	White Plains	*Argus*	(E)			.0178‡5*
		Record	(E)			.01071‡5*
		Reporter	(E)		2,700	.015*
18,693	Lockport	*Union-Sun and Journal*	(E)		17,662	.025*
17,925	Olean	*Herald*	(E)		14,618	.01285‡5*
		Times	(E)		15,831	.01857‡5*
17,870	Dunkirk	*Observer*	(E)		12,562	.01‡
16,750	Ithaca	*Journal*	(E)		16,499	.025*
		News	(E)		14,475	.01785‡2*
16,381	Middletown	*Herald*	(R)			.01*
		Times Press	(R)		15,993	.01*
16,323	Glens Falls	*Post-Star*	(E)		19,033	.01142‡5*
		Times	(E)		16,796	.01285‡5*
13,737	Lackawanna	*Journal*	(E)			.01214‡5*
13,302	Peekskill	*Star*	(E)			.01785‡2*
		Union	(E)		12,000	.01428‡5*
15,129	Port Chester	*Item*	(E)		12,926	.01285‡2*
14,352	Hornell	*Tribune-Times*	(E)		16,767	.01928‡5*
14,338	Ogdensburg	*News*	(E)			.01428‡5*
		Republican-Journal	(E)		13,496	.01428‡5*
13,498	N.Tonawanda	*News*	(E)		13,963	.01071‡5*
13,450	Corning	*Journal*	(E)			.01785‡2*
		Leader	(E)		17,191	.02*
13,270	Batavia	*News*	(E)		15,450	.0225*
13,232	Geneva	*Times*	(E)		15,399	.014
13,022	Little Falls	*Times*	(E)		13,946	.01142‡5*
12,864	Saratoga Spgs.	*Saratogian*	(E)			.01857‡5*
		Saratogian Standard & Horner	(E)		15,720	.02*
12,367	Cortland	*Republican*	(R)		15,853	.02*
11,544	Hudson	*Register*	(E)		12,449	.0085‡5*
		Republican	(E)		12,313	.0085‡5*
11,000	Beacon	*Herald*	(E)			.01428‡5*
		Journal	(E)			.0085‡5*
10,474	Oneonta	*Star*	(E)		16,216	.01428‡5*
10,326	Ossining	*Citizen-Sentinel*	(E)			.0085‡5*
10,134	Plattsburg	*Press*	(E)		13,542	.01571‡5*
		Republican	(E)		13,563	.01571‡5*
10,000	Flushing	*Journal*	(E)		13,800	.01571‡5*
		News	(E)			.01‡
10,000	Malone	*Telegram*	(E)		15,200	.01428‡5*
9,577	Herkimer	*Telegram*	(E)			.0071‡5*

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POPULATIONS VISUALIZED FOR SPACE BUYERS BY NATIONAL, STATE AND CITY MARKETS

CITIES IN WHICH DAILY NEWSPAPERS ARE PUBLISHED SHOWN BY STATES IN ORDER OF POPULATION IMPORTANCE, AFFORDING A CONVENIENT GUIDE IN PLANNING ADVERTISING CAMPAIGNS, FOR ANY DESIRED MARKET UNITS.

Published for the Information and Guidance of Space Buyers, Advertising Agents and National Advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

The Cleveland, Ohio, Situation

The News

Cleveland's Best Newspaper

Alone of the CLEVELAND Daily Newspapers Gained in Circulation

All other Cleveland Daily Newspapers LOST

According to figures compiled from sworn statements filed with the Government by the three Daily Newspapers quoted published in their own columns, for the six months ending March 31st, 1919, as compared with the preceding six months ending September 30th, 1918, the following gains and losses were shown by the Cleveland Daily Newspapers:

The NEWS *Gained* 2,942
Copies Per Day

PLAIN DEALER *Lost* 14,112
Copies Per Day

The PRESS *Lost* 7,792
Copies Per Day

It was in April, 1913, that the Government first required daily newspapers to file and publish a sworn statement of circulation covering the average number of copies per day. Comparisons made between the six months ending March 31, 1913, and the six months ending March 31st, 1919 show that

The NEWS *in SIX YEARS has INCREASED 97% in Circulation*

The PRESS *in SIX YEARS has INCREASED 6% in Circulation*

In other words, The Cleveland News has grown so during six years as to be giving its advertisers 97 per cent more in circulation.

The other evening daily, The Press, has a little over 6 per cent increase in circulation.

The Sunday News-Leader

During the six months covered by the last sworn statement filed with the Government as summarized with the preceding six months:

Gained 15,974 Copies
Per Sunday

OUR RESEARCH AND PROMOTION DEPARTMENT

Advertisers planning campaigns in the Cleveland field may regard this department as their "Advance Agent," and use it as their own bureau of reliable information concerning this territory.

Important statistics furnished, as well as any special information desired, together with route lists and general co-operation with advertising and sales representatives.

The Cleveland News

is the only Cleveland Evening Newspaper *Member of the Audit Bureau of Circulations*, and the only Cleveland Evening Newspaper having *Associated Press Wire Service*.

PAUL BLOCK, Inc.
Foreign Advertising Representative
NEW YORK CHICAGO DETROIT BOSTON

NEWSPAPERS—*Continued*

9,413	Port Jervis	*Gazette*	(E)	1,843	.0057143	
		Union	(E)	1,978	.0055715	
8,370	Salamanca	*Republican Press*	(E)	2,950	.01214296	
8,342	Norwich	*Sun*	(E)	2,796	.0126572*	
7,991	Canandaigua	*Messenger*	(E)	1,500	.01875	
6,079	Medina	*Journal*	(E)		.0128572*	
5,732	Tarrytown	*Argus*	(R) (A)	2,099	.0142858*	
		Mt. Pleasant News	(E)	350		
5,371	Catskill	*Mail*	(E)	1,925	.01214296	
5,000	Wellsville	*Reporter*	(E)	1,915	.0107143*	
4,490	Saugerties	*Post*	(E)		.0071429*	
4,344	Ballston Spa	*Journal*			.0071429*	
4,291	Nyack	*Journal*	(E)	2,000	.0107143*	
4,018	Dansville	*Breeze*	(E)	1,500	.0107143*	
		NORTH CAROLINA—2,468,098				
45,000	Winston-Salem	*Journal*	(D)	15,850	.02*	
		Sunday Edition	(M)	15,850	.02*	
37,951	Charlotte	*Times-City Sentinel*	(E)	16,734	.02*	
		News	(M)	11,279	.025*	
		Sunday Edition	(M)	18,428	.025*	
		Observer	(M)	18,000	.04*	
		Sunday Edition	(M)	119,928	.05*	
27,781	Wilmington	*Dispatch*	(E)	8,385	.015*	
		Sunday Edition	(M)		.02*	
		Star	(E)	6,002	.02*	
		Sunday Edition	(M)	5,342	.02*	
22,863	Durham	Herald	(C)	5,000	.02*	
		Sun	(U)	5,008	.02*	
20,157	Asheville	*Citizen*	(R)	10,342	.025*	
		Sunday Edition	(M)	19,734	.05*	
		Times	(R)	7,000	.02*	
		Sunday Edition	(M)	16,901	.02*	
20,000	Greensboro	*News*	(E)	15,000	.02*	
		Sunday Edition	(M)	122,291	.035*	
		Record	(E)	8,881	.0142858*	
19,833	Raleigh	*News and Observer*	(R)	121,499	.04*	
		Sunday Edition	(M)	147,177	.04*	
		Times	(E)	15,955	.025*	
11,810	High Point	*Enterprise*	(E)	7,500	.0142858*	
11,000	Elizabeth City	*Advance*	(R)		.0107143*	
10,835	Rocky Mount	*Evening Telegram*	(E)	4,316	.0142858*	
10,291	New Bern	New Bernian	(C)	2,650	.0178572*	
		Sun-Journal	(R)	2,879	.0178572*	
9,056	Concord	*Tribune*	(R)	1,492	.0089286*	
8,000	Wilson	*Times*	(R)	4,250	.0214286*	
7,500	Hickory	*Record*	(E)	1,797	.0071429*	
7,300	Washington	*News*	(E)	1,975	.0142858*	
7,133	Salisbury	*Post*	(R)	3,450	.0142858*	
7,045	Fayetteville	*Observer*	(R)	3,161	.0107143*	
6,903	Kinston	*Free Press*	(E)	1,203	.0089286*	
		Caswell	(C)		.01785725*	
6,107	Goldsboro	*Argus*	(R)	1,100	.0107143*	
4,503	Henderson	*Dispatch*	(E)		.0107143*	
4,129	Tarboro	*Southerner*	(R)	700	.0107143*	
4,101	Greenville	*Reflector*	(E)	1,100	.0107143*	
		Reflector	(R)	1,371	.0089286*	
1,726	Scotland Neck	*Democrat*	(E)		.0107143*	
		NORTH DAKOTA—701,487				
20,549	Fargo	*Courier-News*	(D)	112,537	.04*	
		Sunday Edition	(M)	113,296	.04*	
		Forum	(E)	111,354	.04*	
13,554	Grand Forks	*American*	(R)	76,052	.03*	
		Herald	(D)	110,000		
		Herald	(R)	15,992	.016-.032	
		Sunday Edition	(M)	111,000	.04*	
10,653	Minot	News & Optic Reporter	(E)	4,100	.015*	
6,500	Jamestown	*Alert*	(E)	3,150	.0107143*	
6,344	Bismarck	*Tribune*	(R)	14,314	.02*	
4,783	Valley City	*Times-Record*	(E)	1,100	.0107143*	
4,525	Devils Lake	*Journal*		2,025	.0178572*	
		Inland Press	(R)		.0107143*	
4,142	Mandan	*Pioneer*	(R)	1,672	.01*	
1,851	New Rockford	*Stutsman County*	(E)		.0128572*	
		OHIO—5,575,414				
639,431	Cleveland	*Iron Trade and Metal Market Report*	(T)	4,387	.0071429*	
		Legal News and Recorder	(T)		.05‡	
		Plain Dealer	(M)		.02*	
		Live Stock News	(T)		.02*	
		News	(E)	1138,534	.02*	
		Sunday News-Leader	(M)	1167,720	.02*	
		Plain Dealer	(M)	1167,720	.02*	
		Press	(E)	1206,581	.02*	
		American Trading Record	(T)	1 90,471	.02*	
402,175	Cincinnati	Commercial Tribune	(E)	48,712	.15	
		Sunday Edition	(M)		.15	
		Enquirer (Court News)	(E)	62,911	.025*	
		Enquirer	(M)		.25*	
		Post	(E)	152,964	.01*	
		Times-Star	(E)	1156,733	.01*	
230,000	Toledo	*Blade*	(E)		.02*	
		Legal News (Court News)	(E)		.05‡	
		News-Bee	(E)	76,208	.015	
		Times	(A)	19,393	.04*	
		Sunday Edition	(M)		.04*	
204,567	Columbus	Business and Law Journal (Court News)	(E)		.04‡	
		Citizen	(R)	74,174	.10*	
		Dispatch	(M)	75,000	.10*	
		Sunday Edition	(M)	74,542	.10*	
		Ohio State Journal	(R)	49,437	.09	
		Sunday Edition	(M)		.09	
		Reporter (Court News)	(E)		.0357143*	
150,000	Akron	*Beacon Journal*	(R)	129,599	.05*	
		Press	(E)	115,567	.04*	
		Times	(E)	19,806	.03*	
123,794	Dayton	*Herald*	(E)	124,196	.04*	
		Herald	(M)	124,196	.04*	
		Journal	(E)	131,057	.05*	
		Sunday Edition	(M)	130,302	.05*	
		News	(E)	148,405	.055*	
		Sunday Edition	(M)	131,231	.045*	
110,000	Youngstown	*Telegram*	(E)	121,563	.05*	
		Vindicator	(R)	124,338	.05*	
		Sunday Edition	(M)	124,242	.05*	
70,000	Canton	*News*	(E)	13,910	.03*	
		Sunday Edition	(E)		.03*	
		Repository	(C)	123,862	.035*	
		Sunday Edition	(M)	124,864	.035*	
		Republican	(E)	118,761	.035*	
30,058	Springfield	*News*	(E)	114,950	.02*	
		Sunday Edition	(M)	111,526	.03*	
		Sun	(E)	112,365	.025*	
		Sunday Edition	(M)	111,915	.025*	
38,814	Hamilton	*Journal*	(E)	17,457	.01779*	
		Republican-News	(R)	15,272	.0142858*	
34,360	Lorain	*Times-Herald*	(E)	17,599	.02*	
33,904	Lima	*News*	(E)	112,031	.0238572*	
		Sunday Edition	(E)	113,111	.0238572*	
		Republican-Gazette	(D)	19,754	.02*	
		Sunday Edition	(M)	19,854	.03*	
		Times-Democrat	(E)	7,125	.0164286*	

NEWSPAPERS—*Continued*

30,000	Marion	*Star*	(E)	19,833	.02*	
		Tribune	(R)	6,664	.0128572*	
29,940	Zanesville	*Signal*	(R)	110,782	.025*	
		Times Recorder	(E)	120,786	.03*	
28,271	Newark	*Advocate*	(E)	11,945	.0145*	
		American Tribune	(E)	6,317	.0128572*	
27,511	Portsmouth	*Times*	(E)	15,000	.025*	
		Sunday Edition	(M)		.025*	
27,000	Steubenville	*Gazette*	(E)	3,315	.0107143‡	
		Herald-Star	(E)	4,766	.015*	
24,000	Warren	*Chronicle*	(R)	6,932	.0128572*	
		Tribune	(R)	4,925	.0178572*	
22,100	Mansfield	*News*	(E)	7,000	.02*	
		Shield	(C)	3,557	.0089286*	
21,877	East Liverpool	*Review*	(E)	15,909	.025*	
		Tribune	(R)	15,730	.015*	
20,478	Ashtabula	*Star and Beacon*	(E)	18,851	.0178572*	
20,127	Sandusky	*Register*	(D)	15,127	.0114286*	
		Sunday Edition	(M)	15,843	.0114286*	
		Star-Journal	(E)	16,408	.0128572*	
18,000	Chillicothe	*News-Advertiser*	(E)	3,862	.01*	
		Scioto Gazette	(E)	2,812	.0085715*	
17,718	Alliance	*Review and Leader*	(E)	19,004	.02*	
17,396	Elyria	*Chronicle*	(E)	3,256	.0114286*	
15,000	Bellaire	*Independent*	(R)	1,531	.0071429*	
		Leader	(R)	3,446	.0125*	
14,912	Massillon	*Independent*	(E)	16,916	.0128572*	
14,658	Findlay	*Courier*	(R)	3,470	.0085715*	
		Republican	(R)	4,000	.01*	
14,640	Lancaster	*Eagle*	(R)	4,077	.0142858*	
		Gazette	(R)	3,000	.0085715*	
14,827	Middletown	*Journal*	(R)	4,174	.0085715*	
		News-Signal	(E)	13,500	.0142858*	
13,906	Piqua	*Call*	(E)	4,010	.0142858*	
		Leader-Dispatch	(E)		.0128572‡	
		Press	(E)	2,200	.01*	
13,690	Ironton	*Irontonian*	(E)	3,825	.0107143*	
		Register	(E)	3,825	.0107143*	
12,923	Marietta	*Leader*	(E)	4,123	.0107143*	
		Register-Leader	(E)	4,124	.0107143*	
12,640	Cambridge	*Jeffersonian*	(E)	4,926	.0142858*	
		Times	(E)	4,926	.0142858*	
12,278	Tiffin	*Advertiser-Tribune*	(E)	3,250	.0071429*	
		Tribune and Herald	(E)	2,810	.0085715*	
12,000	Conneaut	*Reporter*	(E)	2,500	.0107143*	
10,630	Coshocton	*Tribune and Times-Age*	(E)	16,477	.0178572*	
		Sunday Edition	(M)	16,477	.0178572*	
10,570	Fremont	*Messenger*	(E)	2,548	.0071429*	
		News	(E)	13,348	.0071429*	
		(3-31-19 3 mos. stm't)				
10,392	Fostoria	*News*	(E)	3,750	.01*	
		Times	(E)	3,100	.0085715*	
10,311	Mount Vernon	*Banner*	(R)	3,000	.0071429*	
		Republican-News	(E)	12,166	.0085715*	
10,000	Sidney	*News*	(E)		.0085715*	
		News	(E)	3,450	.0107143*	
9,718	Martin's Ferry	*Times*	(E)	4,000	.01*	
9,560	Delaware	*Gazette*	(E)	11,900	.0085715*	
		Herald-Herald	(E)	11,987	.0071429*	
9,523	Salem	*News*	(E)	12,910	.0085715*	
9,470	New Philadelphia	*Times*	(R)	4,413	.0128572*	
8,915	Bellefontaine	*Examiner*	(E)	3,825	.0107143*	
		Index-Republican	(E)	2,654	.0085715*	
8,737	Bucyrus	*Forum*	(E)		.0142858*	
		Telegraph	(E)	8,176	.0107143*	
8,740	Niles	*News*	(E)	3,500	.0085715*	
8,710	Xenia	*Gazette* (R)	13,056	14,251	.015*	
		Republican (R)	11,193			
8,000	Defiance	*Crescent News*	(E)	2,591	.0085715*	
		Express	(E)		.0107143*	
7,858	Norwalk	*Reflector-Herald*	(E)	3,624	.0107143*	
7,739	Urbana	*Citizen*	(R)	1,583		
		Democrat (R)	13,728	5,366	.0178572*	
7,277	Washington C. H.	*Herald*	(E)	3,072	.0114286*	
7,214	Galion	*Inquirer*	(E)	2,412	.0085715*	
7,185	Kenton	*Democrat*	(E)	2,345	.0085715*	
		News-Republican	(E)	2,345	.0085715*	
7,157	Van Wert	*Bulletin*	(E)		.0071429*	
		Times	(E)	2,087	.0107143*	
6,875	Wellston	*Sentinel*	(E)		.0071429*	
6,795	Ashland	*Times-Gazette*	(E)		.0085715*	
6,744	Circleville	*Herald*	(R)	1,875	.0157143*	
		Union-Herald	(E)		.0071429*	
6,621	Dover	*Reporter*	(E)		.0107143*	
6,237	Zanesville	*Recorder*	(E)	3,536	.0085715*	
		Times	(R)	1,740	.0071429*	
6,136	Wooster	*Republican*	(E)	3,441	.0085715*	
		Republican	(R)	4,270	.0107143*	
6,122	Troy	*News*	(E)	2,500	.0085715*	
6,000	Ubrichsville	*Chronicle*	(E)	2,867	.0085715*	
6,000	Wapakoneta	*News*	(E)	2,850	.0142858*	
5,732	St. Marys	*Leader*	(E)	3,250	.0107143*	
5,580	Bucyrus	*Journal*	(E)	1,740	.01*	
5,501	Painesville	*Telegraph*	(E)	2,760	.0142858*	
5,451	Ashland	*Times*	(E)	2,718	.0107143*	
5,222	Bowling Green	*Sentinel-Tribune*	(E)	12,570	.0085715*	
5,200	Delphos	*Gazette*	(E)	2,210	.0107143*	
5,038	Delphos	*Herald*	(E)	1,087	.0064286*	
5,000	Palestine	*Daily Palestine*	(E)	1,000	.0142858*	
4,903	Shelby	*Globe*	(E)	2,050	.0057143*	
4,671	Toronto	*Gazette*	(E)		.0085715‡	
4,621	Toronto	*Herald*	(E)	1,672	.0085715*	
4,000	Dennison	*Paragraph*	(E)		.0085715*	
2,779	Upper Sandusky	*Chief*	(E)	2,746	.0071429*	
		Union (morning also)	(E)	1,812	.0085715*	
3,576	Fairborn	*Herald*	(E)	1,500	.0107143*	
3,493	Celina	*Standard*	(E)	1,600	.0071429*	
3,084	Lisbon	*Morning*	(E)	1,225	.0085715*	
2,696	Geneva	*Free Press-Times*	(E)	1,650	.0071429*	
1,446	Mechanicsburg	*Telegram*	(E)		.0071429*	
		OKLAHOMA—2,277,039				
83,539	Oklahoma City	*Legal News* (Court News)	(R)		.0142858‡	
		Law Stock Index	(R)		.0085715*	
		Oklahoman (D)	156,772‡	195,411	.12*	
		Oklahoman (M)	195,411			
		Sunday Oklahoman (M)		166,443	.15*	
		Oklahoma News	(E)	124,416	.05*	
		Pointer	(C)		.045‡	
30,358	Muskogee	*Phoenix*	(R)	112,053	.03*	
		Sunday Edition	(M)	112,959	.035*	
		Times-Democrat	(E)	111,441	.02*	
30,000	Tulsa	*Democrat* (R)	123,770‡			
		Sunday Democrat	(M)	122,270	.04*	
		Daily Oil Record	(E)		.0071143‡	
		World	(E)	110,063‡		
		Sunday Edition	(M)	130,784	.06*	
		Eagle	(E)	6,798	.02*	
		News	(C)	4,875	.0157143*	

SPACE-BUYERS' GUIDE TO NATIONAL, STATE AND CITY MARKETS OF THE UNITED STATES

COMPARATIVE POPULATIONS OF CITIES HAVING ENGLISH-LANGUAGE DAILY NEWSPAPERS, ARRANGED BY STATES, WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT) OF ALL DAILIES LISTED, FOR SIX MONTHS ENDING MARCH 31, 1910; AND MINIMUM 5,000 LINE FOREIGN ADVERTISING RATES IN EFFECT AUGUST 1, 1910.

OKLAHOMA—*Continued*

17,000	Shawnee	*News*	(C)	2,178	.025*
16,710	McAlester	**News-Capital*	(R)	2,178	.01¢2858*
15,000	Bartlesville	*Enterprise*	(R)	4,178	.02*
		**Examiner*	(D)	12,961	.01¢2857*
		Sunday Edition	(M)	12,961	.01¢2857*
14,000	Sapulpa	*American*	(M)	4,012	.02¢2864*
		Herald	(E)	4,178	.02¢2857*
13,873	Chickasha	*Express*	(R)	2,812	.01¢2858*
13,000	Drumright	*Derrick*	(R)		.02¢2858*
12,000	Okmulgee	*Democrat*	(D)	4,883	.02¢2864*
		Times	(R)		.025¢
		Perry Sentinel	(R)		.00¢2864*
11,911	Guthrie	*Leader*	(D)	12,206	.035
9,868	Ardmore	*Automatic*	(C)	6,787	.025*
9,000	El Reno	*Democrat*	(D)		.01¢2858*
8,500	Blackwell	*News*	(R)	800	.01¢7143*
		Tribune	(R)	1,647	.01¢7143*
		(3 mos. statement 3-31-10)			
7,268	Lawton	*Constitution*	(R)	2,137	.01¢2858*
		News	(C)	2,192	.01¢7143*
7,500	Henryetta	*Free Lance*	(C)		.01¢7143*
7,200	Durant	*Democrat*	(D)	1,680	.01¢2858*
7,000	Hugo	*News*	(R)	1,945	.01¢7143*
7,000	Miami	*Miami District News*	(C)	1,527	.02*
		Record-Herald	(D)	1,799	.015*
6,000	Cushing	*Citizen*	(R)		.01¢7143*
		Herald	(R)		.01¢2858*
5,000	Norman	*Transcript*	(R)		.00¢2864*
5,500	Collinsville	*News*	(R)		.01¢7143*
4,349	Ada	*News*	(R)	2,100	.01¢2858*
4,082	Tonkawa	*Journal*	(R)	830	.01¢7143*
4,000	Ponca City	*News*	(R)	2,000	.02¢4286¢
2,845	Hobart	*Democrat-Chief*	(D)		.00¢9286
		Republican	(R)	2,340	.00¢7149*
1,668	Alva	*News*	(R)	795	.00¢2858*
		Review-Courier	(R)		.00¢7142*
3,672	Nowata	*Star*	(C)	1,750	.01¢2858*
1,444	Stillwater	*Press*	(R)		.01¢2858*
1,027	Frederick	*Leader*	(D)	2,060	.01¢7857*
2,666	Claremore	*Progress*	(no 5 hurs. issue)	(R)	850
2,540	Purcell	*Register*	(R)		.01¢7143*
2,538	Kingfisher	*Free Press*	(R)	900	.01¢7143*
		Times	(R)	1,050	.01¢7143*
1,992	Newkirk	*Eagle*	(R)		.01¢7143*
		Reporter	(R)		.01¢7143*
—	Shamrock	*Bulletin*	(R)		.01¢7148*

OREGON—800,345

260,601	Portland	**News*	(R)	125,115	.04*
		**Oregonian*	(R)	175,216	.12*
		Sunday Edition	(M)	181,967	.16*
		**Oregon Journal*	(E)	106,183	.08*
		**Sunday Edition*	(M)	106,286	.10*
		Record-Abstract (Court News)	(R)		.01¢7857*
		**Telegram*	(E)	158,149	.11*
18,266	Salem	**Capital Journal*	(R)	14,834	.01¢7857*
		Oregon Statesman	(D)	6,195	.04*
13,083	Eugene	**Guard*	(R)	13,436	.01¢2858*
		**Register*	(R)	16,156	.01¢2858*
		**Sunday Edition*	(M)	14,531	.01¢2858*
10,117	Astoria	Astorian	(C)	4,165	.01¢7857*
		Budget	(R)	2,281	.025*
10,000	Medford	*Mail-Tribune*	(R)	3,113	.01¢7857*
		Sunday Sun	(M)	2,333	.01¢7857*
7,000	Albany	*Democrat*	(R)	2,618	.01¢7143*
		Herald	(R)		.01¢7857*
6,742	Baker	Democrat	(D)	1,840	.01¢7143*
		Herald	(R)	2,040	.01¢7143*
4,000	Corvallis	*Gazette-Times*	(R)	1,600	.01¢7143*
6,000	La Grande	*Observer*	(C)	2,128	.01¢7857*
5,000	Oregon City	Enterprise	(C)	1,209	.01¢7143*
3,500	Roseburg	*News*	(R)	1,665	.01¢7143*
		Review	(R)	1,665	.01¢7143*
4,889	The Dalles	**Chronicle*	(R)	11,260	.01¢7143*
4,460	Pendleton	**East Oregonian*	(R)	2,666	.01¢7143*
		Tribune	(D)	2,666	.01¢7143*
		Sunday Edition	(M)		.01¢7143*
4,200	Bend	**Bulletin*	(R)	907	.01¢7857*
3,917	Grants Pass	*Courier*	(R)	1,037	.01¢7143*
3,500	Marshfield	*Coos Bay Times*	(R)	2,782	.01¢7857*
		Harbor	(R)		.01¢7142*
2,750	Klamath Falls	*Herald*	(R)	1,810	.01¢2858*

PENNSYLVANIA—8,700,907

1,617,810	Philadelphia	*Bulletin*	(E)	487,977	.45*
		**Inquirer*	(E)	1171,422	.30*
		**Sunday Edition*	(M)	1344,286	.40*
		**North American*	(M)	1171,422	.25*
		**Sunday Edition*	(M)	1197,810	.30¢
		**Press*	(E)	1194,964	.30*
		**Sunday Edition*	(M)	1193,285	.30*
		**Public Ledger* (E)		1113,824	.07¢
		**Public Ledger* (E)		1184,404	.10¢
		**Sunday Edition*	(M)	1134,710	.25*
		**Record*	(M)	1117,651	.25*
		**Sunday Edition*	(M)	1138,758	.25*
		Star	(E)		.12
570,000	Pittsburgh	**Chronicle Telegraph* (R)		1169,588	.12¢
		**Gazette Times* (R)		179,328	.12¢
		**Sunday Gazette Times*	(M)	181,491	.25*
		**Dispatch*	(E)	155,873	.09¢
		**Sunday Edition*	(M)	158,482	.15¢
		Law Bulletin (Court News)	(R)		.01¢7143*
		Leader	(D)	80,438	.09*
		Law Stock Journal	(R)		.02¢5715*
		**Post*	(E)	174,795	
			(R)	172,924	1147,831 .09
		**Sunday Post*	(M)	1184,360	.12
		**Press*	(E)	1116,209	.14
		**Sunday Edition*	(M)	1112,137	.14
141,311	Scranton	**Republican*	(M)	125,433	.07
		**Times*	(E)	119,768	.05¢
108,000	Reading	**Eagle*	(E)	131,191	.06*
		**Sunday Edition*	(M)	121,870	.06*
		Herald	(E)		.025*
		**News-Times* (E)		112,213	.04*
73,660	Wilkes-Barre	**Record*	(R)	1,527	.02*
		**Record*	(E)	116,707	.03¢
		Times-Leader	(E)	119,768	.05¢
72,491	Erie	**Dispatch*	(A)	9,874	.025
		**Sunday Edition*	(A)	9,874	.025
		**Herald*	(R)	18,775	.025*
		**Times*	(R)	129,826	.06*
69,493	Harrisburg	*News*	(R)	1,726	.01¢
		**Patriot*	(R)	120,820	1147,010 .065*
		**Telegraph*	(R)	128,101	.06¢*
64,642	Johnstown	Democrat	(D)	10,505	.03*
		Leader	(R)	8,081	.02*
		Tribune	(R)	24,434	.04*
60,297	Allentown	**Call*	(R)	1122,484	.04*
		Chronicle and News	(R)	5,132	.01¢7857*
		**Democrat*	(R)	14,543	
		**Item*	(R)	12,619	110,194 .02*
		Leader	(D)		8,198 .01¢2857*
60,000	Altoona	**Mirror*	(R)	1123,581	.04*
		**Times*	(R)	115,232	.025*
		Tribune	(D)		7,500 .02*
60,000	Chester	Republican	(R)		12,705 .01¢*
		**Times*	(R)		11,299 .025*
49,645	Lancaster	*Examiner*	(R)		4,621 .01¢2479*
		Intelligencer			
		News Journal	(E)	123,018	.05*
		New Era	(R)	110,821	.03¢7143*
49,430	York	*Dispatch*	(E)	112,469	.04*
		Gazette and Daily	(R)	14,555	.03*
45,965	McKeesport	*Times*	(E)	111,601	.02¢2479*
40,000	Bethlehem	*Globe*	(R)	15,766	.025*
		Times	(E)	12,991	.01¢2858*
40,000	Williamsport	Gazette and Bulletin	(R)	113,664	.02*
		**Sun*	(E)	116,110	.025
39,169	New Castle	*Herald*	(R)	13,227	.01¢5715*
		**News*	(E)	111,611	.02¢*
30,265	Norristown	*Herald*	(R)	13,277	.01¢7857*
		**Times*	(E)	110,543	.025*
29,682	Easton	**Express & Argus*	(E)	111,718	.03*
		Free Press	(R)	119,455	.02¢5715*
28,091	Shenandoah	*Herald*	(E)	14,034	.01¢7857¢
		Sunday Edition		14,034	.01¢2858*
27,511	Hazleton	*Plain Speaker*	(R)	17,616	.02*
		Standard-Sentinel	(R)	17,390	.02*
25,543	Butler	*Citizen*	(D)	16,196	.01¢2857*
		Eagle	(R)	15,343	.01¢2858*
		Times	(R)	12,300	.00¢2858*
21,684	Pottsville	*Chronicle*			.01¢4286*
		Journal	(R)	18,126	.02*
		Republican	(R)	119,797	.02¢2857*
21,256	Homestead	*Messenger*	(R)		.01¢2857*
20,855	Braddock	*News-Herald*	(R)	12,100	.02¢*
20,841	Shamokin	*Dispatch*	(R)	13,890	.01¢2858*
		Herald	(R)		.01¢2858*
		News	(R)	13,786	.01¢7857¢
20,702	Washington	*News*	(R)	15,455	.02*
		**Observer*	(D)	19,813	113,953 .03*
		**Reporter*	(R)	16,440	
19,926	Lebanon	*News*	(R)		9,349 .01¢7857¢
		Report	(R)		9,818 .025*
		Times	(R)		.00¢5715*
19,386	Mount Carmel	**Item*	(R)	13,272	.01¢7857¢
19,140	Uniontown	*Genius*	(R)	16,490	16,365 .035¢
		**Herald*	(R)	19,767	
		News Standard	(R)		5,672 .01¢2815*
18,752	Monessen	*Independent*	(R)		.01¢2858*
18,645	Oil City	*Blizzard*	(R)		3,194 .01¢7438*
		Derrick	(R)		19,568 .01¢2858*
18,532	Carbondale	*Leader*	(R)		5,478 .05¢
17,847	Hazleton	*Sentinel*	(R)		14,727 .01¢7857¢
17,538	Sharon	**Herald*	(R)		14,548 .01¢2858*
		**Telegraph*	(R)		10,919 .01¢2858*
16,971	Mahanoy City	*American-Tribune*	(R)		2,590 .01¢2858*
		Herald	(R)		3,550 .00¢7143*
16,608	Pottstown	*Ledger*	(R)		.01¢2858*
		Mercury	(R)	16,306	16,306 .04¢*
15,458	Sunbury	*Daily*	(R)		3,176 .01¢7857¢
		Item	(R)		3,394 .01¢2857¢
15,000	Bristol	*Courier*	(R)		1,975 .01¢2858¢
14,687	Greensburg	*Herald*	(R)		3,783 .00¢5715*
		Review	(R)		4,401 .00¢5715*
		Tribune	(R)		4,210 .00¢5715*
14,013	Connellsville	**Courier*	(R)		5,436 .01¢*
		**Star*	(R)		10,101 .01¢7143*
14,544	Bradford	*Era*	(R)		3,623 .01¢*
		Time and Record	(R)		3,917 .01¢2858*
14,045	Warren	Carnegie	(R)		2,682 .01¢7143*
		Sunday Edition	(M)		.01¢2858*
		Mirror	(R)		2,127 .01¢2858*
14,007	Du Bois	**Times*	(R)	14,018	.01¢7857¢
		Courier	(R)	15,850	.01¢2858*
		Express	(R)	13,300	.01¢4286¢
14,000	Burnell &	*News*	(R)	13,300	.01¢2858*
13,472	Meadville	**Republican*	(R)	17,339	.01¢2858*
		**Tribune-Republican*	(R)		.01¢7857*
13,369	Connellsville	*Record*	(R)	15,285	.01¢7857¢
13,100	Beaver Falls	*Tribune*	(R)	15,071	.01¢2858*
12,722	West Chester	*Local News*	(R)	11,926	.03*
12,192	Chambersburg	*Franklin Repository*	(R)	14,561	.01¢7143*
		Public Opinion	(R)	14,760	.015*
		Valley Spirit	(R)	11,078	.01¢2142¢
11,454	Columbia	*News*	(R)	12,417	.01¢7143*
		Spy	(R)	13,349	.01¢2858*
11,400	Phoenixville	*Republican*	(R)	12,900	.01¢7143*
11,185	Charleroi	*Mail*	(R)		.00¢7142*
11,000	Punxsutawney	*Spirit*	(R)	14,000	.01¢2857¢
10,811	Franklin	*News*	(R)	12,708	.025*
10,589	Carlisle	*Herald*	(R)	11,333	.00¢7149*
		Volunteer	(R)		
		(The Volunteer is the morning edition of the Herald.)			
10,546	Latrobe	*Sentinel*	(R)	12,835	.01¢7143*
10,396	Tamaqua	*Courier*	(R)	14,042	.01¢7143*
9,748	Lewistown	*Sentinel*	(R)	15,302	.01¢*
9,000	Donora	*Herald*	(R)	12,744	.01¢7143*
8,951	New Brighton	*Herald Valley News*	(R)	11,329	.01¢7143*
8,651	Titusville	*Herald*	(R)	12,000	.01¢2858*
7,772	Lock Haven	*Express*	(R)	12,732	.01¢2858*
7,701	New Kensington	*News*	(R)		.01¢2858*
7,500	Monongahela	*Republican*	(R)	12,563	.01¢7143*
7,317	Dunmore	*News*	(R)	12,415	.01¢2858*
7,300	Mt. Union	*Herald*	(R)		.01¢7143*
7,480	Milton	*Standard*	(R)	13,403	.01¢7857¢
7,414	Tarentum	*Telegram*	(R)	11,743	.01¢7143*
		Valley News	(R)	11,406	.00¢5715*
7,413	Bloomsburg	*Press*	(R)	11,311	.02*
7,199	Waynesboro	*Record-Herald*	(R)	12,057	.01¢2858*
7,176	Tyrone	*Herald*	(R)		.01¢7143*
7,057	Hanover	*Record-Herald*	(R)	12,790	.00¢5715*
		Herald	(E)		
7,000	Corry	*Sun*	(R)	12,520	.01¢2142¢
7,000	Greenville	*Record*	(R)	11,671	.01¢7143*
6,961	Huntingdon	*Journal and News Era*	(R)	11,563	.01¢7143*
6,853	Ashland	*News*	(R)	11,415	.01¢2858¢
		Telegram	(R)		.005¢
6,851	Clearfield	*Progress*	(R)	13,136	.0128*
		Public Spirit	(R)		.01¢7143*
6,626	Kane	*Republican*	(R)	12,350	.00¢5715*
6,346	St. Mary's	*Press*	(R)	11,000	.01¢2858*
5,749	Indiana	*Gazette*	(R)		.01¢7143*
5,500	Catasauqua	*News*	(R)	12,364	.01¢2858*
5,500	Natrona	*Press*	(R)	1412	.00¢5715*
5,408	Ridgway	*Record*	(R)	12,738	.01¢*
5,381	Jersey Shore	*Herald*	(R)	11,059	.00¢7149*

IF YOU were TO ASK most ANY INTELLIGENT PHILADELPHIAN How to make YOUR ADVERTISING DO YOU the MOST GOOD in PHILADELPHIA THE REPLY UNDOUBTEDLY WOULD BE: "PUT IT in THE BULLETIN."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads.

The Bulletin

Net Paid Average For June

447,401

Copies a Day

No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by The Bulletin.

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For Explanation of Key-Letters and Markings See Foot Note on Page 32.

POPULATIONS VISUALIZED FOR SPACE BUYERS BY NATIONAL, STATE AND CITY MARKETS

CITIES IN WHICH DAILY NEWSPAPERS ARE PUBLISHED SHOWN BY STATES IN ORDER OF POPULATION IMPORTANCE, AFFORDING A CONVENIENT GUIDE IN PLANNING ADVERTISING CAMPAIGNS, FOR ANY DESIRED MARKET UNITS.

Published for the Information and Guidance of Space Buyers, Advertising Agents and National Advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

The Houston Post

Foreign advertising Jan. 1st to June 30th 1918 556,780 lines 1919 909,538 lines A gain of 352,758 lines. Total advertising Jan. 1st to June 30th 1918 3,665,900 lines 1919 4,846,674 lines A gain of 1,180,774 lines.

These figures do not include any medical, oil stock or other objectionable advertising.

Foreign Representatives:

Benjamin Kentnor Co., 225 Fifth Ave., New York. 900 Mallers Building, *Chicago*

PENNSYLVANIA—*Continued*

5,374	Middletown	*Journal*	(R)	1,337	.0037143¢	94,494	Fort Worth	*Live Stock Reporter*		3,360	.02¢
5,369	Bangor	*News*	(E)		.0071429¢			*Record*	(M)	120,509	.05¢
5,317	Berwick	*Enterprise*	(E)		.0083¢			*Sunday Edition*	(M)	126,000	.06¢
5,316	Lehighton	*Leader*	(E)	1,215	.0071429¢			*Star-Telegram*	(M)	91,943	.10¢
5,021	Ellwood City	*Record*	(E)		.0071429¢			*Sunday Edition*	(M)	101,142	.10¢
4,900	Susquehanna	*Transcript*	(E)	1,000	.0071429¢	69,905	El Paso	*Herald*	(E)	18,000	.05¢
4,640	Mechanicsburg	*Herald*	(E)		.0178572¢			*Times*	(M)	23,758	.05¢
4,179	Stroudsburg	*Record*			.0089286¢			*Sunday Edition*	(M)	19,221	.05¢
		Times and Democrat		2,612	.05¢	60,289	Galveston	*News*	(M)	19,000	.05¢
4,311	Kittanning	*Simpson's Leader*		2,750	.0057134¢			*Sunday Edition*	(M)	19,939	.05¢
		Times		2,410	.0142858¢			*Tribune*	(M)	8,831	.04¢
4,281	Towanda	*Review*		1,200	.025 ¢	40,000	Austin	*American*	(M)	7,411	.025
4,230	Gettysburg	*Times*		3,431	.0107143¢			*Sunday Edition*	(M)		.025
3,952	Mauch Chunk	*News*		2,126	.0071429¢			*Statesman*	(E)	7,573	.025
		Times			.0071429¢	40,000	Beaumont	*Enterprise*	(E)	19,346	.05¢
3,585	Phillipsburg	*Journal*	(E)		.0107143¢			*Sunday Edition*	(M)	19,346	.05¢
3,456	Beaver	*Times*	(E)	4,262	.015 ¢			*Journal*	(E)	9,436	.025¢
3,130	E. Stroudsburg	*Press*	(E)	1,856	.0107143¢			*Sunday Edition*		9,436	.025¢
3,104	Doylestown	*Democrat*		2,000	.0071429¢	40,000	Waco	Colored Observer(Negro)	(B)		.0071429¢
		Intelligencer		1,907	.01¢			*News-Tribune*	(E)	12,298	.035¢
2,324	Brownsville	*Telegraph*	(E)	2,185	.0107143¢			*Sunday Edition*	(M)	19,480	.035¢
								Times-Herald	(S)	7,964	.05¢

RHODE ISLAND—687,416

147,660	Providence	*Bulletin*	(E)	155,300	.12¢	17,000	Corpus Christi	Caller and Herald	(A)	2,210	.0178572¢
			(M)	129,875	.075¢	15,000	Corsicana	*Sun*	(E)	1,746	.0107143¢
		Sunday Edition	(M)	145,322	.10¢	15,000	San Angelo	*Standard*	(S)	2,356	.0178572¢
		News	(E)		.04¢	14,409	Denison	*Gazette*	(C)		.0142858¢
		Tribune			.04¢			*Herald*	(E)	3,738	.0178572¢
		Sunday Edition	(M)	12,205	.07¢	14,000	Abilene	*Reporter*	(S)	2,638	.03¢
55,235	Pawtucket	*Times*	(E)	32,107	.045¢	12,585	Amarillo	*News*	(C)	4,610	.0238572¢
40,075	Woonsocket	*Call and Reporter*	(E)	11,888	.04			*Sunday Edition*	(M)		.0264286¢
30,000	Newport	*Herald*	(E)		.0107143¢			*Panhandle*	(E)		.0142858¢
		Times	(E)	6,230	.0257145¢	13,629	Laredo	*Record*	(C)		.0071429¢
10,172	Westerly	*News*	(E)	2,233	.015 ¢			*Times*	(R)		.0071429¢
		Sunday Edition	(M)	14,333	.015 ¢	13,157	Sherman	*Courier*	(E)	1,726	.0142858¢
3,100	Arctic	*Pawtuxet Valley Times*	(R)	14,345	.015 ¢			*Courier*			.0107143¢
					.0107143¢			*Democrat*		2,565	.0214286¢
						12,984	Marshall	*Messenger*	(E)	1,235	.0114286¢

SOUTH CAROLINA—1,060,934

60,111	Charleston	American	(B)		.025¢	12,704	Temple	*Telegram*	(E)	17,163	.025¢
		Sunday Edition	(M)		.025¢			*Sunday Edition*	(M)	17,163	.03¢
		News and Courier	(E)	110,560	.03 ¢	12,310	Brownsville	*Herald*	(S)	2,048	.0214286¢
		Sunday Edition	(M)	132,302	.05¢			*Sentinel*	(C)		.0107143¢
		Post	(E)	12,413	.03¢	11,081	Paris	*Advocate*	(R)		.0057143¢
		Record	(E)	13,300	.03¢			*News Item*	(R)		.0071429¢
55,000	Columbia	*Record*	(M)	11,765	.03 ¢			*News*	(C)	4,278	.0178572¢
		Sunday Edition	(M)	24,276	.05¢	11,722	Texarkana	Four States Press			
		State	(M)	124,429	.05¢			and Courier	(A)	5,347	.02¢
20,125	Spartanburg	*Herald*	(E)	18,248				*Texarkanian—see Texarkana, Ark.*			
		Journal	(R)	14,620	.010 668 .03¢						
		Sunday Herald		17,400	.03¢	11,367	Cleburne	*Enterprise*	(M)	1,875	.0178572¢
17,395	Greenville	*News*	(E)	110,054	.03 ¢			*Sunday Edition*	(M)		.0178572¢
		Sunday Edition	(M)	19,547	.05¢			*Review*	(C)	1,905	.0071429¢
		Piedmont	(R)	18,199	.025¢	11,412	Palestine	*Herald*	(R)	1,855	.0089286¢
13,000	Union	*Times*	(M)	7,000	.01 .0125858¢			*Press*	(R)		.0071429¢
11,424	Anderson	*Mail*	(R)	4,693	.0178572¢	11,393	Tyler	*Courier-Times*	(R)	1,950	.0142858¢
		Tribune	(C)		.0178572¢	10,760	Wichita Falls	*Wichita Times*	(E)	1,724	.0107143¢
10,145	Sumter	*Item*	(R)	1,508	.0107143			*Times*	(M)	4,906	.025¢
9,000	Greenwood	*Index-Journal*	(R)	1,245	.01¢	10,000	Orange	*Leader*	(R)		.0178572¢
7,216	Rockhill	*Herald*	(R)	1,200	.0107143¢	9,696	Greenville	*Banner*	(R)		.0142858¢
7,057	Florence	*Times*			.0121429¢			*Morning News*	(C)	3,356	.0178572¢
						9,000	Brownwood	*Bulletin*	(R)		.0142858¢
						9,000	McKinney	*Courier-Gazette*	(R)	1,264	.0071429¢

SOUTH DAKOTA—785,434

20,929	Sioux Falls	*Argus-Leader*	(R)	15,934	.04¢	8,000	Waxahachie	*Light*	(R)		.0071429¢
		Press		19,975	.0214286¢	7,663	Port Arthur	*News-Record*	(C)		.02¢
				10,514	.0214286¢			*Sunday Edition*	(M)		.02¢
11,846	Aberdeen	*American*	(E)	6,689	.0214286¢	7,624	Gainesville	Hesperian	(C)		.0107143¢
		Sunday Edition	(M)	10,522	.0214286¢			*Register*	(R)	1,460	.0107143¢
		News	(E)	4,532	.0107143¢	7,050	Terrell	*Transcript*	(R)	1,500	.0142858¢
		Sunday Edition	(M)	1,959	.0107143¢			*Tribune*	(S)	1,783	.0107143¢
8,313	Watertown	*News*	(E)	3,000	.0178572¢			*Sunday Edition*	(M)		.0142858¢
		Public Opinion	(R)	2,150	.02¢	7,000	Bonham	*Favorite*	(R)	1,760	.0107143¢
8,128	Lead	*Call*	(R)	1,510	.0128572¢	7,000	Bryan	*Eagle*	(R)		.0238572¢
7,785	Mitchell	*Republican*	(R)	2,600	.0268715¢	6,115	Hillsboro	*Mirror*	(R)	1,140	.0071429¢
		Republican (R)	13,872		.04¢	6,000	Denton	*Record and Chronicle*	(R)	1,742	.0178572¢
		Sunday Edition (R)	13,872		.05¢	6,000	Yoakum	*Herald*	(R)	680	.0071429¢
		Sunday (M)		15,304	.03¢			*Times*	(C)		.0142858¢
6,012	Huron	*Herald*	(E)	2,721	.0178143¢	5,600	Ennis	*News*	(E)		.0107143¢
		Sunday (M)			.025¢	5,314	Taylor	*Democrat*	(R)		.0107143¢
4,900	Rapid City	*Journal*	(R)		.0121429¢			*Press*		958	.0107143¢
4,721	Yankton	*Press and Dakotan*	(R)	1,978	.0142858¢	5,155	Longview	*Leader*	(R)		.0107143¢
3,949	Madison	*Leader*	(R)	0	1,500 .0042858¢			*News-Citizen*		1,060	.0071429¢
		Sentinel	(R)	695	.0071429¢	5,151	Solphur Springs	*News-Telegram*	(R)		.0085715¢
3,300	Pierre	*Capital-Journal*	(R)	726	.0085715¢	5,047	Weatherford	*Herald*	(R)	1,110	.0071429¢
3,113	Deadwood	*Pioneer-Times*	(C)		.0107143¢	4,718	Brenham	*Banner-Press*	(R)	755	.0085714¢
		Telegram	(C)	550	.01¢	4,164	Belton	*Journal*	(R)		.0085715¢
2,500	Winner	*Journal*	(C)		.0071429¢	4,000	Athens	*Review*	(R)		.0107143¢
1,531	Mobridge	*Tribune*	(R)		.0071429¢	3,930	Mineral Wells	*Index*	(R)		.0142858¢
						3,878	Marlin	*Democrat*	(R)		.0089286¢

TENNESSEE—2,321,385

143,131	Memphis	*Commercial Appeal*	(R)	109,209	.12	3,536	Ballinger	*Ledger*	(R)	500	.0042714¢
		Sunday Edition	(R)	118,826	.15	3,500	Jacksboro	*Gazette-Herald*	(R)	900	.0064286¢
		Court News	(R)	2,500	.0132143¢	3,284	Navasota	*Examiner-Review*	(R)	675	.0071429¢
3,949	Madison	*News-Examiner*	(R)	700.119	.01¢	3,156	Bay City	*Tribune*	(R)		.0071429¢
		Penny	(R)		.01¢	3,139	Gonzales	*Inquirer*	(R)	643	.0107143¢
		Press	(R)	37,352	.04¢	3,109	Cuero	*Courier*	(T)		.0057143¢
114,499	Nashville	*American* (R)	115,196					*Star*	(U)		.0071429¢
		Tennessean (R)	154,545	.08¢		3,000	San Benito	*Light*	(R)		.0085715¢
		Sunday Tennessean and American (R)		134,051	.08¢	1,930	Mart	*Herald*	(R)		.0085715¢
				149,457	.07¢	2,872	Jacksonville	*Progressive*	(R)		.0089286¢
		Banner (R)		149,457	.07¢	2,818	Commerce	*Journal*	(R)		.0071429¢
		Clarksville Leaf-Chronicle		146,909	.04¢	2,749	Varlin	*News*	(R)		.0071429¢
		Commercial Daily (Court News)				2,694	Mexia	*News*	(R)		.0071429¢
70,000	Knoxville	*Journal and Tribune*	(R)		.02857154¢	2,500	Timpson	*Times* (*No Thurs. Issue*)	(R)		.0071429¢
		Sunday Edition (3 mos. statement)	(M)	123,461	.04¢	2,119	Lampasas	*Leader*	(R)		.0071429¢
		Sentinel	(M)	120,594	.04¢	1,959	Kaufman	*Herald*	(R)		.0071429¢
		Sunday Edition	(M)	134,545	.045¢	1,500	McAllen	Rio Grande Sun	(R)		.0085715¢
27,077	Chattanooga	*News*	(E)	116,548	.04	800	Ranger	*Times*			.04¢
		Times	(M)	130,173	.04¢			*Sunday Edition*	(M)		.04¢
		Sunday Edition	(M)	126,610	.04¢						
16,218	Jackson	*Sun*	(E)	4,132	.02						
10,143	Johnson City	*Staff*	(R)	5,346	.0178572¢	109,350	Salt Lake City	*Deseret News*	(T)	119,383	.04
10,000	Clarksville	*Leaf-Chronicle*	(R)	7,950	.0142.286¢			*Saturday Edition*	(T)	122,432	.05
5,754	Columbia	*Herald*	(R)	2,001	.0157143¢			Herald	(R)	34,553	.05¢
4,707	Morristown	*Mail*			.0071429¢			*Sunday Edition*	(M)	32,906	.05¢
								Telegram	(R)	124,792	.07¢

TEXAS—4,001,370

120,000	Houston	*Chronicle*	(R)	154,206	.09¢			*Tribune*	(M)	141,187	.09
		Sunday Edition	(R)	162,868	.10¢			*Sunday Edition*	(M)	169,374	.09
		Post	(R)	142,662	.08¢	31,000	Ogden	*Examiner*	(R)	18,336	.0142.286¢
		Sunday Edition	(R)	157,776	.09¢			*Sunday Edition*	(M)	18,912	.0214286¢
		Press	(R)	18,736	.03¢			*Standard*	(R)	17,532	.02¢
119,000	San Antonio	*Commercial Recorder* (Court News)			.0057143¢	7,512	Logan City	*Journal*	(R)	1,836	.0142858¢
		Express	(M)	133,852	.07¢						
		Sunday Edition	(M)	140,067	.08¢						
		Light		140,067	.08¢	21,347	Burlington	*Free Press*	(R)	10,409	.025¢
		Saturday Edition	(Y)	118,279	.07¢			*News*	(R)	3,286	.02¢
		Sunday Edition	(Y)	124,797	.07¢	16,417	Rutland	*Herald*	(R)	13,025	.0178572¢
		News	(E)	18,533	.05¢			*Sun*	(R)	3,392	.0057129¢
111,986	Dallas	*Dispatch*	(R)	38,436	.04¢	11,706	Barre	*Times*	(R)	10,765	.0225¢
		Journal	(R)	129,946	.08¢	8,900	Bennington	*Evening News*	(R)	2,858	.0142.286¢
		Sunday	(R)	167,321	.10¢	8,561	St. Johnsbury	*Caledonian*	(R)	910	.0128572¢
		News	(E)	129,946	.04¢	7,856	Montpelier	*Argus*	(R)	2,070	.0142858¢
		Sunday Edition	(M)	1100,673	.04¢	6,517	Brattleboro	*Reformer*	(R)	2,619	.01¢
		Times Herald	(R)	48,142	.07	6,381	St. Albans	*Messenger*	(R)	3,076	.0114286¢

SPACE-BUYERS' GUIDE TO NATIONAL, STATE AND CITY MARKETS OF THE UNITED STATES

COMPARATIVE POPULATIONS OF CITIES HAVING ENGLISH-LANGUAGE DAILY NEWSPAPERS, ARRANGED BY STATES, WITH AVERAGE NET PAI CIRCULATIONS (A. B. C. AND GOVERNMENT) OF ALL DAILIES LISTED, FOR SIX MONTHS ENDING MARCH 31, 1919; AND MINIMUM 5,000 LINE FOR EIGN ADVERTISING RATES IN EFFECT AUGUST 1, 1919.

VIRGINIA—2,394,800

150,000	Richmond	*Journal*	(E)	21,612	.05		
		News Leader	(R)	140,681	.07*		
		Times-Dispatch	(M)	100,082	.07*		
		Sunday Edition	(M)	147,531	.06*		
		Virginian	(A)	4,000	.03		
100,000	Norfolk	*Ledger-Dispatch*	(M)	143,309	.06*		
		Virginian-Pilot	(M)	141,111	.06*		
		Sunday Edition	(M)	142,097	.07*		
40,574	Roanoke	*Times*	(D)	18,644			
		World-News (c)	(E)	21,982	.04		
		Sunday Times		15,209	.04		
37,589	Portsmouth	*Star*	(S)	3,551	.025*		
21,886	Lynchburg	*Advance*	(E)	10,341	.015		
		News	(M)	11,110	.025		
		Sunday Edition	(S)	11,109	.025		
20,000	Petersburg	Index-Appeal	(C)	3,122	.0178572*		
		Progress	(E)	5,200	.02		
20,446	Newport News	*Press*	(D)	17,389			
		Times-Herald (c)		112,997	.04*		
		Sunday Press	(M)	19,409	.04*		
20,000	Bristol	*Herald-Courier*	(D)	19,457	.04*		
	Inc.	*Sunday Edition*	(M)	110,186	.04*		
	Bristol, Tenn.						
19,697	Danville	*Bee*	(R)	5,122			
		Register (C)		5,343			
18,000	Alexandria	*Gazette*	(R)		.0178572*		
11,316	Staunton	*Leader (morning also)*	(R)	19,917	.015*		
		News	(C)	3,360	.01214294*		
10,000	Charlottesville	*Progress*	(R)		.0178572*		
6,000	Covington	*Virginian*	(R)		.0128572*		
5,874	Fredricksburg	*Star*	(E)	1,650	.0071428*		
5,864	Winchester	*Star*	(E)	13,738	.01142864*		
5,749	Clifton Forge	*Review*	(R)	2,106	.0107143*		
4,907	Pulaski	*Southwest Times & News Review*	(R)	1,200	.0142858*		
4,437	Harrisonburg	*Independent*	(R)	5,117	.01428858*		
		News Record	(R)	10,947	.0178572*		
1,000	Hot Springs	*Day Letter*	(R)		.05‡		

WASHINGTON—1,000,278

313,029	Seattle	Bulletin (Court News)	(E)		.03‡		
		Post-Intelligencer	(E)	151,019	.09		
		(Sunday)	(M)	184,541	.09		
		Produce News	(R)		.0285715*		
		Star	(E)	105,396	.06*		
		Times	(R)	172,541	.11		
		Sunday Edition	(M)	183,403	.15		
		Union Record	(R)	13,974	.04‡		
135,657	Spokane	*Chronicle*	(E)	40,668	.04		
		Press		7,917	.03*		
		Spokesman-Review	(M)	142,825	.06*		
		Sunday Edition	(M)	150,779	.119		
103,418	Tacoma	*Index* (Court News)	(R)		.0178572*		
		Ledger	(M)	114,177	.05*		
		Sunday Edition	(M)	114,177	.07*		
		News-Tribune	(R)	105,633	.07*		
		Times	(E)	15,267	.035*		
32,048	Everett	*Herald*	(E)	112,341	.02*		
29,937	Bellingham	*Tribune*	(C)	9,122	.02		
		American Reveille	(C)	6,122	.03		
		Herald	(M)	10,466	.04		
		Journal	(U)	2,775	.015*		
23,275	Walla Walla	*Bulletin*	(E)	8,996	.025		
		Sunday Edition	(M)	14,061	.02*		
		Union	(M)	11,144	.02*		
		Sunday Edition	(M)	13,278	.02*		
10,737	Yakima	*Yakima Herald*	(E)	14,211	.02		
		Sunday Edition	(M)	15,442	.02*		
		Yakima Republic	(R)	14,991	.02		
18,220	Aberdeen	*Herald*	(E)	6,813	.02*		
11,930	Vancouver	*Columbian*	(E)	1,500	.01428858*		
10,540	Hoquiam	*Washingtonian*	(C)	2,400	.0178572*		
7,311	Centralia	*Chronicle*	(E)	3,478	.01428858*		
		Hub	(T)	2,004	.01*		
6,996	Olympia	*Olympian*	(C)	2,105	.015		
		Recorder	(R)	1,775	.015		
5,000	Port Angeles	*Herald*			.0128572*		
		News	(R)	960	.01428858*		
4,209	Ellensburg	*Record*	(E)	1,471	.0071429*		
4,181	Port Townsend	*Leader*	(C)		.00714294*		
4,050	Wenatchee	*World*	(E)	10,123	.020*		

WEST VIRGINIA—1,430,105

42,817	Wheeling	*Intelligencer*	(R)	19,770	.0328‡		
		News	(M)	16,705	.04‡		
		(Sunday)	(M)	119,150	.04‡		
		Register	(A)	15,004	.03‡		
		Sunday Edition	(M)		.035*		
		Telegraph (c)			.01428858*		
41,515	Huntington	*Advertiser*	(R)	18,608	.02*		
		Sunday Edition	(R)	20,000	.02*		
		Herald-Dispatch	(D)	111,345	.0128572*		
		Sunday Edition	(M)	111,971	.0128572*		
		Gazette	(A)	11,410	.035*		
		Mail	(R)	18,409	.028*		
25,000	Charlesburg	Exponent	(C)	8,187	.024		
		Telegram	(E)	17,864	.025*		
		Sunday Edition	(M)	19,351	.025*		
19,719	Parkersburg	News	(A)	8,389	.01285722		
		Sunday Edition	(M)		.01285722		
		Sentinel	(R)	16,372	.01714294		
18,000	Fairmont	Times	(R)	6,000	.02‡		
		Sunday Edition	(M)		.02‡		
		West Virginian	(R)	5,440	.02*		
15,000	Morgantown	New Dominion	(R)	2,507	.01428858*		
		Post	(R)	2,016	.01428858*		
14,074	Bluefield	Telegraph	(C)		.02142864‡		
		Sunday Edition	(M)		.02142864‡		
12,031	Martinsburg	*Journal*	(R)	13,249	.01285724*		
		World	(R)	2,879	.0142858‡		
11,000	Moundsville	*Echo*	(R)	1,975	.01142864*		
		Journal	(R)		.01142864*		
7,563	Grafton	*Sentinel*	(R)	2,150	.01428858*		
7,040	Princeton	*Times*	(R)		.0107143‡		
5,260	Elkins	*Inter-Mountain*	(R)		.0107143*		
5,000	Keyser	*Mineral News*	(R)		.0107143*		
4,189	Wellsburg	*Herald*	(R)	920	.01428858‡		
3,636	Hinton	*Independent-Herald*	(R)		.01357145*		
		News	(R)		.00357145*		
3,561	Williamson	*Daily News*	(R)	1,500	.01285724*		
1,584	Sistersville	*Review*	(R)		.01428858‡		
2,671	Mannington	*Telegram*	(R)		.0107143*		

WISCONSIN—2,553,963

457,054	Milwaukee	*Journal*	(R)	1113,683	.14*		
		Sunday Edition	(M)	1942,830	.14*		
		Leader	(R)		.07		
		Reporter (Court News)	(R)		.0357143‡		
		Sentinel (B)		141,369			
		Sentinel (R)		148,548	170,817	.11‡	
		Sunday Edition	(M)	965,208	.11‡		
		Wisconsin-News	(E)	56,738	.05*		
		Journal-News	(E)	17,666	.025*		
		Herold Call	(R)	19,979	.02‡		
		Telegram	(E)	115,150	.035*		
38,378	Oshkosh	*Northwestern*	(E)	15,854	.03*		
35,000	Madison	*Capital Times*	(E)	9,011	.02*		
		Democrat	(E)	10,000	.02		
		Sunday Edition	(M)	15,975	.02*		
		Wisconsin State Journal	(R)	114,600	.035*		
		Sunday Edition	(M)	110,991	.035*		
31,567	Green Bay	*Press Gazette*	(R)	111,911	.025*		
	LaCrosse	*Tribune and Leader-Press*					
		Chronicle	(R)	112,503	.03*		
		Times					
		Sunday Edition	(M)	112,946	.03*		
30,000	Sheboygan	*Press*	(E)	14,000	.01142864*		
		Telegram	(R)		.0107143*		
29,061	Kenosha	*Herald*	(E)	3,004	.015*		
		News	(E)	15,221	.01428858‡		
20,367	Fond du Lac	*Commonwealth*	(R)	15,794	.02‡		
		Reporter	(R)	16,525	.0178572*		
10,000	Wausau	*Record-Herald*	(R)	15,337	.0178572*		
10,647	East Claire	*Leader* (D)	15,548				
		Telegram (M)		13,365			
		Sunday Edition	(M)	15,608	.02142864‡		
17,492	Appleton	*Crescent*	(R)	12,877	.01428858‡		
		Post	(R)	14,806	.01428858‡		
17,132	Beloit	*News*	(E)	16,362	.02*		
14,610	Marinette	*Eagle-Star*	(R)	3,458	.015*		
14,195	Ashland	*Press*	(E)	17,612	.025*		
12,552	Manitowoc	*Herald-News*	(R)	15,021	.01642864‡		
12,000	Ashland	*Daily*	(E)	2,850	.0071429*		
9,302	Waukesha	*Herald*	(R)		.02‡		
9,233	Neenah-Menasha	*Times*	(E)	2,332	.01428858*		
		Independent & Times	(U)	1,140	.00964286‡		
8,994	Watertown	*Daily*	(E)		.01428858*		
8,752	Merrill	*Herald*	(R)	2,347	.01285724*		
8,691	Stevens Point	*Journal*	(R)	2,528	.01428858‡		
7,196	Antigo	*Journal*	(R)	2,528	.01142864‡		
6,758	Beaver Dam	*Citizen*	(R)	1,650	.01071434‡		
6,521	Grand Rapids	*Leader*	(R)	1,350	.0107143‡		
5,637	Rhinelander	*News*	(R)	1,500	.01071434‡		
5,460	Portage	*Democrat & Register*	(R)		.0107143‡		
4,761	Stoughton	*Courier-Hub*	(R)	1,104	.0107143‡		
4,636	Berlin	*Journal*	(R)	1,400	.0071429*		
4,410	Monroe	*Journal*	(R)	865	.00357145*		
		Times	(R)	12,695	.01285724*		

WYOMING—190,800

		Tribune	(R)	3,350	.025*		
11,000	Casper	State Leader	(C)	1,561	.015‡		
11,000	Cheyenne	*Wyoming State Tribune*	(R)	15,847	.025*		
		Eagle	(R)	3,374	.02‡		
10,000	Sheridan	*Post*	(C)		.02‡		
		Enterprise	(R)		.0142858‡		
4,961	Laramie	Boomerang	(A)		.0064285‡		
		Republican	(R)	1,342	.0064285‡		
1,726	Lander	*Post*	(R)		.01428858*		

Two Distinct and Separate Service Features

Pages 29 to 36 inclusive of EDITOR & PUBLISHER for July 24 might very happily be termed a Space Buyers' Handy Reference Guide because it is possible to find in these data almost instantly the circulation and the minimum 5,000 line space rate of any daily newspaper in the United States. The arrangement by States and cities and papers being made alphabetically.

Pages 21 to 32 inclusive of this issue contain more information about *newspaper markets* than has ever before been brought together in one place for the service of the man who must plan and estimate the cost of a newspaper campaign. Here it is possible to *quickly visualize* a market by town, city or by the total units comprising a State. Here we have population arranged in order of size, plus newspapers—morning, evening and Sunday—with circulations and advertising rates as of August first.

EDITOR & PUBLISHER Grows Because It Serves

For Explanation of Key Letters and Markings See Foot Note on Page 32.

"What newspapers have you in Milwaukee?"

and the average citizen will answer:

"We have the Journal"

Sterling character and a clean aggressive editorial policy makes The Journal Milwaukee's dominant newspaper. Nine out of every ten English-speaking families read it—do you wonder that it's name is on everyone's lips?

"If you could advertise in but one newspaper which would it be?"

And the merchant will invariably answer:

"The Journal"

Keyed advertisements are seldom used in The Journal—by Milwaukee merchants — they resort to that method in testing other papers. The sterling worth of The Journal is definitely known.

Statistical Information for the National Advertiser

An intensely developed and highly organized Sales Promotion and Statistical Department is at the service of the National Advertiser. Let us give you information as to the trade possibilities of your product—with comparative figures as to the popularity of competitive brands.

The Milwaukee Journal

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You can't pass up
The Fort Worth market, one of the richest in the country

Includes all the vast, new Texas oil fields

With $200,000,000 annual production

Bumper crops for 1919

and (Cotton, Grain, Live Stock, Peanuts, Dairy Products, Feedstuffs, etc.) offers to the national advertiser a

Potential buying power of over a half billion dollars

The City of Fort Worth

With a population of 150,000 and growing at the rate of from 3,000 to 4,000 per month, is now engaged in a TWENTY-FIVE MILLION DOLLAR BUILDING PROGRAM, which includes OFFICE BUILDINGS (from 10 to 24 stories), HOTELS (including 17-story, $2,000,000 structure now building), *eight new oil refineries*, in addition to three already built, *manufacturing plants, apartment houses* (including several with over 100 apartments each) and RESIDENCE PERMITS being taken out averaging $30,000 daily.

YOU CAN COVER THIS CITY AND MARKET WITH ONE NEWSPAPER

Fort Worth Star-Telegram

Over 65,000 Daily

70,000 Sunday

Second Paper in Texas—First in Fort Worth

Write for booklet on market and detailed circulation.

COMPLETE MERCHANDISING SERVICE DEPARTMENT

Member A. B. C.

Amon G. Carter,
Vice Pres. & Gen. Mgr.

A. L. Shuman,
Advertising Mgr.

EXPLANATION OF KEY-LETTERS AND MARKINGS IN TABLES PRINTED ON THE FOREGOING PAGES

THE list of papers is corrected to August 1, 1919.

The circulation figures are the average net paid for the six months' period ending March 31, 1919, as reported to the Audit Bureau of Circulations or to the Government under the Act of Congress of August 24, 1912.

The Agate Line Rates (14 agate lines equal one inch) are the 5,000 line space rates applying to general "foreign" advertising, in effect August 1, 1919.

Population figures taken from N. W. Ayer's (1919) American Newspaper Annual and Directory.

Roman type, published mornings; italic type, published evenings.

The bold face circulation figures represent average NET PAID circulation for the six months' period ending March 31; the light-face figures represent the average NET PAID circulation for the six months' period ending September 30 preceding.

Where the minimum space rate is the 5,000 line rate no character is used.

A—Every morning, including Sunday.

B—Morning except Sunday.

C—Morning except Monday, including Sunday.

D—Morning except Sunday and Monday.

E—Morning and evening, week days.

F—Morning and evening, week days and Sunday morning.

G—Morning except Monday. Sunday evening.

H—Morning except Monday. Evening except Saturday and Sunday.

I—Morning except Sunday and Monday. Evening except Sunday.

M—Sunday exclusively.

K—Every evening, including Sunday.

R—Evening except Sunday.

S—Evening except Sunday. Sunday morning.

T—Evening except Saturday and Sunday.

U—Evening except Saturday and Sunday. Sunday morning.

Y—Saturday exclusively.

*—Preceding the name of a paper indicates membership in the A. B. C. following a rate indicates that the rate is flat and not subject to time or space discounts.

"—Less than 5,000 lines.

||—More than 5,000 lines.

‡—Where the publishers' card does not give space rates but does give insertion rates the open rate is used and the fact that lower insertion rates may be earned.

†—Taken from A. B. C. statements.

This compilation of ten pages of Newspaper Circulations and Advertising Rates is part of an exclusive loose-leaf Statistical Service (fully protected by copyright) and made available semi-annually for the use of newspapers, advertisers and advertising agents by Editor & Publisher Co., New York, and Barbour's Advertising Rate Sheets, Inc., Chicago.

"THE SERVICE TEST"

THE difficulty in securing up-to-date, complete and authoritative information upon which to base estimates of the cost of newspaper advertising campaigns has served, in the past, to divert a great volume of business from the newspapers to the magazines and periodicals.

Advertising agents were able to furnish estimates of the costs of campaigns in magazines and other publications of national circulation on short notice. But to furnish such estimates for campaigns in newspapers was a task involving a great deal of research work.

It had also been a widespread belief, impossible to refute without facts and figures, that newspaper advertising campaigns were expensive in comparison with campaigns in other classes of publications.

EDITOR & PUBLISHER, through the presentation of the facts, has lightened the work of agents in furnishing estimates to prospective users of newspaper space, and has—through the same means—demonstrated that space in the newspapers is far less expensive than in other classes of mediums.

No other trade journal in this field has ever rendered service of equal value to space-buyers, national advertisers, advertising agents—and to the daily newspapers of the country. And the end is not yet. Further analyses of markets and of mediums will follow in regular sequence.

EDITOR & PUBLISHER GROWS BECAUSE IT SERVES

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PERSHING

The real story of the man who led America's arms to victory told for the first time.

A breezy, informal, personal biography, attained from relatives and hitherto private sources

by

H. F. WHEELER

Illustrated with rare photographs loaned from the albums of Pershing's closest friends and relatives.

General Pershing is coming home from France early in September. America is awaiting him with open arms. There will be celebrations in his honor in every city which he visits.

This great serial describing in intimate detail the real life of the man who led America's millions overseas will be released to synchronize closely with his return to this country. It will cover a period of a month in daily installments, fully illustrated.

It will give the story of the man whom the American Congress has decided alone shall bear the full title of general at a time when that man's name is on the lips of all Americans, eager to do him honor.

And in addition it is a thrilling, human interest document which tells intimate details and incidents of the life of a great man which never before have come to the attention of the public.

It puts General Pershing in an entirely different light before the people. It shows him a warm, human figure, rather than a stern military chief. It pictures him as a boy, a cadet, a teacher, and, finally as a dominating military man in Cuba, the Philippines —all leading up to his service and leadership in France which have made him the hero of the nation.



GENERAL PERSHING

In gathering the material for this story the author visited all places in the country where General Pershing had lived and had been known, obtaining at large expense a mass of remarkable detail which will make this serial one of the most remarkable descriptions of the life of a great man ever printed.

Territory will close rapidly on this great serial.

Wire For Option

The Wheeler Syndicate, Inc.

373 FOURTH AVENUE NEW YORK CITY

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BRIEFS

PAUL J. THOMPSON, GRADUATE OF THE University of Missouri and former business manager of the Billings (Mont.) Gazette, will teach the business administration of journalism at Texas University during the coming year.

JOHN S. COWPER, M. P., OF THE EDITORIAL staff of the Vancouver (B. C.) Province, has gone to England on a business trip.

H. C. HOCKEN, MEMBER OF THE CANADIAN Parliament and publisher, has been re-elected Grand Master of the Grand Orange Lodge of British America.

THE ATLANTIC LEADER, A BRIGHT, NEW illustrated weekly, has made its debut in Halifax—capital city of Nova Scotia.

COURSES IN THE HISTORY OF JOURNALism and in country journalism of the University of Texas will be ready for correspondence students by October 1. The course in the history of journalism will carry full university credit. Both courses will be given by Will H. Mayes.

OLD ST. STEPHEN'S CLUB IN PHILAdelphia, used as a service men's club during the war, has been reopened as a club for newsboys, with the motto "Someone does care." Admission to the club is free.

C. U. MCDOWELL, FORMERLY OF THE editorial staff of the St. Paul Pioneer Press and later automobile editor of the New Orleans Times-Picayune, has been appointed secretary and general manager of the Louisiana-Mississippi Automotive Trade Association.

JAMES J. MCCABE, FORMERLY MEMBER of the editorial staff of Bradstreet's Journal and the business news staff of the New York Tribune, is now associated with the investment house of Ford, Lambert & Co.

MISS EMMA BLACKEMORE STAPP, MEMber of the Des Moines Capital staff for a number of years and a writer of story books for children, has been chosen by the Belgian government as "organizing president of the school children of America for the Belgian Orphan Fund."

W. P. ABBOTT, TELEGRAPH EDITOR OF the Nachez Democrat, is one of a goodly number of newspaper men who will occupy seats in the Mississippi legislature, but enjoys the distinction of being one of the two members of the state senate elected without opposition.

GABRIEL NEWS AND SOUTH BERGEN Eagle of Lyndhurst, N. J., have been bought by Lieut. Max L. Simon, lawyer of Passaic, N. J., and former newspaper man.

FLOYD BELL, FORMERLY WITH THE ST. Louis Star, will go with the Sporting Goods Dealer, St. Louis, September 1.

JAMES T. KOBERT, FORMERLY OF THE Detroit News and later with the United Press in Chicago, is now Cleveland correspondent. He covered the strike in Winnipeg for the U. P.

WILLIAM S. LLOYD, TWO YEARS LIBRArian of the Cleveland Plain Dealer, has accepted a position with the Chamber of Commerce as secretary of several bureau committees. For many years he was a political and general writer for the Cincinnati Commercial Gazette, being stationed in New York, Columbus and Washington during the régime of the late Murat Halstead.

CONSTRUCTIVE WORK ON THE 16-STORY office and theater building being erected by Dan Hanna, owner of the Cleveland News and Sunday News-Leader, is being rapidly pushed. It will be a duplicate of the Leader-News building.

REPORTERS WHO COVER NEW JERSEY politics for newspapers of New York City, Philadelphia, and the principal cities and towns of New Jersey were

C. L. MORRIS IS GOING TO BOSTON—SOME DAY



C. L. MORRIS

Visiting Boston was an event in the lives of many people even before the election of President George Washington. During the last 100 years it has been the vacation goal of thousands upon thousands of our citizens. Some have attained their ambition and climbed Bunker Hill but others have not.

Charles L. Morris belongs in the latter class. His case, however, is different from that of all the others. Though eighteen of the New York winters he has talked about and planned his coming summer vacation trip to Boston, but when time to start arrived he has always turned about and traveled south.

He is just back from his old home at Murfreesboro, Tenn., and says that next summer he is going—but what's the use?

Mr. Morris knows a great deal about Boston. Even has an explanation of why they can't keep the train entrance to South Station clean. He is so well acquainted up that way that there are a great many people who have never been out of Boston that he familiarly calls by their first names.

You see, Mr. Morris has been night news editor in the New York office of the Boston Globe for the last eighteen years. His principal duty is to keep two leased wires loaded each night with all the stuff that the people of Boston are interested in—which shows that he must know his Boston pretty well.

Before coming to New York Mr. Morris was chief operator in the Washington Bureau of the Associated Press, and prior to that he was superintendent of the Southern Associated Press, with headquarters at Atlanta.

Some day Col. Taylor, who owns the Boston Globe, is going to order him to come up and see the city that he thinks most about.

guests Saturday at luncheon of Warren C. King, an aspirant for the Republican nomination for Governor, at his home in Bound Brook, N. J.

MARTHA BROOKE JONES, WHO SERVED for nearly two years in United States Army Intelligence Bureau, Paris, has returned to staff of the Seattle Post-Intelligencer. Richard Seeyle Jones, who also recently returned from Paris, has rejoined the repertorial staff of the same paper.

SEATTLE POST-INTELLIGENCER HAS BEEN increased in size from seven to eight columns.

SHELDON R. COONS, WELL KNOWN ADvertising man, was recently banqueted in Portland (Ore.) on his return from that city, where he has been advertising director for the department store of Lipman, Wolfe & Co. He has accepted an executive position with the advertising staff of Gimbel Brothers, New York.

SERGEANT JOSEPH F. DURHAM, FOR many years reporter on Troy (N. Y.) newspapers, and now with the Thirty-fifth Service Company of the Signal Corps, in Paris, has been recommended for a citation for meritorious service.

MORE THAN $700 WAS ADDED TO THE children's summer vacation fund of the Albany Knickerbocker Press as a result of performances of "The Mother and the Law," in a local theatre last week.

MARTIN H. GLYNN, EDITOR OF THE Albany (N. Y.) Times-Union, has been appointed with Commissioner John H. Finley of the state education department to investigate alleged food hoarding in New York state recently.

THE SECOND ANNUAL PICNIC OF THE Houston Post was held Wednesday, August 6, at Galveston.

THE SHARPE BUILDING, AT THE CORNER of Henry and Chenango streets, Binghamton, N. Y., is being remodeled to provide for the press rooms and editorial departments of the Binghamton Republican-Herald under its new management.

THE ROCHESTER (N. Y.) HERALD COMmemorated its fortieth anniversary with a big anniversary edition. Members of all departments of the paper had an outing at Manitou beach.

N. E. A. OPENS OREGON SESSION

(*Continued from page* 10)

Besides reviewing the history of the Spectator, which perished in 1855 from the hardships of pioneer journalism, the speakers called attention to the great work in the cause of education, civic righteousness and progress that the newspaper has accomplished in the early days of every section of the country. The monument was unveiled by Mrs. Hardy, wife of President Hardy, and Aaron Wait, grandson of the fourth editor of the Spectator.

Annual Banquet Held

The annual banquet was held the same night, when the editors were the guests of three Portland newspapers, the Oregonian, Telegram and News.

Fully 500 people were present, for many Oregon editors are attending the meeting and newspaper men from other States, besides those who came on the special train.

Mayor Baker Spoke

President Hardy, Mayor Baker, of Portland; Frank J. Goss, of the Seattle Post-Intelligencer; Herbert Cuhbert, secretary of the Northwest Tourist Association, and Fred L. Sterling, state treasurer of Illinois, and editor of the Rockford Register Gazette, were among those who responded to toasts.

Entertainment throughout the Portland visit has been on a lavish scale. When the visitors arrived on the evening of August 8 they found awaiting them an elaborate dinner, spread under the trees of Laurelhurst Park.

Bear Steak for Breakfast

This was followed by a jinks at the Portland Press Club, while on Sunday they took an automobile trip over the Columbia River highway. At Eagle Creek, the objective of this ride, they were served with a bear and trout breakfast. It was spread on a table 300 feet long in a setting of exceptional beauty. Fifty members of the Progressive Businessmen's Club of Portland spent the night at Eagle Creek and cooked and served the morning meal.

Special auto rides and other entertainment have been provided for the ladies of the party in Portland and elsewhere.

Illinois Well Represented

The feminine contingent is enjoying the outing no less than the men, and the adventure of one of them, Mrs. Willard E. Carpenter, of Lincoln, president of the Illinois Women's Press Club, has attracted much attention.

At the invitation of General Manager Scott, of the Canadian Pacific, Mrs. Carpenter rode over the great divide on the cowcatcher of the special's locomotive. Illinois, with forty delegates, has the largest representation on the N. E. A. train.

Many Visitors at Lake Waukewan

BOSTON, Aug. 13.—Harry R. Durant, well known New York writer, has purchased the estate of Dr. Ralph Brown, of Malden, Mass., including a large point of land on Lake Waukewan, a cottage and several acres of land at Meredith, N. H. Other well-known writers spending vacations in the same section include Clarence Buddington Kelland, Forrest Halsey, Frank Condon and Herbert Corey. Harry Leon Wilson and Booth Tarkington will also try their luck at bass fishing in Lake Waukewan shortly.

Theodore Broders has resigned as manager of the service department of the St. Paul Daily News to take charge of the promotion and service department of the Omaha Daily News, another of the Clover Leaf papers.

Julian Miller, editor of the Charlotte (N. C.) News, has announced that he will not resign to be a candidate for Superintendent of the Public Welfare.

Newspaper Profession Greatest of All, Says Ford

"You know," said Ford to the correspondent in parting, "you're in the greatest business in the world. The press of the country can do more good than any other in the world if it will only print what's right and drive home these essential things."

(From an interview of George B. Holmes, of the International News Service, with Henry Ford as the latter was leaving with John Burroughs and Thomas A. Edison on a camping trip through the Adirondacks.)

Roller Maker Wanted

Competent man as foreman. Good salary for steady, reliable man. Address Rollers, Care of Editor & Publisher.

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET NEW YORK CITY

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What The Plain Dealer *Said To* The Constitution

Newspapers that are using Goodrich "ONE-SET" Rollers

Akron Evening Times
Asheville Times
Atlanta Constitution
Atlanta Journal
Baltimore American
Boston Post
Buffalo Courier
Buffalo Evening Times
Buffalo Times
Canton Repository
Chicago Tribune
Clarksburg Exponent
Cleveland News
Cleveland Plain Dealer
Cleveland Press
Columbus Dispatch
Dennison Daily Paragraph
Denver Post
Detroit News
Elkins Inter-Mountain
Erie Times
Fairmont Times
Houston Chronicle
Huntington Advertiser
Indianapolis News
Jamestown Post
Kansas City Star
Muskogee Daily Phoenix
Newark Advertiser
New York Tribune
Parkersburg Sentinel
Philadelphia Evening Bulletin
Philadelphia Inquirer
Philadelphia Press
Philadelphia Public Ledger
Pittsburg Leader
Reading Sentinel
Rochester Times Union and Advertiser
Sioux City Journal
Springfield News
Wheeling Intelligence
Wheeling Register
York Gazette

and the list is continually growing

We told the Constitution that Goodrich had developed a new ink-distributing roller unaffected by heat or cold—a roller for feed and distributive services that outwore others two, three and four to one.

As proof, we told them how the Plain Dealer had used one set for over a year. It was hard to believe—the Constitution checked up, and this is what the Plain Dealer told them:

> "We have been using the rollers made by the B. F. Goodrich Co. for the past year and a half and have found them very satisfactory, indeed. The original cost is somewhat greater than for composition rollers but the life of the roller seems to be indefinite—those originally placed on our machines are still in use and apparently as good today as when installed."

Goodrich "ONE-SET" Rollers are unaffected by heat or cold. You never need to change in the middle of a run—you can even use the same set winter and summer.

Their distribution of ink is perfect; they are unaffected by water; they will not melt at highest speed in hottest weather. You don't even need to stop to wash them.

The best proof of their superiority is the calibre of newspapers which have adopted them.

In asking for prices, specify core diameter, finished diameter, and length of cover face.

THE B. F. GOODRICH RUBBER COMPANY
The City of Goodrich—AKRON, OHIO

TRADE MARK

GOODRICH "ONE-SET" ROLLERS

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RECRUIT CAMPAIGN IS PROVED SUCCESS

Report from Adjutant-General's Office on Results of Newspaper Advertising to Obtain Enlistments Shows Effectiveness of Media

An official detailed report on the $174,000 campaign conducted by the Government in newspapers during the last two weeks in June to obtain recruits for the United States Army has just been issued from the office of the Adjutant General, demonstrating that the campaign was an unqualified success and one that probably will be repeated. Plans are now being considered for a similar campaign during the coming fall. A campaign for Navy recruits already has been authorized.

Four pieces of advertising were used in the June army campaign, these advertisements appearing in all English-language newspapers in the cities where recruiting offices are located, or more than 200 newspapers in 56 cities. There were two full pages and two pieces of 1,100 lines. The account was handled by Frank Seaman, Inc.

Results During Four Weeks

Results attributable to the advertising were checked, not only during the two weeks it appeared, but during the two weeks succeeding, and are considered in the official report, as follows:

"Total number of applicants for the four weeks, June 21 to July 12, inclusive, as reported by the recruiting officers, was 24,239. Total number of acceptances, 10,662. Applicants obtained through advertising were estimated to be 11,259. The cost of the entire campaign was $174,000; therefore, the cost per applicant was $15.45.

"It must also be borne in mind that applicants from advertising are still coming into the recruiting stations in large numbers, although the advertising campaign ended nearly six weeks ago. Estimating the number of acceptances from advertising at 6,000, the cost per acceptance is $27.

Many Enrolled at Camps

"The large increase in the number of recruits obtained in the camps coincident with the advertising has not been taken into account in any way in arriving at the figure of $15.45 per applicant, or the sum of $27 per acceptance, although there is undoubtedly a considerable percentage of the increase of 5,593 attributable to advertising.

"If but 20 per cent of this increase were taken into consideration, the cost per applicant would be $14, and the cost per acceptance would be $24.44. These figures compare favorably on a percentage basis with any commercial mail order campaign, where results are judged solely by the number of inquiries from advertisements.

"The 'good-will' so much desired by every commercial concern is becoming a lasting heritage of the Army through the medium of advertising. It is no longer necessary for the public to ask, 'Does the Army need men?' or, 'What will my boy get in the Army?' or, again, 'Where is the recruiting station?'—because through the newspapers the message of the Army has gone to those who read."

Tribune Children in Danbury

Sixteen New York children are registered at the New York Tribune Fresh Air Home in Danbury, Conn. The home will operate through August.

LIEUT.-COL. COOPER APPOINTED

Former President of Press Association Represents Canada Here

Sir Robert Borden, Prime Minister of Canada, has appointed Lieut. Col. John A. Cooper, a past president of the Canadian Press Association, to be a special Government representative in New York. A bureau of information has been opened in the Brokaw building, Broadway and Forty-second street.



LIEUT.-COL. JOHN A. COOPER

Colonel Cooper raised and trained a battalion of troops in Toronto known as the "Canadian Buffs," and took them overseas in February, 1917. He has only recently returned from France. Colonel Cooper was at one time editor of the Canadian Magazine, and later founder and editor of the Canadian Courier. He was the first president of the Canadian Club of Toronto.

Canada's Liberals Led By Former Reporter

Three Journalists Were Contenders for Sir William Laurier's Leadership—W. L. Mackenzie King Is Winner

MONTREAL, Aug. 1.—The Hon. W. L. Mackenzie King, who was chosen leader of the Liberal Party in Canada at the convention held in Ottawa last week, was formerly a reporter on the Toronto Globe.

It is somewhat significant that out of the four men nominated for the leadership of the party three are now, or were, journalists.

Mr. King defeated the Hon. W. S. Fielding by 38 votes. Mr. Fielding is editor of the Montreal Journal of Commerce. The third journalist was the Hon. George P. Graham, editor and proprietor of the Brookville Recorder & Times.

Mr. King was educated at the University of Toronto and at Harvard. Later he was a lecturer on political economy at the University of Chicago, and also held the same post at Harvard University. For some two or three years he was associated with the Rockefeller Foundation and did considerable investigating at the request of J. D. Rockefeller. Mr. King is 45 years of age.

Texas Resorts Will Advertise

SAN ANTONIO, Tex., Aug. 13.—First steps in the plan for co-operative advertising of Texas resorts was taken Saturday, August 9, when representatives from San Antonio and four other resort cities of Texas met at Galveston to discuss arrangements for a publicity campaign in connection with the advertising by the United States Railroad Administration. The five cities represented at the Galveston meeting were San Antonio, Corpus Christi, Mineral Wells, Marlin and Galveston. The meeting was held at the Galvez Hotel.

Iowa Paper Boosts Price

TRAER, Ia., Aug. 13.—The Star Clipper, which recently advanced its subscription rate from $1.50 to $2.00, now announces that the rate hereafter will be $2.25 in Tama County and $2.50 to all other points.

Iowa

Educators have their salaries raised. Now they can spend more.

ECONOMIC Iowa does not depend upon hoarding money. Its over 600,000 savings bank depositors exercise their dollars and nourish them. That is why wealth GROWS faster in Iowa than population.

That is why EDUCATORS have credit at *home*. Des Moines has raised its teachers' salaries 15%, Waterloo 22%, Burlington 10 to 12%, Davenport $8 to $10 per month, Sioux City 33%, etc. etc.

In studying your business possibilities, you should KNOW all you can about a territory.

Here is a territory where you can afford to invest your money in good, heavy, persistent newspaper advertising. Write these papers for information:

	Circulation	Rate for 5,000 Lines
Boone News-Republican ..... (E)	3,636	.0121
Burlington Hawkeye ..... (M)	10,908	.03
Burlington Hawkeye ..... (S)	12,116	.03
Clinton Herald ..... (E)	7,553	.02
Council Bluffs Nonpareil..... (E & S)	16,228	.03
Davenport Times ..... (E)	25,643	.05
Des Moines Capital..... (E)	60,655	.08
*Des Moines Sunday Capital..... (S)	46,668	.08
Des Moines Register and Tribune. (M & E)	111,517	.14
Des Moines Sunday Register..... (S)	70,745	.12
Dubuque Telegraph-Herald ..... (M & E)	16,078	.04
Dubuque Telegraph-Herald ..... (S)	16,037	.04
Fort Dodge Messenger and Chronicle..(E)	8,762	.03
Marshalltown Times-Republican ..... (E)	13,781	.028571
Mason City Globe-Gazette-Times..... (E)	9,602	.03
Muscatine Journal and News-Tribune... (E)	8,331	.02
Ottumwa Courier ..... (E)	13,606	.035
Sioux City Tribune..... (E)	51,362	.08
Waterloo Evening Courier,..... (E)	14,484	.03

Government Statements, April 1st, 1919.
*Publisher's Statement.

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The South Bend Market

South Bend, the shopping center for Northern Indiana and Southern Michigan, offers one of the best balanced markets in America. In the heart of rich farming territory, South Bend is also the central and largest of a group of hustling industrial cities and towns. A dozen electric and steam railroads radiate from South Bend.

The South Bend market can be thoroughly and completely covered by using one medium—The South Bend News-Times. This newspaper, published morning, evening, and Sunday editions, blankets the territory with more than 17,000 daily and 18,500 Sunday circulation.

Both foreign and local advertisers recognize News-Times leadership. Indisputable evidence of News-Times dominance is contained in a comparison of the July advertising score of The News-Times and its competitors. This shows The News-Times far ahead in total space carried. The News-Times' lead in automobiles and accessories, for instance, is nearly 100 per cent.

CO-OPERATION

The News-Times is alone in its field in giving service to the advertiser. Competent co-operation is guaranteed. Our service department works intelligently to make every dollar invested in News-Times advertising as productive as possible.

SOUTH BEND NEWS-TIMES

Morning Evening Sunday

J. M. Stephenson, Publisher

Cone, Lorenzen & Woodman

CHICAGO NEW YORK DETROIT ATLANTA KANSAS CITY

TIPS TO AD MANAGERS

BLAINE-THOMPSON COMPANY, Fourth National Bank Bldg., Cincinnati. Making 2,500-1 contracts with some Texas newspapers for Freeman Perfume Company.

BRANDT ADVERTISING COMPANY, 8 S. Dearborn street, Chicago. Making 5,000-1 contracts with newspapers for All-American Track Company.

CRITCHFIELD & Co., Brooks Bldg., Chicago. Making up list for newspapers for J. W. Miller Company.

DAUCHY COMPANY, 9 Murray street, New York. Taking up renewals for Hiscox Chemical Works.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Again placing copy with newspapers for Simmons Company.

ERWIN & WASEY COMPANY, 58 E. Washington street, Chicago. Making new contracts generally for Reserve Remedy Company.

GENESSEE ADVERTISING AGENCY, 45 E. 17th street, New York. Making 3,000-1 contracts with newspapers for Sentanel Remedies Company.

HUMMERT-HATFIELD COMPANY, Railway Exchange Bldg., St. Louis. Will make list during September using some newspapers for Keys Piston Ring Company.

RUDOLPH GUENTHER-RUSSELL LAW, 25 Broad street, New York. Will at present place the advertising for Liberty Calculator Company in San Francisco, Atlanta, Chicago, Philadelphia, Boston and New York.

LESSING ADVERTISING CO. PARY, Davidson Bldg., Des Moines. Placing the advertising for Enamel Concrete Company.

POWER, ALEXANDER & JENKINS, Detroit. Will place the advertising for Wills-Lee Company.

RUSSELL M. SEEDS COMPANY, 330 University square, Indianapolis. Making 1,800-1 contracts for 1 year for Berghoff Products Company.

M. SIVIAK, 286 Fifth avenue, New York. Placing the advertising for Columbus Shoe Polishing Company. Placing advertising with some New York City, Philadelphia and Pittsburg newspapers for Richard Fink Company. Placing advertising in some western cities and will soon start East for Hoffay Talking Machine Company.

HOWARD MARCUS STRONG, 33 Lyman street, Springfield, Mass. Sending on orders to run Mondays during September, October and November for National Blank Book Company.

THE STANDARD CO., Marquette Bldg., Chicago. Sending out orders to the national weeklies for Commonwealth Motors Company. Full pages will be used.

W. A. PATTERSON COMPANY, INC., 1 Madison avenue, New York, has secured account of Cottrell & Leonard, Albany, N. Y., makers of "Aetna" brand men's hats.

Publishers' Secretary Admitted to Bar

BOSTON, Aug. 12.—William J. Delahanty, a Boston newspaper man, was one of the successful candidates for admission as an attorney in a recent examination at Boston. For the past six years he has been secretary-clerk of the Boston Daily Newspapers, with an office in the Globe building.

New Paper in Texas

TALCO, TEX., Aug. 13.—The Talco News is a new Texas newspaper, published here by Nance & Roueth.

Western Farmers Demonstrate Faith in Advertising

Farmers' organizations of Jackson and Josephine counties of Southern Oregon have voted financial support to the commercial clubs of Medford, Ashland and Grant's Pass in their movement to advertise Rogue River Valley. Their action is exceptional, at least in the West, where commercial organizations have always met the expense of such campaigns without the assistance of the rural districts.

William Allen White Will Write for List of Papers

Will Tour Country to Discover Sentiment on Vital Questions and Cover First Meeting of League of Nations

William Allen White, newspaperman, whose work as an interpreter of news and events and world currents has heretofore been confined all too largely to magazines and periodicals —plus an occasional book—is to find his greater audiences through the newspapers.

Mr. White is to tour the country with a view to ascertaining what public sentiment is today in regard to the grave industrial, social and political problems which are crowding for solution. He will write a series of articles picturing the attitude and convictions of real Americans as a prelude to his news reports of the first meeting of the League of Nations, expected to take place in Washington in late October.

Mr. White has recently returned from abroad. His reports of the Peace Conference, and his London articles, were syndicated in about fifty newspapers through the Wheeler Syndicate, and the same organization will furnish his forthcoming articles to their clients. It is certain that Mr. White will, through this plan, be able to reach a wider circle of readers than he has ever before addressed.

AD WOMEN CHOOSE MRS. SIMS

Miss Samel Made Vice-President of Chicago Club

CHICAGO, Aug. 13.—New officers of the Women's Advertising Club of Chicago are: President, Mrs. Irene Sickel Sims; first vice-president, Miss Claire Samel; second vice-president, Mrs. Elizabeth Kleinsorge; corresponding secretary, Miss Ida Pines; treasurer, Miss Janet A. Olsen.

The following are chairmen of various committees: Publicity, Miss Elsie Johns; membership, Mrs. Agnes G. Hayward; social, Miss Chlotilde Rosenfels; program, Miss Agnes Lee Bond; Mrs. Blance Stranahan; vocational, Mrs. Varina M. Loesy; year book, Miss Grace Whitworth. Miss Jane Brickson is historian of the club.

Marietta Times Adds Sunday Edition

MARIETTA, Ohio, Aug. 13.—The Observer has been sold to the Times Company, which has started publishing the Marietta Sunday Times, making the times a seven-day paper. Part of the equipment of the Observer, together with the subscription list and good will was included in the sale. James F. Hovey, editor and manager of the Observer, which had been in existence for more than three years, has become a member of the Times staff.

INDIANA

Saturday Evening Post
Ladies' Home Journal
Cosmopolitan
Woman's Home Companion
Delineator
Good Housekeeping
American
McClure's
Pictorial Review
People's Home Journal
Metropolitan
Red Book
Century
Harper's
Scribner's
Hearst's
Sunset
Everybody's
Review of Reviews
World's Work
Designer
McCall's
Women's Magazine
Mother's Magazine
System
Current Opinion
Munsey's
St. Nicholas
Boy's Magazine
American Boy
Literary Digest
Collier's
Leslie's
Outlook
Life
Scientific American
Popular Mechanics
Popular Science
Theatre Magazine
Physical Culture
Field and Stream
House Beautiful
Motion Picture Magazine
Photoplay
Modern Priscilla
Christian Herald
Atlantic Monthly

Forty-seven magazines—the pick of the entire country. Good magazines all of them.

They are the popular sellers, the magazines that cover the country so thoroughly.

The combined circulation of all these good magazines in the state of Indiana, according to the latest A. B. C. report is 510,695. The combined circulation of the Daily newspapers listed here is 651,511, and the combined agate line rate for advertising is $1.07396. Indiana is harvesting and selling the greatest crop in the history of the state.

This crop is bringing record prices. The people of Indiana, nearly 3,000,000 of them are the kind that live well.

Indiana is a good try-out territory and Indiana daily newspapers, especially those listed here, cooperate with national advertisers to produce results.

		Circulation	5,000-line rate
Anderson Herald	(E)	5,797	.0125
Elkhart Truth	(E)	8,205	.0215
Evansville Courier	(M)	*23,893	.04
Evansville Courier	(S)	*20,987	.04
Fort Wayne Journal-Gazette	(M)	29,236	.05
Fort Wayne Journal-Gazette	(S)	24,350	.05
Indianapolis News	(E)	123,473	.16
Indianapolis Star	(M)	92,851	.11
Indianapolis Star	(S)	106,381	.14
Kokomo Dispatch	(M)	5,400	.0171
Lafayette Courier	(M)	*8,994	.02
Lafayette Journal	(M)	10,415	.02143
La Porte Herald	(E)	3,376	.01286
Logansport Pharos-Reporter	(E)	6,621	.015
Muncie Press	(E)	9,646	.01786
Muncie Star	(M)	26,858	.05
Muncie Star	(S)	16,818	.05
Richmond Item	(M)	8,225	.02
Richmond Palladium	(E)	11,096	.03
South Bend Tribune	(E)	*17,436	.035
Terre Haute Star	(E)	26,945	.04
Terre Haute Star	(S)	19,422	.04
Terre Haute Tribune	(E)	24,845	.04
Terre Haute Tribune	(S)	19,192	.04
Vincennes Capital	(E)	1,049	.01071
Total Daily Circulation and Rate		444,261	.7396
Total Sunday Circulation and Rate		207,150	.36
Total Daily and Sunday		651,511	

*A. B. C. Report, April 1st, 1919
Government Statement April 1, 1919.

Ten Million Lines In Seven Months

In seven months this year The New York Times published 10,262,770 lines of advertisements—a gain of 2,669,727 lines over the corresponding period last year, a greater volume and a greater gain than any other New York newspaper.

In July The New York Times published 1,464,833 lines of advertisements, 526,078 lines more than in July, 1918, surpassing all other New York newspapers in volume and increase.

No other New York newspaper prints so large a volume of advertising, notwithstanding that all advertisements in The New York Times are censored and many columns excluded.

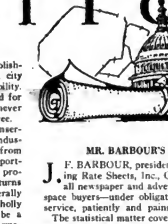
The net paid circulation of the daily edition of The New York Times is greater than that of any other New York morning newspaper.

The New York Times

"All the News That's Fit to Print"

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EDITORIAL



LOCAL CO-OPERATION

TO bring about co-operation between publishers of competitive daily newspapers of a city has always appeared to be an impossibility. Time and again within the war period, the need for such co-operation has been urgent, but it has never been actually accomplished to any effective degree.

True, publishers generally adhered to the conservation regulations established by the War Industries Board. This fact saved the industry from something like disaster. Perhaps the most important policy connected with the paper economy program of war days was that of eliminating returns and free copies. This policy was very generally adopted in the days of stress, and it proved so wholly sensible and helpful that there should never be a return to the old system. Yet, according to information which has come to EDITOR & PUBLISHER, newspapers in at least one big city are reverting to this practice of waste and unnecessary loss in the face of a threatened paper shortage. Local competition for circulation is assigned, as always, as the reason for this dangerous backward step.

Local co-operation between publishers should, simply for reasons of common sense and prudence as well as of high public policy, be established—if newspapers as a mass are to be guarded from the threatened paper shortage and will be saved the attitude of suspicion of the other fellow—the conviction that he will not play fair—should be set aside. For, if the "hated rival" insists upon following a disastrous policy, that is a course which will operate to eliminate him from the field if newsprint conditions should become as serious as anticipated in many quarters.

Publishers who have the larger vision should make every effort to secure an agreement between local rivals to adhere to certain sound standards of policy in paper economies. These standards should include common practices in the matter of space conservation. If publishers are willing in any city will agree upon a maximum of space for baseball news, for example, fixing the allotment upon the basis of the actual news value of baseball in comparison with spot news and the similar features of general interest, a great saving will have been accomplished. The old tradition that readers demand baseball gossip to the saturation point is nonsense. Baseball should be treated as news. If the magnates want gossip and personal piffle regarding the game printed, let them buy space in which to do it. These men will be content with a smaller volume of "dope" if they pay for it as advertising.

Local co-operation between newspapers affords a remedy for many of the paper-wasting policies now in vogue. Through it common practices concerning press agent matter of all descriptions may be developed. Automobile, moving picture and amusement advertising, masquerading as reading matter—and, of course, actually published free—could be eliminated. All advertisers could be placed on the same basis so far as "write-up" stuff is concerned. This would be simple justice to the advertiser who pays for all he gets—and it would serve to save an immense amount of white paper.

If the sincere effort is made to secure local co-operation in a city, and meets with the opposition of some particular publisher, that publisher should not be permitted to impose upon his competitors his own wasteful and disastrous practices. He should be permitted to follow his selfish policy to its inevitable end—disaster.

THE kind of circulation which is profitable to advertisers is never secured through wasteful and suicidal circulation "fights." The advertiser gets results from a newspaper which is read by people because they believe in it and consider it the best paper in its field.

THE controversy over the case of Mays, the baseball pitcher, has occupied in many big newspapers lately more space than has been given to the hearings on the peace treaty and league covenant being held by the Senate Committee on Foreign Relations. Can this sort of editorial judgement as to comparative news values be defended?

MR. BARBOUR'S GOOD WORK

J. F. BARBOUR, president of Barbour's Advertising Rate Sheets, Inc., Chicago, has again placed all newspaper and advertising men—particularly space buyers—under obligations to him for valuable service, patiently and painstakingly done.

The statistical matter covering all English-language dailies in the United States, their circulations and advertising rates, as presented in EDITOR AND PUBLISHER of July 24; the space-buyers' summary of this information as presented in the issue of August 7, and the complete visualization of market units, national, State and city, with complete figures as to rates and circulations, as presented in this issue, represent service-tasks in the cause of judicious advertising which have involved an amount of labor hard to realize.

Mr. Barbour's cooperation with EDITOR AND PUBLISHER in this unprecedented service to our readers has been enthusiastic and unselfish. He has utilized the fine resources of his splendid organization without stint in making these tabulations authoritative and complete. It is doubtful if it has ever before been the good fortune of a trade newspaper in this field to be able to present to the space-buyers of the country "brass tacks" facts and figures of such timely value as are shown in this issue in the tabulations classifying market units of all the States according to populations of the cities.

These lists will be used as handy guides by space-buyers in estimating costs and extents of campaigns which are now under preparation for the fall and winter months. Agency men and national advertisers, having before them the latest data as to market units, rates and circulations of daily newspapers, will be enabled to put on full steam and to reduce to a minimum the problems of territories to be covered and mediums to be used.

THE question of fixing a basis for the number of lines of advance publicity to be given for each inch of amusement advertising is proposed for discussion at the New Orleans convention of the A. A. C. W. Would not such a policy properly classify such publicity as advertising? Under the Bourne Law, would it not be necessary to designate it as advertising? And, if it is proper to give advance publicity to amusements, why not to all other lines of advertising? The higher rate charged for amusement advertising is no defense of such a policy. It is merely an excuse—and a lame one—for it. Amusement advertising should be placed on the same basis as other advertising—neither penalized through a high rate nor subsidized through donations of reading matter.

TELL national advertisers what your field offers to them as a market, and what relation your paper sustains to that market—and they will do the rest.

August 14, 1919. Volume 52, No. 11.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 *World Building*, 63 *Park Row, New York.*

W. D. Showalter, editor; John F. Redmond, managing editor; Dow Mellen, News; Geo. Mellen, Features.

James Wright Brown, publisher, J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: H. C. Rideal.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cass.
San Francisco: R. A. Bidwell.
Boston: M. J. Shapley.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

NEWSPRINT SITUATION AGAIN ACUTE

EDITOR AND PUBLISHER has presented, in recent issues, facts and figures which show the gravity of the newsprint problem—which has taken on the character of a problem of supply rather than of price. In an interview on the conditions facing publishers in respect to their fall requirements for extra tonnage, S. S. Carvalho, one of the foremost authorities in America on newspaper publishing, has expressed through EDITOR AND PUBLISHER his views as to the serious possibilities of the threatened shortage.

Mr. Carvalho voices but one conclusion—that immediate conservation of paper is necessary. Even this, he concedes, will not afford a complete safeguard against a coming shortage. Yet he sees in it the only sensible and practicable policy for newspapers. He is not ready to admit that an increase to the three-cent price will greatly help in this conservation, so long as the present volume of advertising continues and grows.

Contracts, Mr. Carvalho observes, will afford little protection to publishers if it shall develop that the mills are unable to produce sufficient paper to fill them. On this head, it may be said, however, that the manufacturers have, in the past, confined their contract commitments to limits well within normal production possibilities. The chief difficulty facing contract customers will be, as it is right now, to secure the extra tonnage needed for taking care of current needs.

One of the factors of disturbance in the newsprint market has been the competitive bidding by big consumers for extra tonnage. Protected by contracts, at generally fair prices, for the bulk of the paper they need, they have been able to feel that they could bear the extra burden of paying speculative prices for excess supplies. Thus far, it seems, it has been possible to find such supplies—at a price. It is obvious that this situation has made for competition the market for small publishers, having no contracts and depending upon jobbers or brokers for their regular needs. They are forced into competition with the big publishers on a basis adverse to them.

The publishers of small city dailies are thus placed at a disadvantage which properly arouses their ire, and in seeking a remedy they are likely to bring to bear pressure upon their congressmen for such investigation of the newsprint market as may result in further litigation in the Federal Courts. The manufacturers may, conceivably, face such a situation as now confronts the Chicago packers. It is to their interests, therefore, to put an end to a speculative market, so far as they are able to do so, and to protect all users of newsprint paper alike.

THE DANA CENTENARY

CHARLES A. DANA, who exercised a greater influence than any other man on the journalism of his time, was born one hundred years ago.

He became a figure of national importance during the civil war, serving as Lincoln's "eyes at the front" during the critical campaigns of that great struggle for national unity.

The full force of his genius was spent in his work for the Sun, in which he established standards of newspaper practice which have endured. He succeeded in making the day-by-day life of the world an absorbing story. He made history of the story by flashes of satire, by whimsical treatment of men and things essentially grotesque. He made of his newspaper a human document—a helpful interpretation of life.

He lived for seventy-six years. He never grew old, never settled into a comfortable conservatism. He loved conflict, gloried in a long list of enemies of his own making. He endured the floods of his wrath and sarcasm upon the heads of presidents and public officials who failed to measure up to his standards. He was a force in our public life, either admired or feared by all men engaged in the public service. His service to journalism is gratefully acknowledged by the present generation of newspapermen, and is a heritage for those who are to come after.

THIS issue of EDITOR AND PUBLISHER carries a valuable directory of the English-language dailies of the United States.

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PERSONALS

IN THE EDITORIAL ROOM

Carl T. Robertson, editorial writer for the Cleveland Plain Dealer for many years, has attracted much attention by his Sunday editorials on "Nature." Mr. Robertson has been an extensive wanderer in foreign countries, including Africa. His "off days" and vacation periods are spent in studying nature, and the coloring of his articles is true to life.

Sergt. Stanley K. Faye, former music critic of the Chicago Daily News, is home from ordnance service overseas. He is a son of the late Charles M. Faye, former managing editor of the Daily News and an associate of Horace Greeley.

Sergt. Robert C. Graham of the Marine Corps has resumed newspaper work in Tulsa, Okla. He was formerly with Niagara Falls (N. Y.) newspapers.

Andrew V. ("Dad") Barber, cartoonist for the Bridgeport (Conn.) Sunday Herald, while repairing the engine on his houseboat in the Housatonic River dropped a piece of machinery upon his right foot, fracturing the big toe.

Lieut. Harold L. Smith, formerly a reporter on the Ansonia (Conn.) Sentinel, is just back home in Shelton.

Miss Elsie Farnham, who has been "The Little Sister" among the reportorial writers for the Cleveland Plain Dealer for several months, has resigned and is now editing a house organ for the H. Black Company.

Vivian J. Gray is acting as Sunday and feature department editor of the Cleveland Plain Dealer in the absence of William G. Vorpe, on vacation.

Mrs. Clarice White, who has been society editor of the Cleveland Plain Dealer, is now a feature writer for the Sunday edition, and Miss May Duffey succeeds her.

David McG. Cheney, formerly special writer on the New Bedford (Mass.) Standard and who has just returned from "V" work in Italy, has been named professor in English and instructor of a "current events" class at Tufts College.

George W. B. Britt, formerly of the New Bedford (Mass.) Mercury and more recently a prominent member of the staff of the Stars and Stripes overseas, has been appointed assistant secretary to Senator Lodge of Massachusetts.

G. A. Cowan, of the copy desk of the Kansas City Post, has resigned and left for California.

Dean Reitzel, head of the Kansas City Journal copy desk, is spending a month's vacation at Beatrice (Neb.), following an accident.

"Ed" Robinson, editor of the "Philosopher of Folly," a Cleveland Plain Dealer feature, is spending the summer in New England.

Charles Gillespie, formerly feature writer on the Pittsburgh Press, is now doing rewrite on the New York Evening Sun.

A nine-pound boy who arrived August 5 is the cause of the wide smile of William Stewart, commercial manager of the United Press.

"Vic" Harris, city editor of the St. Paul Pioneer Press, has been appointed sporting editor. He is succeeded as city editor by L. Spehr, late of the copy desk.

M. T. Caine, sports editor of the St. Paul Daily News, is taking his vacation at Yellow Lake, northern Minnesota.

"Tom" Hastings, of the sporting department of the St. Paul Dispatch-Pioneer Press, has resigned and connected himself with a sporting goods firm in Minneapolis.

Mrs. Mary Dillon Foster, club editor of the St. Paul Daily News, is spending her vacation with her husband, Dr. Foster, in their cabin in the northern Minnesota woods.

Miss Sadie Mossler, of the city staff of the St. Paul Daily News, is passing her vacation in northern Michigan.

John Keefe, of the city staff of the St. Paul Daily News, is putting in his vacation days at Hackensack, Minn.

Miss Mary Kelly, assistant dramatic editor of the St. Paul Daily News, is spending her summer holidays at Lake Minnetonka.

W. J. Styles has left the local staff of the Ottawa (Ont.) Journal to go to the Renfrew Mercury.

Alan Longstaff, until recently telegraph editor of the Ottawa (Ont.) Journal, has joined the staff of the Canadian Press at Ottawa, and will go in the Press Gallery when the House resumes sittings.

Mrs. Charles George, known to Canadian newspaper readers as Ida L. Webster, realizes an ambition. She will be the first woman member of the Ontario legislature. She has announced her candidacy.

"Rob" Snadjr, who was one of the editors of the Stars & Stripes in France, has returned to the copy desk of the Cleveland Plain Dealer.

IN THE BUSINESS OFFICE

William J. Delahanty, for the past six years with the Boston Daily Newspaper Publishers' Association, was a successful candidate in the recent Massachusetts Bar examinations. He was a member of the staff of the Boston Journal for several years.

J. T. Dunlap has been appointed manager of the Missouri and Kansas Farmer, Kansas City, Mo. He has been with Twentieth Century Farmer, and the Nebraskan Farm Journal for a number of years, and in close touch with live stock and agriculture in the Missouri Valley.

Bernard A. Davey has resigned as advertising service manager of the Washington Times to become advertising manager of the National Sportsman, Boston. Prior to military service he was with Marshall Field & Co.

Edmund C. Larson, formerly in charge of the service department of the Minneapolis Journal, has affiliated himself with the Des Moines Capital in the same capacity.

Reg. Jennings, war veteran, has taken charge of the service department of the Ottawa (Ont.) Citizen.

P. C. Treviranus, business manager for the Des Moines Register and Tribune, is spending a week at Milwaukee, his former home.

WITH THE AD FOLKS

J. Albert McCollum is the new advertising manager of the Traffic Motor Truck Corporation, St. Louis. For many years he was automobile editor of the St. Louis Republic.

Joseph R. Hunter, advertising and merchandising expert, has joined the copy and production staff of the William H. Rankin Company. For several years Mr. Hunter has directed the advertising and selling plans of the J. W. Jenkins' Sons Music Company of Kansas City.

TEXAS PRESS LEADER STARTED IN WORKUM

Think of having to pay forty dollars a year for the privilege of setting and distributing type eleven hours a day!

Yet that was when Henry Koch, well-known as president of the Texas Press Association, did—or rather what his father did for him—when he was apprenticed for three years to a printer in the town where he was born, on the Zuyder Zee, in Holland.



HARRY KOCH

And the name of the town was Workum!

There were no stools in the print shop to encourage idleness and young Koch learned his trade well. When his apprenticeship was finished, he traveled around for a year or so and after inspecting critically some of the biggest and most celebrated cities of the world, decided that Quanah, Texas, had 'em all beat.

Quanah, previously famous for being part of the universe, now is additionally noteworthy for being that particular part of it where Mr. Koch published the Tribune-Chief. It has the best equipped printing plant, Mr. Koch says, of its size in Texas, which is considerable state. It had the first linotype machine in the whole state that was equipped with an electric melting pot.

Ray Menge, formerly connected with the Register and Tribune of Des Moines, has returned to work in the classified department.

L. Barton Motherwell, formerly of the editorial staff of the Portland (Me.) Express-Advertiser, who returned recently to his home at Augusta, Me., after two years' service with an ambulance unit in France, has accepted a position in the advertising department of the Sunday Telegram, published by the owners of the Express-Advertiser.

Alfred J. Silberstein has started his own advertising service organization with an office at 44 East 23rd street. Mr. Silberstein was until recently associated with Advertising Artists, Inc. He has disposed of his interests in this company.

Arthur B. Churchill has resigned as advertising manager of The Syracuse Herald and is now associated with the American Seedtape Company of Newark, N. J., as president and manager.

Dean E. F. Gay of Harvard Will Head Evening Post

Will Take Charge January 1—Was Member of the War Trade Board—Is Native of Detroit

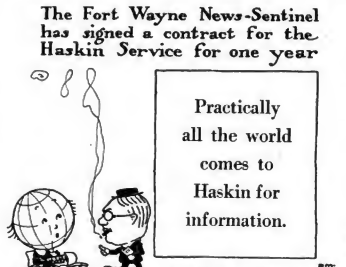
The Evening Post (New York) announces that Edwin Francis Gay, since 1908 Dean of the Harvard School of Business Administration and recently a member of the War Trade Board at Washington, will on January 1 assume general direction of the paper, becoming president of the corporation.

Dean Gay is a native of Detroit, Mich., and a graduate of the University of Michigan in 1890. He studied in the University of Berlin and received the degree of Ph. D. in 1902. Immediately afterward he became Instructor in Economics at Harvard and became a full professor within three years. In 1908 he was made Dean of the Graduate School of Business Administration.

In regard to the announcement, Thomas W. Lamont, owner of The Post, said:

"Of course, I am conversant with the plan as to Dean Gay. I know that the editorial staff and the trustees of The Evening Post have all felt for some time the advisability of further building up the staff of the publication in order to meet constructively, as a great newspaper must, the problems brought about as a result of the war.

"I have known Dean Gay for years, and I am convinced, together with the editors and the trustees, that by reason of character, capacity and experience, he is admirably equipped to undertake the new and responsible work which he will assume."



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FORD LIBEL SUIT READY FOR THE JURY

Newspaper's Senior Counsel Contends That the Term "Anarchist," Applied to Defendant in Editorial, Did Not Mean "Bomb-Thrower"

MOUNT CLEMENS, Mich., August 12.—Arguments in the $1,000,000 libel suit of Henry Ford against the Chicago Tribune closed today with the summing up addresses of Elliott G. Stevenson, senior counsel for the Tribune, and Alfred Lucking, senior counsel for Mr. Ford. Judge Tucker excused the jury until Thursday morning, when, he said, he would instruct it and send it to its deliberations.

Mr. Stevenson read many statements from the Ford peace propaganda and from Emma Goldman and declared that the jury could not tell which was written by Ford and which by the woman anarchist. Discussing the alleged libelous editorial, he insisted that there was not a word in it to justify the plaintiff's contention that by "anarchist" the Tribune meant a bomb-thrower.

"And now comes Mr. Ford and says that his reputation has been ruined, his life blasted, by this editorial," went on Mr. Stevenson. "Nothing but $1,000,000 of Tribune money would heal it! Why, his reputation was so ruined that Michigan, two months after the editorial, gave him the primary vote for President!"

Mr. Lucking characterized the address of Mr. Stevenson as an appeal to the passions and prejudices of the jury.

"A Stab in the Back"

"It was insidious, unlawful, a stab in the back," said Mr. Lucking. The lawyer, to illustrate, pointed to the charge of Mr. Stevenson that twenty-four times in twenty-one pages of the Ford booklet Mr. Ford called war "murder." Mr. Lucking gave his own construction of the booklet, and asserted that "Mr. Ford never called any one a murderer."

Mr. Lucking took up the question of the "right of fair comment" claimed by The Tribune in defense of the editorial, and asserted that the right existed with regard to comment on views, but not comment on individuals. He quoted the testimony of Tiffany Blake, chief editorial writer of The Tribune, to show that the editorial was comment on Henry Ford, not his views particularly.

MUTT AND JEFF IN LONDON

(*Continued from page 11*)

gander." The story may be apocryphal, but it is being fathered on to the popular newspaper proprietor.

The Daily Sketch has been running a baby welfare scheme with prizes amounting to $10,000. It was unique in that it secured a good deal of official recognition all over the country, nearly 600 welfare centers being persuaded to link up with the Daily Sketch scheme in preference to conducting their own baby shows. The total number of entries is said to be over 250,000, and they were received at the rate of some 30,000 per week. A special baby number was issued last week, with countless pictures of thriving infants and numerous complimentary messages from eminent personages.

Sir Charles Starmer, the proprietor of the British "big three" in newspapers, has been offered the freedom of the County Borough of Darlington, Yorkshire. He is already an alderman of the town, and has occupied the mayoral chair with distinction.

NEWSPAPER MAKING

By Jason Rogers

(*Continued from page 20*)

should be made to pay at least cost, plus a reasonable profit.

On the figures submitted you are selling your space too cheaply. You should get at least 5 cents a line net in order to earn a fair and reasonable profit on your turnover, so to speak.

If you will send me statement of the volume of business at the different net rates, I may be able to show you how to produce the required higher average without great disturbance.

* * *

"A. B. C."—I should appraise your property as worth at least $100,000. I reach this by capitalizing your average profits of $7,000 a year for the past three years, plus excess of tangible assets over liabilities. Likewise, by capitalizing your circulation, plus excess of assets over liabilities. If you will send me trial balance sheets as of June 30, 1918 and 1919, I will gladly give the matter further consideration.

* * *

"Canada"—Don't waste time with foolish special editions. Work for 312-days-a-year business. Any money that such pan-handlers extract from the people of your town on a 50 per cent. basis is just so much handicap to the industrial prosperity of the place.

* * *

"Inquirer"—The eight-column page represents a great economy for almost any newspaper. The coming standard seems to be 12 ems pica, with columns 300 agate lines deep. A full page is 2400 lines, with halfs and quarters easily reconciled parts of it.

* * *

Dry Mats—Great improvements have been made during the past three years, but I would hesitate to throw out my steam tables if in your place.

* * *

Print Paper—Notwithstanding the reports of shortage of supply caused by increased wastefulness of many large newspapers and the extra consumption caused by increased volume of advertising, I do not look for radical advances in prices.

Even at 4 cents a pound at the mill, and that may be forced on us if certain publishers continue in their mad careers instead of raising advertising rates and reducing the volume of low-rate business, our newspapers can live and make money.

I have ceased to be an advocate of cheap print paper. I don't look for a return to a price below $2.75 mill for several years to come. High prices will gradually induce additional capital into the print paper manufacturing business, and as the supply passes the demand prices will soften.

I would increase my subscription to 12 cents a week regardless of my competitor. The loss of a few hundred circulation really means nothing even though he gains what you lose. With an increased revenue you could afford to sell your advertising for less money than he could, and still make more money than he.

Advertisers are commencing to realize that the publisher who is doing everything he can to hold down rates is a better one to follow than one who primarily seeks inflated circulation figures secured on an uneconomic basis.

New Jersey

2,820,000 People.

7525 Square Miles.

8820 Manufacturing Establishments.

$1,150,000,000 Value of annual production.

17,700 Tobacco Dealers.

6,900 Groceries and Delicatessen Stores.

1,660 Dry Goods Stores.

1,555 Retail Shoe Stores.

1,335 General Stores.

1,300 Garages.

1,200 Drug Stores.

1,100 Retail Hardware Stores.

1,050 Auto and Accessory Dealers.

110 Department Stores.

53 Cities over 5,000

32 Cities over 10,000

22 Cities over 15,000

16 Cities over 25,000

10 Cities over 50,000

5 Cities over 100,000

2 Cities over 200,000

1 City over 500,000

and then the entire New Jersey coast is one great big resort, entertaining a million visitors every year.

Atlantic City, Long Beach, Asbury Park and other coast resorts are world famous.

Cultivate New Jersey. It is a big little state, a state of infinite possibilities.

These daily newspapers of New Jersey can do you an awful lot of good in reaching the people you want for customers.

	Circulation.	Rate 5,000 lines
Asbury Park Press (E)	7,122	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A.B.C.)	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken)	43,000	.08
Passaic Herald (E)	8,535	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.

*A. B. C. Report, April 1st, 1919.

CANADA Where They Do Things

Canada is the country of activity—of blood and brain and brawn; the land of promise and of purpose, of people and principle, punch and pep.

Canadians demonstrated their might during the war. Canada produced more men, per capita, than did any other part of the fighting forces.

Not only *more* men, but such men! Ye Gods!

Canadians went "over there" and literally mopped up.

Canada is worth while—mighty worth while and Canada, as a market, is just as well worth while as are Canadian people.

Canada is dependable—Canada is forceful.

Canada is ready, willing and anxious to buy the right kind of merchandise.

These daily newspapers of Canada, published by Canadians for Canadians and going to Canadians will carry your advertising message where it will do the most good.

They cooperate with local merchants, who will cooperate with you in putting your goods into the homes of Canadians.

USE THESE DAILY NEWSPAPERS and watch your sales grow. It will prove more than gratifying.

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	12,403	.03	.03
†Brantford Expositor (E)	10,160	.025	.025
†Brockville Recorder-Times (E)	4,225	.0179	.0107
Chatham Daily News (E)	2,472	.01	.0071
*Galt Reporter (E)	3,955	.015	.0125
Guelph Mercury (E)	3,315	.015	.01
*Hamilton Spectator (E)	30,357	.055	.05
Hamilton Times (E)	11,200	.035	.03
Kingston British Whig (E)	6,237	.025	.02
London Free Press (MN&E)	41,610	.07	.06
Peterborough Examiner (E)	5,900	.0193	.015
St. Catharines Standard (E)	8,006	.0275	.0175
*Toronto Globe (M)	87,296	.15	.11
Toronto Star (E)	85,077	.14	.11
Toronto Star (S)	65,763	.105	.09
Toronto World (M)	26,608	.09	.06
Toronto World (S)	92,128	.12	.09

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392 French 1,605,339

	Circulation	Lines 2,500	Lines 10,000
Montreal Gazette (3c-$8 yr.) (M)	32,183	.005	.07
*Montreal La Presse (2c per copy) (E)	154,905	.13	.11
*Montreal Star (E)	111,151	.13	.11
Quebec Le Soleil (E)	41,863	.06	.06

Government Statement, April 1, 1919.
*A. B. C. Report, April 1, 1919.
†Publishers' Statement, April 1, 1919.

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WOULD CURB FOREIGN LANGUAGE PRESS

Strong Sentiment in Senate and House for Complete Abolishment of Periodicals Not Printed in English —Four Bills Are Introduced

WASHINGTON, D. C., Aug. 12.—In both the Senate and the House there is now in evidence a strong sentiment for the complete abolishment of periodicals printed throughout the United States in languages other than English. That the Senate is prepared to work some revolutionary changes in the conduct of alien periodicals is indicated by four bills which have been introduced on the subject within the past month.

Members of Congress say that they have been wearied by the obstinate refusal of a large proportion of the foreign language press of the United States to adopt and adhere to a policy of sound Americanism and that they are alarmed by the almost general capitulation of the Socialist foreign language papers to the spread of Bolshevism.

Opposed to "Melting Pot"

The Senate is convinced that much of America's difficulty in assimilating its vast alien population is due to the stubborn determination of alien periodicals to fight to the last ditch against the Americanization process, as the successful operation of the melting pot is bound to turn aliens away from their own periodicals and their own periodicals know it.

The Senate also believes that a great portion of the opposition voiced by certain elements to American participation in the great war was inspired by hundreds of foreign language papers working for the enemy. In general, there is a considerable group of Senators who believe that the only good foreign language press is a dead one.

The sentiment in the Senate on the foreign language press is divided into three elements. One faction, led by Senator Myers of Montana, is determined to completely annihilate the 1,200 or more foreign language periodicals published in this country, and to that end Senator Myers has introduced two bills—one which would prohibit admission to the United States mails of any periodical printed in German, and the other, of periodicals printed in any other language but English.

Restrictive Legislation

The second faction led by Senator King, favors restrictive legislation which would hold out a reward of merit for the better sort of foreign language papers by issuing to them a certificate or license. Other foreign language publications would be forced, by the provisions of a bill he has submitted, to file with the postmaster, at the office of mailing, a complete translation of certain classes of reading matter—particularly of matter that refers to the United States, its policies, international relations, etc.

98% Sandusky Homes
take the evening
STAR-JOURNAL
Member A. B. C. Foreign advertising representatives
La Coste & Maxwell,
45 W. 34th Street New York
C. J. Anderson Spl. Agency,
Marquette Building Chicago
THE ALVORD & PETERS CO.
Publishers, Sandusky, Ohio

Long Life of Newspaper Advertisement Proven

An inquiry recently received by a big drug firm in Seattle completely smashes any idea that the pulling power of a newspaper advertisement ceases shortly after its publication.

P. M. Frida, who gave his address as Kelaniya, Ceylon, wrote the firm inquiring about a food, which he said he saw advertised in the columns of the *Seattle Times* in "the April 13, 1915 issue."

The third element is led by Senator Smith of Georgia. It is represented by a bill, offered by the Senator, providing that the use of the mails shall be prohibited after October 1, to all foreign language periodicals which do not contain translations of their foreign language content, "column for column, page for page."

Secondly, the Smith bill would allow all foreign language papers only until January 1, 1925, to wind up their affairs and would prohibit the mails after that date to any publication printed in any language other than English.

The four bills are all being considered by the Committee on the Judiciary and almost any day may see the favorable reporting back of one or more of them.

CIRCULATION MEN WILL MEET

Important Papers Being Arranged for Interstate Gathering at Scranton

SCRANTON, Pa., Aug. 13.—The fall meeting of the Interstate Circulation Managers' Association will be held here September 10 and 11. Albert R. Michener, circulation manager of the Harrisburg (Pa.) Telegraph, is chairman of the program committee and promises papers on subjects of considerable interest to circulation managers at this time.

Fred I. Cook, president of the association, whose home is in Scranton, is arranging the stay of delegates so that only a one-day absence from homedesks will be necessary. The first day will be given over entirely to a business session and the second day an open discussion of subjects and a social time.

Connecticut Editorial Outing

BRIDGEPORT, Conn., Aug. 13.—The midsummer outing of the Connecticut Editorial Association will be held Saturday, August 16, at Derby-Shelton on the Housatonic river, the Board of Trade in those towns co-operating.

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report
for Six Months ending Apr. 1, 1919
35,247
Its sales promotion department is at the service of advertisers. And it really promotes.
Arthur Capper
Member A. B. C. *Publisher.*

CIRCULATION NOTES

The circulation department of the Lewiston (Me.) Daily Sun gave out several prizes to carriers Saturday morning. They were offered for boys gaining the largest number of weekly customers on their routes. The contest was by far the most successful ever conducted by the Sun. The actual number of papers delivered to subscribers in Lewiston and Auburn alone for the week ending Saturday was 478 a day more than for the same week one year ago. The first prize was a $35 bicycle, awarded to Napoleon Landry, who made a gain of more than 100 per cent on his route. Seven cash prizes were awarded.

A strike of union newsboys against a union paper! was threatened in Seattle recently by the Seattle Newsboys' Union, which alleged that certain union leaders had tried to get news venders to discriminate against other Seattle newspapers in favor of the Daily Union Record. The newsboys' leaders declared that such practices were in violation of agreements signed with the publishers, and unless they were discontinued, newsies favored boycotting the labor organ. The matter has not yet been settled.

Revival of the ordinance passed in 1906, that no boys under 10 years of age be allowed to sell newspapers unless with the written consent of their parents, and further provision that all boys so engaged be compelled to wear a badge, is to be brought about at once as a result of a meeting held at the Portland (Me.) Boys' Club.

The Gary (Ind.) Evening Post was delivered by airplane on August 1. A big Interstate Air Line plane carried a shipment of the newspapers and Walter O. Marquiss, city editor, from Gary to Hobart, eight miles away, in a little more than five minutes.

The Fall River (Mass.) Herald is giving a series of weekly outings at Sandy Beach to children and the "grown-up" members of their families. More than 6,000 persons enjoyed the first one last week.

supremacy
The Indianapolis News carries practically as much space both from local and national advertisers as all other Indianapolis papers combined including Sunday editions. It has been doing this for fifty years.
THE INDIANAPOLIS NEWS
Charter Member A. B. C.
for 50 years a Newspaper.

During the seven months ending July 31
614,922 agate lines
of national advertising were published in
The Clarksburg Telegram
a gain over the same period of 1918 of
74.5%
It pays to advertise in "West Virginia's Leading Newspaper."

WAR SERVICE COST THEM THEIR JOBS

Re-Employment Bureau Reports 75 Experienced Newspaper and Advertising Men, with War Records, Seeking Positions in New York

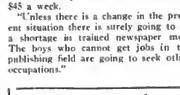
There are seventy-five writers and advertising men in New York City who are jobless today because they went to war, according to a statement just issued by the Re-Employment Bureau for Soldiers, Sailors and Marines at 505 Pearl street. This number includes twenty-eight editors, reporters and publicity men and forty-seven advertising men.

Alfred L. Smith, executive secretary of the Re-Employment Committee of New York City, expresses the hope that publishers will notify the bureau when they are in need of employees. Mr. Smith laments the fact that there are so many experienced men who are without newspaper jobs today. He asks the publishers to give ex-fighters the preference when there is a job open.

"As is generally known," said Mr. Smith, "some writers are not paid any too well. That they are liberal spenders is also universally acknowledged. Therefore, when they strike a period of unemployment they suffer more than the man who is perhaps better paid or more economical.

"We have had experienced, trained, well-educated newspaper men applying at the bureau for temporary positions paying as little as $20 a week. These men ordinarily would be earning about $45 a week.

"Unless there is a change in the present situation there is surely going to be a shortage in trained newspaper men. The boys who cannot get jobs in the publishing field are going to seek other occupations."


The Detroit News
First in America
In advertising lineage for the first six months of 1919

The Pittsburgh Post
has the second largest morning and Sunday circulation in Pittsburgh.

U. S. P. O. Report
For the period ending April 1, 1919, Average Daily and Sunday Circulation
76,652
New Orleans Item
Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

LETTERS OF AN EDITOR TO HIS SON

About six months ago a young newspaperman undertook the management of a somewhat slow going country town daily. His father, an experienced editor, has written him many letters of practical advice. EDITOR & PUBLISHER *has secured extracts from these actual letters for publication in several chapters, the second of which follows:*

AN attractive show window is important, but it is not the whole store. Pay attention to what is behind the window, meaning by that, keep your back pages shipshape. Examine your contracts to see if you are not giving positions not nominated in the bond. I am not asking you to throw away good business to force the pyramiding of ads, but I am suggesting that you can improve appearances without any sacrifice. One thing you can do at once. Take a look at that official advertising, of which your have some days four or five columns, scattered on as many different pages. Bring it together and keep it together always on the same page. And then there's that medical reading matter. Don't put news heads on it unless you are obligated and don't mix it up with news unless you can't help it.

Keep Department Intact

Keep your departments in the same place every issue, and keep them intact as far as possible. You will find that the lazy make-up will break into a department now and then to justify or fill up other columns. Sometimes this seems unavoidable but not often. Don't scatter your country correspondence which, by the way, is an important part of your paper, and should not be treated as a poor relation, but rather as a circulation builder over the county.

I have tried to touch on some of the high spots of the value and art of make-up as essential to good newspaper. Ponder them, even if you can't do them all at once.

Get the Foreman Interested

I have marked a paper which I am returning herewith. I have gone at it rather roughly, not with the idea of making your job heavier, but with the purpose of making you see some of the many things to be done to clean up the paper. Take them slowly, and if possible get the foreman to seeing things for himself. And above all, don't let him know the suggestions are coming from anyone but yourself. He ought to see for himself those wornout column rules and that broken type. What would you think of a storekeeper who kept in his show window dirty, fly-specked?

Your printers are not artists, I know, but perhaps you can get them to take a little more pride in the make-up of your first page, and you will have to depend on them rather than on your proofs, who is too old to learn any new tricks. Show them a good looking paper among your exchanges and excite their powers of imitation, at least. Lay before your foreman the marked paper I am sending and get him to point out other places for improvement. Better this way than giving him orders.

Beware of Padding

Another word about the editor. I know you have to worry along with him until you can get the new man, but that does not mean that he is to be let alone in his ways of ignorance. For instance, don't fail to call attention to his practice of putting in his editorial columns long articles taken from another paper. It is palpably an effort to pad out, and besides these columns are for the editor's own, writing. It's like the old story of the man who had the Lord's prayer printed and hung on the wall over his bed. Then he would jump into bed, saying, "Lord, them's my sentiments."

I was interested, not to say amused, by the account of your first experience with the Hunkers primer. Just one word of advice on this subject. Don't tabor under the delusion that you can reform the man. Make up your mind to get along with him, or else fire him. Coaxing, persuading and threatening are useless 99 times in 100. Get along with him if you have to, but don't delude yourself with the idea that you can uplift him. Of course he's a good man when he's sober. They all are.

Local Interest in Editorials

I spoke in a recent letter of your editor's practice of using reprint editorial, and I must refer to it again. He had a long extract from the Digest, an article that was important, of course, but I doubt whether your readers are devouring matters of that kind. The suspicion is, of course, that he is taking the lazy way of filling his editorial columns. And what he does write is altogether on general subjects instead of on matters of distinct local interest. I have yet to see an editorial featuring any interest in your town or county affairs. I know there are some editors who believe in the safety of neutrality, but I think that theory entirely wrong. Honest opinions, sanely expressed, command respect if not approval of all. Be independent if you want to be, but independence does not lie in failure to have opinions.

Home News of Prime Importance

You say your editor does not believe much in local news on the first page, but holds that the readers want the telegraph news. He is wrong again as he or you will find out if he talks to intelligent readers. Get all the home news you can, and put it liberally on your first page. Your readers like to read about what they know something about, and put good heads on the local news instead of on some of that news from Europe. So much of the latter is only guesswork or rumor, to be denied tomorrow. You had yesterday two double column heads on stories that should have been run together, and even then were not worth as much display as that fire in the business section.

You are after circulation now, and as I see the case, you can get it only by making your paper the best in town. You cannot beat the opposition on telegraph news, but you can on local with out half trying. Impress your reporters with your dependence on them to make the paper go, and then play up what they get. They will be your best circulation getters and keepers. Circulation is part of your circle. You must get the news to get and hold readers, and you must have readers to get advertising.

(To be continued.)

NEW PUBLISHER AT PENSACOLA

Journal Publishing Company Announces Appointment of Wayne Thomas

Lois K. Mayes, president of the Journal Publishing Company of Pensacola, Fla., has sent out an announcement that Wayne Thomas, a practical newspaper man of 15 years' experience in the Florida field, has been appointed publisher, effective August 1.

The Journal is represented in the foreign field by Cone, Lorenzen & Woodman.

L. W. Prather, editor of the newly established High Point (N. C.) Republican, has sold his interest to George Holloway, business manager, and returned to his home at Detroit, Mich.

PRINTER'S DEVIL IS NOW ADVERTISING MANAGER

"I am a great believer in short copy, a lot of white space, attractive colors, and illustrations that tell a story. The imagination is very elastic; therefore, if we take our lesson from the forceful story-telling power of the motion pictures and apply the same principles to printed pictures, we are bound to get results in advertising," writes



O. GRIGG

O. Grigg, advertising manager of the Harley-Davidson Motor Co.

Mr. Grigg began earning a living as a printer's devil, and then promoted himself successively to be journeyman printer, foreman, superintendent, buyer of printed matter, engravings, and paper, and latest of all, advertising manager.

"Although I have many times cussed the printer's trade," he writes, "I am now thankful to have had the practical experience it gave me. It has proved to be a valuable asset in my present work."

Under Mr. Grigg's supervision, the Harley-Davidson Co. is educating its dealers to spend a certain per cent of their sales for advertising, in conjunction with advertising done by the company.

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

PREMIUMS
That Are RealSubscription Producers
S. BLAKE WILSEN
Manufacturers and Publishers Representatives.
1606 Heyworth Building
29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

The True News FIRST
Always—Accurately
International News Service
World Bldg. New York

New Era Features
30 East 42nd St., New York City
Forty Leading Papers Print Our Service.
Send for our Headline History of the World War

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.
If your city is open, you may join at the same proportionate rate, and secure the same value they have already built up.
Write or wire for rates.
The Associated Newspapers
170 Broadway New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
261 WEST 36TH ST. NEW YORK

SOUNDED THE DEPTHS OF HUMAN NATURE

By Its War Work, Advertising Penetrated to the Elemental and Shows World Its Power as Never Before, Says F. H. Sisson

CHICAGO, Aug. 13.—Francis H. Sisson, vice-president of the Guaranty Trust Company, of New York, in addressing the Advertising Council of the Chicago Association of Commerce, recently said: "Advertising has played a very important part in creating for and revealing to us the new conception of our national responsibilities and duties. America's titanic efforts and achievements during the war would not have been possible without the aid of publicity, which helped to make the 'impossible' possible. Advertising was never before so universally recognized as one of the most powerful creative and constructive forces in the world.

"But, like every other great basic element in our existence, it, too, has undergone changes and has caught the spirit of the dawning era of a new peace. It has been quickened into a new life; it has acquired new potentialities never before has it exerted such influence over the minds and hearts of mankind. It has reached and stirred our souls to the sublimest sacrifices.

"It matters not that this power resulted from the most intense emotional period in the world's history and that it was due chiefly to patriotic fervor, for advertising was largely instrumental in creating the very emotion and patriotism from which it gained its greatest strength of appeal.

"Each reacted upon the others; each developed the others. And for the first time, advertising sounded the depths of human nature. It penetrated to the elemental in human nature.

"That is the paramount lesson, as it was the paramount achievement, of advertising during the war. That is the foundation upon which advertising must work in building the business of the future. That is the basic truth of which we must not lose sight.

Laws Cannot Be Codified

"We realize as never before that advertising is limited only by the limitations of human nature; that its laws can no more be codified than those of human nature; that every new discovery about human nature furnishes a new factor in advertising; that all our vaunted accumulation of advertising knowledge is only fragmentary, incomplete, disjointed, and defies definition in concrete, precise, axiomatic terms, even as our knowledge of human nature does.

"There is an excellent prospect that our foreign trade, which is exceeding all records, will total more than $10,000,000,000 this year. This is a colossal sum, even in these day of billions.

"The war has literally scattered American products all over the world. During the last four years our goods have been introduced in markets where they had never before sought admittance or where they never before had entry. And they were introduced at no cost whatsoever to the manufacturer. They were distributed on a scale which would have been impossible under normal conditions. There was no competition.

"Our products will no longer sell themselves abroad, as they did during the war. The demand for them which the necessity created will not sustain itself; it must be stimulated and kept active by effective advertising. Otherwise the unprecedented advantage which chance has bestowed upon us will gradually, but inevitably, be lost.

Our Prosperity at Stake

"This is absolutely essential, not only to maintain and to foster our foreign trade but to preserve our present prosperity. The cessation of hostilities found us with a tremendously expanded industrial capacity which the war had made imperative. But Mars has withdrawn from the world markets, and we are confronted with the problem of adjusting our industrial machinery to the demands of peace and of keeping it busy. We cannot lessen our productiveness without impairing business and prosperity. Consequently, we must encourage and never before the consumption of American goods in foreign lands. In helping to accomplish this result, therefore, advertising will assume an economic importance that can scarcely be exaggerated.

"The occasion is auspicious; in fact, advertising could not be employed to better advantage than now, for, thanks to the intensive and broadcast war-advertising campaigns conducted by the respective belligerent governments within their own countries and through propaganda publicity—only another form of advertising—to which they resorted in neutral lands, the world is prepared to respond more easily than in the past to advertising appeals.

Building for the Future

"Today particularly invites the advertiser to lay up stores of good will and prestige for future markets. Now is the time particularly for advertising to be informative and educational, to help create new standards of living, to stabilize markets, to make life more comfortable and attractive, as well as more just and sound.

"The war has opened up many new fields for advertising service. Financial and advertising geniuses are invited to devise plans through which to meet the investing needs of the nation, to distribute sound securities, to inculcate thrift. Within two years our investing class has sprung from three hundred thousand to twenty millions, and there are yet no plans devised which adequately meet the need of these newborn investors.

Investors Multiplied

"Economic and social fallacies erowd upon us; industrial problems rise on every side. Only through understanding can they be solved, and understanding can be created only through publicity. Legislative action rises out of public opinion; public opinion is based upon current information and popular prejudice.

"These can be met most effectively through such public mediums as you command. In meeting them you are serving not only the ends of good citizenship and social progress, but business advantage, which can be secure only in a stabilized nation and one based upon sound economic thinking.

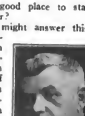
"We who serve as the conveyors of ideas have before us this great opportunity and duty that has never before in history—an opportunity to realize profits never dreamed of in the business of the past—a duty to do our part, to help to make real and vital in our national life the principles for which we entered battle, and for which thousands of our boys have laid down their lives—a high and holy trust that these young lives which have been sacrificed on the altar of human progress shall not have been given in vain."

D. D. Moore, publisher of the New Orleans Times-Picayune, is a visitor to New York this week, stopping at the Breslin

HIS SUCCESS STARTED WITH DUTCH NEWSPAPER

Where is a good place to start a Dutch newspaper?

Some people might answer this by saying: "In Holland," but when John A. Kuypers, well known as president of the Wisconsin Press Association, was a young man in the Netherlands, he decided that there were enough Dutch newspapers there already, and so became came to America to start one.



JOHN A. KUYPERS

He settled at De Pere, Wis., and that town has been proud of the fact for a long time past. It has twice elected him its mayor. Now he is completing his first term as postmaster. He is a Democrat and was elected presidential elector on the Democratic ticket in 1912.

For 26 years he has been editor-and manager of De Volksstem, a weekly paper in the Hollandish language, which he established in 1916. Sixteen years previously he had assumed the management of the Brown County Democrat, and he sold this paper in 1916 also.

Then he launched the Brown County Journal, merged it later with the De Pere News, the oldest weekly paper in the county, and now publishes it as the Brown County Journal-News.

He is married and has one son, Harold, who is going to be a newspaper man also. He is studying journalism at Marquette University, Milwaukee.

Largest & Fastest

The Plain Dealer carries more advertising and is making bigger gains than any other paper in Cleveland.

During the first half of 1919 it printed over a million more lines than the second paper and gained almost twice as much as the second paper.

The Plain Dealer

Largest Morning Circulation Between New York & Chicago

LOS ANGELES

EVENING HERALD

Circulation greater than the combined circulation of its two evening competitors.

Charter Member A. B. C.

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit is in the heart of the richest agricultural and dairy region of the United States. Beloit has thirty factories. Beloit is highly educated. Beloit has wealth—well distributed.

One paper—the Beloit Daily News—alone serves this splendid American population.

Circulation, over 7,000

Rate, 2½ cents per agate line, effective October 1st.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram

Albany, N. Y.

Circulation, 28,000

THE CHICAGO EVENING POST is the one indispensable financial medium among Chicago's daily newspapers.

¶ THE STAR LEAGUE consists of the Indianapolis, Star, Terre Haute Star and Muncie Star—each leads in its field and is invaluable in covering Indiana.

¶ THE ROCKY MOUNTAIN NEWS and DENVER TIMES, unbeatable in their field, are Denver's premier newspapers.

¶ THE LOUISVILLE HERALD has by far the largest circulation and practically no advertising competition in the morning newspaper field of Louisville.

The Shaffer Group

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.

Foreign Representative

171 Madison Ave. NEW YORK

The Pittsburg Dispatch

is the daily buying guide in thousands of thrifty households.

WALLACE G. BROOKE
Brunswick Building, New York

THE FORD PARSONS CO.,
Peoples Gas Building, Chicago

H. C. BOOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.

Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919

43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prosperous in the best territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agcy.

Foreign Representatives

New York Chicago St. Louis

WILLIAM A. SMYTH DIES AT OWEGO HOME

Was Editor and Proprietor of Times—Long a Power in New York State Politics—Attended Many Republican National Conventions

Owego, N. Y., Aug. 13.—William A. Smyth, proprietor and editor of the Times, died yesterday in his home here. Mr. Smyth had been ill for nearly two years with a complication of diseases and on frequent occasions had gone to New York to consult specialists.

Mr. Smyth for more than a quarter of a century was the Republican leader of Tioga county, the home county of the late United States Senator Platt.

Mr. Smyth was not only a well-known Republican editor but for a number of years was president of the New York State Editorial Association. For nearly twenty years he also was postmaster at Owego.

He attended as a delegate the Republican National Conventions which nominated Blaine, Harrison, McKinley, Roosevelt and Taft, and he was a prominent delegate in the convention of 1912 which renominated Taft.

Mr. Smyth represented his district on the Republican State Committee for thirty years or more. In the differences which arose between Mr. Platt and Benjamin B. Odell Mr. Smyth stood stoutly and consistently by his old chief.

PIONEER NEWSPAPER MAN DEAD

Collin F. Macdonald, Veteran Minnesota Editor, Dies at St. Cloud Home

St. Cloud, Minn., Aug. 10.—Collin Francis Macdonald, editor and proprietor of the Daily Times died at his home here yesterday. Mr. MacDonald was 76 years old and had been state senator and mayor of St. Cloud. He was a Civil War veteran and a member of the Minnesota War Records Commission.

Mr. Macdonald was born at St. Andrews, N. S. He edited and published the St. Cloud Times 44 years and was also the founder of the Shakopee Argus, one of the oldest weeklies in the state.

OBITUARY

Col. W. J. Thompson is dead at Hot Springs, S. D. While a boy, before going West, he sold newspapers to assist in supporting the family while his father served in the Union Army in the Civil War. He had charge of the circulation of the Deadwood (S. D.) Daily Pioneer in the late 70's and was later a state senator and county judge. At the time of his death he was interested in the United States assay office at Deadwood.

Richard Sydney Turner, a cartoonist, died suddenly Sunday at Newburgh, aged 46. He had worked for the Poughkeepsie Evening Star and the Newburgh News, Union and American.

Martin Bruce, for many years engaged in newspaper work in Alaska, died recently in Seattle. His last newspaper work was at Juneau. Later he entered the government reindeer service in the Northland.

Mrs. Mary M. Bowman, a well-known California newspaper woman, died in Los Angeles recently. She was born in Mifflin, Pa., went to Iowa to become the first librarian at Creston. She began her newspaper work first as contributor then as editor of the Abilene (Kan.) Chronicle. In April, 1887, she moved to California and bought a half interest in the Santa Paula Chronicle, later being one of two women who were made charter members of the Southern California Editorial Association. For six years she was reported for the Los Angeles Herald, contributing many articles and poems to eastern periodicals at the same time.

Mrs. Sarah McCulloch, wife of A. W. McCulloch, business manager of the Gadsden (Ala.) Journal, died recently, aged 44 years.

William H. Hathaway, for nearly 50 years connected with R. Hoe & Co., New York, died a few days ago in Brooklyn, aged 78 years.

William H. Harrison, assistant editor of the Pathe News, a motion picture weekly, died in Newark, N. J., August 6, of appendicitis.

Mrs. Walter Howard, widow of Walter Howard who was a well-known Atlanta newspaper man, and herself at one time with the Atlanta Journal, died recently in Athens.

Dr. Edwin Munsell Bliss, who died in Washington, D. C., on August 6, aged 71, was a prolific writer on missionary matters and conditions in the Near East. He was the editor of several census reports on benevolent institutions. His editing of the Encyclopaedia of Missions gained him the degree of doctor of divinity from Amherst, his alma mater. From 1891 to 1901 he was an associate editor of the Independent, and during the two following years was an editorial writer for the New York Times.

Will N. Harben, author of many short stories and novels of life in the South, died August 7 in New York. Born in Dalton, Ga., on July 5, 1858, he moved to this city some years ago, but in his writings he remained faithful to the surroundings of his youth. Among his novels were "Pole Baker," "Ann Boyd," "The Desired Woman," "The Inner Law," and "Mana Linda." For a time he was an associate editor of Youth's Companion.

"Butch" Jones Is Dead

Philadelphia, August 12.—Samuel H. ("Butch") Jones, widely known in baseball circles and formerly of the Philadelphia American League Club, died today. He was 67 years old. Mr. Jones spent twenty-nine years in the service of press associations, retiring from the Philadelphia office of the Associated Press in 1906 to take an active interest in the Philadelphia Athletics.

FIRST AIR MAIL NEWSPAPER

Dirigible R-34 Takes Copies of It Back to England

Among the many envelopes which the dirigible R-34 carried to England on its return trip from the United States was one containing the first "Air Mail Newspaper" ever published. Using "copy" carried to this country by the dirigible selling of England's recent advances in the conquest of the air, the International News Service printed in New York City and mailed to 500 newspapers in the United States a miniature five-page newspaper.

While carrying to London copies of this newspaper, which the R-34 brought back, L. Malahar of the staff of the International News Service was injured. He is still in a hospital but will recover.

Gov. Cox Buys Old Home

Cleveland O., Aug. 12.—Governor James M. Cox, owner of the Dayton News and Springfield News, is reclaiming his "ancestral home," near Middletown, O. The home, a farm, was owned by the governor's father for many years, but long ago passed into other hands. Some time ago the governor bought back the place.

"Teaser" Campaign Scores for Globe-Democrat

St. Louis Newspaper Spends $50,000 in Advertising Campaign for Sunday Artgravure Section

Get next—

These two words, set usually in three-column space, and appearing in all the St. Louis daily newspapers and for several hundred miles around in the daily and weekly press, was part of a "teaser" campaign, just concluded by the St. Louis Globe-Democrat to excite interest in its new artgravure section. The newspaper demonstrated its faith in newspaper advertising by spending $50,000 in this manner and believes that it got more than its money's worth.

"Get next? Get next to what?" were questions hundreds of thousands of persons in St. Louis and throughout the central Mississippi were asking themselves for several weeks. The mystery was solved when there appeared this announcement, referring to last Sunday:

"Get next Sunday's Glove-Democrat, with the beautiful new feature artgravure section. More pictures—better pictures."

The Globe-Democrat's Artgravure Picture Section will be a regular Sunday feature. The gravure process is the same as that used by the New York Herald, Tribune, and Sun, the Washington Star, and Baltimore Sun. The mechanical work is done by Alco-Gravure, Inc., of New York City.

John Schneider, an illustrator for the Butterick Publishing Company, died August 3, in Brooklyn, N. Y.

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency *Checking Copies* by "S & M Insured Agency Delivery Service."

SOME SERVICE USERS

New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-Siasia	Ithaca Journal
Mail-Eve. Sun	Bridgeport
Eve. World-Sun	Post-Telegram
Wilmington	Sioux City, Iowa
Journal-News	Argus-Leader
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Times
Herald-Traveler	New Haven Reg-
Post-Transcript	ister

Usual fee full particulars of S & M Service.

Consolidated Electric Distributing Co.
450 Fourth Ave. N.Y. 7205-7206 Mad. Sq.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.
Sunday Edition, 5c.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue New York City

Summer In New London, Conn.
is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

Reaching the MOST Buyers at the LEAST Cost

Govt. Statement For Six Months Ending April 1st.

BOSTON DAILY AMERICAN

301,270

The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

The greatest season in the history of the
NORTH JERSEY SHORE RESORTS
is now at its height. Advertising your product in these resorts brings it before visitors from all parts of the country.

ASBURY PARK EVENING PRESS
and
THE SHORE PRESS (SUNDAY)
have the largest circulation in this territory
Member A. B. C. Standard Rate Card on Request.
FRANK R. NORTHUP, General Representative,
1303 Tribune Building, New York.
Association Building, Chicago.
J. Lyle Kinsworth, Publisher, Asbury Park, N. J.

The Dominating Force
In a manufacturing territory famous for its buyers, buying and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram
Not only dominates this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
L. A. Klein
Metropolitan Bldg., New York.
John Glass.
Peoples' Gas Bldg., Chicago, Ill.

The Pittsburg Press Has the LARGEST
Daily and Sunday
CIRCULATION IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
L. A. Klein, Metropolitan Tower, New York.
Peoples' Gas Bldg., Chicago, Ill.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

"Better Business Week" Is Celebrated in Portland

Public Meetings Being Held in Oregon City to Acquaint Housewives with Truth in Advertising

PORTLAND, Ore., Aug. 13.—"Better Business Bureau" week is being observed here from August 11 to 16, under the direction of the Portland Ad Club. It is to a large extent a review of the work already accomplished by the Better Business Bureau of the Ad Club, as this organization has been very active here for several years and has, with the co-operation of the publishers, put the advertising in Portland newspapers on a high plane.

During the week meetings are to be held, particularly for women of the city. Because of the large part housewives have in the purchase of supplies for the home, a splendid opportunity will be given them to learn the value of truth in advertising and honesty in business practices of all kinds. Public meetings will be held at which prominent speakers will promote the cause of honest advertising and explain how fakers, fly-by-nighters and unscrupulous advertisers are dealt with. Meetings will also be held for the managers and employes of Portland stores.

The national vigilance committee has notified Charles W. English, manager of the Better Business Bureau, that it will assist in the campaign in recognition of the work that already has been accomplished in Portland.

BROOKLYN EAGLE TRAIL

Fifteen Miles of Road Will Connect National Park Highways

GLACIER NATIONAL PARK, Mont., Aug. 8—The Brooklyn Daily Eagle National Parks Tourists are spending $1,103 on the reconstruction of a road in northwestern Montana that will be the last link in the international highway connecting the National Parks of the United States and Canada.

The $1,100 was raised at a moment's notice at a gathering in the Many-Glacier Hotel shortly after the arrival of the Eagle party there, and it will be used at once to convert a rough wagon trail from the Glacier Park highway to the Canadian boundary into a good motor road. It is a stretch of 15 miles and will be known as the Brooklyn Eagle Trail.

The Eagle tourists have officially opened the roads linking the Rocky Mountain, Yellowstone and Glacier National Parks.

This excursion is being run entirely by the Eagle in connection with Information Bureau.

Ohio Select List Directors

CLEVELAND, O., Aug. 12.—In addition to officers recently elected during the annual convention of the Ohio Select List of Dailies in Cleveland, Fred Wallace of the Cooshocton Tribune, J. A. Chew of the Xenia Gazette, and W. D. Thompson of the Delaware Gazette were chosen directors.

Urges Timber Advertising

SEATTLE, Wash., Aug. 12.—The Pacific Northwest is the "timber capital" of the United States, and the people of the nation should be acquainted with this fact through a campaign of national advertising, declared C. P. Constantine, vice president of the Constantine & Tyler Advertising Agency, of Seattle and Portland, in an address to the West Coast Lumbermen's Association and the Western Pine Association held recently on Mount Rainier.

The associations are expected to take up the question of national advertising at a later meeting.

PAPER MAKER BUYS RAILROAD

Will Be Used to Haul Lime Products to Pulp Mills

ROCKLAND, Me., Aug. 11.—Garrett Schenck, president of the Great Northern Paper Company, who purchased a large block of bonds of the Georges Valley Railroad, a standard gauge road extending from Georges River station on the Main Central Railroad to Union, about 15 miles, has bought the railroad at a foreclosure sale for $59,750, the total amount of the outstanding bonds and unpaid coupons.

The road will be improved, including the construction of a bridge about 150 feet long.

Mr. Schenck and his associates, representing the St. Croix Paper Company, as well as the Great Northern Paper Company, are the principal owners of the Knox Lime Company's properties at Warren and Union. Possession of the railroad was obtained to improve it for transporting lime products to the pulp mills.

CHESTER TIMES GROWS

Owners Are Spending $50,000 Improving Home—Add Equipment

CHESTER, Pa., Aug. 13.—The Times' publishers have just let a contract for improvements and alterations amounting to $50,000 to their present building. It will be faced with stone on the City Hall side, and a new colonial front put in to correspond with the new civic center. The interior also will be remodeled. The Morning Republican's building, which joins the Times, will remain intact.

The Times has also purchased a new 32-page Hoe press, with all up-to-date devices and carrier system attached. A Hoe automatic plate finishing machine and stereotyping outfit also have been purchased.

Commercially Dixie is very much awake. Commercially Dixie is showing more speed, just now, than is any other part of the country. And from all indications, one is justified in pinning one's faith to Dixie as the land of big things for some time to come.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

For Sale

Unusual circumstances place on the market for immediate sale duly doing $65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-764, care of Editor & Publisher.

For Sale

Newly organized morning paper in South Rapidly gaining in circulation and advertising. Need healthy inland city. Plant inventories at $24,000, exclusive of building and good will. Will sell majority of stock and bonds for that price cash. Address A-830, care of Editor and Publisher

For Sale

Linotype model No. 5787, 3-letter set 8 point No. 2 with Gothic No. 2 matrices. Including individual motor. $500. Also extra magazine for Model 8 Linotype, $25.00. Meridian (Miss.) Star.

For Sale

Two Wing mallets in good condition. The Post-Star, Glen Falls, New York.

For Sale

Monotype matrices, slightly used and in fine condition, 72 to set, in the following sizes: 14, 18, 24, 30, 36 pt. of the following faces: 20, 44, 86, 88, 140, 141, 364, 391, 40 sets in all. Also 10 steel matrix cabinets, capacity 450 ths. Address A-818, care of Editor and Publisher.

For Sale

Standard Ball Player Board. 8x12. Satisfaction guaranteed. 1, 5 or 10 year size; Order now for World's Series. Special Agents, George H. Reynolds, Treas., The Standard, New Bedford, Mass

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line

Wanted

To buy second hand matrix rolling machine, preferable to take eight column page and for wet or dry mats. Address F1, Worth Record, Ft. Worth, Texas.

GUDE OPENS LONDON OFFICE

Will Represent Many American Newspapers and Assist British Agents

Gustave A. Gudé, formerly associated for many years with the Hearst newspapers, has announced the establishment in London of an office to represent in an advertising capacity a group of leading American newspapers. The office also will assist British and European advertising agents in establishing agency connections in strategic centers of the United States for the products of clients who are contemplating entering the American market.

The "American Advertising and Sales Information Bureau," is the title of the new office, which is located at 34 Norfolk street, Strand, W. C. 2. It will represent officially the New York Herald, Evening Telegram, Wall Street Journal, and Journal of Commerce and New York Commercial, the Philadelphia North American, the Pittsburgh Press, Detroit News, Milwaukee Journal, Des Moines Capital, St. Paul Dispatch and Pioneer Press, Minneapolis Tribune, Seattle Post-Intelligencer, Travel Magazine, and Bollintino Della Sera.

"The Towell Cadilacian," issued by the Cleveland-Cadilac Company, is the latest publication venture in Cleveland. It is a monthly.

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to ½ or ¼ page size at 4,500 per hour.

A good press at a reasonable price.

Walter Scott & Company

PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg.

New York City

For Prompt Service

TYPE

Printers' Supplies

Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products Printers and Bookbinders Machinery of Every Description

CONNER, FENDLER & CO.

96 Beekman St. New York City

INCORPORATIONS

NEW YORK.—Associated Engravers; $10000; F. P. Keeler, W. H. Adams, J. J. Ward, 453 West 49th street.

Typo Trading Corporation; $50,000; T. K. Parsons, J. B. Kemp, C. H. Ramsey, 221 Fulton street.

Carey Show Print Company; name changed to Peter J. Carey & Sons, Inc.

ALBANY, N. Y.—W. H. Smith Paper Corporation; $25,000; W. H. Smith, W. MacMurray, W. F. Delehanti, Albany.

RICHMOND HILL, N. Y.—Richmond Hill Publishing Company; $5,000; A. H. Larrabee, C. and J. F. Sullivan, Jamaica

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad of thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 30 words, two insertions FREE.

Advertising Man

I am anxious to associate myself with a live newspaper in an executive capacity. I am a thorough advertising man, a salesman of rare ability, original copy writer and creator of advertising ideas. A good judge of human nature and character. Am always served as a good pacemaker to men. I have had many years successful experience with a clean producing record. If there is a publisher in the country anxious for quick, healthful, revenue producing growth, he can write me today and I can prove it. My earnings last year were close to $10,000. After my credentials and qualifications have been passed upon I am ready to accept a drawing account sufficient the interest of my own efforts, or will arrange for same. Will cheerfully call for interview. Address A-435, care Editor and Publisher.

Advertising Service Man

At present in another branch of the business—31, good presence and address, can write and solicit advertising; thorough correspondent, seeks connection with first class daily which puts premium on giving first-class, courteous service to clients in the belief that whoever invests 100 cents for space in its columns is entitled to a dollar's worth. Salary $50. Address Energy, care Editor and Publisher.

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Is your paper maintained as rapidly for increased business this fall? This is your opportunity to secure the services of an expert to direct the energies of your circulation department. Over fifteen years as circulator on morning and evening and sunday papers in city and small. Experienced in every form of circulation development among newsstands, carrier, mail and city and country dealers. Wide experience in the 11 west and coastal states of circulation. Am seeking permanent connection as circulation director, but will consider any proposition for special work in any department. Address A-828, care of Editor and Publisher.

Business Manager

Business manager, thoroughly competent man, wide successful experience as business manager, also as city circulation manager good size dailies, seeks engagement for now or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

Manager

Manager-owner, want to be free" Manager, broad practical experience, now employed, can be ready thirty days to make your newspaper most successful in your journal and paying investment. References exchanged. Address A-829, care of Editor and Publisher.

Future Wanted

University of Illinois Graduate, married, sound character, good personal address, with nine years' experience in every department, desires executive connection which has a future. Combination of experience and adaptability prefer general manager or advertising manager. Thoroughly familiar with co-operative work. Recently general manager coast to coast evening daily. Address A-826, care of Editor and Publisher.

Circulation Manager

seeks change; hard working, careful and thoroughly trained in the principles of management and circulation work; nearly 3 years' experience on morning and afternoon papers places me in a position to conduct business with regard to economy and efficiency; best of references. Address A-816, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Cartoonist

Young man wants position with Western daily—highest references—political cartoons and comics. Address A-821, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Advertising Solicitor

Publication of national interest in live city near Chicago, member of A.B.C., wants advertising solicitor who can write copy. Must be able to turn out advertising copy which will sell the smaller advertisers and non-advertisers. What we want is a development of business. This may be the first or even the second man on some progressive newspaper. A great opportunity for an advertising solicitor with the personality to make friends and the ability to write compelling copy. He must, however, come up to our standard and be worth it. We want a man to whom starting salary does not mean so much as opportunity. Write giving full particulars, age, experience, salary wanted and reference. Address A-831, care of Editor and Publisher.

Advertising Manager and Solicitor

An opportunity with a future for a live, earnest advertising man; complete charge of the advertising on an aggressive daily of 5,000 circulation in a city of 15,000 with a rich agricultural trading territory. We want a man immediately who can start with full particulars in your first letter. Terse, forceful writer. Address Mitm.

Woman Reporter

The young woman who takes this job will be thoroughly dependable and able to take responsibility. She is wanted at once as a feature and straight news reporter for the Sunday edition of an evening paper published in a middle west city of 100,000. Preference she will come from a smaller city and her age will be from 25 to 30 years. There is a big job for work and an ambition to get ahead. Give full information in first letter, state salary expected and send photograph if possible. Address A-825, care of Editor and Publisher

Editor

Live, progressive editor for trade paper field; must be experienced; $200 per month to start. Address Box 1, Room 1001, Lytton Laugrty Company, City Hall Square Building, Chicago.

Experienced Designer

Wanted at once, an experienced designer, a creative artist for newspaper promotional work. Must be especially good in styles. Send samples, state salary expected. Address Manager, Columbus Dispatch, Columbus, Ohio.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

British Sales

First-rate opportunity for limited number U. S. A. publications (technical, popular or trade) to be fully represented in Great Britain by live experienced salesman on a commission basis. General presentation on editorial, circulation and publishing. Send specimen of publication and any proposal to A-832, care of Editor and Publisher.

Opportunity

$1,000 cash for initial payment on aftermoon paper or high grade weekly, with $3,000 more within 90 days. Owner controling interest. Address A-827, care of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification, thirty cents per line. Count six words to the line.

Jokes

Reprinted, with credit, in the press and magazines of the world. Our newspaper nationally, thus attracting foreign advertising. Has a daily humorous column of humor increases circulation. I can furnish only a column. Address A-822, care of Editor and Publisher.

London Specials

Journalist occupying prominent position London daily paper open to specially represent (editorially) American journals. Seventy guineas monthly. Address A-834, care of Editor and Publisher.

Persons who use the classified columns of Editor & Publisher always get what they want.

FAVORS INTERCHANGE OF NEWSPAPERMEN

Editor of Watertown Times Points Out Advantages of Blumenfeld Plan—Says Leading Inland Papers Should Co-operate

In a leading editorial the Watertown (N. Y.) Times discusses the suggestion for an interchange of staff men between British and American newspapers and points out the differences between New York and "inland" papers.

"Benefit would unquestionably come through an interchange of staff members by British and American newspapers. Ralph D. Blumenfeld, editor of the London Daily Express, recently made the suggestion in an article in the Editor & Publisher of New York. The plan would be to send one or more newspaper men from the staffs of the New York Times, The Philadelphia Public Ledger, The Chicago News, or any other papers of this country to fill places on the London Times, the Manchester Guardian, the London Daily Express or other paper made vacant by the same number papers coming to the American newspapers.

"The purpose would be to educate the newspaper men of one country in the ways of the other and the methods of newspaper work, not alone to improve the newspapers, but to promote a better understanding between the two peoples. An exchange professorship system has been adopted to promote the same purposes in regard to bringing the peoples nearer together. Cecil Rhodes had this in mind when he established the Rhodes scholarships, selected for young men of youth. The exchange of newspaper men would work to a better purpose, however, to the very extent that the newspapers would bring the results nearer the people.

Papers of Broad Appeal

"The plan should work great good, but it must not be confined to the cities of the Atlantic seaboard. American journalism is in the towns interior as it proceeds west. The newspapers of the west are less provincial than those of New York. The Manhattan press is produced for the Manhattanese and for no one else. The New York publisher finds a population sufficiently large to support his paper with a profit, so he produces a paper almost entirely for that population.

"The newspaper editor in the cities as we advance west must have a paper that appeals to a broader territory in that has com mmunity is not sufficiently large usually to give him the support he would wish. In Greater New York the Brooklyn Eagle is perhaps the single exception to the rule. The Eagle to many persons is the most interesting of the metropolitan papers for the reason that its publishers aim to make its appeal one of breadth, to cover a territory beyond the limits of the city in which it is printed. The Kansas City Star and Times is a paper for the entire Missouri river valley; the Portland Oregonian covers the entire Columbia and Willamette river valleys and in fact the entire northwest.

"In the exchange the paper in the Utland must not be lost sight of. Just as the journals of Manchester and Liverpool are broader than the papers of London and more reflective of the opinion of the country so the journals of the cities beyond New York are usually more directly reflective of the central portion of America. That is the thing we aim to get to England and it is the average thought of England that we would bring to America through the proposed exchange."

BLUMENFELD PLAN WILL IMPROVE SERVICE

James A. Wood
Editor Seattle Post-Intelligencer

American journalism would be bidden toward school if it failed to discern and appreciate the possibilities of good in Mr. Blumenfeld's plan for the exchange of staff members with the newspapers of Britain.

The technical and professional advantages alone are sufficient to commend the plan to every thoughtful American newspaper publisher, but beyond these, and far more important, are the opportunities to qualify both British and American publicists for more enlightened and more valuable national and international service.

Shortly after the armistice was signed the Post-Intelligencer remarked editorially that whatever might be the terms of final settlement with the enemy, and among the Allies, the peace of the world and its future progress would depend chiefly upon the better understanding and closer co-operation of the English speaking peoples. Mr. Blumenfeld's plan is in direct line with this belief.

MIDDLETOWN JOURNAL BUILDS

Will Occupy Modern Two-Story Building Early Next Year

The Middletown (O.) Journal will erect a new building, two stories in height, to be used exclusively for its own departments. It will be constructed of tapestry brick with Bedford stone trimmings. The mechanical departments will be equipped with new and modern machinery.

Construction work will start within a month and it is expected that the building will be completed within six months.

Will Issue Air Paper

New Brunswick, Maine, Aug. 12—The Standard is to publish "Fly Paper," official newspaper of the Chatham air station. Howard E. Gamble, Knights of Columbus secretary at the station and editor, has made arrangements to bring the composition to New Bedford each week by seaplane.

Democratic weekly of a far West county seat paid owner $3,675.80 in year ending April 30, 1919, for his personal effort and income on the investment. Can be bought for $8,500; $5,500 cash necessary.

Proposition S. Y.

Charles M. Palmer
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

100TH ANNIVERSARY OF CHARLES A. DANA, "WHO CREATED JOURNALISM IN AMERICA"

AUGUST is the birth month and the year 1919 is the hundredth birthday anniversary of Charles A. Dana, for many years editor of The New York Sun, and the man who is credited with having "created the profession of journalism in America."

Mr. Dana was born in the town of Hinsdale, N. H., August 8, 1819. When twenty-five years old, he was in editorial charge of "The Chronotype," published at Boston by Elizur Wright. Three years later, he came to New York City and went to work as a reporter on The Tribune at $10 a week. He became city editor and later spent eight months in Europe as a correspondent. Within the next two years Horace Greeley made him managing editor.

During the time he was on The Tribune, he found time to compile the American Cyclopedia. During the Civil war, he was made Third Assistant Secretary of War under Edwin M. Stanton. He went to the front and kept Lincoln and Stanton posted as to the character of the men who were conducting operations and the meaning of events there. Lincoln once referred to him as "the eyes of the government at the front."

In 1865, Dana went to Chicago to take charge of "The Republican," a new paper established and supported by a ring of Illinois politicians and financiers. It did not succeed and after a year Dana returned to New York.

The Sun was purchased from Moses Y. Beach in 1867 by a group of men of which Dana, William M. Evarts, Marshall O. Roberts, and Fred Conklin were the principal members. It soon became a success. Every page was a mental picture of its editor. "The Sun was Mr. Dana and Mr. Dana was The Sun."



By Baron C. De Grimm, one of the most famous newspaper artists of his day.

He was in complete control of the paper until his death in 1897.

MUST WATCH OIL ADS

Kansas Papers Held Responsible Under Blue Sky Laws

TOPEKA, Kan., Aug. 13.—Kansas newspapers handling oil advertising must take care that the companies placing advertisements with them are authorized to do business by the State "blue sky" board. This is the advice of Attorney General Hopkins to a number of newspaper advertising men and solicitors, who asked for an interpretation.

In case of doubt, the newspaper men were told to consult lawyers as to whether the ad was legal. Recently a number of complaints about unauthorized ads were made to the board, principally from the Wichita and Newton districts. A list of companies authorized to do business is furnished newspapers on request. The law is designed to protect the people from "fake" stock schemes.

TOKIO NEWSPAPERS SUSPEND

Strikes in Japan Spread But There Have Been No Disorders

TOKIO, Aug. 13.—Virtually all the newspapers of Tokio have suspended publication, owing to the demands of the printers for higher wages, which the owners refuse to grant.

Numerous strikes are in progress elsewhere in Japan, some of the governmental establishments being affected. There have been no disorders.

A. J. McFaul, director of advertising of the St. Paul Dispatch-Pioneer Press, is devoting his vacation to motoring.

Won't Pay Insurance on Writer Killed at Work

Contest in Court Will Decide Whether Reporter Died in Automobile Accident "In Line of Duty"

WATERTOWN, N. Y., Aug. 13.—Newspapermen here are awaiting with interest the disposition of the claim for compensation brought by relatives of James A. Moore, a reporter for the Watertown Times, who was killed while covering an automobile accident recently.

The case involved the question whether Moore's death occurred in "line of duty," and chief interest attaches to it for a determination as to what compensation a newspaper reporter's survivors are entitled to when the newspaperman dies while engaged in one of the hazardous angles of his work.

Harold H. Johnson, editor of the Watertown Times, at a recent session of the claim, testified to Moore's being assigned to an automobile accident, in covering which he, himself, was killed when his automobile went over an embankment. The Aetna Insurance Company, in which the Brockway Company, publishers of the Times, was insured, objected to an award on the contention that the injuries did not arise out of his employment.

Moore left a dependent mother and wife.

WHAT OUR READERS SAY

As to Zone Rates

Editor & Publisher:

I want to avail ourselves of this opportunity to make a vigorous protest against the Editorial statement in a recent issue of your paper, to the effect that daily newspaper publishers are very much opposed to the present Zone System of rates.

The fact is that your statement is a misstatement. What you say is not true. Now I am in position to show you dual scores and hundreds of daily publishers in the United States are very emphatically in favor of the Zone System of second class rates.

This being the fact, why do you, publishing a trade paper, make such mis statements?

W. B. DONALD, Mgr.

[Editor's Note: The principle of the zone system, as embodied in the McKellar Amendment, has been approved by a majority of publishers—but only as a policy to meet war time emergencies or a demonstrated necessity for an advance in second-class rates. That necessity could only be shown through a thorough investigation of costs as applying to newspaper mail. The publishers have asked for such an investigation, without conceding in advance that there exists any real necessity for an increase of rates. The present zone rate law, of course, applies only to the advertising carried by publications. It involves no much overhead expense both for the postal establishment and the publishers in its operation that this association contemplates its revenue raise to the Government. It is true, as Mr. Donald says, that there are publishers of smaller dailies who approve even this distortion of the zone rate principle, but these publishers are a minority, and appear to base their support to a repeal of the law on the basis that it operates to keep metropolitan newspapers out of their field.]

LONDON PAPERS FEATURE AMERICAN NEWS

(*Continued from page 9*)

turned down this week. It was typical of newspaper enterprise that while the fire was at its height arrangements were being made to produce the following day's morning and evening editions in another building.

British journalists are to visit Denmark in August as the guests of a party of Danish newspaper owners.

Fry's Metal Foundry, London, report that the whole of the Peace Treaty, both the official copies for the use of the German delegates and those for public sale were printed with "Frypype" metal. As noted in our International Number this metal was turned into shrapnel bullets during the war, and it is curious that it should be thus applied literally to Peace.

JOHN H. ELLIOTT, LEGISLATIVE CORRESPONDENT of the Brooklyn Times, has been appointed executive assistant director in the income tax bureau for New York State. The position carries a salary of $4,500 a year.

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's
PRESS
CLIPPINGS
Tenth Avenue at 45th Street
New York

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
דער טאג
The National Jewish Daily

R. J. Bidwell Co
Pacific Coast Representative
Daily Newspapers
of
"*Advertising Value*"
Rates, Circulation, Special Data,
Promptly Upon Request
PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1261 L. C. Smith Bldg.

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Canadian Press Clippings
The problem of covering the Canadian Field is answered by obtaining the service at
The Dominion Press
Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 85 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at our head office,
74-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

OHIO FIRST

From Cleveland on the North to Cincinnati on the South; from Youngstown on the East to Union City on the West, Ohio is about as near an ideal market territory as can be found anywhere.

Cleveland, Cincinnati, Columbus, Toledo, Dayton, Youngstown, Akron, Springfield, Zanesville and Lima, all cities ranging from 30,000 to 700,000, furnish metropolitan markets aggregating approximately 2,000,000 people.

Seventy-two other cities of over 5,000 population bring the urban population up to 2,842,500, or about fifty-five per cent of the entire population of the state, 5,150,400.

Incidentally Ohio is the fourth state in population in the Union.

To reach these people there are 27,258 Tobacco Dealers; 25,918 Grocers and Delicatessen Dealers; 2,863 Garages and Repair Shops; 2,800 Retail Shoe Stores; 5,511 General Stores; 2,669 Hardware Stores; 2,200 Druggists; 1,742 Dry Goods Stores; 284 Sporting Goods Stores and 250 Department Stores.

This assortment practically solves the problem of distribution. There is no trouble finding places to sell any product, and the prosperity of these stores proves their ability to sell.

Ohio's agricultural production is a tremendous thing. The annual output of "home grown" merchandise, stuff that sells for good money, makes Ohio rich, and the manufacturing interests of Ohio produce goods that sell all over the world.

Ohio furnishes all kinds of people to buy all kinds of merchandise, and Ohio daily newspapers, reaching these people, cooperate with local merchants in selling goods.

Manufacturers can get splendid results from cooperation in Ohio.

Let these daily newspapers help you popularize your goods. They CAN do it, and they WILL do it if you will give them a chance.

	Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	31,110	.05	.05
*Akron Times (E)	20,454	.03	.03
Bellaire Daily Leader (E)	3,446	.02	.0125
*Cambridge Daily Jeffersonian (E)	8,117	.0179	.0179
Chillicothe News-Advertiser (E)	3,055	.00714	.00857
Cincinnati Inquirer, 5c. (M&S)	62,911	.12	.12
Cleveland Plain Dealer (M)	168,440	.24	.24
Cleveland Plain Dealer (S)	208,024	.27	.27
Columbus Dispatch (E)	75,402	.115	.105
Columbus Dispatch (S)	71,117	.115	.105
Columbus (O.) State Journal (M)	53,155	.10	.09
Columbus (O.) State Journal (S)	27,147	.10	.09
*Dayton News (E)	36,225	.065	.065
*Dayton News (S)	36,225	.045	.045
East Liverpool Tribune (M)	6,138	.015	.015
Lima Daily News (E&S)	12,549	.0286	.0214
Lima Republican Gazette (M&S)	10,008	.02	.02
Middletown Journal (E)	4,174	.0115	.0115
Newark American-Tribune (E)	6,217	.0179	.0179
New Philadelphia Daily Times (E)	4,413	.0129	.0129
Piqua Daily Call (E)	4,019	.0114	.0114
*Springfield News (E&S)	12,395	.025	.025
Toledo Blade (E)	82,973	.17	.15
Warren Daily Chronicle (E)	5,200	.02	.02
Youngstown Telegram (E)	21,601	.05	.05
Youngstown Vindicator (E)	24,558	.05	.05
Youngstown Vindicator (S)	22,222	.05	.05
Zanesville Signal (E)	10,704	.025	.025

Government Statements, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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Newspaper Advertising Is Cheapest and Best

An advertiser can use daily newspapers with 3,224,629 circulation covering the ten great business centres of the country

NEW YORK	ST. LOUIS
CHICAGO	CLEVELAND
PHILADELPHIA	PITTSBURGH
BOSTON	CINCINNATI
DETROIT	BALTIMORE

For $4.15 per agate line on a 5,000-line contract

(One-eighth of a cent per line per thousand circulation.)

In order to cover the same territory by the use of magazines the advertiser must pay at least 3 times as much per line per thousand, and besides he must pay for at least half as much more circulation which is of no direct benefit to him.

Member A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000 A DAY

√ This Issue Contains 40 Pages and Special Space-Buyers' Supplement

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, AUGUST 21, 1919 Vol. 52, No. 12

AUG 1919

A QUESTIONNAIRE

to readers of The Chicago Tribune residing outside of Chicago bears powerful evidence to the radiating influence of this great metropolitan newspaper.

One question, for instance, read: *"Check any of the following kinds of advertising that you are accustomed to read in The Tribune?"*

45%	were	accustomed	to	read	clothing ads
40%	"	"	"	"	financial "
34%	"	"	"	"	book "
33%	"	"	"	"	auto "
32%	"	"	"	"	grocery "

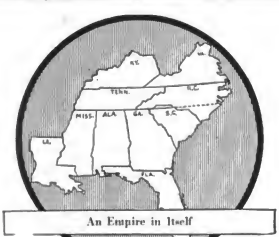
Of all those who answered the questionnaire, 46% stated that their local grocery carried Tribune advertised products, and 42% stated their local drug store had the same policy. Forty-four per cent expressed themselves as interested in farm advertising.

A full tabulation of all replies to this questionnaire is contained in The Chicago Tribune's 1919 BOOK OF FACTS on Markets and Merchandising, which will be mailed to any publisher or selling organization if requested on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Digitized by Google



The South as a Market Unit

Ten states: 469,285 square miles, 18,213,401 people. 153 cities over 5,000; 65 cities over 10,000; 56 cities over 15,000; 34 cities over 25,000; 16 cities over 50,000; 7 cities over 100,000; 532 department stores; 6,017 shoe stores; 7,736 drug stores; 5,655 hardware stores; 27,616 grocery stores; 54,839 general stores.

Figures show that daily newspapers reach the people of the South in greater numbers at smaller cost than they may be reached in any other way.

The daily newspapers listed here co-operate with local merchants in selling goods.

Manufacturers co-operating with local dealers through local dailies secure splendid results.

This territory is well worth your attention.

Saturday Evening Post
Ladies' Home Journal
Cosmopolitan
Woman's Home Companion
Delineator
Good Housekeeping
American
McClure's
Pictorial Review
People's Home Journal
Metropolitan
Red Book
Century
Harper's
Scribner's
Hearst's
Sunset
Everybody's
Review of Reviews
World's Work
Designer
McCall's
Women's Magazine
Mother's Magazine
System
Current Opinion
Munsey's
St. Nicholas
Boy's Magazine
American Boy
Literary Digest
Collier's
Leslie's
Outlook
Life
Scientific American
Popular Mechanics
Popular Science
Theatre Magazine
Physical Culture
Field and Stream
House Beautiful
Motion Picture Magazine
Photoplay
Modern Priscilla
Christian Herald
Atlantic Monthly

Forty-seven magazines — the pick of the entire country. Good magazines all of them. They are the popular sellers, the magazines that cover the country so thoroughly.

The combined circulation of all of these good magazines in these ten states is 1,566,375.

The combined circulation of this list of daily newspapers in these ten states is 2,053,339.

The combined population of these ten states is 18,213,401 people.

Southern Daily Newspapers with Cooperative Spirit

		Net Paid Circulation	2,500 lines	10,000 lines
NORTH CAROLINA				
Asheville Citizen	(M)	11,439	.025	.025
Asheville Citizen	(S)	15,756	.025	.025
Asheville Times	(E)	10,297	.025	.025
Charlotte News	(EaS)	11,695	.03	.025
Charlotte Observer	(M)	18,217	.035	.04
Charlotte Observer	(S)	15,317	.035	.04
†Durham Sun	(E)	5,000	.02	.02
Greensboro Daily News	(M)	18,452	.045	.045
Greensboro Daily News	(S)	22,468	.04	.04
Greensboro Record	(E)	4,153	.015	.015
Raleigh News and Observer	(M)	21,200	.05	.04
Raleigh News and Observer	(S)	21,200	.05	.04
Wilmington Dispatch	(E)	5,395	.02	.02
Wilmington Dispatch	(S)	5,395	.02	.02
Winston-Salem Journal	(MaS)	6,447	.023	.02
Winston-Salem Sentinel	(E)	7,900	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,694	.0178	.0178
Charleston American	(M)	7,392	.025	.025
Charleston American	(S)	10,451	.025	.025
*Columbia Record	(E)	13,700	.03	.03
*Columbia Record	(S)	13,182	.03	.03
†Columbia State	(M)	24,614	.05	.05
*Columbia State	(S)	24,950	.05	.05
*Greenville News	(MaS)	10,276	.035	.03
Greenwood Index Journal	(E)	2,245	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	2,976		
Spartanburg Herald	(M)	4,398	.03	.03
Spartanburg Herald	(S)	5,473		
TENNESSEE				
*Chattanooga News	(E)	17,262	.04	.04
*Chattanooga Times	(M)	20,408	.05	.05
*Chattanooga Times	(S)	20,866	.05	.05
Knoxville Sentinel	(E)	24,022	.05	.045
*Knoxville Journal-Tribune	(M)	34,826	.05	.045
*Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	82,278	.15	.12
Memphis Commercial Appeal	(S)	118,148	.17	.12
Nashville Banner	(E)	49,890	.07	.07
Nashville Banner	(S)		.08	.08
Nashville Tennessean	(M)	34,193		
Nashville Evening American	(E)	15,196	.06	.06
Sunday Tennessean & American	(S)	34,031		
VIRGINIA				
‡Bristol Herald-Courier	(MaS)	11,084	.04	.04
Danville Register and Bee	(MaE)	10,069	.03	.03
*Newport News Times Herald	(E)	13,087	.04	.04
*Newport News Daily Press	(SaM)	9,483		
Norfolk Ledger-Dispatch	(E)	43,389	.07	.06
Roanoke Times	(MaE)	11,501	.04	.04
Roanoke World-News	(E)	11,288	.04	.04

		Net Paid Circulation	2,500 lines	10,000 lines
GEORGIA				
Atlanta Georgian	(E)	48,441	.07	.06
Atlanta Sunday American	(S)	62,624	.15	.13
Augusta Chronicle	(M)	12,248	.03	.03
Augusta Chronicle	(S)	10,661	.025	.025
Augusta Herald	(E)	17,413	.035	.035
Augusta Herald	(S)	12,812	.035	.035
Columbus Ledger	(MaS)	7,388	.0273	.0273
Macon Telegraph	(M)	22,450	.04	.04
Macon Telegraph	(S)	18,321	.04	.04
Savannah News	(MaE)	20,170	.04	.03
Savannah Press	(E)	16,390	.04	.04
ALABAMA				
Birmingham Age-Herald	(M)	33,590	.07	.06
Birmingham Age-Herald	(S)	39,795	.08	.07
Birmingham Ledger	(E)	38,022	.07	.07
*Birmingham News	(E)	46,171	.08	.08
*Birmingham News	(S)	48,586	.10	.10
*Mobile News Item	(E)	10,766	.03	.03
Mobile Register	(M)	25,179	.05	.05
Mobile Register	(S)	25,045	.06	.06
Montgomery Advertiser	(M)	24,258	.05	.04
Montgomery Advertiser	(S)	24,258	.06	.05
LOUISIANA				
New Orleans Times-Picayune	(M)	79,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.15	.15
New Orleans Daily States	(E)	41,594	.10	.08
New Orleans Daily States	(S)	57,075		
*New Orleans Item	(E)	73,906	.12	.12
*New Orleans Item	(S)	97,588	.15	.15
FLORIDA				
Jacksonville Metropolis	(E)	18,217	.045	.045
Florida Times-Union, Jacksonville	(MaS)	20,423	.06	.06
Pensacola Journal	(M)	6,610	.0172	.0172
Pensacola Journal	(S)	6,687	.0172	.0172
Pensacola News	(E)	5,030	.02	.02
KENTUCKY				
*Louisville Herald	(M)	82,456	.09	.09
*Louisville Herald	(S)	48,767		
Paducah News Democrat	(MaS)	7,004	.0233	.018

Government Statements April 1st, 1918.
*A. B. C. statement, April 1st, 1919.
†Publisher's statement, April 1st, 1919.
‡Includes Bristol, Tenn.

Compl Net Paid Circulation for tl

	M.	N. Y.	N. C.	N. D.	Ohio	Ok
					2	
	1	4	6	5	11	
	1	4	6	5	13	
					1,426	
	2,551	8,350	6,805	7,214	12,721	2
	2,551	8,350	6,805	7,214	13,197	2
Group No. 1					0111287	
Less than	2858	0202858	0802145	0071287	0885572	22
5,000 popula	2858	0202858	0802145	0071287	1000067	22
						011
	I					
			1		3	
	3	11	8	2	41	
	3	11	9	2	44	
			1,900		3,778	
	3,908	23,022	13,928	5,664	108,110	2
	3,908	23,022	16,928	5,664	112,221	2
Group No. 2			0128572		0717858	22
From 5,000	3216	111429	1000044	0302143	3002233	16
to 9,999 popula	3216	111429	1128616	0302143	1179391	18
			1,980		2,092	1
			0128572		0107143	00
	N					
	1	8	6	3	6	
	1	38	8	4	38	
	2	46	14	7	44	
	7,129	36,763	30,838	24,827	26,482	1
	8,261	146,314	31,934	25,228	156,979	3
	15,390	183,077	93,492	50,055	183,461	3
Group No. 3		1807146	1602144	0023	1862141	07
From 10,00		64393	1364289	0065	4514302	18
to 24,999 popul		7746446	2971844	1700	5190440	208
	1	1	8	3	4	
	1,129	3,373	74,568	29,028	18,583	3
		0214286	2002144	165	0480287	141
	N					
		4	3		2	
		18	3		18	
		22	6		45	
		27,357	30,951		30,549	3
		145,439	23,214		99,848	3
Group No.		176,016	54,263		130,188	6
From 25,00		0285746	08		05	18
to 49,999 popul		4167861	065		2273003	13
		4963569	145		2719003	231
			5		5	
			18,799		33,119	5
			150		0628572	138
	N					
		3			1	
		10			2	
		13			3	
		36,025			12,761	7
		135,859			52,627	7
		171,884			65,388	14
Group No.		065			025	16
From 50,00		3285858			095	16
to 99,999 popul		4128858			12	30
		1			4	
		12,409			41,672	5
		020			12	130
	ON					
		7			6	
		2			11	
		14			17	
		218,212			109,747	
		239,765			487,360	
		458,202			597,107	
Group No.		3012858			2152143	
From 100,0		4725			52	
to 249,999 popu		3002858			1152143	
		6			7	
		253,416			216,127	
		54			43	
	ON					
		3			4	
		5			2	
		8			6	
		92,888			113,623	
		204,221			351,687	
		297,109			465,310	
Group No.		2028572			2002143	
From 250,0		3014286			40	
to 499,999 popu		6742858			7202143	
		3			2	
		223,906			111,628	
		5428572			28	
	ON					
					3	
					3	
					6	
					171,926	
					323,312	
					496,232	
Group No.					31	
From 500,0					4002143	
to 999,999 popu					7002143	
					2	
					353,497	
					45	

THE NEWSPAPER ENTERPRISE ASSOCIATION
(A SERVICE, NOT A SYNDICATE)
CLEVELAND, OHIO

Digitized by Google

rithly	Roanoke World-News	(M&S) 11,805			Publisher's statement, April 1st, 1919.
		(E) 11,288	.06	.04	Includes Bristol, Tenn.

Digitized by Google

SATTERFIELD'S CARTOONS

SPEED BUGS, PAST AND PRESENT





IN THE LAP OF LUXURY



THE BUSY BEES



included
EVERY DAY WITH N·E·A·
write or wire
THE NEWSPAPER ENTERPRISE ASSOCIATION
(A SERVICE NOT A SYNDICATE)
CLEVELAND, OHIO

Digitized by Google

The prime essential of your advertising in Philadelphia is to get the people to ask for and buy your goods

"Dealer co-operation," "Trade Helps," "Personal Service" and all the other fancy schemes fall by the wayside in getting DISTRIBUTION if you do not properly and dominantly get before the public.

Retailers and wholesalers do not stock your goods because they like your pretty label or are impressed with your name or your trademark.

What they want is volume of business, and they are bound to give the widest distribution to the article for which there is the most demand.

Big demand can only be obtained by constantly and strongly advertising the merits of your commodity.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads

The Bulletin

Net Paid Average for July 455,112 *Copies a Day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin."

EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52 NEW YORK, THURSDAY, AUGUST 21, 1919 No. 12

656 NEWSPAPERS IN PROPOSED $90,000 CAMPAIGN THIS FALL IN SMALL TOWNS FOR ARMY RECRUITS

Insertion of 5,000 Lines in All English-Language Dailies Where Recruiting Sub-Stations Are Located Is Recommended to Secretary of War Baker to Round Out Results Obtained Previously in Larger Cities

By Robert T. Barry.

(*Washington Correspondent*)

Washington, August 20.

RECOMMENDATIONS by Col. J. T. Conrad, chief of the Publicity Bureau of the Army Recruiting Service, for a newspaper advertising campaign in 449 cities, none of which was included in the 56 cities where newspapers carried army advertising in June, will be presented to Secretary of War Baker by the Adjutant General's office within a few days.

The recommendation calls for an insertion of 5,000 lines in each of the daily newspapers in each of the recruiting sub-station cities, and would cover about 656 daily papers. The estimated cost of the advertising is $90,821.42 gross, or with discounts for cash amounting to $1,602.18, $89,219.24 net.

List of Papers Already Prepared

It is proposed that this advertising campaign shall be undertaken early in the fall, and a list of papers already has been prepared. The recommendation is based on the conviction of the recruiting service chiefs that the $174,000 invested in the June campaign achieved such excellent results as to make newspaper advertising an essential feature of Army recruiting efforts. It reads, in part:

"It is recommended that newspaper advertising be used in every sub-station city throughout the United States. A two-weeks' intensive drive, similar to the one just completed in the large cities, should be inaugurated city by city, using personnel from the main stations to supplement the efforts of the local party.

"This campaign would round out and complete the results so far obtained. The newspapers that have been used have covered the 56 main recruiting station cities thoroughly and well. These newspapers are, with few exceptions, entirely local in their influence, and it is fair to assume that the principal benefits from the campaign have been gotten mostly in these 56 cities, although supplementary work has been done so far as possible in sub-station towns.

Few Complaints of Discrimination

"The newspaper publishers who received the advertising have, of course, been pleased and have more than made good in the matter of co-operation. The newspapers in the United States that have not been favored with the advertising have been, in the main, content with the ruling of the publicity bureau, that the initial effort must be confined to selected cities, and in only a few cases are we aware that any complaints have arisen that the small towns were discriminated against, and the reasons, when stated, have met these objections adequately.

"The smaller newspapers of the country, doubtless, were disappointed that they were not included in the first advertising campaign. They have been reasonable in the matter, however, in the vast majority of cases, but if they now learn that they are themselves to have a share of this War Department advertising they will redouble their efforts to prove that the small town papers are alive and alert.

"They will redouble their efforts to prove by results that the small towns can produce a big quota of recruits. Their incentive is plain. It would be a matter of patriotism and pride with them to outstrip their larger neighbors.

"It should be borne in mind, that in the sub-station cities and towns there are several hundred newspapers all of local influence and all ready and eager to provide the same sort of co-operation in their localities that have been furnished in the cities already covered.

"Furthermore, there is no doubt that in the small cities the local newspaper does very fairly cover its field, reaching and influencing a larger proportion of the inhabitants than is true in some of the metropolitan centers. In New York City, for instance, with its more than four million people, and in spite of the thoroughness of the advertising, there can be no doubt that there was some waste circulation, which, of course, would be due largely to the cosmopolitan character of this city. It is our belief, therefore, that in proportion to each dollar of expenditure in the sub-station towns, a larger number of people would actually be reached and influenced than in the big cities.

"All newspapers of general news character published in English in the sub-station cities have been listed and the cost of a campaign in these newspapers estimated. There are 449 of these cities where daily newspapers are published (this figure of 449 is subject to change as new stations are opened). The total number of daily newspapers on the list is 656. Of the total number of sub-station towns there are 46 towns where no daily newspapers are published. So it is possible that such towns no advertising would be done.

English Language Papers Only

"It is recommended that in a general way the same procedure for securing co-operation be followed as that followed for the initial effort of June. All the recruiting offices will have had the advantage of their experience in the previous drive. They will have learned what stumbling blocks to overcome and how to overcome them.

"They are familiar with the method of handling newspapers and securing from them the utmost degree of assistance. They know how to approach merchants and get window displays. They have on hand doubtless a considerable volume of window display material collected or prepared for the initial drive.

"The big city papers in the 56 main recruiting station locations are of a more metropolitan character. They reach urban populations; the small-town papers more generally go out into the rural districts, reaching the young men on the farms. Therefore, from this secondary campaign we should look for a considerable increase in the number of recruits from the back country. People of small towns are more accustomed to seeing their names in the local newspapers. There would, therefore, be an intimateness in the small town campaign that was, of necessity, lacking in the metropolitan effort."

Again Ask Free Publicity

As in the June advertising campaign for the army, free publicity will be sought from newspapers carrying advertising, but an effort will be made—doubtless because of criticism of this feature of the previous campaign—to improve on the "news value" of all matter submitted for publication gratis. The recommendation of the Army's Publicity Bureau on this subject is:

"Maintenance of cordial relations with newspaper editors and reporters is

(*Continued on Page 14.*)

NEW YORK HERALD'S CORRESPONDENT DENIES HE AIDED REVOLUTIONISTS IN EGYPT

DENIAL of an official report of the State Department to a Senate committee that detention of himself and son in Cairo, Egypt, for nearly a month was because he was active in the Egyptian nationalist movement, is made by Dr. W. T. Ellis, foreign correspondent of the New York Herald, who has just returned to this country.

"I commonplace, industrious activity, such as exercised every day by thousands of American reporters, in trying to see for myself the conflicts and demonstrations in Cairo, may be called 'conspicuous activity in nationalist movements, I suppose I must plead guilty," he said.

"Had I followed the example of the American military attaché, and stayed snugly in Shepherd's Hotel, drinking with British officers and cursing the Egyptian principles when the city was in a ferment of excitement and deadly disorder, I certainly would have been safer from flying bullets, but the American people would not have had the eye-witness account of events which have affected the history of the entire Near East, if not of the British Empire.

"The nature of the charges against me show how complaisant our officials are to even the most absurd schemes of those British authorities whose blunders



Dr. W. T. Ellis
In the Desert of Sinai

are entirely responsible for the Egyptian insurrection and its consequences."

CONGRESS WILL PASS ON $2,000,000 WAR RISK BUREAU CAMPAIGN

Publicity Director Declares It Is Absolutely Necessary to Use Newspaper Advertising to Find Thousands of Policy Holders—Plans of Navy and Shipping Board.

(SPECIAL CORRESPONDENCE)

WASHINGTON, August 24.—Congress which has talked much but done little with respect to official advertising is to have an opportunity soon of showing just how it stands. While it is true that funds have been invested in advertising by executive departments, it is not recalled that Congress ever has said that a certain amount of money should be so expended.

The issue will be raised by the request of the Bureau of War Risk Insurance for an appropriation of $2,000,000 for advertising in connection with its efforts to locate thousands of soldiers, sailors and marines whose failure to give proper addresses are held to be important in the present troubles of the bureau.

May Develop Definite Policy

The House Committee on Appropriations is expected to act this week on the request of the Bureau and then to throw the matter into the House for debate. Should favorable action follow, the first step will have been taken toward recognition by Congress of government advertising and should lead to something like a definite policy for the future.

While the War Risk Bureau is awaiting decision of Congress on its proposed campaign, other branches of the Federal government continue to outline plans for advertising.

Besides the War Department's proposed second recruiting campaign, in which copy would be sent to newspapers in 449 cities, the Director of Sales of the War Department, is preparing to open a campaign for the sale of the smokeless powder plant, near Charleston, W. Va., and is obtaining bids on full-page and half-page advertisements in leading daily papers. It is proposed to run either a half-page or full-page at least three times in each of the papers selected.

Navy Department's Plans

The Recruiting Service of the Navy Department is getting its program under way and a definite outline of what it proposed doing is expected within a few days.

The Shipping Board is undertaking to dispose of many thousand tons of shipping through advertising in the principal daily papers which feature ship news, and will advertise in trade journals and daily papers in the effort to sell close to $75,000,000 worth of surplus supplies.

R. W. Emerson, publicity director of the War Risk Bureau, informed EDITOR & PUBLISHER today that he could be unable to outline the scope and details of the Bureau's newspaper advertising campaign until he had information as to the amount of money Congress will appropriate. He declared that the Bureau feels it is absolutely necessary to use the advertising columns of the daily newspapers in order to find thousands of policyholders who cannot otherwise be located.

Would End Criticism

The Bureau has been under attack for many months and the most severe criticism has been directed against its officers for failure to issue policies to men who applied for them. It is contended that much of the trouble is due to the fact that soldiers did not give correct addresses, names or other information which would enable the Bureau to handle the work. It is proposed to reach these men through advertisements which will carry simple questionnaires for the men to fill out and mail to the Bureau.

PARKE TO HEAD PARIS BUREAU OF INTERNATIONAL

The International News Service has sent Newton C. Parke to Paris to take charge of the press association's Paris bureau. Mr. Parke sailed on Saturday.

Robert J. Prew, who has had charge of the Paris bureau since Mr. Parke's return to this country, a little more than six months ago, will shortly come to the United States



NEWTON C. PARKE.

and spend a year in the American service of the I. N. S. before returning to Europe. Mr. Prew's newspaper experience has all been gathered abroad and he is to study American methods.

Mr. Parke is a native of Ohio and is 30 years old. He worked at various times in Columbus, Dayton and Indianapolis and for a time "covered" politics for the St. Paul Pioneer-Press. For five years he was connected with the United Press in Chicago and later was cable editor for that press association in New York.

He has been connected with the I. N. S. for three years, and before going to Europe originally for the International he was manager of the day and night bureaus in Chicago. Mr. Parke was with the American Expeditionary Force in France continuously from the beginning to the end of America's part in the war and showed himself an able and clever writer and news gatherer. He covered the opening phases of the peace conference in Paris, but returned to the United States early in the winter.

Since his return to this country Mr. Parke has been assistant day editor at the New York office of the International.

Labor Crisis Most Grave Carl Ackerman Finds

Former War Correspondent Is Now Conducting a Nation-Wide Investigation for Philadelphia Public Ledger

CLEVELAND, O., August 20.—Carl W. Ackerman, until recently war correspondent in Europe for the New York Times and the Cleveland Plain Dealer, now on a nation-wide mission to discuss with manufacturers and others the possible solution of existing labor disputes, spent a day last week in this city. The results of his mission will be written for the Philadelphia Public Ledger. He visited several big industrial plants while in Cleveland.

"The problems in which America is interested in Europe are far less important than our industrial relations at home," Mr. Ackerman told the correspondent of the EDITOR & PUBLISHER.

"Some satisfactory solution for industrial and economic unrest must be found and found very soon. The seriousness of the labor situation lies not so much in strikes themselves as in the fact that every time a manufacturer pays his workmen more, he passes the increase on to the consumer, and prices are going up and up. This makes his worker ask for more money, and so on without end.

"If unrestrained, the movement of prices and wages upward ultimately will break the public."

Mr. Ackerman says there is "little to be feared from radical groups," such as the I. W. W.

News Print Mill for Brockville

BROCKVILLE, ONT., Aug. 19.—Plans are underway here for the erection of a newsprint paper mill by the Brockville Paper Manufacturing Company, which has increased its capitalization from $150,000 to $250,000. The mill will be three stories high, 185 feet long and 65 feet wide, and will employ 150 men and women. No figures have been made public as to the probable output of the plant.

EXCLUSION OF RIVAL PAPERS FORBIDDEN

Federal Trade Commission Rules That Neither Newspapers Nor Magazines May Monopolize Services of Dealers

WASHINGTON, Aug. 27.—The Federal Trade Commission has established an important precedent by ruling in the case of the Curtis Publishing Company that publishers of newspapers, as well as of magazines, may not maintain contracts with wholesale news dealers which provide that such dealers shall not, without written consent of the publishers, handle the publications of competing companies.

Although the original complaint against the Curtis Publishing Company for alleged unfair methods of competition in enforcing the "exclusive clause" contract with news dealers covered only the magazine circulation, the Commission in issuing its restraining order included newspaper distribution.

The Commission set this precedent by linking the Philadelphia Public Ledger with the periodicals of the Curtis company—the Saturday Evening Post, the Ladies' Home Journal and the Country Gentleman.

This course was followed on the ground that the Public Ledger was published by the Curtis company. The facts are that while Cyrus H. K. Curtis is president of the Public Ledger Company, this organization is distinct from the Curtis Publishing Company.

The order of the Commission follows:

Text of the Order

IT IS ORDERED that the respondent, Curtis Publishing Company, and its officers, agents, agents and employees, cease and desist, while engaged in commerce in connection with the several states and territories of the United States and the District of Columbia, from entering into any contracts, agreements or understandings with purchasers of its publications hereinafter engaged in the sale or distribution of the magazines or newspapers, or both, of other publishers, which provide that such purchasers of its publications shall not act as agents for, or sell, or supply to others at wholesale rates for resale, publications other than of respondent without the written consent of respondent; and from entering into any contracts, agreements or understandings with persons hereinafter engaged in distributing at retail the sale or distribution of the magazines or newspapers, or both, of other publishers, which provide that such persons, partnerships or corporations shall not handle or sell publications of and shall not continue to sell or distribute the magazines or newspapers, or both, of other publishers; and from enforcing any provision which may be contained in any of respondent's present outstanding contracts with persons, partnerships or corporations hereinafter engaged in the sale or distribution of magazines or newspapers, or both, of other publishers which provide that such persons, partnerships or corporations shall not sell publications of other magazines or newspapers, or both, of other publishers, or shall not sell publications of competing magazines or newspapers, or both, of other publishers without the written consent of respondent.

Complaint Against Oklahoman

In another publishing company case involving a newspaper, the Trade Commission has entered a complaint against the Oklahoma Publishing Company, of New York, and the Oklahoma Publishing Company, publishers of the Daily Oklahoman, of Oklahoma City, alleging unfair methods of competition.

The complaint alleges the Pictorial Review Company, for the purpose of "hampering and embarrassing a competing publishing company," and obtaining "an unfair and undue advantage" in the sale of the Pictorial Review as against a similar periodical, induced the Oklahoma Publishing Company to have compiled, through the "service department" of the Daily Oklahoman, a list of news dealers throughout Oklahoma handling the competitor magazine, together with the number of copies of each issue sold by each dealer.

This information, the complaint sets forth, was obtained without disclosing to the dealers its purpose.

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Will Advertise Texas Resorts

Plans have been made by the Commercial Association of Galveston for a campaign to raise $52,000 to advertise the winter resorts of Texas, beginning September 15. San Antonio, Corpus Christi, Marlin and Mineral Wells business men will help raise the money.

GENERAL CHARLES H. TAYLOR COMPLETES HIS 46TH YEAR AS EDITOR OF BOSTON GLOBE

Dean of New England Journalism, Who Has Played a Conspicuous Part in the Development of the Modern Newspaper, Still Actively Engaged in Editorial Work at the Age of 73—Proud of His Newspaper's Record of Unselfish Public Service.

GENERAL CHARLES H. TAYLOR has completed his forty-sixth year as editor-in-chief of the Boston Globe, and the event—interesting and gratifying to every newspaperman in the country—was commemorated on Monday, August 17. On that date newspapers throughout the country carried dispatches noting the fact, and the Globe on Sunday, last, carried a brilliant special article by James Morgan, long an editorial associate of General Taylor, in which was outlined the brilliant service to journalism embodied in the career of the distinguished editor.

Two years ago General Taylor contributed to the columns of EDITOR & PUBLISHER a notable story of his life, in which he recounted in a modest way his early struggles, ideals and eventual victories over great odds. That brief autobiography was a classic and was widely read. It has served as inspirational matter for students of journalism as well as for the younger men of the profession.

The Globe came under the control of Charles H. Taylor in August, 1873, and he has directed its policies and dominated its course at all times during the 46 years intervening. The paper was started in March, 1872, but never really "came into being" until Mr. Taylor acquired it. Under his direction it has attained and steadily held a place of leadership among American newspapers, and in New England this leadership is cheerfully conceded even by its strongest rivals.

Has Subordinated His Own Personality

General Taylor has always been a believer in impersonal journalism—so far as he himself was concerned. In the long course of his control of the Globe it is said that his name has been signed to but three or four articles. He has not imposed this limitation upon his associates, however. Rather, he has always generously encouraged them to sign their names to special articles—and to use full-face type.

Now that the days of vicissitudes are merely a memory, General Taylor often recounts his experiences in the first years of his control of the Globe, when he was often hard pressed to meet the weekly payrolls and white paper bills. Having no capital of his own, he had to finance what had been from the beginning a losing venture solely on his personal credit. The load of obligations was often very difficult to carry, and friends advised him to go through the processes of bankruptcy in order to relieve himself of the strain and to gain a fresh start. "If I went back on the friends who have helped me," said the young publisher, "there wouldn't be an alley in Boston dark enough for me to skulk through."

Charles H. Taylor didn't go back on his friends. He fought on until a losing business was transformed into a winning one. He made good every obligation he had assumed—including that biggest and most important one of all: to make the Globe the unbiased, unbought, uninfluenced champion of the rights and interests of its readers and the people of Boston and of New England.

When the Globe was young it was, like practically all newspapers of that day, edited from one angle. It was a man's newspaper. General Taylor was, perhaps, the pioneer in the movement to broaden the appeal of newspapers through devoting special attention to the interests and concerns of women and children. The Globe was, as a result of this policy, one of the first "home newspapers" of the country. And it has always remained a publication for the whole family.

One of General Taylor's policies is to keep the organization—the family—spirit strong with the Globe folks. He "raises" his own staff members and keeps them, advancing them as occasion arises. A publisher once called upon him to ask if he could recommend a capable man to take the place of a man who had resigned from an important position on his paper. General Taylor told him that he did know of just the man for the place, and he named the man on the visiting publisher's own staff who should logically succeed to the post. It was a new idea to the publisher. He had not thought of looking for the right man so near home.

It is related that an office boy once took it upon himself to get out an extra edition of the Globe before any of the editors had arrived on the scene. The job was well done, the propriety of the daring venture was obvious—and that office boy was suitably rewarded.

His Editorial Ideals

General Taylor does not claim to have "ideals" that are so "high" that they cannot be practiced. He has always followed, and enforced, among his associates, common-sense, humane, unselfish, golden-rule policies. Here are some of his instructions to his editors and news writers:

"Never say that a man refused to be interviewed, as if he were an evasive criminal in the dock; a man has a right to refuse. Never needlessly drag in the family of a man who has gone wrong; they are suffering enough through no fault of their own. When a man gets married, or dies, do not go into the 'graveyard' and dig up unpleasant things in his past if he has lately been living a decent life. Whenever you make a cartoon of a public man, draw a caricature of him that even his wife can laugh at.

During General Taylor's 46 years at the head of the Globe he has witnessed a change in the ownership of all other Boston papers except the Transcript. As a young editor he was the contemporary of William Cullen Bryant, Charles A. Dana, Whitelaw Reid, Joseph Pulitzer, George W. Childs, Wilbur F. Storey, Joseph Medill, Murat Halstead, Samuel Bowles and Henry Watterson—the latter and General Taylor being the only survivors of the brilliant group.



General Charles H. Taylor

Made the Globe a Family Newspaper

General Taylor has always been a man of ideas. He has never carried his liking for the new and original to freakish extremes, but has had the courage to break away from outworn traditions. At the time of Garfield's death he devoted the entire first page of the Globe to a collection of poems, written by the foremost poets of that time in commemoration of the martyr President. Dr. Oliver Wendell Holmes contributed one of these, and was astounded to receive General Taylor's check for $600 in payment.

EDITORS DENOUNCE SEDITION

"One Language, One Flag" Is Slogan at Minnesota Outing

WINNEBAGO, Minn., Aug. 15.—Members of the Second Congressional (Minn.) Editorial Association at their annual outing here passed unanimously a resolution in favor of "one country, one language, one flag."

"Since the United States has aroused the highest type of loyalty and patriotism, all persons found guilty of disloyalty and sedition and conscientious objectors should be disfranchised and deprived of American citizenship," the editors voted.

CANADIAN MAY MEET SOON

Press Officials Are Making a Tour Through the West

MONTREAL, Aug. 20.—W. J. Taylor, president of the Canadian Press Association, and John Imrie, manager of the Association, passed through here this week on their way to the Maritime Provinces, where they will consult with the Provincial Association and generally get in touch with the newspaper men there.

It is expected that the annual meeting of the Canadian Press Association, postponed since June because of labor troubles in the west, will be held in Toronto about the middle of October.

Mrs. Mayes Again Honored

Mrs. Lois K. Mayes, owner of the Pensacola (Fla.) Journal, who recently was elected a member of the executive committee of the Southern Newspaper Publishers' Association, has also been elected executive secretary of the Florida State Newspaper Association. She placed Pensacola in nomination as the State convention city for 1920 and won out over Tampa and Jacksonville.

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URGES THAT PUBLISHERS OPPOSE LICENSE BILLS IN CONGRESS

Paul E. Faust Declares Extension to the Press of the Principle of Government Control Proposed in Kenyon and Kendrick Measures Would Be "Perfect Muzzle."

By Paul E. Faust.
Mallory, Mitchell & Faust, Chicago.

"THE first step towards licensing all business" epitomizes the legislation now pending in Congress, typified by the Kenyon and Kendrick bills.

Business, publishing, and advertising men are supremely concerned in this legislation which purposes not only to fundamentally rebuild our present national food processes in this critical period of reconstruction but also to introduce a confessedly new principle into our national business economy and thereby establish a precedent which bids fair to become increasingly dangerous.

"A Commandeering of Capital"

The Kenyon bill, which proposes to apply the new control-by-license principle to the meat industry, would establish a Commissioner of Foodstuffs under the Department of Agriculture, who shall have authority to issue necessary licenses to all the larger dealers in meats and dairy products, to compel the obedience of licensees to such regulations "as the Secretary of Agriculture shall from time to time prescribe," to revoke licenses or appoint receivers, according to his judgment of the proper business conduct of licensees—subject only to review by the Circuit Court of Appeals.

The Food Commissioner may also dictate the kinds of business any licensee may engage in, may deprive him of branch houses, railroad terminals, or private cars and decide his proper margin of profit.

In essence, the "license plan" as outlined in the proposed bill, means "government operation—private ownership"; a "heads I win—tails you lose" proposition for the government; a commandeering of private capital, organization and equipment for governmental control and use, leaving to private ownership only the financial risk and whatever margin of profits happens to be left.

It is a perpetuation of the most stringent measures for war-time control of industry, *minus* the financial guarantee.

Indefinite Powers

In addition, the powers of the governmental agent, a political appointee called the Commissioner of Foodstuffs, are not defined but made purposely indefinite and elastic. Mr. Colver, the chairman of the Federal Trade Commission which is fathering this type of legislation, clearly expressed the issue before the House Committee on Interstate and Foreign Commerce. To quote:

Mr. Rayburn: "I think that is a very unsafe governmental policy to put some power in a man's hands—and say: 'You are never going to use it.'"

Mr. Colver: "There is no end to be gained by running away from a squaretoed admission that this is the theory of the bill. There is no quibble about that. It is."

That the license plan has already found deep root in Washington is clearly evidenced by President Wilson's message to Congress on August 8. To quote:

"Let me urge, in the first place, that the present food control act should be extended both as to the period of time during which it shall remain in operation and as to the commodities to which it shall apply. It should judge that it was clearly within the constitutional power of the congress to make similar permanent provisions and regulations with regard to all goods destined for interstate commerce. We should formulate a law requiring a federal license of all corporations engaged in interstate commerce."

What would be the effect on American business, if the license principle



PAUL E. FAUST.

were applied to *all* persons and corporations doing an interstate or foreign business?

Clarifying the Issue

Senator Moses of New Hampshire has vivified and clarified this license issue—as entirely separate from the case of the packers—by his proposed amendment to the Kenyon Bill, which calls for a licensing of *all* interstate business. The identical powers proposed for the Department of Agriculture and the Commissioner of Foodstuffs by Senator Kenyon are to be delegated.

Can we imagine a Commissioner of Industry with authority to deprive the Texas Company of their tank cars, the Ford Motor Company of its branch houses, the U. S. Steel Company of its ore docks; to forbid Reid Murdoch & Co. to sell woodenware or Butler Brothers to sell soap? Senator Moses does not seem to have exceeded the provisions of the Kenyon bill by so much as a hair, but the net result of his amendment seems to be "reductio ad absurdum" perhaps intentional.

Though accurate prophecy concerning the details of such radical changes as would result from the proposed licensing of industry is impossible, the nucleus of those changes appears almost indisputable—and highly injurious to business. Indeed, it can hardly be imagined how such a plan in general application could be tolerated for any appreciable period.

The license principle strikes a direct blow at the mainspring of American industry—the American irresistible enthusiasm for individual achievement which absolutely depends upon private ownership and control.

If Applied to Newspapers

As Charles M. Schwab, who paved the Atlantic with wooden ships, has so well said: "I think the development of this country has come and will many years is likely to come * * * from individual initiative. * * * And that is to say, that the best and most economic results will not be obtained in America by government ownership or direct control; that there should be national supervision of all great enterprises, supervision such as will prevent destruction, but will preserve in business, and elsewhere, our priceless gift of national freedom. Of that I am sure."

If we logically apply the license principle to the publishing business, we will discover its destructiveness more instantly and vividly.

(*Continued on Page* 26.)

Will Split Paper's Profits With Its Employes

George F. Johnson of Binghamton Republican-Herald Announces Policy in Changing Paper's Name to "Sun"

BINGHAMTON, N. Y., August 9.—The name of the Binghamton Republican-Herald, the oldest morning newspaper in the southern tier of counties of New York state, was changed this week to the Morning Sun, and coincident therewith, the new owner, George F. Johnson, announced that whatever profits were made hereafter by the paper would be divided between the newspaper and employees who helped to make the profits. He also said that sick and death benefits would be established for the employees.

The change of name was announced at a dinner given the employees of the paper by Mr. Johnson and came with the 218th number of the ninety-seventh year of the paper. It was in line with the policy of the new owner to make the paper entirely independent, the name "Republican" carrying with it the intimation that the paper still was the official organ of the Republican party of Broome County. Mr. Johnson, in making the announcement, said:

"We expect to spend a half million dollars on new equipment and the running expenses of the newspaper in an effort to publish a paper worthy of the support of the community. I do not think that I need to explain to you that for some time at least, there is not likely to be any profit in the conducting of this paper. Quite the contrary. I wouldn't be surprised if our newspaper lost $100,000 for several years. To serve the public ought to be our aim, rather than to make the most out of the investment.

"There are 165 people on the staff, which has been increased from about 90. If you can help us make this paper profitable we will split the profits with you fifty-fifty after we have paid you a good liberal wage for your work. If it is a success it will be your success and, if a failure, your failure."

George E. Cornell, for many years publisher of the Waverly Sun, and postmaster of the village of Waverly, N. Y., has been added to the editorial staff of the paper.

WILL DISCUSS ADS AS FOES OF HIGH COSTS

Capitalists and Labor Leaders at A. A. C. of W. Convention Will Seek to Evolve Plan for Reducing Expense of Production and Distribution

Advertising as an aid in solving the high-cost-of-living problem, by reducing the cost of production and of merchandising, will be the chief topic considered at the annual convention of the Associated Advertising Clubs of the World at New Orleans, September 21 to 25. The problem will be studied from the following five angles:

What can the employer do toward advertising to his workmen, thereby increasing production by getting them better understood the relationship between employer and worker?

What can the employer do by advertising to the public the plans and ideals of his business institution, thus reaching employes indirectly?

What can be done in similar lines by associations of employers and employes?

What can labor leaders do by advertising to the working men and women?

What can civic bodies, official agencies, and others who are not identified either as employer or worker, do to help promote a better understanding?

Addresses will be delivered by men high in the councils of labor and capital, and a committee representing various lines of industry will study and will formulate a number of basic points upon which it appears that capital and labor can agree.

They will then study methods employed by others who have used advertising to help solve such problems, with the purpose of making recommendations for the further use of paid advertising space as a method for obtaining harmony and co-operation between employers and employes.

Will Send Special Trains

There will be special trains for delegates to the convention from New York City, Texas and Indiana, people of the latter State being especially interested because Indianapolis is after the 1920 convention of the association. A prize of a silver loving cup, offered by the Indianapolis Club for the best reason why that city should have the next convention, was won by Miss Mary Coddington, a department store saleswoman, who wrote:

"Indianapolis should have the 1920 convention of the Associated Advertising Clubs of the World because more advertisers can get here in less time and at less cost and get more after they come, than in any other city on the western hemisphere."

Chicago, Cleveland, St. Louis, Boston any many other cities have indicated that they will send record-breaking delegations, and a party of twenty business men has already been assembled in San Francisco. Cable messages have been received for hotel reservations from men as far away as Australia. The Advertising Club of Shanghai also has made reservations.

The NC-4, the first airplane to cross the Atlantic, will be brought to New Orleans by Lieutenant Commander A. C. Reed for the last day of the convention.

INLAND PRESS SYMPOSIUM

Proper Relationship of Department Heads to Be Discussed at October Meeting

The Postal Zone law will be discussed at a meeting of the Inland Daily Press Association, October 21 and 22 and there also will be a symposium by an editor, an advertising manager, a circulation manager, and a foreman of news room as to the relationship that should prevail between the quartette on each paper.

"PITILESS PUBLICITY" IS EXPENSIVE, CAPITAL CORRESPONDENTS FIND

They Are Refused Admittance to "Public" Conference of President and Foreign Relations Committee and Forced to Pay "Official Stenographer" Fancy Price for Transcript.

(BY OUR SPECIAL CORRESPONDENT)

Washington, August 19.

"PITILESS publicity" and "open covenants of peace openly arrived at" were served to the press of the nation—and accordingly to the American people—at fancy prices here to-day. The publicity market opened strong and remained firm at about "twenty-five dollars for the first three hours and about three dollars for each hour thereafter." The newspapers paid the bills.

Efforts of the Washington correspondents to obtain admittance to one of the really momentous and absorbing conferences of the current era of American history proved just about as effectual as did the fight of the correspondents in Paris against the stone walls of stand-pat diplomacy.

Forced to Make Own Arrangements

The President and Senator Lodge—the dominant figures in the conference—were agreed that "full publicity" should be accorded everything occurring at the White House today, but the newspapers were forced to make their own arrangements and to rely solely upon their own resources, financial and otherwise, to obtain as much as possible of that "full publicity."

No numerically greater assemblage of newspapermen has covered any story in Washington in a generation. The correspondents literally were "shouting at the key-holes," in their demands for uncensored stenographic reports of the exchanges between the President and the members of the Commite on Foreign Relations.

Admission to a very limited number of correspondents was requested by Gus. J. Karger, chairman of the standing committee of the newspaper correspondents, but his letter to the President was not permitted to get beyond the desk of Mr. Tumulty. That ever-alert guardian of the White House sanctum took it upon his own well-rounded and carefully groomed shoulders to withhold the letter from the President and to inform Mr. Karger in response to a telephone inquiry, that he had talked it over with the President."

Tumulty Says "Nothing Doing"

The Karger letter to the President was read to Tumulty over the telephone by Ralph Foster. Foster then informed Karger that Tumulty said he had "taken up" that matter with the President and that there was nothing doing. Karger then ten reply was sent to the chairman of the correspondents' committee. He got his information by phoning the White House.

Senator Lodge sent a courteous reply to Karger. He said the committee was willing that newspaper men should be present, but he was forced to decline that even the Senate is impotent in some things, especially in regulating affairs at the White House.

The official reporters of Senate debates are not authorized to cover committee hearings, and the Foreign Relations Committee accordingly has engaged a commercial stenographer to report its hearings on the treaty of peace. The contract was sought by all commercial stenographers in Washington. Carbons obtained by newspapers must be paid for at the arbitrary rates of the stenographers.

Newspapers desiring transcripts of the conference had to make their arrangements with Griffith Johnson, a commercial stenographer. There were some complaints against the sum charged by him, but on the whole the correspondents were happy to get the stenographic reports at any price. Without Mr. Johnson's organization the afternoon papers would have been out in the cold with little else than the formal statement read by the President at the opening of the conference. This statement had been mimeographed in advance.

Johnson set a flat rate of $25 for each paper for the first three hours of the conference. For all time after three hours, he set a rate of $70 an hour, to be prorated among the papers getting carbons. Eighteen newspapers and press associations and two other organizations obtained carbons. Johnson, accordingly, received his usual pay from the Senate and $800 for the first three hours and $70 for the approximate fourth hour.

With the very efficient service of "Jim" Preston and William Donaldson, the superintendent of the House gallery, the correspondents had no complaint against the speed with which they obtained the carbons. The first take of about 2,000 words was ready thirty minutes after the questioning of the President began and it ran along at a very fast pace until the full 30,000 words were distributed shortly after 4 o'clock. The press associations ran the text of the report rather fully and the afternoon papers obtained a generous share of it.

These Received Transcripts

Transcripts were made by Johnson for the Associated Press, International News Service, United Press, Central News, New York World, New York Herald, New York Times, New York American, New York Sun, Philadelphia Inquirer, Philadelphia Public Ledger, Philadelphia Press, Chicago Tribune, Boston Evening Transcript, Christian Science Monitor, Washington Times, Washington Evening Star, Baltimore Sun, The League to Enforce Peace, and the Republican National Committee.

While the correspondents were grouped in the long corridor of the White House, the President appeared.

"Are you getting what you want?" he inquired, and when assured they were, the President added: "That is very satisfying."

It was not the cost of the "full publicity" which drew the fire of the correspondents, but the principle involved. The newspapermen knew that their papers would gladly bear the expense in order to get the stenographic reports, and not a few of the correspondents would have been willing to pay admission fees of $100 each to get into the Cabinet room.

NEWS WRITERS AND DESK MEN STRIKE

Omaha Bee Reporters and Copy Readers Demand Higher Pay—Form Union When Publisher Rosewater Refuses to Comply

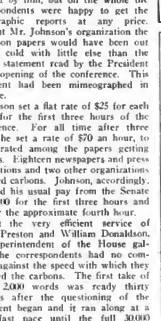
(BY TELEGRAPH)

OMAHA, Neb., Aug. 20.—Fourteen reporters and copy readers of the Omaha Bee struck for a $5 per cent increase in pay, Tuesday evening. This was all the reportorial staff except one man, a special writer.

Victor Rosewater, editor and publisher of the Bee, refused to grant the demands or to negotiate with the men collectively.

The salaries of the men ranged from $20 to $35 per week. Dissatisfaction has been brewing for some time and

COLLEGE PROFESSOR CHOSEN HEAD OF N. Y. EVENING POST



Copyright, Underwood & Underwood

Dean Edwin Francis Gay, of Harvard, who will move to New York, January 1, to assume his new duties.

this came to a head Tuesday when the force organized and signed a petition which they submitted to Mr. Rosewater, reading as follows:

"We the undersigned members of the staff of the Omaha Morning and Evening Bee respectfully request an increase of 35 per cent of our salaries retroactive to Saturday, Aug. 16, and a six day week to provide one full day or night off a week. We will expect your answer not later than this evening."

Mr. Rosewater replied immediately with a written statement in which he said: "Answering your communication dated Aug. 19, I cannot see my way clear to comply with such a demand, which does not even attempt to present a justifying reason. Those who wish to quit will please notify me in writing by tomorrow, (Aug. 20) noon. You will convey this answer to all who signed the paper.

VICTOR ROSEWATER."

Organize Local Number One

Following this, the reporters and copy readers repaired to the labor temple where they proceeded to organize a union. Here they interviewed C. J. Warren, district organizer of the A. F. of L. who immediately wired eastern headquarters for a charter for Local Number One of the American News Writers' Union. Mr. Warren then interviewed other union employees of the Bee in regard to possibility of a sympathetic strike, but is said to have received little encouragement.

Striking reporters are today, picketing the news runs and attempting to prevent any outsiders from obtaining news for the Bee.

"I will never treat with these news writers as a body," said Publisher Rosewater, "but will be glad to deal with them individually. One of the signers of the demand had been employed on the Bee for only ten days, and only two of them had been with the paper continuously for more than two years, and one of these in that time had already had his pay raised 30 per cent."

Taylor Kennedy, managing editor of the Bee said: "Many of the strikers are cubs and five of them are under twenty years of age. I employed one reporter three days ago at $30 a week and raised him $5 yesterday. Today he walked out. We will get out a newspaper all right."

MUNSEY BUYS SUN BUILDING

One of First Sky-Scrapers—Sold for About $1,800,000

Frank A. Munsey, owner of the New York Sun and the Evening Sun, has bought the twenty-three story building at Nassau and Spruce streets, now occupied by these newspapers, for about $1,800,000 from the New York Life Insurance Company.

As soon as alterations are completed in the Munsey Building, formerly the Stewart Building, at Broadway, Chambers and Reade streets, the two newspapers will be moved there.

Buy Wichita Falls Paper

W. H. Bagley and J. H. Allison, owners of the Fort Worth Record and the Ranger (Tex.) Daily Times, have acquired the Wichita Falls (Tex.) News-Tribune, and have changed its name to the Wichita Falls Record-News.

Boys Will Preside at Trials of Newsboy Ordinance Offenders

PORTLAND, Me., Aug. 19.—One of the interesting new features planned by the Portland Boys' Club for the season of 1919-20 is a newsboys trial court, which will enable a jury of the boy's peers to sit upon any alleged violation on his part of the ordinance governing the sale of newspapers in Portland. The plan is said to have the approval of the chief of police.

The proceedings are to be conducted as in a regular court, and the verdict turned over to the chief of police for his approval. The era of newsboys under ten years of age is about over in Portland; likewise the era of badgeless newsboys, according to Chief of Police Irving S. Watts.

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NEWSPRINT AND LABOR PROBLEMS HOLD ATTENTION OF N. E. A.

Warning of Editor & Publisher on Paper Market Conditions Is Discussed by Delegates—Mayor Hanson Asks Press to Suppress Bolshevism

(BY TELEGRAPH)

SEATTLE, August 17.—On the inside, the chief problems now facing newspaper business in this country are: First, scarcity of newsprint, which threatens not so much conservation on news but on elimination of non-essential matters from papers.

Second, what is facing many publishers is marked scarcity of trained workers in mechanical departments.

On the outside, the chief duty of newspapers today, whether large or small, daily or weekly, is to give deep thought and study to the industrial situation in order that Bolshevism may be checked and stamped out. Upon editors and publishers of the country will largely determine survival of real structure of true democracy in this country.

N. E. A. Delegates Are on Their Way East

The above were the dominant notes that resounded at sessions of the National Editorial Association's convention held here. The newspaper chiefs, gathered from all parts of the nation, left Seattle at 6 o'clock tonight, after a stay of four days, for Victoria, where the last session of the convention will be held before the party returns East.

In discussing scarcity of newsprint, several speakers referred to articles on the subject appearing in EDITOR & PUBLISHER, particularly Mr. Ochs's and Mr. Carvalho's warning to the newspaper industry.

Warning Attracts Attention

"In coming here this morning we received the last edition of EDITOR & PUBLISHER, and in that we are warned of the newsprint situation," said J. E. Gratke, editor of the Evening Budget, of Astoria, Ore. "It is a timely warning. The time has come when newspaper publishers must tackle their problems in a scientific manner to avert any crisis that may be impending. It is a duty of organizations of newspaper men like ours to employ experts to analyze problems that we must face, to advise us on the operation of the business ends of our publications and to organize joint buying agencies, etc.

"Co-operation and unity of action is what we must have in the newspaper industry, particularly among publishers and editors of the smaller papers."

Mr. Gratke also said that newspapers should encourage the movement to have journalism included in the curriculum of high schools, as well as universities.

Mayor Hanson Speaks

President Hardy and H. C. Hotaling also pleaded for unity of action on the part of the members of the association in newsprint and other business matters. Mayor Ole Hanson, Seattle's famous foe of the "Reds," and Mr. Henry Suzzallo, president of the University of Washington, were the chief invited speakers at the convention.

Mayor Hanson appealed to the delegates to wrestle with Bolshevism and use the great power that lies within their hands to crush it. It is a menace that is threatening every structure of America in life, he said, and if the nation's editors don't fight to their utmost, it will spread its fangs rapidly.

Bolshevism in Schools

In attacking this problem, Mayor Hanson said editors can make good progress by urging more substantial pay for school teachers, who were being paid as a general rule less than most unskilled laborers. It is the teacher who, in imparting knowledge to the rising generation, has the power to mould the student's mind, and unless they are reasonably paid, Bolshevism is going to continue to get encouragement right in the classroom, he said.

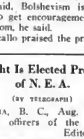
Dr. Suzzallo praised the press for the work it has done in the war, and in educating the people on international questions, particularly since the armistice was signed.

"The work of education carried on by the press during the last few months has been the most colossal accomplishment in American public life," he said.

Albright Is Elected President of N. E. A.

(BY TELEGRAPH)

VICTORIA, B. C., Aug. 20.—The following officers of the National Editorial Association were elected here yesterday at the closing session of the annual convention, the general opinion being that good men had been chosen, fully representing the membership.



EDWARD ALBRIGHT

President Edward Albright, Gallatin (Tenn.) News; vice-president, Will Wilke, Gray Eagle (Minn.) Gazette; recording-secretary, George Schlosser, Wessinton Spring (So. Dak.) Republican; treasurer, J. Byron Cain, Belle Plain (Kans.) News.

Executive Committee, two-year term, Edward E. Brodie, Oregon City (Ore.); G. L. Caswell, Bloomfield (Iowa); Frank N. Henderson, Little Rock (Arkansas). One year, W. W. Aikens, Franklin (Indiana).

N. E. A. ISSUES PAPER CONSERVATION APPEAL

Boston Will Be Next Convention City—Zone System of Mailing Endorsed—Urge Government Publicity

(BY TELEGRAPH)

VICTORIA, B. C., AUG. 20.—The selection of Boston as the next meeting place of the National Editorial Association was the final act of the delegates at the closing business session of the annual convention here yesterday before sailing for Vancouver where they will board their special train for the homeward journey through the Canadian Rockies.

The convention issued a special appeal to the newspaper publishers of the United States to immediately eliminate waste in the use of newsprint and to continue to use all the practicable methods of conservation in force during the war to save paper.

The following resolutions on subjects that had been under discussion since the delegates began their northwest tour four weeks ago were adopted:

Endorsement of immediate ratification of National woman suffrage; pledged support to assist the Government to bring about readjustment of living costs, reconstruction and normal economic conditions; commending the work of the Federal Trade Commission, urged Congress to grant additional appropriations immediately so that body may continue investigations to prevent profiteering; endorsed the zone system of mail distribution; condemned the publication of veiled advertising in the guise of reading matter; indorsed the campaign to secure the adoption of uniform rate cards; urged the establishment of a non-partisan publicity bureau by the Government.

Conner, president of the Washington State Press Association, Mr. Hotaling, editor of Enterprise, of Mapleton, Minn., and former president of the national association, responded.

Following the business session the visiting editors were guests at an elaborate banquet, given by the four local newspapers of Seattle. Six hundred persons attended. The chief speaker of the evening was John Kendrick Bangs, famous author and humorist.

Armistice Branded Crime

Bangs declared that "in ten years clear-minded editors and other thoughtful citizens in this country will see that signing of armistice with Germany was the greatest crime in all American history.

"The only place that the armistice should have been signed was in Berlin, after Allied troops had occupied the city, and you men and women will appreciate that after you have visited there."

The speaker, who has recently returned from a tour of Germany, said there is "not man, woman or child in Germany with a consciousness that their country was defeated.

"To newspapers of the country during the past few months there has been no propaganda just as vicious as the Hun propaganda before and during the war," he said. "It is designed to drive a wedge between the United States and her Allies, and we must be on guard against it."

Other speakers at the banquet were: President Hardy, Harvey Bingham, editor of the Register Leader, Des Moines (Iowa); Mrs. J. C. Stafford, Siftings News, Idaho Springs (Colo.); "Will" Wilke, of the Gray Eagle Gazette, Gray Eagle (Minn.); Edward Albright, vice-president of the N. E. A., and C. E. Ingalls, president of the Oregon State Editorial Association. Judge C. E. Claypool acted as the Seattle Press Club's official toastmaster.

Following the banquet, a ball was given in the Masonic Auditorium.

Steamship Editor Launched

One of the chief features of Seattle's program, in honor of visiting editors was the launching of the 9,600-ton steamship *Editor*, named in honor of the newspaper profession, at the plant of the Skinner & Eddy Corporation.

Mrs. Hardy christened the vessel as the newborn craft broke away from its cradle and slid gracefully down the ways to the cheers of assembled editors. For many of the editors from the inland States, it was the first launching of an ocean going vessel they had ever witnessed.

On the great prow of the ship was a sign bearing the legend, "In honor of Ye Editor." Paintings of large ink-well adorned the hull, white and blue walls of the sponsors' stand.

—and the Paste Pot Was There

At the top of the steps rose an arch that brought pleased smiles from every face. The arch, consisting of a huge pen of ink-stained wood on one side by the replica of a quill pen and on the other side by the replica of a blue pencil. From the central pivot of the outspread saucer blades hung a gigantic paste pot.

At closing of ceremonies, President D. E. Skinner presented a beautiful diamond and platinum bar-pin to Mrs. Hardy as a token of appreciation from the company.

Following the launching the editors inspected the plant and then boarded a specially chartered steamer that took them on a cruise of Elliott Bay, and then through the Government Canal Locks into Lake Union and Lake Washington. They were escorted through the canal by airplanes.

Yesterday's program ended with a royal Western stag party at the Seattle Press Club for visiting newspaper men, and an elaborate banquet for visiting newspaper women at the New Washington Hotel. While the men enjoyed a feast of unlimited proportioned provenders, the women were feted with brief addresses from members of the national and local newspaper organizations.

Women Hold Banquet

Mrs. James W. Wood, wife of the editor of the Seattle Post-Intelligencer, introduced Mrs. H. C. Hotaling as toastmistress of the evening.

Responses were made to toasts by Mrs. Honora M. Connor, of South Bend; Mrs. Hardy, Mrs. Will Wilke, of Gray Eagle, Minn.; Mrs. E. E. Brodie, of Oregon City, Ore., and Miss Adelle Parker and Mrs. Lorence W. Wilson, Seattle.

Aside from one speech, that by Stephen T. Mather, assistant to Secretary of the Interior, Frank K. Lane, the Star High Inks was given over entirely to fun.

Visit Navy Yard

This morning the delegates went on a special steamer to Bremerton and inspected Puget Sound Navy Yard. Later they were luncheon guests of the Bremerton Chamber of Commerce. W. B. Jessup, editor of the Bremerton Searchlight, was in charge of arrangements. Returning to Seattle at 3.30, editors were taken in automobiles on a tour of the city, and at 6 o'clock they left for Victoria, warm in their praise for Seattle newspaper men for the hospitality shown them.

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N. E. A. DELEGATES SOUTHWARD BOUND FROM SEATTLE



The Above Picture Was Taken for EDITOR & PUBLISHER at the Great Northern Railroad Station as the Delegates, to Whom Copies of This Journal Had Just Been Delivered, Were Preparing to Board a Special Train for Portland.

Leaving Oregon, the editorial party arrived in Tacoma last Wednesday and were entertained at luncheon by the Tacoma newspapers and the Chamber of Commerce. After luncheon they were taken in automobiles to Mount Rainier, where they spent the night near the snow-capped top of the famous peak. Returning to Tacoma they attended a concert in the Stadium and then left on a special boat for Seattle, arriving here at midnight

Oregon Editors Pay Amount of Tribune Libel Bill

The management of the Chicago Tribune on August 15 was in receipt or the following telegram from Seattle, Wash.:

"To the Chicago Tribune, Chicago, Ill.—The Oregon Editorial Association, regarding the Chicago Tribune as vindicated by the verdict of the jury in the Henry Ford libel case, has this day, through its officers and executive committee, sent the Chicago Tribune a draft for six cents with the request that it be used to pay the judgment secured by the world's leading candidate for frivolity.

"O. E. INGALLS, President."

FAVOR ALASKA AS NEXT MEETING PLACE

Convention of Pacific Slope Newspaper Makers May Be Held Aboard Ship on Northern Cruise—Washington Association Closes Convention

SEATTLE, Aug. 16.—A movement to hold a joint convention of the editorial associations of the Pacific Slope next year aboard a steamer on cruise to Alaska, was launched at the annual convention of the Washington State Press Association held here this week in conjunction with the meeting of the N. E. A.

On motion J. C. Kaynor, editor of the Ellensburg Record, the convention authorized the appointment of a special committee to investigate the practicability of the joint assembly and cruise. Kaynor declared the time has arrived when the newspaper men 'must get together from a wider area and exchange ideas and discuss their problems of business.

A. R. Gardner, editor of the Reporter, Kennewick, was elected president for the ensuing year, succeeding Edward M. Connor. Clarence Ellington, of the Bee-Nugget, Chehalis, was named vice-president; E. I. Wheeler, of the Times, Walsburg, second vice-president, and N. Russell Hill, of the Times-Tribune, Davenport, secretary-treasurer.

On motion of Fred Kennedy, University of Washington journalism department, delegates voted for the appointment of a special committee to investigate the need of a special field agent for country newspapers of the State.



At Oregon City N. E. A. Delegates Took Part in the Unveiling of a Monument to the Spectator, First Paper West of the Rockies—Mrs. Guy C. Hardy, Wife of the President of the Association, Who Unveiled the Monument.

FORD LIBEL VERDICT SATISFIES ALL

Charges of Selfish Designs of Tribune in Mexican Intervention Not Proven—Costs of Long Trial Estimated at Half a Million Dollars

MT. CLEMENS, Mich., Aug. 15.—After deliberating ten hours the jury in the case of Henry Ford against the Chicago Tribune for $1,000,000 damages for libel, based on an editorial in the head of which the plaintiff was called an "anarchist," last night returned a verdict of six cents and costs against the defendant. Under the laws of Michigan, "costs" are limited to $50, it is stated.

Orvy Hislett, foreman of the jury, said they took "nine ballots that I can remember," the first one, according to Leonard Measel, another juror, standing 8 to 4 in favor of awarding Mr. Ford some damages.

Alfred J. Murphy, attorney for Mr. Ford, said:

"The important issue has been determined favorably to the plaintiff. He has been vindicated. Money damages were entirely subordinate and were not sought by Mr. Ford. He stands not only vindicated but his attitude as an American citizen has been justified. His friends are entirely satisfied.

Weymouth Kirkland, of counsel for the Chicago Tribune, said:

"We consider it a victory for the reason that Attorney Fred Lucking, in closing for Mr. Ford, stated that anything less than substantial damages would be a defeat for his client."

Mr. Ford was not in court. The Chicago Tribune was represented by Capt. Joseph Medill Patterson, one of the publishers.

Judge James G. Tucker in his charge to the jury held that a newspaper has no greater privileges in making comment than has an individual.

The Judge said that plaintiff's charges of pro-Germanism against the Tribune and of a selfish interest in advocating intervention in Mexico had not been proved and the jury need not consider it. He told the jurors:

"The editorial as it appeared in the paper and standing by itself, without explanations, is libellous, or, in legal terms, libellous per se (of itself).

"The defendant Chicago Tribune admits the publication, and insists that it was true, and therefore justified; and that even if not true, it was fair comment upon a matter of public interest, either of which defenses are sufficient if proved."

Trial Costs Set Record

He held that the heading "Ford Is an Anarchist" and the editorial asserting that he would not provide for enlisted men or their families and referring to him as "so deluded an individual" and "an ignorant idealist," and recommending his banishment to a country without law and order were libellous.

Judge Tucker, however, upheld the fight of a newspaper or individual to comment on the acts or utterances of any public citizen, and held that Mr. Ford, because of the large number of his employes, could be considered a public character and his acts and expressions subject for the public cirticism if their criticism was just and in good faith.

The tremendous legal costs of the trial set a record for expenses in ratio to the monetary damages obtained. The costs to the Chicago Tribune are estimated at $250,000, which does not include the court costs which the Tribune must pay. These include pay of jurors, Judge, court officials and Sheriff for four months.

The Ford expenses are estimated at another $250,000, making a total $500,000 for the four months. The testimony and arguments extended over three months, and one month was consumed in the preliminaries.

Correction

The April 1, 1919, Government statement of the Warsaw (Ind.) Union reports a circulation for the preceding six months' period of 1,900 copies daily. This statement was not available when the last ratings for EDITOR & PUBLISHER were compiled, and the paper was credited with 2,085, the average reported for the six months previous to October 1, 1918.

Lady Pathurst, proprietor of the London Morning Post, is the only woman in England owning a newspaper.

Inland Papers Disagree on Postal Zone Law

Members of Daily Press Association Submit Various Replies to Questionnaire on That Subject

The Inland Daily Press Association has tabulated replies received from members to a questionnaire on the postal zone law. The question, "Are you in favor of the postal zone system for all publications, as now in force?" was answered by forty members of the association in the affirmative and by thirty-seven in the negative.

The question, "Are you in favor of the zone system, the present law to be modified in accordance with justifiable costs after investigation by Congress?" was answered by seventy-six members in the affirmative and by thirteen in the negative.

The questionnaire was accompanied by a copy of a letter regarding the postal zone law, addressed to Congressman Burton E. Sweet of Iowa by A. W. Peterson, publisher of the Waterloo Evening Courier and president of the association. It read, in part:

"Much national advertising is diverted from the country papers on account of large periodical publications carrying it at a low rate per inch per thousand circulation on account of their having a privilege which requires Uncle Sam to haul their papers all over the country at a loss.

"Representative Mansfield of Texas is championing the law as it now stands, and I believe the right step is to support him in this first move and then, later on, if we can have the law amended so that it will be perfectly fair and just to all, the situation will be agreeable to every class of publication."

Two questions were submitted to members of the association, pertaining to the Audit Bureau of Circulation.

"Do you think the A. B. C.'s semi-annual statements of publishers are of use and should be circulated among advertisers?" was answered "Yes" by forty-seven, and "No" by eight, while others qualified their replies.

"Do you think the publishers' statements should be abolished and that newspaper members of the A. B. C. should depend solely upon the audits which are made annually by the A. B. C.?" was answered "Yes" by twenty-one, and "No" by forty-two.

Chandler Goes to Business Office

ATLANTA, Aug. 18.—Charles Chandler, formerly circulation manager of the Georgian and Sunday American, has been promoted to assistant business manager of those papers. He will also have charge of the foreign advertising department. C. D. Hartlee, formerly of the Detroit Journal, succeeds him as circulation manager.

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Reminding the Merchant that Advertising Exists—

Making the News-Courier Pay

It's Just as Well, Occasionally, to Advertise Advertising and to Do It in an Inescapable Way, for the Merchant Is Rather Impressed When He Sees the Doctor Show Faith in His Own Medicine. By W. Livingston Larned. (Original Illustrations for *Editor & Publisher.*)

"IT strikes me that there is more 'advertising of advertising' of late," said the General Manager to the Ad-Man, "than ever before. The agencies are exploiting their ambitions and their purpose and many daily newspapers carry convincingly written arguments in favor of the public print as a means of selling goods. For my part, I like to see this. It should have been done a long while ago."

"But you know the adage," responded the Ad-Man, "the shoemaker's children going barefooted. Advertising men have always seen the wisdom of exploiting their own wares, but the mere thought of it frightens them. If you want to see agony, undistilled, drop in on a copy writer at the moment he is attempting to create an advertisement for his own shop. You'd think he had never written a line before in his life. Cold chills go up and down his spine—and, as like as not, he makes a sorry mess of it."



"Then why not settle upon a very obvious solution," interrupted the General Manager, "no doctor tries to prescribe for himself. It's not being done. He goes to another physician. That's what advertising agencies should do—call another group of specialists in and turn the responsibility over to them. Then they would get results."

Professional Jealousy

"WHAT about professional jealousy? Advertising men have it in a highly developed degree, I sometimes think. Ever see a bunch of them fighting over a new account? Wow! Some conflict! On the other hand, it is perhaps no worse than the healthy competition that must always and inevitably take place in business of any kind. It's true to groceries or hardware or—or anything

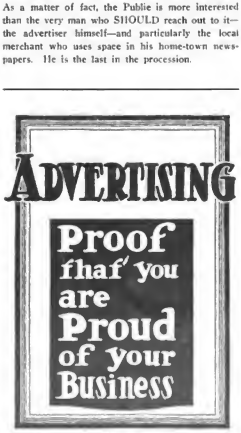
The purpose of this series is to help the advertising manager develop new local business. Earnest effort is made to make the text reflect actual merchandising conditions in the smaller cities; and the illustrations are designed to enhance the value of advertising space.

The weaker ones are pushed out of the nest.

"I am not so sure that one advertising agency should command the services of a rival—and rivalry must be universal—there are professional secrets and methods and internal mechanisms that one house would not care to divulge to another. And you can't write an advertisement unless you KNOW the proposition from top to bottom.

"No—I'd rather look at it in THIS way—an agency should use its own problems as a test case. Certain agencies are advertising their own wares in a highly efficient way. That shows it CAN be done."

"I think," said the General Manager, "that all peoples everywhere are more interested in advertising than they were even two or three years ago. As a matter of fact, the Public is more interested than the very man who SHOULD reach out to it—the advertiser himself—and particularly the local merchant who uses space in his home-town newspapers. He is the last in the procession.



"And yet there is no excuse for this. Every manufacturer, jobber and wholesaler with whom he does business is constantly bombarding him with educational matter—about advertising. I can't think of a man who has MORE sources of educational help.

"In any line of business you can start a shop tomorrow and in a week you will be given a free course in how to advertise your store and your goods. There will be illustrated ads in electrotype form that cost you absolutely nothing—there will be broadsides and window trims and store cards and follow-up letters and heaven only knows what else. Moreover, you will be told how to APPLY and USE this immense amount of material. There will not be one weak link.

"You just ought to see some of the advertising departments of certain live concerns when they unlimber on dealer campaigns. It's quite the most vital issue of all—to them. There is no underestimation of values and of significance.



"Yet a vast proportion of this co-operative scheme shoots high over the head of the little dealer. He just doesn't get it, that's all—and even if he DOES, he will not apply it."

"You are optimistic this morning."

Won't Take Advertising Seriously

"I'M trying to see conditions as they are. You know I am in a position to know the TRUTH. Every day I'm out with these chaps in their stores. I know them personally. I do my best to sell them space. It very often astonishes me to discover that they look upon me and the paper as evils that must be tolerated. Some day they might want a favor of the paper. They recognize ITS power, but they will NOT take advertising seriously."

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"This situation is improving, however?"

"Yes, I'll grant you that."

"And the advertising that advertising men are publishing these days to explain and make clear the principles of their own business—do you think that retailers are reading it and that it will have any impression upon them?"

"Eventually, yes. It's all a wonderful part of the growth of the IDEA OF ADVERTISING. Advertising is young as yet. It is just getting over the awkward age—it's all legs and arms and self-consciousness—it suffers from growing pains. I have



always felt that the small merchant has one great, sincere excuse. He is so busy trying to make his establishment pay—so busy facing the hundred and one problems that confront him in a new guise every working day, that he has no genuine opportunity to give Advertising the thought it deserves.

The Little Dealer Must Be Educated

"A GREAT department store—yes. There we have an advertising department with a competent head. That's different.

"But John Smith has a little corner haberdashery. One or two clerks help him. He is his own bookkeeper, expert accountant, treasurer, landlord and stock-taker. Morning, noon and night he's on the job. A large collar house sends him a book of fifty electros for local advertising. But John Smith never gets around to reading the introduction. Every time he starts, a customer interrupts him. And it's always that way, year in and year out.

"The demands upon John Smith, even with a small shop, are far greater than you can imagine. I really think that if John and his associate merchants on Main Street HAD THE TIME TO SIT DOWN AND DIGEST THE BIG TRUTHS OF THE POWER OF ADVERTISING, they would be the first to follow out its rules and regulations. The fact remains they haven't the time."

"Which gets back to educating him."

"Every newspaper in the country and every manufacturer are in the midst of that problem."

"Do you think that these large space advertisements in newspapers, paid for by the manufacturer and run as campaigns, discourage the local man?"

"I don't think I get you. They help move stock from shelves in his own shop."

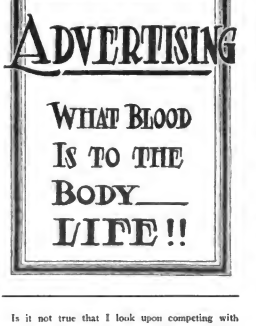
"No, that isn't what I mean.

"Suppose I am an independent tobacco dealer in an average prosperous town. Suppose I am not tied down by trade restrictions to any one big trust or combination; I am merely satisfied to keep a fine line and run my own business in my own way; and suppose you come to me as representative of the News-Courier and solicit me for a series of advertisements; I open your paper and spread it out on the counter and point to one or two or perhaps six large-space illustrated advertisements, put out by the American Tobacco Company or any of a number of others

An "Independent's" Argument

"NOW, these ads are shrewdly put together. They are monopolizers of space and of attention. They go about advertising in a way that, I, the small dealer, could NEVER dream of doing.

"And they come along relentlessly. It seems as though they would never end. The best grade of advertising brains in the country has produced them.



Is it not true that I look upon competing with such advertising as a hopeless task? I can't use single-column and double and hope to drown them out—or even meet them on anywhere near equal ground. They frighten me off the reservation. I say to you: 'Don't mention advertising! How can I compete with these big fellows—these so-called monopolies?

"'No—I will continue my policy of winning individual customers, via personal solicitation, friendship appeal and close attention to quality. It will not pay me to fight these gigantic campaigns. I will build a comfortable business on the strength of legitimate exclusive brands of cigars and cigarettes.'

"I have been watching the progress of these present-day tobacco advertising campaigns. Millions of soldiers came back with a preference for cigarettes, for instance. That is what they smoked while in service. The cigar folks began to get a little frightened. So they are advertising more than ever—and more cleverly. Whereupon the cigarette erowd said: 'All right—we'll show you how two can play at that game,' and cigarette publicity appears in unbelievably large space.

"Watch the latest Camel scheme—a teaser series to arouse new interest in an old brand. Four column space, newspaper, carried an impressive showing of tracks in the desert sand—that and no more. Then came men following the tracks in the direction of a brilliant oasis—and finally the large camel—and the package of cigarettes.

"These stunts monopolize attention. If I were a little dealer I confess I would be apt to view the situation as hopeless—that is, in so far as my little modest ads were concerned."

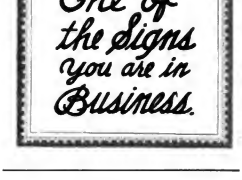
"But that is a false premise," came back the Ad-Man, "and I'm surprised to hear you say these things. Any advertising of cigarettes and cigars or smoking tobacco that appears is a help to ALL brands and all tobacco shops. The fallacy of your reasoning has been shown time and time again. Size of copy, moreover, is not necessarily significant. I have seen a single-column display, properly keyed, do as much business as a page."

The Newspaper's Part Pointed Out.

"NEED again for educational matter on our part—the newspaper," parried the General Manager. "There are times when I think we should run some sort of appeal every day in the year—simple, educational displays on the general subject of advertising that are different from straight type harangues, such as most newspapers are prone to apply. It can be done in any number of ways."

"We begin a series this week," was the quick answer, "I agree with you. If the advertising agents can find a fat appropriation, then we should give assistance—keep the movement alive. Sometimes this constant hammering away with homely truths, tersely put, wears down the opposition.

"Our first series is made up of MERE SEN-



TENCES ABOUT ADVERTISING—what it is and what it does. And I want you to run them on the first page."

The General Manager shrugged his shoulders.

"First page!" he exclaimed.

"What's the matter—does that scare you?"

"Why not inside—you fellows can't expect to take the place of news!"

"Ah, but that is precisely what good advertising IS," answered the Ad-Manager—NEWS—and the MOST IMPORTANT NEWS IN THE WORLD—business news."

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656 NEWSPAPERS IN PROPOSED $90,000 CAMPAIGN

(Continued from Page 5.)

highly necessary. Requests on their space should be modest and the story offered for publication should be viewed from the standpoint of the newspaper and its readers, and not the recruiter. The story offered must be a timely one —insistence that stories of any other nature be printed only leads to friction.

"Every recruit enlisted should be questioned, for there is a potential human interest story in the life of every man. When this is discovered, it should be developed, prepared in an attractive way and given to the press. As far as possible, news should be supplied to local newspapers of men enlisting in towns where the papers are published; that is, keep track of the men after they enlist.

"It would be entirely possible to occasionally send a questionnaire through the Adjutant General's office, following up a list of, say, twenty men.

"Facts about them, such as promotion, expert marksmanship, acts of heroism, etc., could then be woven into the stories to be given out by the recruiting officers to their home-town newspapers. A service of this kind would be of great value in gaining favorable publicity."

General Peyton C. March, chief of staff, has issued a statement voicing the pleasure of the War Department over the unexpected number of enlistments. The speed with which the "first hundred thousand" recruits asked for the permanent regular army has amazed army officers and officials generally.

NEWSPAPERS LISTED FOR ARMY'S NEXT CAMPAIGN

The newspapers to be given copy, according to present plans for the next advertising campaign by the Recruiting Service, follow:

Alabama

Dothan —Eagle; Gadsden — Journal. Times News; Jacksonville — News. Register; Montgomery—Advertiser, Journal, Times; Selma—Journal, Times; Talladega—News & Times-Gazette.

Arizona

Phoenix—Arizona Gazette, Arizona Republican.

Arkansas

Ft. Smith—Southwest American, Times Record; Jonesboro—Sun, Tribune; Little Rock—Newspaper Independent, Tennessee—Four States Press, Texarkana.

California

Bakersfield—Californian, Tribune; Eureka—Humboldt Standard, Humboldt Times; Fresno—Democrat, Herald, Republican; Marysville—Appeal, Democrat; Oakland—Enquirer, Post, Tribune; Redding—Courier Free Press, Searchlight; Sacramento—Bee, Star, Union; San Bernardino—Index, Sun; San Diego—Sun, Tribune; Stockton—Mail, Record; San Jose—Mercury Herald, News; San Luis Obispo—Telegram, Tribune; Santa Barbara—News & Independent, Press; Santa Rosa—Press Democrat, Republican; Ukiah—Independent, Record.

Colorado

Colorado Springs—Gazette, Telegraph; Durango—Democrat, Herald; Grand Junction—News, Sentinel; La Junta—Democrat; Pueblo—Chieftain, Star Journal; Trinidad—Chronicle News, Picketwire.

Connecticut

Bridgeport—Post & Telegram, Times; Hartford—Journal, Post, Times; Meriden—Journal, Record; New Haven—Journal Courier, Register, Times Leader, Union; New London—Day, Globe, Telegraph; Waterbury—American, Democrat, Republican.

Delaware

Wilmington—Every Evening, Journal, News.

Florida

Miami—Herald, Metropolis; Ocala—Banner, Star; Orlando—Reporter Star, Sentinel; Tallahassee—Democrat; Tampa—Times, Tribune.

Georgia

Albany — Herald; Athens—Banner, Herald; Augusta—Chronicle, Herald, Record; Columbus—News, Columbus Enquirer, Ledger; Macon—News, Telegraph; Rome—Tribune Herald; Thomasville—Times Enterprise; Valdosta—Times, Waycross Journal Herald.

NEW YORK AND CHICAGO ADVERTISING TEAMS PLAY FOR CHILDREN'S CHARITY



HERE is reproduced a photograph of the "New York Advertising Giants" taken at the White Sox Ball Park recently when they played the "Chicago Advertising White Sox" for the benefit of the "Off the Street Club," a children's charity supported by advertising men. The score was 9 to 5 in favor of Chicago.

Those in the photograph are: Left to right, standing, Arthur Mower, advertising manager, American Tobacco Co.; L. M. Hart, assistant advertising manager of Collier's; H. R. Smith of A. W. Shaw Co.; Lee Maxwell, vice-president and advertising director of Cromwell Publishing Co.; Howard P. Ruggles, Ruggles & Brainard, Inc.; kneeling, A. C. G. Hammesfahr, vice-president, Glen Buck, Inc.; seated, L. D. Frankel, business manager Christian Herald; John E. Williams, advertising manager Collier's; Robert Rankin (mascot), son of Wm. H. Rankin; M. A. Bergfeld, Ruggles & Brainard, Inc.; Graham Patterson, publisher of Christian Herald.

Idaho

Boise—Capital News, Idaho Statesman.

Illinois

Alton — Telegraph, Times; Aurora — Beacon News; Bellleville—Advocate, News Democrat; Bloomington—Bulletin, Pantagraph; Cairo—Bulletin, Citizen, Herald; Centralia — Sentinel; Champaign—Gazette, News; Danville—Commercial News, Press; Decatur—Herald, Review; East St. Louis—Journal, Gutenberg—Staats Anzeiger; Harrisburg—Register; Joliet—Herald News, Republican, Democrat, Gazette; Kewanee—Star Courier; La Salle—Post, Tribune; Mattoon—Journal, Star; Monmouth—Journal Gazette; Murphysboro—Independent, Tribune; Ottawa—Free Trader, Republican; Peoria—Herald, Register; Gazette, Republican, Star; Springfield—Illinois State Journal, Illinois State Register; Sterling—Gazette.

Indiana

Anderson—Bulletin, Herald; Bedford—Democrat, Mail; Elkhart—Review, Truth; Ft. Wayne —Journal Gazette, News & Sentinel; Gary— Post, Tribune; Hammond—Lake County Times; Kokomo—Dispatch, Tribune; Lafayette—Courier, Journal; Logansport—Journal, Pharos-Tribune; Muncie—Evening Press, Star; Richmond —Item, Pallidium & Sun; South Bend—News Times, Tribune; Terre Haute—Post, Star, Tribune; Vincennes—Capital, Commercial, Sun.

Iowa

Burlington—Gazette, Hawk Eye; Cedar Rapids—Gazette, Republican, Times; Creston—Advertiser Gazette, Tribune; Des Moines—Capital, News, Register, Tribune; Dubuque—Telegraph Herald, Times Journal; Ft. Dodge—Messenger & Chronicle; Marshalltown—Times Republican; Mason City—Globe Gazette; Ottumwa—Courier, Sioux City—Journal, Tribune; Waterloo—Courier & Reporter.

Kansas

Arkansas City—News, Traveler; Coffeyville—Journal; Dodge City—Globe, Journal; Emporia—Gazette; Ft. Scott—Tribune; Hutchinson—Gazette, News; Kansas City—Kansan, Gazette, News; Kinsley—Graphic; Leavenworth—Post, Times; Manhattan—Mercury, Nationalist; Ottawa, Herald; Parsons—Eclipse Republican, Sun; Pittsburg—Headlight, Sun; Salina—Journal, Union; Topeka—Capital, State Journal.

Kentucky

Ashland—Independent; Bowling Green—Park City News; Covington—Kentucky Post; Covington—Kentucky Post; Louisville—Courier Journal, Times; Paducah—Evening Sun, Messenger, Register, Paducah—News Democrat, Sun.

Nevada

Reno—Gazette, Nevada State Journal; Tonopah —Bonanza, Times

New Hampshire

Manchester—Union & Leader, Mirror & American.

New Jersey

Camden—Courier, Post Telegram; Elizabeth—Journal, Times; Hoboken—Hudson Observer; Jersey City—Journal; Paterson—Call, News, Press Guarantee; Perth Amboy—News; Trenton—State Gazette, Times.

New Mexico

Albuquerque—Herald, Journal; East Las Vegas —Optic.

New York

Auburn—Advertiser Journal, Citizen; Binghamton—Press & Leader Republican Herald-Hornell—Times Tribune, Ithaca—Journal, News, Jamestown—Journal, News Post; Niagara Falls Gazette & Journal; Olean—Herald, Times; Poughkeepsie—Eagle News, Star Enterprise; Schenectady—Gazette, Union Star; Troy—Record, Times; Utica—Herald Dispatch Observer, Press, Watertown—Standard, Times, Yonkers—Herald, News.

North Carolina

Asheville—Citizen, Times; Charlotte—News, Observer; Durham—Herald, Sun; Fayetteville— Observer; Raleigh—News & Observer, Times; Winston Salem—Journal, Twin City Sentinel.

North Dakota

Fargo—Courier News, Forum; Grand Forks— American, Herald; Minot—News.

Ohio

Akron—Beacon Journal Press, Times; Ashtabula—Star & Beacon; Athens—Messenger; Bellaire—Herald Tribune, Independent, Leader; Canton—News, Repository; Dayton—Herald, Journal, News; East Liverpool—Review, Tribune Chronicle; Findlay—Republican, Courier; Fostoria—Review, Times; Hamilton, Register; Lima—News, Times Democrat; Lorain—Journal, News; Mansfield—News, Shield; Marietta—Journal, Times; Marion—Star, Mirror-Leader, Tribune; Portsmouth—Times; Salem—News; Springfield— News, Sun; Steubenville—Gazette, Vindicator; Zanesville—Signal, Times Recorder.

Oklahoma

Ardmore—Ardmoreite, Herald; Bartlesville—Enterprise, Examiner; Chickasha—Express; Enid— Eagle, Wave; Muskogee—Phoenix, Times; Muskogee—Phoenix, Times; Democrat; Shawnee— News Herald; Tulsa—Democrat, Times, World.

Oregon

Astoria—Astorian, Budget; Baker—Democrat, Herald; Eugene—Guard, Register; Grants Pass— Roque River Courier; Salem—Capital Journal Oregon Statesman.

Pennsylvania

Allentown—Call, Chronicle & News, Democrat, Item, Leader; Altoona—Mirror, Times, Tribune, Beaver Falls—Tribune; Butler—Citizen, Eagle; Chambersburg—Public Opinion, Repository; Public Opinion, The Spirit; Chester—Republican, Times; Connellsville—Record; Easton—Express, Free Press; Greensburg—Review, Herald; Greensburg—Record, Review, Tribune; Johnstown—Democrat, Tribune; Lancaster—Examiner, Intelligencer & News, Journal; New Castle—Herald, News; Norristown—Herald Times; Oil City—Blizzard, Derrick; Pottstown—Ledger, News; Pottsville—Republican, Journal; Republican; Reading—Eagle, Herald, News, Times; Scranton—Republican, Times; Sharon—Herald, News; Uniontown—Genius, Herald, News Standard; Warren—Mail, Observer, Reporter; Wilkes Barre—News, Record, Times Leader; Williamsport—Gazette & Bulletin, Sun, York—Dispatch, Gazette.

Rhode Island

Woonsocket—Call & Reporter.

South Carolina

Charleston—American, News & Courier, Post; Columbia—Record, State; Florence—Times; Greenville—News, Piedmont; Rock Hill—Herald; Spartanburg—Herald, Journal.

South Dakota

Lead—Daily Call; Stott Falls—Argus Leader, Press, Huron—Huronite, Pioneer; Yankton— Press & Dakotan, Dakota Herald.

Tennessee

Chattanooga—News, Times; Clarksville—Leaf Chronicle; Columbia—Herald; Jackson—Sun; Memphis—Commercial Appeal, News, Scimitar, Press.

Texas

Abilene—Reporter; Amarillo—News, Pan handle; Austin—American, Statesman; Beaumont—Enterprise, Journal; Corpus Christi— Caller & Herald; Denison—Gazette, Herald; Fort Worth—Record, Star Telegram; Galveston— News, Tribune; Paris—News, Dinner Horn; San Angelo—Standard; San Antonio—Express, Light, News, Velocity—Advocate, Worn-Out Typewriter, Thrice Herald.

Utah

Ogden—Examiner, Standard.

Vermont

Burlington—Free Press, News; Rutland—Herald, News.

Virginia

Danville—Bee, Register; Lynchburg—Advance, News; Norfolk—Ledger Dispatch, Virginian Pilot; Roanoke—Times, World News.

Washington

Aberdeen—World; Bellingham—American Reporter, Herald; Everett—Herald, Tribune; Hoquiam—Ledger, Port Angeles—Herald, News; Tacoma—Ledger, News, Tribune; Vancouver—Columbian; Wenatchee—World.

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NEWSPAPER MAKING

A Department of Practical Service for Publishers and Advertisers Conducted by Jason Rogers, Publisher of the New York Globe, and Author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising"

MANY years ago I commenced to use a loose-leaf book, with pages 4 x 7 inches, for vital data regarding the business end of the New York Globe. I called it "the little book," which I have described in contributions to Editor & Publisher and in my other writings, more particularly in "Newspaper Building," where I reproduced many of the pages.

This form of crude memorandum has been very generally adopted, on my suggestion, by newspaper publishers all over the country, and as expressed to me in many letters received has helped to chase away the clouds of uncertainty and discouragement in many places.

By processes of natural development for a person of my temperament, always seeking something new and more effective, my original "little black book" grew so thick that it had to be assembled in two covers, and finally three.

I kept adding new series of pages covering every phase of business activity in quickly comparative form. Each segregation of expense, for example, had a separate page and gradually covered many years' experience.

In every case department totals constituted the first page for that department, with added pages for each subdivision, such as, for example, editorial total, editorial salaries, editorial space and correspondence, etc., etc. With our system of some 160 sub-divisions this made a book in itself.

Keeping Informed as to Competition

Then I methodically recorded advertising earnings in total and by classification, kept track of the advertising of all of the large stores in all of the New York newspapers in a way which enabled me to know more regarding what they were doing and had done than they knew themselves. I have these records back to 1900 in some details and in absolute detail back to 1914.

I opened similar series for watching circulation, profit and loss and about everything else that I could reduce to the condensed form, until I had every detail at my instant command, without calling on the accounting department for any data.

All of this was very interesting and most effective, but these little black books did not serve the purpose for which I had originally designed the first one—a handy record which I could conveniently carry in my pocket for study at odd moments on the train or at home.

Along about last March I determined to reduce the cumbersome mass to greater simplicity. I bought a little book with pages 3½ x 4¼ inches, and culled out the vital figures that I wanted and really thought I had struck bottom, but I hadn't.

Shortening the Records

Instead of the old process of writing out figures the way we are taught in school, I hit upon the plan of merely using thousands or hundreds so as to save space and get all the essentials. Thus 36,000 became 36, while in some departments 2,100 became 2.1, the two before the decimal point meaning thousands and the one after it hundreds.

Profit and loss account might read 2, meaning a loss, while 2 meant two thousand profit.

The only figures I wanted were what I call "gut" figures, the vital facts that tell the story. I wanted enough figures to enable me to work out the answer to any problem that might come up, but not a figure that would occupy space.

Opening one page for each item, I found that I had a book of only 20 pages, which I could carry in my vest pocket. The items were:

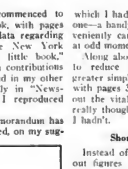
Gross expense, gross earnings, profit or loss, net advertising earnings, lines of advertising, cost per line, rate per line, circulation revenue, average gross print, average net paid, paper bill in thousands of dollars, tons used, with pages for expenses of editorial, composition, advertising department, circulation department, business office, pressroom, stereotyping, and general expense.

This little device was for the purpose of making the book burglar-proof, so to speak.

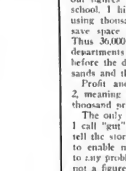
Shortly in advance of the meeting of the American Newspaper Publishers' Association in April I made a still further reduction in the size of the pages of my little "dope book," as I now call it, to 2 x 3 inch pages, and by using 12 new pages keep track of the daily advertising earnings day by day, the column rate per month and other vital stuff.

"Dope Book" a Treasury of Facts

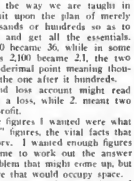
The "dope book" is not loose leaf, but a little leather bound affair that one can carry in any pocket without really knowing that it is there. From it I can answer any question that can come up regarding major operations. If I require further details I can go to my larger books of which I keep a copy at my home and my office.



Specimen No. 1.



Specimen No. 2.



Specimen No. 3.

What Specimen Pages Show

Referring to the specimen pages shown, No. 1 reflects total expenses month by month for three years. The figures are purely imaginary. Each column is composed of 13 figures, the last being the total for the year in tens of thousands instead of thousands, just to make it harder for the uninitiated to follow.

Each of the items specified is covered in this way. It serves my every purpose and every publisher visiting my office since last April, and there have been many of them, has assured me that he was going right out to buy a few of the little blank books.

Referring to cuts Nos. 2 and 3, here we find a method for watching daily net advertising earnings day by day so as to know exactly where we are at any time. I propose to watch this in group of six days, a full week of six publications, regardless of when the week in any month starts.

Years ago I gave up the method of matching the first Monday in June, 1918, against the first Monday in June, 1919. All I want to know is what we did in the first six publication days (the first week) in each of the years.

In these figures I continue to use the thousand and hundred; 2.1 means 2,100, 38 means 3,800, etc.

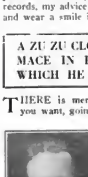
In the book I find that I can get three weeks on the front side of every page and the other week and odd days and summary on the other side. Cut No. 2 shows the front side and No. 3 the reverse.

The summary shows the total cost for the month, the total number of columns, the average net rate, the column rate in dollars.

Perhaps there may be some better system, but I have never seen it. If you have never kept such daily dope and records, my advice is to start tomorrow and wear a smile instead of a frown.

A ZU ZU CLOWN LANDED MACE IN DEPARTMENT WHICH HE NOW HEADS

THERE is merit in knowing what you want, going after it with vigor and determination, and having ability enough to hold it after you catch it. That's the reason why A. C. Mace became advertising manager for the National Biscuit Company, and the reason why he is still holding down the job.



A. C. Mace

Soon after the company was formed Mr. Mace was devoting his after-school hours, in 1900, to a small advertising business of his own. He had a natural talent for drawing, developed and improved by attendance at the Chicago Art Institute. He saw some possibilities for advertising display in the National Biscuit Company, and asked for a job in the advertising department. Every place was filled.

That did not discourage him. He gave up his business and took a place in the package department at $40 a month, so as to be on the inside. Then he worked up ideas o' nights and presented them to the advertising manager. They didn't go. One day he submitted a number of ear cards featuring the Zu Zu Clown that everybody knows now. The Clown made a hit, and young Mace was taken into the advertising department. He worked up to the head of the art department, and finally to the advertising manager's position. He is only thirty-six years old now.

Mr. Mace is tall, broad-shouldered and broad-minded. He is rapid in action and prolific in ideas. He has developed what many advertising experts describe as the best follow-up system of advertising in use.

DES MOINES "NEWSIE" REJECTS NORTHCLIFFE OFFER

Champion Salesman of The Stars and Stripes Returns to His Iowa Home

DES MOINES, Aug. 19.—Pat Ryan, who served overseas with the A. E. F., and made a sensation in Paris by crying The Stars and Stripes on the streets, just as the boys do in American cities, has arrived home. He sold 20,000 copies of one issue of the paper, being accompanied by a Red Cross nurse who collected the money. Many of the papers sold for a hundred francs. Lord Northcliffe heard of the feat and made Ryan an offer to remain in Europe and sell the London Daily Mail in Paris, but Ryan insisted on returning to Des Moines, where he learned the art of selling papers.

Of course, Pat returns home with some new ideas.

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CHART FOR SPACE - BUYERS PRESENTED AS A SUPPLEMENT TO EDITOR & PUBLISHER

Timely Analysis of Markets, Based on Populations of Cities, Together With Circulation and Rate Data of Daily Newspapers of United States, Under Handy Group Classifications, Compiled for This Issue by Barbour's Advertising Rate Sheets, Inc.

IN a special supplement, which is part of this issue of EDITOR & PUBLISHER, there is presented the most comprehensive analysis of the circulations and advertising rates of the English-language daily newspapers of the United States ever published.

This tabulation, occupying the space of three full pages, is in effect a SPACE-BUYERS' GUIDE, affording answers to every variety of question involved in estimating costs of advertising campaigns in the daily or Sunday newspapers. Used in conjunction with the complete list of morning, evening and Sunday English-language papers, with the details of the circulations and rates of all, as published in the issue of August 14, this tabulation—which is much more than a mere summary—will enable space-buyers to readily formulate campaigns for any desired market units and to calculate costs accurately.

This data chart was conceived and compiled for EDITOR & PUBLISHER by Barbour's Advertising Rate Sheets, Inc., and it is the belief of Mr. Justin F. Barbour that it represents the most comprehensive chart ever prepared for the use of advertisers. The labor involved in the making of the statistical table has been very great, but the results achieved justify the painstaking care with which the task has been done. It covers every daily paper, whether a newspaper or a trade daily—such as Women's Wear and the Racing Form.

The Barbour organization, appreciating the importance of presenting these statistics at a time when they will be of the greatest possible use to space-buyers—just now, when fall campaigns are in the making—has worked diligently in compiling the material for presentation in this issue of EDITOR & PUBLISHER. To expedite matters, a representative of Barbour's Advertising Rate Sheets made a special trip from Chicago to New York, carrying type and proofs with him.

Nine Groupings Classify Markets

The table is divided into nine sections, or groups, covering the number of newspapers, morning, evening and Sunday, with circulation figures and advertising rates, for each size in the group.

The groupings of newspapers are on the basis of populations of the cities in which they are published.

If an advertiser desires to cover a market in any state limited to cities of less than 5,000 population he will find in Group Number One the vital facts concerning such markets.

For example: Under the caption of Illinois he will find that, in cities of this class, there are 2 morning and 14 evening papers published. He will find that the two morning papers have a circulation of 1,345, with a joint advertising rate—on a basis of a 5,000-line contract —of .009-43 an agate line. The 14 evening papers in cities of this class have a combined circulation of 22,964, and a joint advertising rate of .149-324 an agate line. He will find that in this group there is but one Sunday paper, with a circulation of 1,200 and a rate of .0107143 an agate line.

If, therefore, an advertiser desires to use all of the English-language morning, evening and Sunday papers in Illinois in cities of less than 5,000 population, he will place on his list a total of 17 papers, with a combined circulation of 25,509 copies (net paid averages according to A. B. C. and Government statements for six months' period ending March 31, 1919) and the combined rate for all papers will be found, by adding the figures given, to be .1800897 an agate line. By multiplying this rate by the number of lines required—5,000 or more—he will have an accurate estimate of the cost of such a campaign, through which he would be able to blanket the smaller cities, towns and rural communities and learn what the rates given here, as in all other groups, are those in effect August 1, 1919.

No Dailies in This Class

This Group Number One of the tabulation reveals that there are no dailies published in cities of less than 5,000 population in the following states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, South Carolina, Utah and Vermont. In some states, however, it will be seen that there are a goodly number of dailies published in cities of this class. California, for instance, has ten morning, 38 evening and 10 Sunday papers in cities of less than 5,000 population.

The alphabetical arrangement of the states is followed in this chart. The space-buyer will find, under each state, the same general information as to newspapers, circulations and rates as noted above for the state of Illinois.

Advertisers will find, by reference to the lists published in EDITOR & PUBLISHER of August 14, in which the cities were listed for each state according to their populations, the names of the papers enumerated in this chart. He will also find the rates of each paper listed, so that if it is desired to use only selected papers in such territories the matter is simplified.

Illinois Cited as an Illustration

Group Number Two deals with newspapers in cities of more than 5,000 and less than 10,000 population. Under this classification we find a greater number of papers and larger circulation, generally speaking. To follow through with the illustration as in Illinois, we find that in this group we have 4 morning, 36 evening and 2 Sunday papers. The morning papers have a combined circulation of 6,201; the evening papers have a combined circulation of 76,576; the two Sunday papers have 2,982. The joint advertising rate for the morning papers is .0489247; for the 36 evening papers the joint rate is .4039295; for the two Sunday papers it is .0328572. Thus the joint advertising rate for these 42 papers, with a combined circulation of 86,258, is .4857154 an agate line on 5,000 line contracts.

Group Number Two shows no daily newspapers in cities of more than 5,000 and less than 10,000 in the states of Delaware, Nevada, Rhode Island, Wyoming, or the District of Columbia. All other states make a showing under this classification.

765 Papers in Group Three

Group Number Three deals with cities of more than 10,000 and less than 25,000 population. This classification shows some facts of remarkable interest. In cities of this class we find that there are a greater number of papers published than in any other grouping of cities shown. The morning papers in these cities number 152; evening, 469; Sunday, 144. The total is 765. The combined circulation of the morning papers is 715,183; evening, 1,841,-569; Sunday, 691,547; total, 3,248,299. By using the newspapers in the cities grouped under the third classification an advertiser would be able to reach every state in the Union except Delaware, Utah and the District of Columbia.

The morning newspapers in Group Three have a joint advertising rate of $2.7485767; the evening newspapers, $7.4736572; the Sunday, $2.9313428. Thus at a combined rate of $13.1535767 an agate line an advertiser would be able to purchase 5,000 lines of space in every morning, evening and Sunday newspaper, in the English language, in every city in the United States of more than ten thousand and less than twenty-five thousand population. This would mean reaching markets which support a greater number of daily newspapers than any other classification shown.

States Which Lead in This Class

Turning to state statistics under Group Number Three it is shown that Pennsylvania has 66 morning, evening and Sunday papers in cities of more than 10,000 and less than 25,000 population; Indiana ranks second among the states with 59; Ohio has 48; New York and Texas have 47 each; California has 42 and Illinois 41.

Pennsylvania also leads in total circulations for this group of papers—2,794,-270,410. Ohio's are 2,322,040; New York, 188,852; Illinois, 158,079; Texas, 133,682; California, 113,340; Indiana, 84,262.

Group Number Four includes cities with populations of more than 25,000 and less than 50,000. In cities of this class there are published 74 morning, 181 evening and 86 Sunday newspapers, a total of 345. These papers have a combined circulation of 3,713,667. Thus the 345 newspapers in this group have a total circulation 465,370 in excess of the combined total of the 765 papers in Group Three. The combined advertising rate for this group is $10.243476, as compared with $13.1535767 for the papers in Group Three. This illustrates the general and perfectly sound rule that line rates are less per thousand of circulation in larger newspapers than in the smaller ones.

Reaching the Larger Cities

Group Number Five covers cities of more than 50,000 and less than 100,000 population. In cities of this class there are published a total of 191 morning, evening and Sunday papers, with a combined circulation of 3,278,402 and a joint advertising rate of $7.3400010 an agate line.

Group Number Six, applying to cities of more than 100,000 and less than 250,000 population, shows a total of 211 morning, evening and Sunday newspapers, with a combined circulation of 7,076,574 and a combined advertising rate of $13.2340007. This joint rate is but slightly larger than the rate charged in Group Three for papers having a total circulation of 3,248,299.

Group Number Seven includes cities with populations above 250,000 and less than 500,000. There are 115 morning, evening and Sunday newspapers in this group, with combined circulations of 7,284,133 and a joint advertising rate of $12.3565071.

Group Number Eight embraces cities between 500,000 and 1,000,000 population. There are 66 morning, evening and Sunday newspapers in this group, with a combined circulation of 7,300,-650 and a joint advertising rate of $10.6575002 an agate line.

Covering Metropolitan Markets

Group Number Nine includes all cities of more than 1,000,000 population. In these cities there are 81 morning, evening and Sunday newspapers published, with a total combined circulation of 11,-110,138 and a combined advertising rate of $18,7022852 an agate line. The total circulation of the 81 papers in these cities is 3,900,186 greater than the total circulations of the newspapers in Group Number Eight, while the average line rate is slightly higher, per thousand of circulation, including an exception to the general rule.

Under the section of Grand Totals in the Chart we find that there are 2,162 morning and evening papers and 308 Sunday issues in the United States.

The evening papers outnumber the morning issues more than three to one, the figures being: Morning, 806; evening, 1,656.

The morning papers have a combined circulation of 9,919,339; the evening papers, 18,023,960; the Sunday issues, 17,619,517.

Tremendous Circulation Totals

Thus the combined circulations of the morning and evening newspapers printed in the English language in the United States total 27,943,299; the Sunday issues being added bring the total circulation of the English-language daily and Sunday papers of the United States to 45,612,816.

The combined advertising rate of the morning papers of the United States is $23.1118855 an agate line.

The combined advertising rate of the evening papers of the United States is $44.4490272 an agate line.

The combined advertising rate of the Sunday papers of the United States—Sunday issues of dailies—is $39.3023030 an agate line.

The joint advertising rate for all of the morning, evening and Sunday

(Continued on page 23.)

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GREATEST NEWSPAPER FEATURE OF THE YEAR

WHAT HAPPENED TO EUROPE!

By FRANK A. VANDERLIP

America's Foremost Banker and Financier

Now Appearing in Leading American Newspapers Including:

NEW YORK SUN	PITTSBURGH GAZETTE-TIMES
CHICAGO DAILY NEWS	PORTLAND OREGONIAN
ST. LOUIS STAR	SEATTLE TIMES
FORT WORTH RECORD	PHILADELPHIA PUBLIC LEDGER
ST. PAUL NEWS	OMAHA NEWS
BUFFALO TIMES	INDIANAPOLIS STAR
SYRACUSE JOURNAL	DES MOINES REGISTER

"The articles are exciting intense and wide-spread interest in this city"

—PHILADELPHIA PUBLIC LEDGER

Mr. Vanderlip spent three months in an extensive study of European conditions.

He came to some startling conclusions.

Important adjustments must be made, in his judgment, if the present order of civilization is to endure.

Every phase of the economic disturbances now exciting the attention of all American newspaper readers has previously made its appearance in Europe.

In "What Happened to Europe," Mr. Vanderlip tells how the greatest political, financial and labor leaders of the allied nations are meeting the emergencies that face their countries.

Every employer, every merchant, every working man and woman in your city will find in "What Happened to Europe" a direct appeal to their keenest interest.

An American feature for American newspapers.

Wire for option and rate today.

UNITED FEATURE SYNDICATE

318 WORLD BUILDING NEW YORK CITY

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SMALL PAPERS ALREADY FEEL PINCH OF TIGHT NEWSPRINT MARKET

Available Supply Is Rapidly Disappearing or Has Vanished—International Paper Company Has Contracted for Capacity Until 1920—Shipments in July Exceeded Production

THE outstanding feature of developments in the newsprint market during the past week was the issuing of reports by the Newsprint Service Bureau, on 39 mills showing that shipments exceeded production by 1,204 tons for the month of July.

The report credits the companies with producing 157,074 tons and with shipping 158,278 tons. The average daily production of newsprint for the same mills for the month amounted to 99.6 per cent of their average daily output during the three months of their greatest production in 1918.

Exports for July Were 7½ Per Cent of Production

In the past July has been one of the low months for consumption. During that month it has been the practice of newspapers to lay in a surplus stock to meet winter needs, but shipping reports this year show that conditions were reversed.

Exports of newsprint to countries outside of North America, for July were 7½ per cent of total production, or less than for the same month last year. Import reports on pulp and pulp wood for June show that we purchased 407 tons from England and 20 tons from the Netherlands.

In its survey for the month of July the News Print Service Bureau in the monthly bulletin just issued, says:

"Production by the United States mills during the first seven months of 1919 was 38,416 tons or 6 per cent greater than during the same months in 1918. Canadian production during this period exceeded that of the same seven months in 1918 by 23,348 tons, or 5 per cent, making the combined production of the 39 reporting Companies 61,764 tons, or 6 per cent greater than in the first seven months of 1918.

"The United States mills shipped 3,675 tons and the Canadian mills 13,551 tons more in the first seven months of 1919 than in the correspondent period of 1918, making combined shipments 17,226 tons or 2 per cent more.

"Stocks during July decreased 1,151 tons at United States mill points and increased 298 tons at Canadian mills, making total stocks 933 tons less on July 31, 1919, than on June 30. The total of 34,491 tons on hand at all mills July 31 amounted to slightly more than five days' production."

Small Papers Feel Pinch

Many small papers are already feeling the pinch of a tight market, according to reports reaching Editor & Publisher and at least one paper in a plea for newsprint has stated that it will be compelled to suspend unless a supply for immediate needs is secured.

The available supply is rapidly disappearing or is already gone. The International Paper Company is completely sold out for their entire production up to January 1, 1920.

Large purchases of surplus stocks at prices ranging around the 5 cents a pound mark have been rumored and generally credited during the past week.

Regardless of figures which show that excessive demand is rapidly eating up available supply an easy feeling has been created in some circles by reports of new paper mill projects, incorporations and improvements at old mills. In speaking of this an authority said:

"Publishers should not be carried away by false hopes. Many new mills are contemplated and great improvements are under consideration, but we must not get away from the fact that a 50-ton machine does not begin turning out newsprint in a few days after the order is placed. A 50-ton capacity machine weighs 700-tons. Two years is the usual time allowed for building and then an additional 6 months must be allowed before it reaches the point of perfection where it will turn out news print."

Blames Government Regulation

J. A. Bothwell, president of the Canadian Pulp and Paper Association, in a recent much-quoted signed article that appeared in the Canadian edition of the New York Sun of August 12, said:

"It is true that the domestic consumption of newsprint has increased materially in the past six months. Advertising has expanded very considerably. Newspapers are no longer conserving their supplies as they were doing during the war. New publications are springing up and the publishing business was never more prosperous or more active, to judge from outward appearances. But that does not mean that any one is going to be deprived of paper. There has always been sufficient to meet the demand, and probably always will be.

"Expansion of the newsprint industry has been unduly handicapped by obstacles put in its way, such as Government control of prices, etc. For these the manufacturers are in nowise to blame. How can an industry be expected to expand when it does not know what price it is receiving for its output? Government prices fixed as applicable to paper sold throughout 1918, are still a matter for judicial decision in both Canada and the United States, and both manufacturers and the consumers are left in ignorance as to what they ultimately will be. Government regulation in Canada had the immediate and certain effect of shutting off plans to increase the output of paper, as there is ample sworn evidence in the various records to prove. If this has resulted in a shortage of paper and higher prices, those who invoked Government regulations are responsible—not the manufacturers."

No Price Reductions

In another place he said:

"As to prices, it is true, as stated, that conditions do not favor an immediate reduction. Industrial demands, the rise in transportation rates and the increased cost of raw materials are all opposed to it. On the other hand the majority of the manufacturers are not disposed to take undue advantage of the situation. Publishers who are willing to be fair and reasonable are having no difficulty in securing fair and reasonable contracts. Some contracts already made for next year's supply show no appreciable advance over this year's prices.

"Certainly few, if any, of the larger manufacturers desire to see a runaway market with prices advanced beyond all reason, nor will they do anything to help bring about so undesirable a situation."

In discussing a recent article appearing in Editor & Publisher, Mr. Bothwell said:

"The opinions of newspaper publishers of the experience and standing of S. S. Carvalho are certainly entitled to the utmost consideration, and when he says that an increase of 100 per cent in the paper manufacturers' costs for labor, the doubling of the price of his coal, of which it takes practically one ton to produce a ton of paper, the added expense of wood gathering due to the more extended areas from which it has to be brought, and the fact that the foreign markets are offering to pay almost twice what domestic consumers are now paying for their paper must inevitably result in higher prices for domestic consumers, no sensible man will desire to dispute him.

Urges Conservation

"Mr. Carvalho urges conservation and the cutting out of waste as a proper means to meet the situation. Certainly waste and unnecessary hoarding will not help. Sound business would also suggest that waste is not justifiable under any circumstances, but it is for the consumers themselves to define what is waste and to take whatever helps may be necessary to forestall it.

"In the various Government inquiries into the news print industry the manufacturers have made attempts to show that all publishers were not making careful use of their raw material, but publishers themselves resented any such suggestion coming from the manufacturers. They have always maintained that they know their own business best and undoubtedly they do. Statements, however, which represent the manufacturers as indifferent to the situation and to the possible difficulties that await publishers in getting their paper supplies do the manufacturers an absolute injustice. The only criticism the manufacturers have to offer is that the policies pursued by certain newspaper publishers in the United States and Canada during the last three years in fighting about Government regulation of the industry are reacting upon the publishers, since without such regulations the Canadian end of the industry at least would now be in a much better position to supply the increasing demand for paper."

Within the last few weeks production has been increased 50 tons by putting an additional machine in operation at the mill of the Brompton Pulp and Paper Company at East Angus, Que. The Spanish River Pulp and Paper Mills, Ltd., have orders in for two 50-ton machines for their mills at Sault Ste. Marie, Ont. From an authoritive source Editor & Publisher learns that these machines may be in operation in about eight months.

This will increase the available supply by July 1 next year 150 tons and

(*Continued on Page 23.*)

—adaptability

What manufacturer has not had the problem of "spotty" sales; of lightning movement in certain sections and stagnation in others?

The diagnosis usually gives you the reason and sometimes the solution. But occasionally certain local conditions make it impossible to conduct a profitable business.

Now if you cannot show a profit, why advertise *there?*

Conversely, if local appeal, a treatment different from any other in the country, will enable you to show a profit, why don't you concentrate there?

Through national mediums part of your advertising has at least two obvious chances of going to waste: inadequate distribution, wrong appeal.

Through newspapers you stop advertising leaks. You confine your campaign to channels of distribution. You change your copy appeal to meet local conditions.

A newspaper campaign is the obvious and logical adjunct to your sales organization.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1908

Publishers' Representatives

New York — Kansas City

Chicago — San Francisco

From Printers' Ink, issue of May 8, 1919.

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NEW YORK STATE

A MARKET FOR MERCHANDISE

HERE is a real story of a real advertising campaign, told by an agency man in New York City, whose name, for obvious reasons had better not be mentioned.

A MANUFACTURER of a floor covering was induced to trade mark his product and then, naturally, to advertise it, thereby popularizing it and creating a permanent market.

THE agency man who tells the story took hold of the proposition. He was given a large, juicy appropriation and proceeded to buy pages in many of the standard magazines—not only to buy pages, but to have colored plates made, and finish up the job brown in every way.

THIS campaign ran for nearly a year, and was scheduled for an indefinite run, and salesmen, armed with proofs and copies of the advertisements, went out on the road, looking for business—which they did not find.

THEY were asked, in almost every instance: "What stores in New York have this merchandise on their floors?"

THIS was an embarassing question, for it was a fact that the goods were merely "sampled" in the stores in New York, and there were no real goods on the floors, and merchants in other places did not want to handle the goods unless they had "made good" in New York.

ALMOST every expedient had been tried to induce New York merchants to handle these goods—but New York merchants argued that there was no demand for them, and unless a demand appeared they would not stock them.

FINALLY New York daily newspapers were used. They were not treated as well as the magazines, to be sure—but they were used.

AND the demand was created, and the merchants stocked the goods, and the traveling men went into the territory and sold the goods because they had "made good" in New York, and they had made good in New York because the demand was created by daily newspaper advertising, and the merchants were alive to the demand and stocked the goods—and that is the answer.

NEW YORK daily newspapers can do it. They have done it a thousand times. They are doing it all the time. As a well known moving company advertises we say: "When the side lines of advertising won't, daily newspapers will."

ANOTHER thing this story points out is that, once you win a market in New York the rest of the country is easy to win.

THESE New York daily newspapers can and will open the door for your goods if you will give them a chance.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,559	.07	.07
Albany Knickerbocker Press (S)	43,957	.07	.07
Albany Sunday Telegram	27,959	.05	.05
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
*Brooklyn Daily Eagle (E)	46,902	.18	.18
*Brooklyn Daily Eagle (S)	69,046	.18	.18
*Brooklyn Standard-Union (E)	53,264	.15	.15
*Brooklyn Standard-Union (S)	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier & Enquirer (S)	115,359	.17	.15
Buffalo Evening News (E)	103,634	.16	.16
Buffalo Evening Times (E)	56,861	.10	.10
Buffalo Sunday Times (S)	71,435	.10	.10
Elmira Star-Gazette (E)	25,889	.06	.05
Glens Falls Post-Star (M)	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)	6,245	.03	.02
Ithaca Journal (E)	6,791	.025	.025
*Jamestown Morning Post (M)	9,131	.025	.02071
*Mount Vernon Daily Argus (E)	7,193	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M)	305,241	.50	.41
New York American (S)	947,270	.75	.65
New York Globe (E)	179,906	.39	.36
†New York Herald (M)	107,642	.40	.36
†New York Herald (S)		.50	.45
New York Evening Journal (E)	675,118	.75	.75
New York Post (E)	32,369	.25	.20
New York Sun (E)	194,695	.39	.36
†New York Sun (M)	117,414	.39	.36
†New York Sun (S)			
†New York Telegram (E)	190,681	.342	.315
†New York Telegram (S)		.246	.225
New York Times (M)	350,590	.50	.485
New York Times (S)	500,000	.55	.5335
New York Tribune (M)	108,011	.32	.28
New York Tribune (S)			
New York World (E)	355,069	.40	.40
New York World (M)	334,513	.40	.40
New York World (S)	569,762	.40	.40
Niagara Falls Gazette (E)	12,454	.03	.03
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E)	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E)	17,660	.08	.04
Syracuse Journal (E)	45,930	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E)	3,640	.0178	.0178
*A. B. C. Statements April 1st, 1919. Government statements April 1st, 1919.			
Total Circulation			6,914,295
10,000 Line Rate			9.4766
2,500 Line Rate			10.2097

†Seven-day average.

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A DOUBLE

Having purchased the exclusive serial rights of

GENERAL LUDENDORFF'S OWN STORY

for the United States and Canada—which rights are fully protected by copyright—and having sold exclusive publication rights of this story in their territories to more than sixty leading American and Canadian papers, we hereby notify all other papers in those territories that publication of extracts or paraphrases of the Ludendorff material—whether taken from the American or European press—will be a direct infringement of the rights of those papers which have purchased the publication rights for their territories, and any publication in open territories—except through an arrangement with us—will be a direct infringement of our rights.

THEREFORE

To avoid complications, all publishers and editors are respectfully cautioned not to print any Ludendorff material except through arrangement with us.

AND

Those in open territories have still the golden opportunity to obtain the biggest feature in the history of journalism for their readers.

Publication begins September 7th. Will run app

If your territory is open, close today by wire, and advertise publication in

THE McCLURE NEWSPAPER SYNDICATE

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WARNING

The papers which have already arranged with us for the publication of

LUDENDORFF'S OWN STORY

and whose rights we are protecting by this announcement are

NEW YORK WORLD
SAN FRANCISCO EXAMINER
LOS ANGELES EXAMINER
TORONTO STAR
BRIDGEPORT POST
WATERBURY REPUBLICAN
DAYTON NEWS
SPRINGFIELD (Mass.) UNION
SAN ANTONIO LIGHT
PORTSMOUTH TIMES
FARGO (N. D.) FORUM
TACOMA TIMES
LEXINGTON HERALD
OKMULGEE (Okla.) DEMOCRAT
HAMILTON SPECTATOR
LINCOLN STAR
SASKATOON PHOENIX
MOOSE JAW TIMES
BOSTON POST
LOUISVILLE COURIER JOURNAL
CHICAGO DAILY NEWS
SEATTLE STAR
ST. LOUIS POST DISPATCH
CANTON REPOSITORY
ATLANTA GEORGIAN
BALTIMORE NEWS
BUFFALO TIMES
ALBANY KNICKERBOCKER-PRESS
ITHACA JOURNAL
SUPERIOR (Wis.) TELEGRAM
PADUCAH (Ky.) SUN
ABILENE (Texas) REPORTER
PORTLAND OREGONIAN
CALGARY HERALD
LONDON FREE PRESS
EVERETT HERALD
REGINA LEADER
WINNIPEG FREE PRESS
CLEVELAND PLAIN DEALER
PHILADELPHIA PUBLIC LEDGER
ROCHESTER TIMES UNION
PITTSBURG GAZETTE TIMES
SYRACUSE HERALD
MILWAUKEE JOURNAL
SAN DIEGO (Cal.) SUN
NASHVILLE TENNESSEAN
SPRINGFIELD (Ohio) NEWS
YOUNGSTOWN TELEGRAM
SALT LAKE CITY TRIBUNE
GREENVILLE (S. C.) PIEDMONT
OMAHA WORLD HERALD
AUSTIN (Texas) AMERICAN
FRESNO (Cal.) REPUBLICAN
VANCOUVER PROVINCE
EDMONTON JOURNAL
OTTAWA CITIZEN
LETHRIDGE HERALD
FINDLAY (OHIO) PUBLISHING CO.
EVANSVILLE COURIER
WASHINGTON POST
MINNEAPOLIS TRIBUNE

iately one hundred days. 2,500 words daily.

most momentous story that has ever been secured for first newspapers.

373 FOURTH AVENUE, NEW YORK

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TIPS TO THE AD MANAGER

F. Wallis Armstrong Company, North American Bldg., Philadelphia. Placing copy for a linoleum combination.

George Batten Company, 381 Fourth avenue, New York. Sending out orders generally for E. A. Mallory & Son.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Will make list during September for Marmola Company.

Critchfield & Co., Brooks Bldg., Chicago. Placing full page advertisements in newspapers for Firestone Tire & Rubber Company.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Placing advertising for Indian Packing Company.

Darlow Advertising Company, World-Herald Bldg., Omaha. Making up fall list for George H. Lee Company.

Dorr & Aitkin, 12th and Filbert streets, Philadelphia. Placing the advertising for Mason Tire & Rubber Company. Placing the advertising for Evenson & Sons, Inc., using only Philadelphia newspapers, but will gradually extend their campaign.

Ferry-Hanly Advertising Company, 1120 Walnut street, Kansas City. Placing the advertising for Kansas City Chamber of Commerce.

Hanff-Metzger, 95 Madison avenue, New York. Placing mostly full page copy generally for Famous Players-Lasky Corporation.

Wylie B. Jones Advertising Agency. Placing orders for Dr. Cary Marsh Root.

H. K. McCann Company, 61 Broadway, New York. Making contracts generally for Standard Oil Company.

Miss I. T. Martin, 280 Broadway, New York. Placing large copy with newspapers generally for Friends of Irish Freedom.

Munyon Homeopathic Remedy Company, 54th street and Columbus avenue, Philadelphia. Usually make up their new list during September and October.

E. P. Remington Agency, 1280 Main street, Buffalo. Again placing copy generally for London Manufacturing Company.

Ritzservice Advertising Agency, 621 Broadway, New York. At present placing large copy in New York City and Washington, D. C., and contemplate adding more newspapers later to their list for American Committee for the Relief of Hungary.

Sheridan, Shawhan & Sheridan, Inc., 30 East 34th street, New York. Will place their advertising in cities where local dealers will assume 50 per cent of the cost for Bethlehem Motors Corporation.

Vanderhoof & Co., 140 S. Dearborn street, Chicago. Placing full page advertisement in National weekly newspapers for Commonwealth Motor Company.

Van Patten, Inc., 50 East 42nd street, New York. Sending out orders to Canadian newspapers and to newspapers in most large cities in the United States for Cosmopolitan Magazine. Also sending out new copy for Chalmers Automobile and Maxwell Automobile.

Wood, Putnam & Wood Company, 178 Tremont street, Boston. Making up list for fall campaign for Peerless Knitting Mills Company. Placing advertising for American Woolen Company.

Brooks, Smith & French, Inc., Detroit. Placing an extensive campaign for Larrowe Milling Company.

W. A. Patterson Company, Inc., 1 Madison avenue, New York. Will place the account for Dailey & Co.

LIVE OAK OF HARTFORD TAKES UP NEW YORK AT BUFFALO

WHAT is a loss to the advertising field of Hartford is Buffalo's gain in the transfer of Walter A. Allen to the latter city to take charge of the office opened there by the Manter Company, of which he is secretary, for as president of the Charter Oak Ad Club he played a big part in the live activities that have helped keep the Connecticut city up and doing things.



Walter A. Allen

Mr. Allen's connection with the Manternach Agency dates back to 1913 when he joined the organization as manager of sales. His business experience started in 1902 when he gave up farm life at the age of 18 to enter a strictly commercial pursuit. During the period of ten years, he was connected with several large organizations including Field Work for Armour & Co., The Hartford Rubber Works Company (U. S. Tire Company), etc.

Mr. Allen has made a life study of selling and advertising. His experience is very practical, including work with manufacturers and then in the more strictly advertising business. He is, therefore, admirably fitted for his position of president of the Charter Oak Ad Club to which he was elected in 1918. Prior to that time he had served in the position as secretary to the club.

As secretary and then president of the Charter Oak Ad Club, Mr. Allen was largely responsible for the very active participation of the Ad Club in war work. The club handled advertising and publicity campaign for the entire state of Connecticut on Liberty Loan drives, War Stamp drives, etc.

"Automatic Newsboys" Now Serve Philadelphia

Slot Machines at Street Corners Deliver Copies of Public Ledger and Evening Ledger—No "Blanks"

PHILADELPHIA, Aug. 20.—Philadelphians may now purchase the Public Ledger and the Evening Public Ledger from "automatic newsboys" at various street corners throughout the city. Two cents dropped into a slot machine releases a copy of either of the newspapers. The machines are placed only at such corners as are now served regularly by "newsies," or which do not have newsstands.

One reason for installing the slot machines, according to announcement by the two newspapers, is that frequently the newsboys quit business early in the evening and often the newsstands close up soon after sundown.

In the case of the Public Ledger—the morning newspaper—only the local edition is put into the slot. With the Evening Public Ledger, however, changes are made as each edition appears "on the street."

The papers may be had for two cents only. If any other coin is dropped into the apparatus it drops out again. When the papers in the machine are exhausted, money dropped into them is automatically returned.

The machines are painted yellow.

Win Contest to Control Western Labor News

International Union Members Oust Editor Who Represented Their Rivals and Put Circulation Manager in Charge

WINNIPEG, Aug. 20.—A fight for the possession of the Western Labor News formerly the official organ of the Winnipeg Trades and Labor Council, is one of the aftermaths of the Winnipeg general strike, and a phase of the struggle between the international unions and the One Big Union.

At a recent meeting of the Trades and Labor Council, which the international element declares was "packed," the O. B. U. carried a vote to take control of the council and all its property. The international men fought the transfer and won out.

It was held that the O. B. U. had no legal right to anything belonging to the Trades and Labor Council, which is a branch of works under the authority of the Dominion Trades Congress, with headquarters at Ottawa.

The Rev. William Ivens, one of the leaders in the recent strike, and a disciple of the O. B. U., has been dismissed as editor of the Labor News, and Alderman W. B. Simpson, formerly circulation manager, is in charge editorially until the status of the paper is definitely settled and a new editor appointed. In the meantime the One Big Union faction is preparing to issue a bulletin of its own.

The Western Labor News claimed a circulation of 30,000 as a weekly. During the strike period it was published as a daily.

WAGES UP AT ALBANY

Old Contract Allowed to Lapse by Mutual Agreement

ALBANY, N. Y., Aug. 18.—The Pressmen's Union No. 23 of Albany, which includes about 40 employes of local newspapers, has agreed to a new contract with the publishers, which calls for an increase in pay of $5 a week for pressmen and $4 a week for assistants. They will get an additional raise on January 1 of $2 a week for all except female employes, who will get $1.

J. S. Clark, secretary-treasurer of the Birmingham (Ala.) News, is in New York City for two weeks on business and pleasure and is stopping at the St. James Hotel. He is accompanied by Mrs. Clark

Brooklyn has about 400,000 homes.

What have you to sell that goes into a home?

How many of these 400,000 Brooklyn homes contain your product now?

Here is a concentrated market, and all of the Standard Union circulation is concentrated in Brooklyn.

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British News Agencies Busy in South America

John F. Barry Sees Need for More Extensive Service There by the Press Associations of the United States

John F. Barry, special staff correspondent of the New York Commercial in South America, writes from Para, Brazil, concerning the efficiency of the British system of news propaganda in that country. He points out the great amount of news matter furnished to the Brazilian papers from London, all of it written from the British angle.

Telegraphic dispatches have lately been specially emphasizing the dominance of England in the development of the airplane for commercial purposes, says Mr. Barry, while the reader is naturally disposed to believe that the United States is doing nothing at all in this line.

Mr. Barry notes the good work accomplished—although as yet only in a small way, comparatively—by the American press associations. He believes that the extension of this work, through which news of the United States will be made available to all South American newspapers, will prove to be the most vital factor in the extension of our trade to South America.

COX ATTACKS FOOD PROFITEERS

Ohio Governor-Editor Wants 2,000,000 Pounds of Food Seized

CLEVELAND, Aug. 20.—Governor James M. Cox, whose two newspapers, the Dayton News and the Springfield News, have been denouncing food profiteering, has asked United States Attorney-General Palmer to take steps to seize more than 2,000,000 pounds of meats alleged to be held in storage in this city in violation of law.

Many daily newspapers in other cities of Ohio are conducting campaigns against food profiteering, the subject furnishing more live-news copy just now than anything else.

The Fort Worth (Texas) Star Telegram has begun excavating for a new building, which will cost $400,000 and which it will occupy exclusively. About $200,000 will be spent for equipment, including two high-speed Goss octuple presses and complete stereotyping equipment.

CHART FOR SPACE BUYERS

(*Continued from Page 16.*)

newspapers of the United States is $106,764,2236 an agate line.

Only Sunday issues of daily newspapers are included in the enumeration of Sunday newspapers in the United States.

Presents Unanswerable Arguments

This chart for space-buyers affords, in the astoundine figures it presents, the strongest possible brief in behalf of newspaper advertising—showing the intensive way in which newspapers cover every market unit, the adaptability of newspaper campaigns to localized national advertising and the amazingly low rates at which the newspapers sell advertising space.

Used in connection with the detailed lists of newspapers, with their circulations and rates, contained in EDITOR & PUBLISHER for August 14, the task of making estimates for prospective advertisers on campaigns of any character or extent is made comparatively easy. The value of this chart and of the detailed lists to agencies is therefore apparent.

EDITOR & PUBLISHER, working in cooperation with Barbour's Advertising Rate Sheets, Inc., presents this matter to its readers—the space-buyers, advertising agencies, national advertisers and newspaper publishers of the United States—with full realization of its immediate value and helpfulness to them. The task has been done in line with the policy of EDITOR & PUBLISHER to give the fullest measure of service—"a measure pressed down and running over." There is one element of selfish interest involved—the knowledge that "we grow as we serve."

SMALL PAPERS ALREADY FEEL PINCH

(*Continued from Page 18.*)

will put back on the market an amount of newsprint equal to that lost since the Niagara Mill of the International Paper Company has been closed. The Niagara Mill discontinued the manufacture of newsprint in February, 1918, when it went on war work and it is understood that the International has no present intention of returning this mill to newsprint production on account of the high cost of operation at that point.

Price Brothers & Company are understood to have placed orders for two 50-ton machines with an English firm. EDITOR & PUBLISHER learns from a well-informed source that work on these machines has not yet been started.

The International Paper Company has started work on a 200-ton mill at Three Rivers, Que., which may be ready for operation in two years. A 100-ton mill at Port Arthur, Ont., is being discussed for possible promotion.

Paper Mill, under a Washington date line in the issue of August 16, said:

"Outstanding facts in the newsprint situation today as Government officials in Washington view the matter show conclusively that the price of this commodity is bound to take another step up the ladder of high prices.

"First, in the cycle of events is the Canadian proposal of an embargo on wood pulp from Canada. There is an embargo now from Crown lands.

"Second, the proposal of the United States to repeal the Reciprocity agreement between the United States and Canada.

"Third, the demand of Europe for newsprint paper withholding from the American market Norwegian and Swedish exportation of wood pulp.

"Fourth, the absolute destruction of the extensive Russian spruce and hemlock forests, taking care of the European market for newsprint supplies and the necessary absorption of the Scandinavian output.

"Fifth, and perhaps more serious, is the growing scarcity of paper making materials in the United States.

"While the timber supply in the United States, if properly developed, would be entirely adequate for all demands of the paper consumer in the United States, the Forestry Division of the Agriculture Department predicts that within twelve to twenty years, the near market supplies will be entirely exhausted. This estimate is premised on the present consumption for both timber purposes and for supplies to paper manufacturers."

Mexican Press Makes Protest

The newspapers of Mexico have made vigorous protest against the invasion of their country by our military forces, sent in to capture the bandits who captured the U. S. aviators and held them for ransom. El Universal, of Mexico City, has discontinued its English-language section until such time as the American troops are withdrawn.

MORE THAN 30,000 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS

REVISED PRICES OF LINOTYPES

Matrices, Parts and Supplies

Effective August 25th, 1919, the following prices of Linotype Machines supersede all previous quotations:

LINOTYPE MACHINES

Model 4	$3700	Model 16	$4150
Model 5	3150	Model 17	4350
Model 8	3800	Model 18	3700
Model 9	4800	Model 19	3900
Model 14	4000	Model 20	3100
Model 15	2600	Model L	2400
	Model K $2700		

Effective August 14, 1919, the following prices of Linotype Magazines, Linotype Matrices, and Linotype Parts and Supplies supersede all previous quotations:

LINOTYPE MAGAZINES

Model 5	$150	Model K	$165
Model 15	155	Model 20	
Model 16-17	185	Upper Half	100
Model 9	175	Lower Half	85

Auxiliary Magazines - $30

LINOTYPE MATRICES

Two Letter Fonts		*One Letter Fonts*	
1,500 Matrices,	$95	1,400 Matrices,	$77
1,200 Matrices,	76	1,021 Matrices,	56
1,044 Matrices,	66	Sorts, - - 3½c Each	
Sorts, - - 6½c Each		*Model 20 Fonts*	
Head Letter Fonts		523 Matrices,	$120
1,031 Matrices,	$170	Sorts, - - - 24c Each	
Sorts, - - - 17c Each			

LINOTYPE PARTS AND SUPPLIES

All other Linotype Parts and Supplies are advanced 15%

THESE comparatively small advances are made necessary by greatly increased and increasing costs of manufacture and expenses in every branch of the business. All prices are subject to change without notice.

MERGENTHALER LINOTYPE CO.

New York, U. S. A.

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MANY WOMEN ATTEND N.E.A. CONVENTION

Took Leading Part in Discussions—Their Place as Factor Is Established—Mrs. Mabel Shaw Commends Work to Other Women

SEATTLE, Aug. 20.—One of the outstanding features of the annual convention of the National Editorial Association, held in the Pacific Northwest, was the turn out of women editors and publishers and the demonstration by their presence in the party of their importance as a factor in newspaper work. Never before in the history of the association have so many women editors attended a convention.

"Speaking generally and not specifically, I believe that women can be very successful in newspaper work," said Mrs. Mabel Shaw, owner and publisher of the Evening Telegraph, of Dixon, Ill., one of the 42 delegates from that State to the convention. "It is a work that will thoroughly absorb a woman's interest, and she will throw her whole soul in it."

Woman Can Be Power

Mrs. Shaw insists that a woman at the helm of a newspaper can be just as forceful a power in a community as a man, if she has the right spirit.

Mrs. Shaw has published the Evening Telegraph since the death of her husband, fifteen years ago.

Another interesting woman delegate to the convention is Mrs. Frank Edgecombe, of The Signal, of Geneva, Neb. Mrs. Edgecombe is the chief associate of her blind husband, who, though without sight, is the active publisher of the paper.

Women Attending

Other women delegates to the convention include Miss Patricia Studstill, of the Oddfellow, of Montgomery, Ala.; Mrs. Fred W. Allsopp, of the Gazette, of Little Rock, Ark.; Mrs. I. G. Stafford, of Sifting News, Idaho Springs, Colo.; Mrs. H. E. Hogue, of the Herald, Eaton, Colo.; Miss Marcia Black and Mrs. W. L. Black, of the Daily News, Elgin, Ill.; Mrs. R. L. Davis, of The Register, Mt. Vernon, Ill.; Miss E. Alvord, of the Western Monthly, Chicago; Mrs. C. Woodring, of the Daily Journal, Peru, Ind.; Mrs. W. W. Alkens, of the Daily Star, Franklin, Ind.; Mrs. John Mead, of The Monitor, Fort Scott, Kan.; Mrs. W. A. Buckingham, of the American Pen Women, of Baltimore, Md.; Mrs. Amanda L. Xanders, Columbus, Neb.; Mrs. D. R. Carlson, of the News-Tribune, Towner, N. Da.; Mildred Donahue, of the Enterprise, Palmyra, Wis.; Miss Hazel Hobart, of the News, Woonsocket, S. D., and Mrs. C. N. Searl, of the Herald, Humboldt, S. D.

START WORK ON NEW PLANT

Three Rivers Mill Should Be Completed in Three Years

MONTREAL, Aug. 20.—Work has been started on the new plant of the International Paper Company at Three Rivers, Que. This will cost in the neighborhood of $4,000,000 and will have an output of some 200 tons of newsprint per day. Now that ground has been broken the work is to be rushed with all possible speed and it is expected that the structure will be up by the end of the year. The plant will employ about 3,000 men and will be in operation in about three years.

The International Paper Company has absorbed the St. Lawrence Lumber Company, which has been carrying on operations at Three Rivers for some time.

Wins Prize with Essay

J. L. McCool, who has charge of the foreign advertising of the St. Paul Daily News, won the second prize for the best essay on the subject "The Advantages of Home Ownership," in the contest for a legend for the Victory arch erected in St. Paul in honor of soldiers returning from France.

Newark (N. J.) Ledger's Great Gains

First Six Months 1918—Total Lineage.1,954,802
First Six Months 1919—Total Lineage.3,155,962
Gain 1,101,160

Percent Gain 51%

NATIONAL ADVERTISING

First Six Months 1918.....	18,032
First Six Months 1919.....	132,138
Gain	114,106
July (Morning only) 1918.....	357,784
July (Morning only) 1919.....	474,754
Lineage Gain	116,970

This is the largest percentage gain in New Jersey for Display, Classified and National Advertising. Newark Morning Ledger, each day, is the highest priced morning newspaper in Newark, being 13 cents against 10 cents for the next highest priced home delivered newspaper.

Sale Price, single copies, Morning 2c, Sunday 5c

L. T. RUSSELL, Editor and Publisher

EDITOR AND PUBLISHER

"GROWS AS IT SERVES"

¶ And an example of HOW it SERVES is shown in the presentation, with this number, of a SPECIAL SUPPLEMENT carrying a SPACE-BUYERS' CHART, in which the market units of the United States are outlined in groupings based on populations of cities.

¶ This chart shows the circulations and advertising rates of the daily newspapers through which these markets may be reached.

¶ This valuable statistical table has been compiled for EDITOR & PUBLISHER by Barbour's Advertising Rate Sheets, Inc., and its accuracy is guaranteed.

WHERE and HOW

—not to spend one's publicity funds is quite as important as the know-how of doing it right.

An experience in the handling of many millions of dollars has taught us many things.

This experience is at the service of a limited number of accounts, providing after investigation it should appear we could be of mutual value.

LIBERTY ADVERTISING AGENCY, Inc.

149 Fifth Ave., New York

CARNEGIE DECLINED EDITORIAL JOB

Asked to Act as Editor of Pittsburgh Post For a Day or a Week, to Demonstrate His Ideas of Newspaper Making, He Begged to Be Excused

By Joseph S. Myers.
Ohio State University, Columbus.

The death of Andrew Carnegie reminds me of a meeting I had with the library-giving Scot more than a decade ago.

While I was managing editor of the Pittsburgh Post I conceived a brilliant idea, among others, please remember, and proceeded to act upon it, as a good managing editor should do.

Mr. Carnegie had shaken the dust of Pittsburgh from his feet, as many another steel millionaire has done after he has made his pile, and was living in his new mansion in Fifth avenue, New York. In those days Mr. Carnegie occasionally returned to Pittsburgh, where he was welcomed by his young partners whom he had transformed into millionaires, and by the reporters with whom he was on far better terms than most men of his class are. It is true that he had seldom had much of importance to communicate, but he liked to say something about his pets, the Carnegie Institute and the Carnegie Technical school, preparatory to giving them a few more millions in U. S. Steel 5 per cent bonds. Several times he had jokingly said that he would like to be a newspaper man, and it was even reported that he was going to be the angel for an endowed newspaper that would revolutionize journalism.

Here is where my idea came in.

The Big Idea

I would ask him to edit the Post for a day or week, or longer, to put into effect some of his notions as to how a newspaper should be edited. I wired him at once asking for an appointment, without, of course, telling the dark purpose. The answer came promptly, fixing the time for noon of the following Thursday.

After walking around the block two or three times so as to be punctual I was admitted and told to wait in a small room at the side of the front door until I could be announced to the laird. From there I was shown to a large room, the library, and a moment later Mr. Carnegie emerged from an adjoining room, greeting me cordially and inviting me into his office, or den or sanctum, another large room. After a few questions and answers about dear old Pittsburgh, I told him of my brilliant idea.

It would be easy here to put into quotation marks our conversation, if I were dealing in fiction, which I am not. When you read a conversation reported after several years you may be sure somebody is faking.

He Liked the Idea, But—

The great little man listened attentively with a knowing smile, and when I had finished, admitted that he may have said once upon a time that he would have liked being an editor, but he had not thought seriously of rising to such heights. The experiment now suggested to him would be edifying and profitable, no doubt, but he would not be able to accept the invitation; he was busy, his health was none too good, perhaps some other time, and so forth. As it was not a time for arguing and coaxing, not much more was said, although I received the clear impression that the ironmaster was pleased, not to say flattered, for you know every man has a sneaking idea that he can edit a newspaper better than the man who is on the job.

As I arose Mr. Carnegie remarked that he always took a constitutional about this time of day, and asked me if I would like to walk with him. Of course I would. As we passed through the library I made some remark about his home, perhaps it was something about the pipe organ. Anyhow I got an invitation to see the house, and of course I praised his paintings, the magnificent dining room, or rather banquet hall, the organ.

We walked for half an hour through Central Park, my companion, of course, doing the talking. He spoke freely of the Carnegie Steel Company and its sale to the Steel Corporation. He spoke, too, of how he had built the Bessemer Railroad because his company could not get satisfactory freight rates to the lakes. Then he talked real estate, pointing out to me parcels of expensive land he had bought and sold at a profit, certainly.

"Dutch Boy Painter's" Fame-Maker Once Sold Books



O. C. Harn

WHENEVER you see a reproduction of the "Dutch Boy Painter," it is perfectly permissible to think of O. C. Harn. He originated the Boy, his business being at that time, and now, to see that the National Lead Company is properly and effectively advertised.

Mr. Harn has had splendid preparatory experience for an advertising manager's work. Born in Dayton, Ohio, he was educated in Ohio Wesleyan University and then went to Cornell University, graduating from the Ithaca institution in 1894.

He had had some experience in business, having clerked it in a book store when he was a boy, but after he got his sheepskin he aimed higher, and covered a reporter's billet on the Cleveland Leader. The Cleveland Press wanted a good telegraph editor some time after that, and Harn got the job. Subsequently he edited the Interstate Architect and Builder and the Inland Grocer. That was the end of his editorial work.

He became advertising manager for the H. J. Heinze Company, but in 1905 took his training and his advertising activities to the National Lead Company.

He was one of the organizers of the Association of National Advertising Managers, the predecessor of the A. N. A., and its second president. For two terms he was president of the Technical Publicity Association, and more recently was elected chairman of the National Advertising Commission.

When the Government needed the services of advertising men during the war, Mr. Harn became a member of the Division of Advertising of the Committee on Public Information. The efficient work he did on that patriotic body will always be remembered by his associates.

ILLINOIS

The population of Illinois, 6,152,257, is six percent of the population of the United States.

Out of this, 76.7 percent are native born whites; 21.4 percent foreign born and 1.9 percent negroes.

Illinois, as a manufacturing state, ranks away up toward the top of the heap—as a railroad state, it is the king pin and as a farming state, the Illinois farms invoice higher per acre than do the farms of any other state.

From Chicago on the north to Cairo on the South; from Danville on the East to Quincy on the West; Illinois is made up of 58,980 square miles of "Business Opportunity."

In manufacturing, alone, Illinois producers merchandise to the tune of $2,000,000,000.

Tryout campaigns in Illinois daily newspapers pay big profits. Use these daily newspapers listed here and get your share of this business.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	16,000	.04	.04
Bloomington Pantagraph (M)	17,213	.035	.035
Champaign Daily Gazette (E)	4,605	.0129	.0129
Chicago American (E)	326,998	.40	.40
***Chicago Herald-Examiner (M)**	289,094	.38	.31
***Chicago Herald-Examiner (S)**	596,851	.53	.46
Chicago Daily News (E)	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	15,086	.03	.03
***Elgin Courier (E)**	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,591	.025	.025
Rockford Register-Gazette (E)	13,477	.03	.03
Sterling Daily Gazette (E)	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, $2.3304.
Government Statement, April 1st, 1919.
***A. B. C. Report, April 1st, 1919.**

URGES PUBLISHERS TO OPPOSE LICENSE BILLS

(*Continued from Page 8.*)

The axe would be slashing at the root of the tree of advertising immediately.

The war-time slump in revenue from railroad advertising due to national control would fade into insignificance before a nation of partly licensed, partly nationalized business. Not alone for selfish reasons should the publishing and advertising business oppose the license principle; from the pilot-house of business, editorial and advertising men can readily see that our nation cannot afford in this period of reconstruction and striving for world markets, to give up the tried and tested methods of large-scale competitive merchandising lubricated by the oil of advertising in exchange for wartime bureaucratic control of business.

A Muzzle for the Press

Not only a crippling loss of revenue and a denial of the great business service of advertising would result to the publishing business, but a *license to every publication would be the most perfect muzzle for the press ever invented by republic or monarchy.* Under the license regime, as so far explained, the editorial, news and advertising departments, the subscription and advertising rates, the wages and salaries, the postal habits and methods must all conform to the Washington idea.

The leaders of American thought, political and commercial, appear to have been tending away from the petty tactics of hampering big business merely because it is big. Taught by the war that powerful nation-wide business organization enables armies to go over the top to victory, taught by the national buying and selling pools of foreign business which American firms have had to fight single-handed, Congress recently passed the Webb-Pomerene Act, the first law passed contrary to the Sherman Act since 1890. By this act, numerous business men with limited individual capital, can combine into an association and increase their financial power.

Must Move with Events

Secretary Redfield, before the United States Chamber of Commerce recently deplored the suspicious attitude of the public toward big business and declared the Sherman law out of date. John Franklin Fort, ex-governor of New Jersey, now a member of the Federal Trade Commission, in the July Scribners says of the Webb-Pomerene Act:

"Let us give thanks that it is there (on the statute books)" and again, "All business in domestic and foreign trade should be fostered and left as unhampered and unrestricted as possible."

As men of the business world, as well as citizens, we must read affairs in their setting. The license principle, applied to all business may appear too obviously a stringent war measure, too absurd to be seriously considered in time of peace—read in the light of contemporary events, it needs a different interpretation. Not only do we have the testimony of the President of the United States that he believes in "permanent, similar (to food control act) provisions with regard to all goods destined for interstate commerce," but we have the demands of two million railroad men for part-nationalization, part labor-ownership of the entire rail system of the country.

It hardly behooves American leadership to allow lawmakers, unusually obsequious this one year out of four, besieged by a public goaded into exasperation by the high price level, to force the nation to adopt as a temporary expedient a harmful principle which may later catch the popular fancy and in these times of unrest and indefinite dissatisfaction, form a Nemagogue's tool to cripple our economic future.

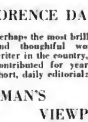
As Nicholas Murray Butler said recently: "To put the matter bluntly, there is under way in the United States at the present time, a definite and determined movement to change our representative republic into a socialistic democracy."

Leaders of public opinion must recognize this reactionary principle of licensed industry for what it is and may become; must definitely oppose reactionary legislative experiments that tamper with our industrial machinery in time of national crisis; must teach the public the difference between business bigness and badness; must find a method of controlling badness and stimulating bigness in industry—instead of applying the wet blanket of license over both the just and the unjust.

Daily Mail Starts Campaign for American Comforts in English Homes

LONDON, Aug. 20.—American household efficiency and comfort devices are becoming so popular in England that the London Daily Mail has offered 2,500 prizes to architects and the public for plans and suggestions to revolutionize the interiors of antiquely planned homes.

Even the American custom of heating houses with steam, formerly scorned in England, is making headway here, principally because of the dearth of servants and their antipathy to carrying coal to top floors. The Daily Mail says that 80 per cent of the fuel used in grates is wasted and reports that in a recent efficiency test a maid walked nearly a mile to make and serve a pot of tea.



FLORENCE DAVIES

perhaps the most brilliant and thoughtful woman writer in the country, has contributed for years, a short, daily editorial:

"WOMAN'S VIEWPOINT"

A feature of unusual quality, and of the keenest interest. 6 times a week.

About 500 words.

Released by

Thompson Feature Service

No. 443 Fourth Ave., NEW YORK

Bargain Tire Dealers Often Trap Unwary

Only Safe Procedure Is to Buy Products of Known Quality, A. A. C. of W. Bulletin Cautions Motorists

The unknown dealer in unknown tires and automobile accessories, who is here today and gone to seek greener pastures tomorrow, or who offers his "bargains" by mail from a far-away city, is in his glory at this season, says a bulletin from the Associated Advertising Clubs of the World. He is working night and day upon the principle of "gittin' plenty when he's gittin'."

There is more fraud, and therefore more loss, in connection with "bargain" automobile tires than in relation to other needs of the motor car owner, says the bulletin, because a layman cannot tell from the appearance of an automobile tire whether it is good.

The only safe procedure, it is suggested by the Association, is to buy a tire of known quality. The manufacturer of a tire which has stood the test of time cannot afford to put his name on a tire which will not give service.

The average wages of professors is eighteen cents an hour, according to a Harvard announcement that has just been issued.

PRAISES COUNTRY PRESS

A. A. A. A. Executive Committee Telegraps Greetings to N. E. A.

SEATTLE, Aug. 20.—In sending telegraphic greetings to the annual convention of the National Editorial Association, the executive committee of the American Association of Advertising Agents, said:

"We desire to record with your convention the belief of the organized body of ethical, creative, constructive advertising agencies of America that the country press is a promotion and a defense of national strength fundamentally essential to the progress and maintenance of the general welfare of the country. Every truly national undertaking, either social or economic, must have the aid of the country press to attain to proper success."

Harold McGrath Visits Old Shop

ALBANY, N. Y., Aug. 18.—Harold McGrath, novelist, became Harold McGrath, reporter, for a few minutes recently, when he visited the Knickerbocker Press editorial department, where he broke into the newspaper game. Several staff men who were in the employ of the paper when McGrath was a cub, greeted him and he was honor guest at an informal dinner given by his friends afterward.



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BRIEFS

SENECA (KAN.) TRIBUNE AND THE Seneca Courier-Democrat have been consolidated as the Seneca Courier-Tribune, a weekly. George C. Adriance and Dora Adriance are the publishers. W. H. Jordan published the Tribune until his death a short time ago.

J. N. STONEBRAKER, PRESIDENT OF THE Missouri Press Association, has sold the Carrollton (Mo.) Republican-Record to Harry L. Thomas. He has owned the paper for the past five years.

BUTLER (MO.) MORNING STAR IS A new newspaper, with Lewellyn Smith as editor.

ADA (OKLA.) NEWS, MARVIN BROWN, owner, has taken over the Ada Star-Democrat. Father Harrison, former owner of the Star-Democrat. Luther Harrison, former owner of the Star-Democrat, will be assistant editor, and W. B. Little, business manager.

THE CLASS IN JOURNALISM OF THE Kansas City (Kan.) High School has received a new $5,500 printing press and paper cutter, and will begin publication of a newspaper at the opening of school. Howard Morgan, former Kansas City Star reporter, will teach the classes.

MESSRS. CRAIG AND BARNES, OWNERS of the Athens (Tex.) Review, recently entertained their county correspondents with a luncheon and theater party.

Organization of the newsboys of Kansas City, Mo., into a labor union has received the endorsement of the Central Labor Union.

ALL DEPARTMENTS OF THE PERKINS (N. J.) Daily News recently held a "get-together" dinner at a hotel and a committee was appointed to form a permanent organization.

CLYDE E. MCCHESNEY, city editor of the Ponca City (Okla.) Daily News, has been elected president of the American Legion post in Ponca City.

REV. MCGILL, OF DAWSON, GA., HAS been appointed local Cartoonist on The Atlanta Georgian. He has just returned from service overseas. Mr. McGill was formerly with the International Harvester Co., Chicago; also free lanced in Chicago.

MISS NORMA ABRAMS, WHO LEFT THE staff of the Seattle Post-Intelligencer a year and a half ago to go to France with the Red Cross, has returned home. She is official war historian of the medical and surgical departments of the Red Cross.

ELGIN (ILL.) DAILY COURIER WILL move into a new home early in the fall, its first change of location for thirty years. It will occupy the basement and first floor of the O'Beame Building.

STACY JONES, FORMERLY OF THE SEATTLE Post-Intelligencer, has returned from France where he served as an army field clerk.

Staff Changes

WALTER H. MAIN, SIX YEARS STATE editor of the Utica (N. Y.) Saturday Globe, has become an editorial writer on the Schenectady Union. He was formerly with the Troy Times.

JOSEPH S. ROGERS HAS RESIGNED FROM the copy desk of the Philadelphia Evening Public Ledger to conduct a circulation campaign for the Irish Press, Philadelphia weekly newspaper. He also established the Rogers Business Building Service with John L. Rogers, his brother.

JOHN H. MILLER, FORMERLY ASSISTANT Sunday editor of the New York American, has assumed charge of the new Philadelphia Ledger Photo Service.

BAYERD RANDOLPH, RECENTLY ON THE copy desk of the Philadelphia Public Ledger, is now on the Atlanta Georgian desk.

ASSOCIATION NEWS

NICHOLAS M. PETERS HAS BEEN APpointed chairman of a committee of the Syracuse (N. Y.) Advertising Men's Club to arrange for representation of the club at the A. A. C. of W. convention at New Orleans.

THE SUMMER MEETING OF THE OHIO Newspaper Women's Association will be held at Lakeside, August 22, 23 and 24. W. K. Matthews, editor of the Dayton Journal, will be one of the speakers.

WALTER C. JOHNSON, SECRETARY AND treasurer of the Southern Newspaper Association, who has been business manager of the Chattanooga News, has been made general manager of that paper.

BIG AD GAINS IN JULY BY N. Y. PAPERS

Every Newspaper Shows Increase in Volume Compared with Same Period a Year Ago—Totals Show High Tide for Mid-Summer Business

According to statistical tables just issued by the New York Evening Post, the newspapers of New York and Brooklyn all showed substantial gains in advertising volume during the month of July, 1919, as compared with the same month last year.

The total number of pages of advertising, of all classifications, printed in the Morning newspapers during July, 1919, carried a total of 4,974 pages, 2,176 pages in July, 1918.

The Evening newspapers, during July, 1919, carried a total of 4,974 columns, while in July, 1918, the total was 4,138 pages.

The Sunday newspapers carried in July, 1919, 2,452 pages, compared with 2,176 pages in July, 1918.

These figures cover seven Morning papers, nine Evening papers and nine Sunday issues.

GET $5 WEEKLY INCREASE

New Scale Is Obtained by Winnipeg Newspaper Printers

WINNIPEG, Aug. 20.—The new scale for the newspaper printers in Winnipeg is $35.50 for day men and $36.50 for night men, eight hours, day, and seven hours, night. The new scale dates back to May 1.

The increase over the old rate is approximately $5 a week. A new scale for the Winnipeg Job men is now being negotiated. The agreement is good for one year.

Buys Dodgeville Chronicle

DODGEVILLE, WIS., Aug. 19.—The Chronicle, which has been published during the last seventeen years by John M. Reese, has been purchased by Byron D. Stokes, of Chicago, who has had many years' experience in the country newspaper field, as well as in metropolitan journalism.

Bristol May Have New Paper

BRISTOL, Conn., Aug. 19.—Connecticut newspapermen are interested in the rumor that the Bristol Press is to have a rival. Arthur Barnes, editor of the Press, just announces that his paper will "continue to dig out the news of the city."

Prinis Peace Edition

The Worcester (MASS.) Telegram recently published a Peace Edition, devoted editorially to the part Worcester had played in the world war, which carried 11,081[illegible] inches of advertising.



What West Virginia Supplies to You—

You may not know it, but West Virginia mines probably furnished the coal you burn in your home and your factory—and the miners are NOT foreigners. They are Americans whose families live near the mines and they read the West Virginia daily newspapers.

The crisp water cress you enjoy so with your meals in the country's best hotels and clubs probably came from West Virginia—even the beauty spots here produce wealth.

The great steel industry comes to West Virginia for the high grade limestone—hundreds of carloads a day—that is used in fluxing. The best steel you buy is made "best" by the best limestone from the great quarries that in West Virginia are operated by natives whose families read the local daily newspapers.

The apples, the peaches, the apple products and vinegar you use on your table—if you get the best—come from West Virginia and by the price you pay, you know the orchardists here are making big money. They read the West Virginia local daily newspapers.

The water power from the mountain streams of this "little mountain state" operate hundreds of factories that supply your silk hose and the woolens for your clothes. The factory workers are spenders—they read the local daily newspapers.

These readers buy what they see advertised in these local daily newspapers that they read.

		Circulation	Rate for 5,000 lines.
Bluefield			
*Telegraph	(M)	5,463	.02142
Charleston			
†Gazette	(M)	11,410	.03
†Gazette	(S)	11,700	.02
†Mail	(E)	9,336	.025
Clarksburg			
†Telegram	(E)	7,861	.02
†Telegram	(S)	8,351	.02
Over 5th Int. 1920.		.025 Inst. Ret.	
Fairmont			
*W. Virginian	(E)	5,192	.02
Grafton			
*Sentinel	(E)	2,275	.014
Huntington			
†Advertiser	(E)	8,524	.02
†Herald-Dispatch	(M)	11,165	.02
†Herald-Dispatch	(S)	11,599	.02
Martinsburg			
†Journal	(E)	3,249	.0129
Moundsville			
*Echo		1,730	.0115
Parkersburg			
*News	(M)	6,239	.02
*News	(S)	6,239	.02
†Sentinel	(E)	6,695	.017
Wheeling			
†Intelligencer	(M)	10,139	.0325
†News	(E)	14,749	.04
†News	(S)	17,200	.05

*Government statement, April 1, 1919.

†A. B. C. statement, April 1, 1919.

‡Publishers' statement, April 1, 1919.

Read Up on West Virginia!

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EDITORIAL

CONSERVATION AS A POLICY, NOT MERELY AS AN IDEAL

FOR the first time within the recollection of men in the newsprint industry it has not been possible during the summer months this year to accumulate surplus stocks to meet the usual fall and winter needs of the newspapers. Shipments, for three months past, have been in excess of production. Mill stocks are lower than ever before—below the line of safety.

In face of this situation, and with the assurance of a very great volume of fall and winter advertising, publishers should cooperate in strictly enforcing sensible conservation policies.

This does not mean that advertising revenues are to be ruthlessly sacrificed, or that worth-while feature matter should be cut out. It does not mean that we shall have to sacrifice the actual value-factors in our newspapers.

It does mean that paper waste must be stopped. It means that the readoption of the old system of returns, even on a limited scale, is unthinkable. Returned copies of a newspaper represent sheer waste of newsprint—that basic commodity without a supply of which a newspaper ceases to be. To adopt this old and wasteful policy, the need for which does not now exist, is to court disaster. There is a higher consideration involved here than that of meeting the suicidal competition of some rival newspaper—the consideration of the common good and the public interest. That should be controlling. A waster should not be permitted to force his own policies upon his competitors.

Happily, there is no general tendency among publishers to revert to the return privilege. A few instances have been noted, and they should be promptly corrected. The old virus in the blood of circulation men—prompting them to adopt any and every measure for capturing the last possible reader —was pretty thoroughly eliminated during the war period. If it shows signs of renewed activity, the common-sense curative should be applied.

A BIG IDEA WINNING FAVOR

WHEN the proposition of R. D. Blumenfeld, editor of the London Express, for an interchange of staff men, for periods of a year, between British and American newspapers was first made through the columns of EDITOR AND PUBLISHER it must be confessed that it did not win immediate approval on the part of our newspaper executives. It appealed at once to some, but others looked upon it as merely an idealistic plan, not likely to be seriously undertaken.

The leading British publishers, however, acted promptly on the suggestion, and proceeded to name a committee to formulate details. In a recent issue of EDITOR AND PUBLISHER a distinguished British news-paperman, J. R. Scott, of the Manchester Guardian, who has been visiting New York, expressed his cordial approval of the idea and proposed that the plan be made to include men in the business departments as well.

That a favorable public opinion is developing among our publishers is shown by the messages of approval printed in EDITOR AND PUBLISHER from such leaders of the American press as Melville E. Stone, Cyrus H. K. Curtis, Marcellus E. Foster, Hon. Guy U. Hardy, Herbert L. Bridgeman, R. A. Crothers, W. H. Dodge, Clark Howell and J. K. Ohl.

This plan of Mr. Blumenfeld's was conceived in broad vision. It takes into account the new conditions in the world, calling for better understanding and closer unity between English-speaking peoples. It offers no immediate revenue gains to those who participate in it. But it does offer an opportunity to build for the future welfare of mankind—to set in motion those forces which shall be potent for future peace and concord among the nations.

IN his comment on the newsprint situation in EDITOR & PUBLISHER, Paul Patterson, of the Baltimore Sun, speaks of certain newspapers "going back to the return privilege." "Going back" is the proper phraseology. And in a time when the only safe road is the one that leads forward!



TIMELY SERVICE

THE three-pages wide tabulation by States and market classifications, based on population and circulations of circulations and advertising rates of the English-language daily newspapers of the country, prepared for EDITOR & PUBLISHER by Barbour's advertising Rate Sheets and published as a supplement with this issue of EDITOR & PUBLISHER, contains such obvious factors of value to space-buyers that the need for comment on this head is negligible. Needless to say it is like all "E. & P." and "R. A. R. S." Service Features—close to 100%. Indeed, so confident are we of the accuracy of Mr. Barbour's work that we will pay $1 to any one pointing out an error in it.

This service-feature is presented at a time when it will prove especially helpful to those who are planning fall and winter advertising campaigns in the newspapers. Such campaigns are now in the making. The rate men in the agencies are unusually busy. Market units are being studied more closely than ever before. Lists of newspapers to be used are being prepared with care as to their adaptability to the selling campaigns in hand.

The relation which a newspaper bears to a market unit—a city or section—is a subject for close analysis by space-buyers. It is a subject on which they welcome authoritative information—not mere claims, which no longer exercise their old spell. The facts as to circulations and rates of newspapers—supplied by EDITOR & PUBLISHER in this and previous issues—are highly important, of course. They serve space-buyers as a means by which to visualize fundamentals.

It remains for the publishers of newspapers which dominate their fields—or which have in their communities special prestige and influence with the people—to give to space-buyers for national advertisers that intimate information which it is impossible to carry in statistical tables. Publishers are sometimes inclined to take too much for granted. *They know* the reasons why their papers may not be overlooked in campaigns of localized national advertising; their local merchants know, and their readers know. But space-buyers for national advertisers may not know, or give proper weight, to these reasons. They are in a mood to listen. They want the facts. They want to be able to appraise the elements of value in every newspaper which is available for selling service to them.

Publishers, therefore, have before them an opportunity for advertising their newspapers to buyers of space in a constructive way—giving to national advertisers in detail the information about their newspapers which those advertisers are eager to get and to consider. This is the new era in advertising —in which facts count large. It is a time when the old attitude of stand-patism is no longer impressive.

Buyers of advertising, nowadays, expect that those who have space to sell shall themselves utilize advertising in selling it.

August 21, 1919. Volume 52, No. 12.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 *World Building, 63 Park Row, New York.*

W. D. Showalter, editor; Wm. P. Redmond, managing editor, Don F. Miller, News; Ben Mellen, Features.

James Wright Brown, publisher.

J. W. Ferguson, advertising, Fenton Dowling, circulation.

London: H. C. Ridout.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. D. Cass.
San Francisco: R. J. Bidwell.
Boston: Stanley Clague.
Washington: Robert T. Barry.
10 cts. a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

STANDARD OIL ADVERTISING

ARTHUR BRISBANE, in his widely printed column, "To-day," intimates that newspaper criticism of Standard Oil and the Rockefeller interests has been tempered—and, in some instances stilled—through the generous distribution of Rockefeller advertising. He mentions particularly "Nujol" advertising.

It is hard to take Mr. Brisbane seriously in this attack upon the essential integrity of the press. And it is still harder to see what public interest is served by this brilliant writer's attempt to attempt to destroy the confidence of the people in their newspapers.

Would Mr. Brisbane have his public believe that our newspapers, for the most part, are for sale—so far as their editorial principles and public obligations are concerned—to any rich man who desires to muzzle them through buying advertising space in their pages?

If this were true the cause of democracy in our land would be lost. It is not true, of course. It has never been true. It never will be true.

There are, certainly weak and venal publishers, a few of them in every country in the world, who strive to use their newspapers as mere instruments of private greed or indirect blackmail. Every industry and every profession is cursed with some men of this type. They make the indictment general, as thoughtless critics sometimes do, it quite as foolish as to charge a whole people with crime.

Advertisers in newspapers buy space in which to develop markets for their goods. They do not thus purchase immunity from criticism. This is assured through but one course—living and acting in such a way that criticism is not justified.

Corrupt newspapers would be quite as great a menace to the public good as corrupt courts. Americans know that the charge of corruption will not hold against either. To utter such a charge is an offense not to be lightly overlooked.

THE GOOD SHIP, "EDITOR"

THE U. S. Shipping Board has launched, at Seattle, a 9,600-ton freighter, named "The Editor," in honor of the newspaper men and women of the country. While this particular publication naturally regrets that the words, "& Publisher" were not included, yet must we summon enough grace to express proper appreciation, on behalf of the editorial profession, for the compliment. But why, it occurs, should the name have been bestowed upon a freighter, instead of on a passenger ship? Has the Government chosen by this means to subtly acknowledge that the editors of the country have been patient bearers of public burdens during the great world crisis? If it is, the public mind that this role should be made a perpetual one?

Now that "The Editor" has been launched, sponsored by Mrs. Hardy—whose husband is a good editor and a good public servant—she may launch craft soon start upon the first of a long list of happy and useful voyages, living up to the traditions clustering about its name. May no useless cargo ever encumber its valuable space, nor dishonest freight be carried just to please the shipper! May it never alter its course to suit the whim or caprice of wind or wave—or King, merchant or serf! May it be fortunate enough to avoid a libel suit! May it be the servant of all—be slave of none!

"I BELIEVE a limitation of matter other than advertising should be put in effect," says J. H. Higgins, of the Boston Herald, in discussing conservation measures. In the limitation begun with baseball, the most overplayed topic of news in our papers. Let it include advance notices of amusements. Let it extend to the deletion of all press agent stuff!

A TAILOR, in a Western city, conceived the idea of wearing better clothes than any other man in town. He found that it paid. Publishers who have advertising to sell find it equally profitable to do a little better advertising than even the most progressive of their advertisers do.

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PERSONALS

IN THE EDITORIAL ROOM

Lt.-Col. E. W. M. Grigg, who is the Prince of Wales' military secretary on his Royal Highness' Canadian tour and American visit, was associated with the London Times and the Outlook (London) before the war.

Hugh Ayres, a reporter on the Manitoba Free Press, has started out to see the world. He will have a look at California and Honolulu for a beginning.

Edward Doherty of the Chicago Tribune editorial department is on a vacation.

John Gairing of Chicago, editor of the Publishers' Auxiliary, the weekly newspaper organ of the Western Newspaper Union, is on a month's vacation.

James Hamilton Lewis, former U. S. Senator from Illinois and member of the Press Club of Chicago, was guest of honor at luncheon in the club last week, addressing members on "The Government Duty to Relieve Citizens of the Expensive Burden in the Cost of Living."

Frederick A. Shepherd, city editor of the Waterville (Me.) Sentinel, who has been in France nearly two years for the Y. M. C. A., has arrived at Hoboken, and is expected to return to Waterville soon.

City Editor Herbert M. Sawyer of the Worcester (Mass.) Telegraph is passing his vacation at his bungalow at Cox's Head, near Bath, Me.

John Clair Minot, recently returned from duty overseas, now connected with the editorial staff of the Boston Herald, is having a rest at his former home in Belgrade, Me. He was at one time associate editor of the Augusta Kennebec Journal.

Roy Atkinson of the Boston Post, formerly connected with the editorial staff of the Augusta Kennebec Journal, has just completed a vacation of two weeks at his home in Farmington, Me.

Captain Carl F. White, former telegraph editor of the Kansas City Journal, has returned from overseas and is on a leave of absence. He has not yet decided whether to enter newspaper work again, or remain in the army.

John W. Keys, a reporter on the Kansas City Star, and a sergeant-major of the 130th Infantry, has been given an official citation for distinguished and exceptional bravery in action.

After two years with the army, Lieut. Angelus Birch, a former Topeka (Kan.) Capital reporter, is visiting in Topeka on thirty days' leave. He was wounded in battle just an hour before the armistice was signed.

R. W. Atkeson has been appointed editor of the Butler (Mo.) Democrat, succeeding Sam Davis. He is a son of W. O. Atkeson, former editor of the Bates County (Mo.) Record, and served with the A. E. F. in France.

Frank E. Burkhalter, a newspaper man, formerly with the Houston Chronicle, Fort Worth Record, Waco News and San Antonio Express, has been placed in charge of the publicity department of the South in the campaign for funds for the Baptist Church.

Emil E. Hurja, who was recently discharged from the air service of the army, is in Texas making a tour of the oil fields, representing the Seattle Post-Intelligencer, the Morning News and Scientific Press of San Francisco and a string of papers in Alaska—Fairbanks, Alaska, being his home.

E. Newkirk, who formerly published a small country newspaper in New Mexico, has joined the reportorial staff of the Seattle Times, having just been released from the army.

Hamilton Easter Field, art editor of the Brooklyn Daily Eagle, had a narrow escape from death while motoring in Maine, when his car collided with another automobile and was hurled into a ditch. He was uninjured.

Herbert Graham, recently mustered out of army service as a captain, who had planned to take the state desk of the Lexington (Ky.) Herald, has bought an interest in the Frankfort State Journal, and instead will be connected with that paper.

Charles N. Christman, for many years with the editorial department of the Philadelphia North American, has been appointed city editor, to succeed James S. Benn. The latter was named by Governor Sproul as a Public Service Commissioner at a salary of $10,000 a year.

Carl Zeisberg, who recently returned from overseas, where he served in the 79th Division, has joined the editorial staff of the Philadelphia Evening Bulletin.

Stuart H. Perry, of the Adrian (Mich.) Daily Telegram, was given the honorary degree of master of arts in "an editorial writer of unrivaled cognized merit" at the commencement of the University of Michigan, from which he was graduated in 1894.

Edgar A. Wales, for 10 years in the International News Service at New York, Los Angeles and San Francisco, has assumed the post of assistant editor of the Santa Rosa (Calif.) Republican.

IN THE BUSINESS OFFICE

B. R. Brooker, who has been in charge of the automobile advertising of the Winnipeg Free Press, has been appointed promotion manager. He will continue to direct the news side of the automobile pages of the Press Press.

G. E. Rice, manager of La Pas Herald at Las Pas, Manitoba, is visiting Augusta, Waterville and other Maine cities. He has seen overseas service.

WITH THE AD FOLKS

Fred Shoknecht has left the St. Louis Republic's advertising department to join Howard Lee Bergen's advertising service.

J. Albert McCollum, formerly of the advertising department of the St. Louis Republic, is advertising manager of the Traffic Motor Trust Corporation of St. Louis.

Witold Markwitz, recently with the Bush Advertising Service, and previously with Blackman-Ross Company, is now connected with the New York office of the S. C. Beckwith Special Agency.

The Western Advertising Agency of Racine, Wis., has engaged W. A. Jones, advertising manager of the LaCrosse Tractor Company, to take charge of its agricultural department, beginning September 1.

"Arch" Jarrell, who since his return from overseas has been connected with the advertising department of the Toledo Capital, has resigned to become assistant to Z. G. Hopkins, special assistant for the southwest region of the U. S. Railroad Administration.

Lawrence H. Merrick, formerly editor of the Zanesville (Ohio) Times-Recorder, staff correspondent for the United Press, and special writer for the New York World, has become advertising manager of the Cambridge (Ohio) Daily Jeffersonian.

Charles J. Hazen, formerly advertising manager of the General Tire & Rubber Company, Akron, Ohio, has been appointed advertising manager of the Marathon Tire & Rubber Company, Cuyahoga Falls.

Mitchell Lorb, recently commercial art teacher in New York high schools, has associated himself with and is directing the art department of the Arthur Rosenberg Advertising and printing Service.

Wallace Perry has resigned his position as state editor for the Daily Oklahoman of Oklahoma City to become publicity manager for the Seamans Oil Company and associated concerns, in New York City.

L. L. Putnam, formerly advertising manager of the Modesto Evening News, and for twelve years in the advertising department of the San Francisco Examiner, has been appointed advertising manager of the Santa Rosa (Calif.) Republican.

Nathan Hale, Famous Journalist, was Born 135 Years Ago

On August 16, 1784, Nathan Hale, journalist and author, a nephew of Nathan Hale, the patriot, was born at Westhampton, Mass. In 1814 he became proprietor of the Boston Daily Advertiser, which paper he conducted for nearly 30 years. At first a Federalist, he became a Whig when that party was organized, and finally a Republican.

He was a strong opponent of the slave power, and antagonized the repeal of the Missouri compromise and the Nebraska bill in 1854. He was chairman of the commission which created the water works of Boston; was president of the Boston & Worcester Railroad, and was a member of the State Legislature, and one of the founders of the North American Review.

He died in Brookline, Mass., on February 9, 1863.

HOUSTON TO BAN BILLBOARDS

Mayor Asks for Ordinance That Will Prohibit Them

Houston, Tex., Aug. 19.—Houston has started a movement to rid her landscape of the unsightly billboards. Mayor Ammerman has asked City Attorney Krahl to prepare an ordinance forbidding them.

Houston has one of the most beautiful boulevards in the country on her main street, and objects to the billboards that line that aristocratic thoroughfare telling where she can buy motor cars, foodstuffs and patent medicines.

A. B. C. Reports

Chicago, Aug. 20.—The Audit Bureau of Circulations has issued reports on the following newspapers:

Oil City (Pa.) Derrick, Titusville (Pa.) Herald, Warren (Pa.) Evening Times, Demer Post, Denver Times, Denver Mountain News, Elyria (Ohio) Telegram, Hastings (Neb.) Daily Tribune, Harrisonburg (Va.) Daily News-Record, Lewiston (Me.) Daily Sun, Lewiston (Me.) Evening Journal, Lewiston Saturday Journal.

Martinsburg (W. Va.) Evening Journal, Salt Lake City Deseret News, Salt Lake City Telegram, Salt Lake City Tribune, Scranton (Pa.) Republican, Scranton Times, Syracuse (N. Y.) Herald, Syracuse Journal, Syracuse Post Standard.

Charlotte News Changes

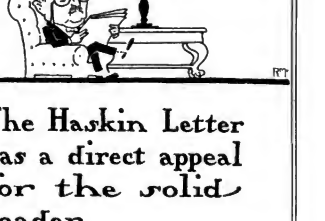
The Charlotte (N. C.) News has appointed J. P. Hutto, formerly of Alabama, city editor, and J. H. Britain, formerly with the Birmingham News, circulation manager. Julian S. Miller will continue as editor.

Horicon Reporter Sold

Horicon, Wis., Aug. 20.—The Reporter, which has been edited and published by A. A. Washburn for the last twenty years, has been sold to Henry Hoate, of Janesville, Wis.

Joins A. N. P. A.

The Newburgh (N. Y.) Daily News has been elected to associate membership in the American Newspaper Publishers' Association.



ONLY PRACTICAL TALKS AT SESSIONS OF A. A. C.'S NEWSPAPER SECTION

Ban Has Been Put On Generalities At New Orleans Convention and Discussions Will Be Limited to Topics That Pertain Strictly to Advertising Departments

THE Daily Newspaper Department of the Associated Advertising Clubs of the World had put its ban on speeches containing generalities at the New Orleans convention of the Association, September 21-25.

It has prepared, instead, a program of about two practical talks each day. After this part of each day's program, it will go into executive session and discuss matters and ideals pertaining strictly to the advertising departments of daily newspapers.

Here Is the Program of Talks

The program of talks, as just announced by Charles Miller, advertising manager of the Birmingham (Ala.) News and secretary-treasurer of the Daily Newspaper Department, is as follows:

Jason Rogers, publisher, New York Globe—"Necessity for a Greater Standardization of Newspaper Advertising."

Frank D. Webb, advertising manager, Baltimore News—"Selling the Local Representative for Nationally Advertised Goods on the Use of the Newspapers in His District."

James W. Brown, publisher, Editor & Publisher—"Proper Advertising Rates."

James O'Shaughnessy, executive secretary, American Association of Advertising Agencies—"The Relation of the Advertising Agency to the Newspaper and Advertiser."

Fred Millis, assistant advertising manager, Indianapolis News—"Building Steady Business."

William Woodhead, former president of the A. A. C. of W., now director of advertising publicity for the Sperry & Hutchinson Company—"Value of Trading Stamps."

Major Roy Dickinson, associate editor, Printers' Ink—"Proper Compensation for Advertising Solicitor's Labor."

A. B. Weitz, advertising manager, Tulsa (Okla.) Democrat and Morning Times—"Automobile Show Under the Auspices of a Newspaper."

Herman Phillipson, Dallas Times-Herald—"Converting National Advertisers to the Use of Daily Newspapers."

A. L. Shuman, Fort Worth Star Telegram—"Build-a-Home Campaign."

A. A. Brentano, Evansville (Ind.) Courier—"Making Special Editions Popular and Profitable."

There may also be a talk by George Creel and one or two others.

Will Discuss 20 Topics

The department also has prepared a list of twenty topics it will discuss at the convention and has sent these to 700 newspapers, inviting them to be represented at the convention. The topics are:

The value of co-operation with national advertisers, and to what extent should it go?
Should newspapers sell merchandising in order to obtain advertising?
Flat rate versus sliding scale.
Should the local and foreign rates be equalized?
Uniform rate card.
The movie and vaudeville rates.
The best plan for notification of local and foreign rate changes.
Should the newspaper or the advertiser pay the agency commission?
Amusement publicity.
Automobile publicity.
Why questionable advertising of all kinds should be eliminated—and what is considered questionable?
How best to regulate compensation of advertising solicitors, in view of increased cost of living.
Bonus versus salary increase. (A very definite plan which has been in successful operation for more than a year, and which has resulted in 1,500,000 lines local gain, will be disclosed.)
Should newspapers furnish free art work and cuts?
Should there be a free or paid exchange of mats and cuts?
The use of news style heads on advertisements.
Should newspaper contracts be made for one year or more?
Uniform style of makeup.
The value, if any, of special editions.
Do scheme pages lower the standing of a newspaper?
Best methods to build up classified advertising.

To "Convert" Big Buyers

Considerable time also will be spent in discussing plans for converting national advertisers to the use of daily newspapers by selling local representatives.

For the benefit of newspaper publishers who join the Daily Newspaper Department, the dues of which are $10 a year, the department will prepare and send out a complete digest of the entire proceedings, so that publishers who have no representative present will get a good idea of what was accomplished. Only representatives of publications which hold membership in the department will be admitted to its executive sessions.

"It is our intention to make the Daily Newspaper Department sessions at the convention of real value to newspapers throughout the country, and I believe every publishers who sends his advertising manager to the convention will be repaid a hundred-fold," Mr. Miller, the secretary-treasurer, writes Editor & Publisher.

Hold Annual Picnic

Employes of the Manitoba Free Press held their annual picnic to Grand Beach on August 9. Five hundred attended. A special edition, called "The Harpoon," was issued and sold on the picnic train.

Herman G. Halstead, vice-president of the Paul Block Co., has returned from a business trip through the South.

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines.
Souvenir Programs of big events. Publicity campaigns conducted.
If you have a legitimate reason for producing something special
I have the men and reason to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

I. N. S. REPORTS GO IN RECORDS

British Atrocities in Egypt Are Alleged In Peace Conference Protest

WASHINGTON, Aug. 18.—Senator Borah, of Idaho, today read into the Congressional Record the report carried by the International News Service on alleged British atrocities in Egypt as charged in the protest filed against the British protectorate in Egypt with the Peace Conference at Paris.

Senator Borah charged that the reason news of these alleged atrocities had not been reported from Paris was because the two biggest continental news gathering agencies, Reuters and Havas, are dominated by the British and French governments.

The International News Service carried the first of the Egyptian stories August 16 as a special feature, and continued to carry stories quoting from and based on the report to the Peace Conference on Monday, Tuesday and Wednesday of this week.

The State-Lake Theater, Chicago, has installed a playroom for children.

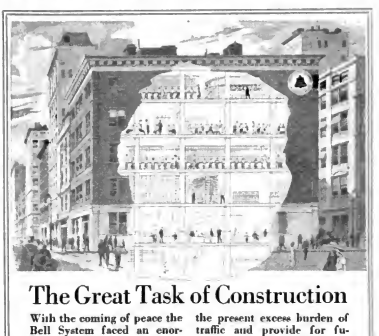
JOINS NATION'S BUSINESS

J. F. Jarrell, Kansas Newspaper Man, Will Be Transportation Editor

TOPEKA, Kan., Aug. 20.—J. F. Jarrell, former publicity director for the Atchison, Topeka & Santa Fe, but during the war connected with the railroad administration in Washington, has resigned to become transportation editor of "The Nation's Business." Prior to his taking the position, Jan. 1, next, he will have charge of a publicity campaign of the United States Chamber of Commerce, publishers of the paper.

Mr. Jarrell is a well-known Kansas newspaper man, having been connected with the Kansas City Times, Topeka State Capital and owner of the Holton (Kan.) Signal, prior to entering the Santa Fe service in 1909. His wife, Mrs. Myra Williams Jarrell, is a well-known newspaper woman, having been connected with Topeka papers as society editor and special writer for years. Two sons, Sanford and Archibald, also are newspaper men.

Now turn to page 36. It will interest you.



The Great Task of Construction

With the coming of peace the Bell System faced an enormous construction program. Conditions arising from war resulted in the wiping out of the reserve equipment normally maintained, and necessary to give prompt connection to new subscribers. The release of industry and accumulated growth of population now makes telephone demands almost overwhelming. Telephone construction, including buildings, switchboards, conduits, cables and toll lines, must, from its inherent nature, be undertaken in large units. A metropolitan switchboard, with its tens of thousands of parts, may require from two to three years to construct and install.

Only great extension can meet the present excess burden of traffic and future requirements. Extension which cares for immediate demand only, is uneconomical and calls for continuous work of such a character as to be frequently detrimental to the service.

During the war the Bell System devoted all its margin to the needs of the Government. The great task of getting back to normal pre-war excellence of operation requires the re-establishment of an economic operating margin capable of taking care of a larger growth than has ever before confronted the Bell System.

Construction is being pushed to the limit of men and materials; while every effort is being made to provide the best, present service.

American Telephone and Telegraph Company
and Associated Companies

One Policy *One System* *Universal Service*

N. Y. PRESSMEN WIN NEW WAGE CONTEST

Majority of Arbitration Board Extends Increase of $6 Weekly to Foremen and Assistant Foremen—Louis Wiley Dissents

A dispute between the Newspaper Publishers' Association, of New York City, and the Web Pressmen's Union as to whether the decision of an arbitration board, rendered May 3, granting an increase of $6 weekly to all journeymen members of the union, applied as well to foremen and assistant foremen, has been decided affirmatively, in favor of the union.

Votes in favor of this interpretation of the arbitration board, composed of Charles Stelzle, chairman; Albert Kreitler, representing the pressmen, and Louis Wiley, business manager of the New York Times, representing the publishers, were cast by Mr. Stelzle and Mr. Kreitler, with Mr. Wiley dissenting. A statement issued by Mr. Wiley, explaining his dissent, reads:

"Stumps Bonus as Wage"

"The only question before the arbitration was the establishment of a minimum wage scale.

"The request of the pressmen's union is similar to that made to the typographical union and refused by the arbitrator in that case.

"The decision fails to state a bonus such as is paid a foreman above the wage scale, a part of the scale.

"The statement signed by Messrs. Stelzle and Kreitler stamps a bonus as a wage, destroying the plan of a fixed scale, because bonuses differ in every procession.

"The decision tends to diminish the control of owners or publishers over their processes and lessens their authority over their foreman, who, as members of the pressmen's union, possessing superior ability, have been placed in executive positions and given responsibility as representatives of owners and publishers."

The Union's Contention

The decision which grants foremen and assistants the same increase in wages as other members of the pressmen's union, is as follows:

"It is contended by the union that since the foremen and assistant foremen are members of the union it applies to them equally with all other journeymen especially in view of the fact that the union made the following paragraph the basis for discussion: 'The united request for an increase of $6 per week for all journeymen members over the present wages paid.'

"The publishers on the other hand insist that the pay of foremen and assistant foremen did not enter into the discussion and that it was not a subject for arbitration because the only matter under consideration was the minimum wages to be paid to journeymen and that what ever is paid in excession to this said minimum wage is purely a matter between publishers and foremen and assistant foremen.

"The union declares that the subject submitted for arbitration was not the minimum wage but an increase in wages for all journeymen members above the present wages paid.

A Preliminary Issue

"Furthermore, it is contended by the union that the question of this increase in the foremen's wages was a point at issue in the preliminary discussion before the case came in arbitration and that by mutual agreement this point was referred to a committee consisting of Mr. Pulcher and Mr. Simons, who together were to frame up the points to be arbitrated. It is asserted by Mr. Simons that it was agreed that the union was to incorporate in its demand a comprehensive statement which should include all points and mutually agreed upon during the preliminary discussion.

"This, it is declared by the union, was its understanding when it inserted the clause which stated that the increase was to be given to all journeymen members over the present wages paid to be received by the foremen and assistant foremen had not been settled in the preliminary controversy.

"The union also said that while no reference was made specifically to foremen and assistant foremen when the case was being arbitrated, it was understood that while the statement made by the union were upon the basis of a minimum or 'fixed' wage, foremen and assistant foremen would also share in any advance that might be given the other journeymen members of the union as they deserved at least a proportionate increase in their wages.

Cites a Precedent

"Reference was made by the publishers to the decision rendered by Frank Morrison in favor of Typographical Union No. 6 and the Publishers of New York, during which time the question as to whether or not the advance granted the journeymen should apply to foremen in the composing room. Mr. Morrison decided that the increase was to be granted only to the journeymen compositors and not to the foremen.

"However, the Web Pressmen's Union insists that its case is not parallel—that it was understood by them that the foremen were definitely included in the request for an increase of nine dollars per week and that this was not so in the case of Typographical Union No. 6.

"Apparently, therefore, there seems to be a misunderstanding between the Web Pressmen's Union and the Publishers' Association as to who was to be included in the demands made by the union—the union assuming that it included the foremen and assistant foremen and the publishers understanding that it applied only to pressmen in charge, and all other pressmen actually working on the presses.

Voluntary Increases

"However, the fact that practically every newspaper connected with the Publishers' Association of New York City gave the increase to its foremen and assistant foremen without any question seems to imply that the permanent view of the case was accepted by these publishers.

"It was stated that only two newspapers had declined to grant an increase in the wages of foremen and assistant foremen, although it was stated that in some instances the increase was given by other newspapers merely because it was believed by their publishers that the foremen and assistant foremen deserved at least a proportionate increase in their wages without regard to the union's demands.

"That the publishers have heretofore included the foremen in decisions which referred to members of the union, even though foremen were not mentioned specifically, is demonstrated in the arbitration decision rendered October 6, 1918, when the increase granted the Journeymen Stereotypers was also given to the foremen and assistant foremen without any question on the part of the publishers.

"While it is true that the arbitration committee did not have under specific consideration the increase of wages of foremen and assistant foremen, all the implications seem to justify the decision that as members of the Web Pressmen's Union, the foremen and the assistant foremen are entitled to the same increase in pay granted to all other journeymen members of the union—namely, $6 per week, and the arbitration committee so decides."

A HAY MOW OUTING

George Reynolds Asks Fellow Circulation Managers to Share One at Nantucket

New Bedford, Mass., Aug. 20.—The proposed August outing of the New England Association of Circulation Managers at Nantucket, Mass., has been called off, because, according to George H. Reynolds, of the New Bedford Standard, it is almost impossible to obtain hotel accommodations. Mr. Reynolds is, however, holding an outing there anyway.

"On August 20 I am going to Nantucket and stay over night, having an option on a first-class hay mow. Will you join me?" he wrote recently in a circular letter to members of the Association.

CIRCULATION NOTES

More than one hundred newsboys—carriers of the Elgin (Illinois) Daily News wrote the greats of their paper at an all day picnic at Wing Park on August 7. A parade through the business section of the city preceded the trip to park.

J. R. Brown, for ten years connected with the circulation department of the Los Angeles Examiner, and two years circulation manager of the Modesto Evening News, is now in charge of the circulation department of the Santa Rosa (Cal.) Republican.

The Hamilton (Ohio) Republican-News is giving away the Evansville Joy-Toy Monoplane to boys and girls who secure new subscriptions to that paper.

The Inter-State Circulation Managers' Association will hold its fall meeting at Scranton, Penn., September 10 and 11.

James L. Doolittle, of the circulation department of the Des Moines Register and Tribune, has resigned to become circulation manager of the Port Huron (Mich.) Times-Herald.

The Fall River (Mass.) Herald is continuing its popular outings for kiddies.



Wisconsin IS.

That is its appeal to YOU. You want to sell to a LIVE, solvent customer.

Wisconsin IS.

In order to BUY, to really acquire the high grades in whatever goes to make up INDUSTRIAL, SOCIAL and domestic life, there must be MONEY and taste—

The taste to discriminate; the where-withal to pay to gratify it.

Wisconsin has both! It specializes in the products of the farm, in livestock, in education; and it MAKES specialties that it gets well paid for.

It does not make so MANY things, but in a FEW IT LEADS and there puts forth its *big* effort.

To lead, requires the equipment, and the habits of a LEADER.

If you have anything to sell to *leaders*, here is your market.

Papers	Circulation	Rate for 5,000 lines
Beloit News (E)	6,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
†Fond du Lac Commonwealth (E)	6,017	.025
Green Bay Press Gazette (E)	11,011	.025
Kenosha News (E)	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,891	.03
Milwaukee Wisconsin News (E)	*68,431	.10
Milwaukee Journal (E)	113,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.025
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1, 1919.
†Publisher's Statement, April 1, 1919.
‡A. B. C. Statement, April 1, 1919

NEW SCALES SIGNED WITH PRINTERS

Many Newspapers Sign Agreements Carrying Increases of Substantial Kind—Eight Hours, Day or Night, the Working Schedule

The Typographical Journal for August reports the following increases in wage scales for printers employed in newspaper offices:

Newburyport, Mass.—Handmen, operators, $25. Eight hours. Increase—$7.

Galt, Ont.—Handmen, operators, $24. Eight hours. Increase: Handmen, $6; operators, $6.

Dayton, O.—Handmen, operators (day), $36; (night) $39. Eight hours. Increase—$6.

Yakima, Wash.—$38.40 day; $40.20 night. Increase, $5.

Regina, Sask.—Handmen, operators (day) $37; (night) $39. Seven and a half hours. Increase—$5.

London, Ont.—Journeymen, day, $30 (increase $6); night, $32 (increase, $9). Forty-two hour week.

Scranton, Pa.—Day, $34; night, $37; increase, $8.

Lansing, Mich.—(Day) Handmen, $32.50; operators, $32.50; (night) $35.50, $35.50. Eight hours. Increase, day, $9-$6; night, $10.50.

St. Paul.—Operators have granted them a bonus of $2 a week and one week's vacation with pay.

Watsonville, Kansas.—Cal.—Day differential of $3 per week.

Appleton, Neenah, Menasha, Wis.—Handmen, operators, 48 hours. Increase—Handmen, $1; operators, $2.

Owensboro, Ky.—Handmen, $22; operators, piece rates. Eight hours. Increase—Handmen, $6.

Tulsa, Okla.—Increase of $3 per week for foreman and operators' operators to take care of machines and of increase of $2.50 for floormen.

Worcester, Mass.—(Day)—Handmen, operators $26. (Night—Handmen, operators, $32. Eight hours. Increase (day and night)—$2.50. In addition to this, a war bonus of $2.50 is paid.

Syracuse, Ga.—Handmen, $22; operators, $27. Eight hours. (Night)—Handmen, $24; operators, $29. Seven hours. Increase—Day and night—Handmen, $1; operators, $3.

Idaho Falls, Idaho.—(Day)—Handmen, $26.40; operators, $36. (Night)—Handmen, $30; operators, $40. Eight hours. Increase—Handmen, $3; operators, $2.40; operators, $3. (Night)—Handmen, operators, $3.

Topeka, Kan.—Minimum for journeymen on evening newspapers, $30; morning newspapers, $33; forty-eight hours.

Colorado Springs, Col.—Newspaper publishers granted a voluntary $2 per week wer hour. The increase makes the wages of day work (seven and one-half hours), $36; and the wages for night work, $38.

Raleigh, N. C.—(Day)—Handmen, operators, $30. (Night)—Handmen, operators, $36. Eight hours. Increase—(Day and night)—$5. In addition to the above a 2½ per cent bonus will be paid during the life of the contract.

Zanesville, Ohio.—Newspaper proprietors voluntarily increased scale from $26.50 and $28 for night work to $31 and $33 per week, and for day work from $24 to $26 and $30 per week.

Lexington, Ky.—(Day)—Handmen, $30 per overtime; $32 day (Saturday double-header), and 8c cents per overtime. Eight hours.

Elyria, Ohio—Handmen, operators, $27.50. Eight hours. Increase—Handmen, $2.50; operators, $1.50.

Middlesboro, Ky.—Handmen, operators, $24. Eight hours. Increase—$6.

Brownwood, Texas—Handmen, operators, $24. Eight hours. Increase—$5.50.

Montreal, P. Q.—(Day)—Handmen, operators, $32. Eight hours. (Night)—Handmen, operators, $35. Seven and one-half hours. Increase (day and night)—$6.

Mitchell, S. D.—Handmen, operators, $5 per day. Eight hours. Increase—Handmen, $1.50 per day; operators, $1 per day.

Huntington, W. Va.—Handmen, operators, $34. (Night)—Handmen, operators, $37. Eight hours. Increase (day)—$8. (Night)—$9.

Binghamton, N. Y.—Increase in wages of $10 per week over old scale. The Press (evening) from $24 to $34, and the Republican-Herald (morning) from $27 to $37 per week.

Bloomington, Ill.—(Day)—Handmen, operators, $28. (Night)—Handmen, operators, $30. Eight hours. Increase—(Day and night)—$3.

Lockport, N. Y.—Increased newspaper scale from $21 per week to $26.50.

Hannibal, Mo.—(Day)—Handmen, operators, $23. (Night)—Handmen, operators, $27. Eight hours. Increase—(Day and night)—Handmen, $5; operators, $4.

Edmonton, Alberta, Can.—(Day)—Handmen, operators, 70 cents per hour. (Night)—Handmen, operators, 91 cents per hour. Seven and one-half hours. Increase—Newspaper (day)—49.20. (Night)—$6.43.

Philadelphia, Pa.—Increase of $6 per week in the newspaper scale. The scale now stands, $37 day and night.

Sioux City, Iowa.—(Day)—Handmen, operators, $33. (Night)—Handmen, operators, $36. Eight hours. Increase—(Day and night)—Handmen, operators, $4.

Jersey City, N. J.—$3 increase, making a $7 increase in the past $30. With this the papers is paying $39 and pay for holidays.

St. Catharines, Ont.—Handmen, operators, $25. Eight hours. (Night)—Handmen, operators, $27. Seven hours. Increase—Day and night—Handmen, $4.50; operators, $1.

Columbus, Ohio—Items of $4; the newspaper scale for day work is now $34 and $36.

Centralia, Wash.—(Day)—Handmen, operators, $33.10. Eight hours. Increase—(Day and night)—Handmen, $4.50. September 9, 1919, $5.60.

Tonopah, Nev.—Handmen, operators, $42. (Night)—Handmen, operators, $46. Eight hours. Increase—Day and night—$6.

Perryton, Okla.—Handmen, $34; operators, $30. Eight hours. Increase—$3.50.

"Victory" Edition of the Denton County Record

The Record-Chronicle issued recently, commemorated the deeds of the Denton county boys who served in the late war.

WHAT OUR READERS SAY

The Tax on Advertising

BUTLER PAPERS PRAISE
David City, Neb., Aug. 9, 1919.

To Editor and Publisher:

Following is an extract from a letter just sent Congressman Mansfield in response to a request for my opinion on the main system for second class mail, a poll of the press of the country, having been taken on the subject, being taken:

"In the country newspaper business 42 years, it is a humiliating and constant task. It appears to me the zone system affects the country and suburban publications unfairly.

"1. It discriminates against and penalizes advertising, the life of all newspaper business, also in itself a great creator of postal business of the first class and fourth class.

"2. It is a complex, expensive and vexatious system, much more so than the classifying into zones and in measuring and reporting advertising and weighing, especially, the publishing of postal rate in the least annoying and least expensive form of any which has been proposed by various papers.

"3. It was passed as a war measure and as a rider. The war is over. Rider legislation is usually forced judgment and hasty.

"4. If the Government needs the money, and probably it does, although reduction of letter postage from 3 cents to 2 cents does not indicate need, and if the postal service is to be made to pay a profit, an accurate cost system should be established and the margin of profit determined and secured by increased rates on all classes of matter in proportion to cost of each class. The cost of carrying Government franked mail should not be charged against second-class mail. The second-class rate should be a flat rate, as the first and third-class rates are. It should be the same rate for advertising as for reading matter. Advertising is news.

"5. National weeklies and magazines for metropolitan districts do not and cannot recognize so-called foreign advertising. They have developed it and country papers are getting none of it, generally speaking. If, during the time the new system was established, and are getting it on their merits as advertising media, not because of the zone system, which is a handicap on advertising and penalizes advertising. A greater volume of advertising necessitates a greater volume of reading, and all are profited."

That many country newspaper men, giving little or no thought and accepting opinion ready made for them, give approval of this zone system and the Government disparagement of advertising, is a most astounding handicap of advertising that is a feature of it, affected by contention that it favors the wealthy publications which oppose them to lose advertising to the country papers, appears to be a meaning and a pitiful example of credulity and selfishness.

C. F. CLARK, Publisher.

Papers That Crossed on the R-34

In a letter dated August 7, John J. Spurgeon, editor of the Philadelphia Public Ledger, writing about newspapers carried by the dirigible R-34, said "It was the Public Ledger and not the New York Times that was delivered to King George, as the acknowledgment from that secretary to our correspondent in London proves."

The R-34 carried, as regular mail addressed to King George, a copy of the New York Times of Sunday, July 6. When the dirigible was delayed in leaving, another package for King George was made up and entrusted to Major Scott, commander of the airship. This package contained copies of the New York Times of July 9, the Mid-Week Pictorial of July 10, Current History Magazine for July and a part of the Sunday issue of July 6, which was the New York Times of July 13. Both the copy of the New York Times sent by mail and the copy entrusted to Major Scott were delivered to King George on July 15.

Lieut. Col. Cliffe Wigram, assistant secretary to King George, who received the message in the London correspondent of the New York Times, the next evening, under acknowledgment received by the king of "the New York Times of the 9th inst.," and the magazine, which was also delivered this afternoon, soon after 1 P. M., by the King," and asking "that you will be good enough to convey to the editor of the New York Times his appreciation of the kindness that thanks for them."

A copy of his letter was published in the New York Times, Tuesday, July 15. In that letter it was stated that the correspondence of days and hours shows that the New York Times was delivered in London seventy-one hours one-half hours before the Ledger reached him.

Upon the above news reports in the New York Times of July 14 and 15 are enclosed.

In making this simple statement of facts I have no wish to belittle the enterprise of the Ledger. It is one of America's great newspapers. I have always admiration for it and its progressive methods. It merits the wide recognition it has received.

Very truly yours,
LOUIS WILEY,
Business Manager New York Times.

Editor Leech Thanks Friends

Memphis, Tenn., Aug. 17, 1919.

To Editor & Publisher:

I want to thank you for the space devoted to my recent illness and election to the office of lieutenant for contempt of court.

I appreciate your kindness. If I might convey through your columns my thanks to the editors throughout the country who have sent me words to point out editorially the grave danger of courts assuming powers never intended for them and in direct violation of the constitutional guarantees of free speech and free press.

I have several hundreds of editorial clippings from papers throughout the Union, denouncing my imprisonment and calling for action to prevent. I might thank each editor personally or by letter, but that is obviously impossible, and a magazine such as your own furnishes the only medium of reaching them.

Thanking you again, I am

EDWARD LEECH,
Editor, The Memphis Press.

Statement From the New York Tribune

To Editor & Publisher:

August 12th, 1919.

The Tribune did not make the price of $1.20 per hundred until after the American News Company had agreed to deliver the Tribune at the regular price of $1.40 per hundred to any dealer unless that dealer also took the liberal papers. In other words, we were asked to slightly increase the price of Tribunes to the liberal papers, which we had undertaken at the specific request of the Federal authorities, in refusing to deliver Tribunes to a dealer who, at least partly for patriotic reasons and patriotic pressure from the public whom he served, refused to deal in Liberal papers.

It was only when we were unable to deliver the Tribune at any price, except under these circumstances, that we accepted the challenge, inaugurated the home delivery and made the price $1.20.

The Tribune wishes its record in this matter kept clear and asks, therefore, that you make the necessary correction.

Yours very truly,
NEW YORK TRIBUNE.
G. V. Rogers, General Manager.

"How" will be the central theme of the annual convention of the Associated Business Papers, Inc., which will be held in Chicago, September 18, 19 and 20. Every subject on the program will deal with the "How" part of the publishing problem.

98% Sandusky Homes take the evening
STAR-JOURNAL
Member A. B. C. Foreign advertising representatives:
La Coste & Maxwell,
45 W. 34th Street New York
C. J. Anderson Spl. Agency,
Marquette Building Chicago
THE ALVORD & PETERS CO.
Publishers, Sandusky, Ohio

The circulation of
The Evening Star
in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

U. S. P. O. Report
For the period ending April 1, 1919,
Average Daily and Sunday Circulation
76,652
New Orleans Item
Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

Service
National advertisers find the Indianapolis Sun an easy market to cultivate because they can obtain exact information of conditions from the Merchandising Service Department of
THE INDIANAPOLIS NEWS
Charter Member A. B. C.
Foreign Representatives
Dan A. Carroll Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

During the seven months ending July 31
614,922 agate lines
of national advertising were published in
The Clarksburg Telegram
a gain over the same period of 1918 of
74.5%
It pays to advertise in "West Virginia's Leading Newspaper."

Photogravure Advertising
25c line
8 page supplement
Every Sunday
Des Moines Sunday Register
70,000 Net Paid Circulation
I. A. Klein, New York—John Glass, Chicago

The Pittsburgh Post has the second largest morning and Sunday circulation in Pittsburgh.

The Detroit News
is 1st in America in paid advertising because it is the only paper that covers the rich Detroit and Michigan field—no interlocking all competitors in circulation that advertisers concentrate on the News.

LETTERS OF AN EDITOR TO HIS SON

About six months ago a young newspaperman undertook the management of a somewhat slow going country town daily. His father, an experienced editor, has written him many letters of practical advice. EDITOR & PUBLISHER *has secured extracts from these actual letters for publication in several chapters, the third of which follows:*

I WAS glad to have your letter today giving some of the details of your job. I am not a bit surprised to know of your difficulties, for I think I appreciated them better than you did a few weeks ago. But they are not insurmountable. It will mean the hardest kind of work for many months, but you are not afraid of work. You have common sense and are quick to learn, qualities that will make up for your lack of experience, and this latter you will get fast enough. As long as you believe in yourself and are willing to give the best you have in you, I have no misgivings as to the outcome.

I was not surprised to know of your discovery about the circulation lying. The only thing to do now is to make a clean breast of it to your advertisers, who probably won't be much surprised, for I doubt if they had been fooled at all.

Here is my suggestion as to your circulation problem. See the larger advertisers yourself, tell them just what you have found out, and declare yourself as being utterly opposed to the old policy. Lay your cards on the table by telling the exact truth about the circulation, and promise as rapid an increase as legitimate methods will bring. But make plain that even if the circulation is only 2,000 the ten cent rate is low, and that they are getting more than ample returns for their expenditure.

A Matter of Business, Not Sympathy

Show them how they can afford to increase their space, purely as a business proposition. In addition appeal to them to assist in giving the county a good newspaper; not as a matter of alms, however. They cannot afford to see the town left with only one newspaper, for then they would be at the mercy of that one paper. Of course you are not begging anything of them, always keep that in mind. If the paper is not worth anything to them as an advertising medium you do not want their money. I have no use for the whining, sympathy-seeking editor.

Your best bet in circulation-getting is a good newspaper, and let me repeat that local news is your best bet in making a good paper. As I see it you must do something that the opposition is not doing. You must make the public see that if it wants the news it must take your paper. You can spend money to no better advantage than on a good reporter, who just now will do you more good than the best solicitor you can hire. Let me give you a few suggestions, some of which you may find workable.

That was a bully good murder story you had the first of the week, but I did not see any follow-up on it. Never drop a big story cold, even if there is not much real news in the aftermath. I know I wanted something more, and probably other readers felt the same way I did. In the follow-up you might have referred to the scoop you had, your enterprise, etc. Blow your horn.

Some Concrete Suggestions

Get some news from the various war activities bodies. Get your Y. M. C. A. secretary interested in your paper by asking him to write for it. Give him a little department of his own once or twice a week.

Get more news of the court house and keep it altogether. Readers are always interested in litigation. Even the routine is worth printing, and it is always possible to get something more than routine.

Establish a sporting department, even if it is small. You are publishing considerable sporting news, but it is scattered all over the paper. Perhaps you can get a high school boy to take charge of it. Use his name at the head of the department. If in time you can build up a good department of sports you will have made something well worth while in getting circulation. In any event keep this news together, and you can ask for contributions as you do for society and church news.

Have you thought of the possibility of getting some agricultural news? Have you a county agent and a lodge of the Grange? Do you get the clipping sheet of the agricultural college? A department of this kind of news once a week would interest your farm readers.

Ask the city librarian to furnish you a weekly list of new books added. Get from him some figures on book-drawers and the kind of books most in demand. Perhaps he would review a book for you occasionally. Do the bookstores advertise?

Is there a man in town who is a sharp on local history? He might be jollied into writing for you a series of articles on people and things.

What kind of a board of trade have you? Is it doing anything for the town? If not, it is up to you to wake somebody up.

No doubt the town needs cleaning up and painting up. Urge a clean-up day and go after some advertising in connection with it.

You claim in your masthead to be the party organ of your county, but I find precious little political news. See your county and city chairmen and make them produce some news for you.

Near-at-Hand News

Don't place too high a standard for news. You will find many an occasion to play up a story that would be more or less inconsequential in the city, but of real importance for you. A minor automobile accident on your main street is worth more than a big tornado in the far west. Even if every man, woman and child in town saw the accident and knew all the details, publish them all. The people will be more interested in reading that sort of a story than one they know nothing about.

If there is any movement on for city improvements interview leading citizens on the subject.

You see there is scarcely any limit to the news possibilities, especially if you have an editor who is interested in making news. However, you evidently have one of the kind who just simply waits for things to happen. That sort of a man is not an editor at all. However, one of these days you will be your own editor, I hope. Don't be a routine man, no matter where you are or what kind of work you are engaged in.

(To be continued)

Tokio Papers Resume

TOKIO, Aug. 11.—Newspapers have resumed publication here, following the settlement of the strike of printers which forced a general suspension last week.

W. I. REILLY, OF COLORADO SPRINGS, was elected president of the Intermountain Typographical conference at the annual convention of the State Federation of Labor held August 13 at Fort Collins.

OPENS SERVICE BUREAU

South Bend News-Times Installs New Department to Aid Advertisers

South Bend, Ind., Aug. 19.—With the return from army service overseas of William R. Armstrong to the advertising managership of the News-Times, that newspaper has established a Service Department for the convenience of both local and foreign advertisers.



WILLIAM R. ARMSTRONG

The new department will supply data of many kinds on business conditions in the territory of northern Indiana and southern Michigan and will advise and co-operate with advertisers in the merchandising of their products.

Staten Island Changes

The Staten Island (N. Y.) Daily Advance has appointed Frederiek W. Pangborn, formerly editor of the Jersey City Evening Journal and of Godey's Magazine, local news editor, and announces that Nora H. Golden, formerly advertising manager of Lane Bryant, Inc., will serve advertising clients as counsel hereafter.

New Idea in Book Reviews

The St. Paul Pioneer Press is conducting a department of book reviews by readers, edited by the City Librarian.

PREMIUMS
That Are RealSubscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

New Era Features
30 East 42nd St., New York City
Forty Leading Papers Print Our Service.
Send for our Headline History of the World War

Time and Money
Both time and money are saved by members of *The Associated Newspapers* who are receiving a most effective feature service at a saving over former feature expense. Besides, they are building up *for themselves* a service of increasing value.
Write or wire for terms of membership. Only a few cities now open.
The Associated Newspapers
170 Broadway New York

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 37TH ST. NEW YORK

NEW YORK POLITICAL WRITER DIES

James E. McBride, Well-Known Newspaper Man, Died Thursday at His New York Home—Managed Mayor Hyland's Campaign

James E. McBride, formerly president of the Municipal Civil Service Commission and well known in the newspaper world of New York for nearly twenty years, died Thursday of heart disease at his home, 947 West End avenue. He was 38 years old.

In the last Mayoralty election Mr. McBride virtually managed the campaign of John F. Hylan, and his reward was the appointment to the head of the Civil Service Commission.

He resigned to take an executive position with the Fox Film Corporation. Mr. McBride was born in Buffalo and entered newspaper work in that city as a political reporter on the Inquirer. His ability soon attracted attention and twenty years ago he came to this city as a reporter for the Evening World. Later he was Albany correspondent and reporter for the New York American. He leaves a widow and daughter.

The honorary pallbearers at the funeral in the Funeral Church on Sunday afternoon were: Mayor Hylan, Transit Commissioner Delaney, William Randolph Hearst, William Fox, Winfield R. Sheehan, Supreme Court Justice Wagner, L. J. O'Reilly, Victor Watson, James J. Montague, Arthur Brisbane, Charles S. Hand, Axel Warn, George H. Payne, W. A. Orr, Morris Deiches and Martin Green.

Injury to His Hand Causes Publisher's Death

A. F. Smith, 70 Years Old, Had Been Connected with Vandalia, Ill., Herald for 56 Years

A. F. Smith, 70 years old, editor and publisher of the Vandalia (Ill.) Fayette County Democrat, died in a hospital in St. Louis on August 16, following injuries to his hand in a job press in his office on July 25.

He was brought to St. Louis a week later, and an effort made to save the hand, but the infection gradually spread to the whole arm, and it was decided that even amputation of the whole arm would not save his life.

He had been sole proprietor of the Democrat since the death of his father, Charles G. Smith, many years ago, and had been connected with the paper more than 56 years. The paper was founded in 1863. He left a wife, a daughter and two grand-children.

ANDREW S. TEUXILLO, 57 years old and for 22 years an employe of the Galveston News printroom, is dead.

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit has the largest oil-engine factory, the largest wood-working machinery plant in the world. It is the shoe grinding center of the United States. It makes great paper-machines. It has a total of 30 factories. Beloit is the heart of the richest agricultural and dairy region of the continent.

The people are highly educated and have $2,000,00 in deposits in local banks.

One paper—the Beloit Daily News. Circulation over 7,000. Rate, 2½ cents per agate line.

Obituary

TANCRED ZANGHERI, for several years past a foreign correspondent of the Chicago Daily News and a member of the staff of the Milan Secolo, lost his life recently when an airplane in which he and fourteen other persons, also killed, were passengers, fell near Verona, Italy, during a record speed flight. During the war he served as a captain in the Italian army and contributed many vivid dispatches to the Daily News.

WILLIAM H. STRONG, for many years identified with the old Chicago Inter-Ocean, died last week in St. Luke's Hospital, Chicago, aged 66 years. He began newspaper work as a reporter for the Inter-Ocean, becoming a special feature writer, and finally representative of the paper in England and Spain. He bought an interest in the paper, selling it later. He was prominent in the work of the Episcopal Church and contributed many articles to religious periodicals.

MRS. JOHN L. SPALLMAN, wife of the Chicago Tribune's city hall reporter, died last week after an illness of seven years.

A. J. PIRTLE, former editor of the Severance (Kan.) News, died in Chicago recently. His son, Ralph, was killed in a train accident at Marshall, Mo., about the same time his father died.

WALLACE HERBERT BLAKE, who became an Episcopal clergyman after being engaged for several years in newspaper work and advertising, died at a tuberculosis sanitarium at Oak Forest, Ill. He attended Northwestern University at Evanston, Ill., and was editor of the college paper. Later he worked on the Chicago Tribune and the Chicago American, and after engaging in the advertising business, entered the ministry and served several churches in the central and far west.

BENJAMIN SUSSEX HUNTOON, superintendent of the Kentucky Institute for the Education of the Blind and head of the American Printing House for the Blind, died at his home in Louisville, Ky., after a long illness. He was widely known for inventions which adapted the printing press to the production of books for the blind. He was 83 years old.

COLONEL NICHOLAS SMITH, father of the late Mrs. Nicola Greeley-Smith Ford, died suddenly Friday night at the home of another daughter, Mrs. Louis F. Geissler, at Fort Salongat, L. I. He was 82 years old.

WEST TEXAS TO ADVERTISE

Will Buy Space in 5,286 Country Weeklies, Reaching 15,000,000

FORT WORTH, TEX., Aug. 13.—The West Texas Chamber of Commerce has launched a movement looking to an extensive advertising campaign to place the resources of West Texas vividly before the entire country. The movement was inaugurated by Tarrant county and the Fort Worth Chamber of Commerce. Invitations were sent to the 86 Texas counties to the west and northwest of Tarrant county to join in the plan, and it was then taken up by the West Texas Chamber of Commerce.

It is planned to insert display advertisements in 5,286 country weeklies that will reach at least 15,000,000 people. The advertisements will cover 30 column inches and will, aside from placing the advantages of West Texas before the public, form a permanent directory of the progressive business men and firms of west and northwest Texas, particularly of the North Central Texas oil fields.

Russian Daily Raided

The Chicago offices of Daily Free Russia, a recently-established newspaper, were raided by operatives from the U. S. Attorney General's office this week. Damon Lincoln Orlowsky, the editor, was later called into conference by the authorities as to the policies of his paper.

Ada Patterson, star feature writer of the Hearst papers, has returned from a vacation spent in the Rockies.

A Worth-While Field

Cleveland, the largest city of Northern Ohio and the "big city" to a dozen or more live industrial towns, is an ideal market for easy product that can muster a talking point.

The Plain Dealer binds all these separate communities into one big merchandising unit. You can cover that unit with

The Plain Dealer

Largest Morning Circulation Between New York and Chicago

LOS ANGELES

EVENING HERALD

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION 127,773

Charter Member A. B. C.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram Albany, N. Y. Circulation, 28,000

The Indiana Farmer

is reached by a much larger circulation, with the freshest news and the only special farm and poultry pages, by using—

The Indianapolis Star

Special Representatives:

KELLY-SMITH CO., Marbridge Building, New York City

JOHN GLASS Peoples Gas Building, Chicago

R. J. BIDWELL CO., 742 Market Street, San Francisco

Will Counsel Advertisers on Minneapolis Mediums

Vigilance Bureau of Minneapolis Forum Plans to Supply Detailed Information on All Publications in Its Field

Detailing information concerning publications of all types soliciting advertising patronage in the Minneapolis field hereafter will be supplied to its subscribers by the Vigilance Bureau of the Minneapolis Advertising Forum, a unit of the Associated Advertising Clubs of the World.

"It will not be the function of this service to make recommendations to advertisers as to their attitude toward any publication," reads a bulletin issued by the Bureau.

"The purpose will be, rather, to obtain from publishers a sworn statement of facts, which may in the Division's discretion, be verified or supplemented from other sources.

"Such facts will be issued to subscribers in detailed reports. With the facts thus available from an impartial source, advertising buyers can exercise a real discretion in making decisions on any medium.

"While some effectiveness has been secured through civic or trade bodies in curtailing questionable or worthless mediums, no practical survey or requirements have been made to place responsibility on the publisher or solicitor. This work is now to be assumed by the Bureau."

W. L. West has sold the Polk County Enterprise to H. C. Connally, of McGregor, Tex.

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgment of its power that the advertiser should heed. If desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.

Foreign Representative

171 Madison Ave. NEW YORK

The Pittsburg Dispatch

for nearly four score years has sold good merchandise for advertisers.

WALLACE G. BROOKS Brunswick Building, New York

THE FORD-PARSONS CO., Peoples Gas Building, Chicago

H. C. BOWEN Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.

Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919

43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the best territory the States is the logical and economic medium.

Circulation does not send on request.

The S. C. Beckwith Special Agcy.

Sole Foreign Representatives

New York Chicago St. Louis

HOW HOSKINS SCORED TWO FAMOUS BEATS

New Managing Editor of Houston Post Got Control of Only Wires Out of Galveston and San Francisco at Time of the Big Disasters

L. A. Hoskins, whose appointment as managing editor of the Houston Post was announced in a recent issue of Ewing & Pressler, has returned to Houston and the Post after an absence of nearly twenty years. In the meantime he has worked through all the "runs" and desks, and had eight years' experience in the editorial maoagement of newspapers in California and the Pacific Northwest.



L. A. Hoskins

Mr. Hoskins really started his newspaper career on the Post. As a young man he learned to telegraph. He soon mastered the intricacies of the high-speed wire code and went with the Associated Press. Twenty years ago, at the close of the Spanish-American War, he traded "jobs" with another operator and returned to Houston, his boyhood home.

After working the wire for a year, and immediately following the Galveston flood, which came while he was on vacation and which offered opportunity for him to try his ability as reporter, he decided to break away from the telegraph. A change on the desk offered an almost immediate opportunity. His vacation "sub" continued on the wire and he assumed the duties of telegraph editor.

Scored Two Great News Beats

While covering hotels and railroads in 1901, opportunity came for a trip to California, and when the Los Angeles Examiner was started, in 1902, Mr. Hoskins was one of the staff. He remained with that paper for nearly ten years, working himself into the position of night editor. In 1911 he left the Examiner to assume the managing editorship of the Los Angeles Tribune. Eleven months later he merged the editorial management of the Tribune (morning) and the Express (afternoon) —both Earl publications and both printed in the same building—and for the next five years was the managing editor of both papers.

Leaving the Tribune and Express in 1917, Mr. Hoskins went to Tacoma, where he assumed editorial management of the Perkins papers, with the title of assistant publisher. This connection terminated when the Tacoma News (afternoon) and Ledger (morning) were sold by Mr. Perkins to E. H. Baker, of Cleveland, O., and the News was merged into the Tacoma Tribune.

From Tacoma, Mr. Hoskins went to Atlanta, Ga., where he became the day editor of the Georgian, the Hearst paper of the South. While thus employed Mr. Hoskins went to Houston to visit his parents and out of the visit grew the negotiations which made it possible for him to return to the Post and his old home town.

During his newspaper career Mr. Hoskins has been able to score in a large way. For instance, it was through his keen news sense and his ability to telegraph that it was possible for him to get the first news of the Galveston flood to the outside world. The hurricane that destroyed so much property and so many lives at Galveston also wrecked telegraph wires. Mr. Hoskins knew this and searched about until he found a wire that was open on which to send out the news.

How a "Scoop" Was Obtained

He did the same thing with the San Francisco earthquake and fire. His was the first story that went over the wires telling of the destruction of the city. His ability to telegraph had enabled him to bring the news into the Los Angeles Examiner office after the press wires had closed and the regular operators had gone home, and to enable that publication to get out an extra on the 'quake hours ahead of its rivals. Immediately after, he went to the telegraph office and, getting a direct connection with the New York Journal office, sent the story direct to them, composing it as he sent, and putting them on the streets hours ahead of competitors.

Asked how he secured the San Francisco 'quake scoop, Mr. Hoskins recently told a bit of unpublished history.

"Luck, pure luck and simplicity," he said. "I happened to be in the Examiner office, chatting on the wire with an old Texas friend, Tom Brophy, who was the repeater man at Ashfork, Ariz. All eastbound wires from California went through Tom's office. Suddenly all of his 'Frisco wires failed and he broke off the conversation. A minute later he was back on the wire and said the postal chief at San Francisco had only had time to tell him that they had been hit by a 'quake and that buildings were falling on all sides.

"That tip was enough. I jumped for the postal main office in Los Angeles. In almost the same instant I arrived there our sending operator at San Francisco, Warren Wootten, also arrived, having been thrown out of bed when the hotel he was in was shaken down. He was hurt slightly, unhurt, and had found the telegraph office for safety. I quizzed him and had about five minutes' wire talk with him when that and all other wires failed to Los Angeles. I had enough to make a story—and I got busy to get a printer crew and a stereotype crew on the job to get out an extra, and roused the managing editor.

"Then came the problem—more news right away out of San Francisco. I tried the railroads and the telephone offices. Nothing doing. I went to the Western Union operating room and to the switchboard, where testing was going on. I got busy on the railroad wire section of the switchboard—wires that are regularly allotted to railroads and little used by the commercial company. I began calling points oorth. Finally, after many trials on many wires, I got a response. It was an unfamiliar signal, and I asked what station it was. The reply was that it was the Santa Fe station at Berkely, just out of San Francisco, across the bay.

Quake Crossed the Wires

"Inquiry of the Los Angeles chief operator, Bob Vaughn, developed that the Western Union had no such wire or station. I learned from the man at Berkeley that he was sending to me on a Postal wire, while I was sending to him on a Western Union wire. The 'quake had 'crossed' the wires near Stockton. As it was, the wire belonged to no one. The Western Union couldn't use it, and the Postal couldn't use it, because neither had anything more than a terminal on it.

"But believe me, I could use it. I had found it, and I claimed it. I slipped an Examiner loop onto the Los Angeles end and told the Berkeley man there was $100 for him if he would get in touch with one men in Oakland and would keep that wire going full tilt until one of them appeared. He agreed, and for four days we—the Los Angeles Examiner—had the only wire out of the earthquake district. Naturally, we scored big beats every day."

Thousand Dollar Newspaper Advertising Campaign Brings Home "Tunnin"

Deal Beach, N. J., Aug. 20.—A one-thousand dollar newspaper advertising campaign is no great shakes of a campaign for automobiles, for instance, but when a product like "Tunnin" is being advertised, it is a considerable campaign, as Lewis S. Thompson of Red Bank, who spent the $1,000, will tell you.

"Tunnin" is not a new breakfast food but is baby-talk for "Cunnigo" and the name of a wire-haired fox terrier owned by Mr. Thompson's young daughter, Geraldine. He disappeared the other day and his owner's grief was so great that her father lost no time in investing the $1,000 in advertising the canine's disappearance in newspapers of New York, Brooklyn, Newark, Philadelphia, and in every resort along the New Jersey Coast from Seabright to Bay Head. Pictures of the animal were printed, with an announcement that a reward of $50 would be paid for its return.

A New Jersey Coast began looking for "Tunnin" and he was found strolling on the beach at Long Branch. When told by his mistress that it had cost $1,050 to get him back, he declared in barks, easily translated by her, "News paper advertising always pays."

Publishers: More "Reasons Why" you, too, should deliver your Newspaper Agency Checking Copies by "S & M Insured Agency Delivery Service."

SOME SERVICE USERS

New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-Staats	Scranton Times
Mail-Eve. Sun	Bridgeport
Eve. World-Sun	Post-Telegram
Wilmington	Sioux City, Iowa
Journal-News	Argus Leader
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Times
Herald-Traveler	New Haven Reg.
Post-Transcript	ister

Send for full particulars of S & M Service.

Co-operative Agency Advertising Distributors of Newspaper Circulation
S. & M. Schwarz Mandel Inc.
450 Fourth Ave. N.Y. 7205-7200 Mad.Sq.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.
Sunday Edition, 5c.

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The population of the NORTH JERSEY SHORE RESORTS is larger than ever before.

Advertising placed in newspapers in these resorts reaches discriminating readers from all parts of the country.

THE ASBURY PARK EVENING PRESS
and
THE SHORE PRESS
(SUNDAY)

are the leading publications in the territory named.

Member A. B. C. Standard Rate Card.

Frank R. Northrup, Special Representative, 303 Fifth Avenue, New York City.
Association Building, Chicago.

J. Lyle Kinmouth, Publisher, Asbury Park, N. J.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News
Member A. N. P. A. A. B. C. A. P.

Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

The Shortest Route From Dealers' Shelves to Consumers' Homes.

Is Via

BOSTON DAILY AMERICAN

301,270

Govt. Statement For Six Months Ending April 1st.

This is the LARGEST home-going circulation in New England—a vast market with limitless possibilities.

The Dominating Force

in a manufacturing territory famous for its wealth, that annually spends a million dollars are expended weekly in wages.

The Bridgeport Post
Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
L. A. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives.
L. A. KLEIN, Metropolitan Tower, New York.
JOHN GLASS, Peoples Gas Bldg. Chicago

SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

MAINE PUBLISHERS ARRANGE ANNUAL PROGRAM

Meeting Will Be Held Early in October at Portland

PORTLAND, Maine, Aug. 20.—The next annual meeting of the Maine Press Association will be held in this city on Thursday and Friday, October 9 and 10, in the City Council rooms in City Hall. The business meeting for the election of officers, which will be held Thursday morning, will be for members only. All other sessions will be open to the printers and publishers of Maine, all of whom are invited to be present.

Don C. Seitz, business manager of the New York World, will deliver an address Friday forenoon on "The Newspaper and the Community." Mr. Seitz lived at Norway, Maine, for a number of years, where he obtained his early schooling and learned the printing trade in the office of the Norway Advertiser, a weekly publication.

AROOSTOOK PULP MILL SOLD

Will Resume Operations at Once After a Shutdown of Several Weeks

PRESQUE ISLE, Maine, Aug. 18.—The stock interest of E. P. Lindsay and others in the Aroostook Pulp & Paper Company's mill at Keegan, near Van Buren, has been purchased by A. R. Gould of Presque Isle and H. B. Stebbins of Boston. The mill has been closed some weeks.

A new company, which has been formed, will begin operations immediately. The plant was built two years ago and is thoroughly equipped. Its capacity is 60 tons, about one-fourth that of the mills of the Great Northern Paper Co., at Millinocket, and it will employ about 200.

N. Y. ENGINEERS GET RAISE

Newspaper Publishers and Union Employes Compromise on $36 Weekly

New York City newspapers and their union engineers have come to terms regarding wages hereafter, after negotiations during some months past between committees representing the Publishers' Association and the union. Boss engineers hereafter will receive $36 weekly and other engineers $34 weekly.

The engineers at first asked $39 for all newspaper engineers, having previously been paid a flat wage of $30 by most of the New York City newspapers. The committee submitted a counter offer which was accepted by the union and will be in force hereafter.

Barnum Visiting Pacific Coast

Jerome D. Barnum, publisher of the Syracuse (N. Y.) Post-Standard, who has been very active in fighting for the restoration of the recently discontinued rural delivery routes of northern New York, is spending a vacation in California. He expects to return about September 1.

The Nationalists in India are trying to substitute the vernacular for English in the public schools of the peninsula.

"Cover the Whole Earth!" Is This Newspaper Man's Unique Assignment

VANCOUVER, B. C., Aug. 20.—"Visit every country on earth and find out what the people want," is the unique assignment given Charles W. Wood, a New York newspaper man who has sailed from here with his wife to begin his investigations somewhere in Western Asia.

Mr. Wood, who comes from the Sunday editorial staff of the New York World, is being sent on this extraordinary mission by the Centenary Committee of the Methodist Church. He is not going merely to write-up the missions, but interpret the needs of each country he visits, so that approximately $170,000 the church has raised as a centenary fund for religious and social improvement work abroad may be expended to the best advantage.

Incidentally, he is a Socialist, a contributor to Socialist papers, a candidate for Municipal Judge on the Socialist ticket in New York City, and the writer of a group of essays soon to be published in a book called "Hurrah for Sin!"

"I may seem to be about as rank an outsider as the Methodists could have picked for my present assignment, but they seem satisfied, and so am I. I am not a churchman, but I believe, like Jesus, in helpful service and I see a chance to help my fellow men on this assignment," he said.

His immediate destination is Cheng Tu, in Western China, but he has no idea as yet how to get there.

"I don't know anything about China, except that it has about 400,000,000 people, and I have always taken it for granted that most of them ran laundries. I expect to spend the next two years learning things that I would'n let my geography teacher tell me," he said

Stern at Atlantic City

J. David Stern, formerly publisher of the Springfield (Ill.) News-Record, is spending a vacation at Atlantic City.

NEWSPAPERS LISTED FOR ARMY CAMPAIGN

(*Continued from Page* 14.)

West Virginia

Bluefield — Telegraph; Charleston — Gazette, Mail; Clarksburg—Exponent, Telegram; Martinsburg—Journal, World; Parkersburg—News, Sentinel; Wheeling—Intelligencer, Register, Telegraph.

Wisconsin

Eau Claire—Ledger, Telegram; Fond duLac—Commonwealth, Reporter; Green Bay—Press Gazette, La Crosse—Tribune & Leader; Madison—Capital, Democrat, Wisconsin State Journal; Milwaukee—Journal, Leader, Sentinel, Evening Wisconsin & News.

Wyoming

Casper—Daily Press, Tribune; Cheyenne—State Leader, Wyoming Tribune; Sheridan—Enterprise.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

Base Ball Player Board For World Series

Best Yet, Inexpensive, Easy to Operate—Shows Every Play—
Batter—Fielder, runner, etc.
No fights, outdoor or indoor proposition. Used by 11 Eastern Newspapers.

Sent on Approval—Satisfaction Guaranteed. 6 New Boards Available for World's Series. Wire at once, Standard Ball Player Corp., George H. Reynolds, Treas., New Bedford, Mass.

Goss Comet Press

in satisfactory condition, together with eight chases. Equipment now in use. Price $4500 F.O.B. Wichita Falls, Texas. Address J. H. Allison, The Record, Fort Worth.

For Sale

Two No. 1 Belknap Addressing Machines, with steel cabinets and trays for holding stencils. All in perfect condition. Address Providence Journal Co., Providence, R. I. Circulation Department.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

WANTED

An electric sign about 6 or 8 feet long, with name "Record" on both sides. Letters 2 or 3 feet high preferred.

Anyone having a second hand sign of this description for sale, please communicate with Manager, Fort Worth Record, Fort Worth, Texas.

WILL FIGHT BOLSHEVISM

Chamber of Commerce of U. S. Plans National Advertising Campaign

SEATTLE, Aug. 20.—National advertising denning the attitude of business toward labor, designed to check the growth of Bolshevik tendencies, will soon be launched by the Chamber of Commerce of the United States. This decision was reached at a meeting of the executive board of the national chamber held in Seattle this week.

Frederick J. Koster, president of the California Barrel Company, was named chairman of a committee to make plans for waging the extensive publicity campaign. Mr. Koster left here for San Francisco to immediately start work on the advertising campaign and did not accompany the board, which has been making a tour of the country, on his return trip to the East.

Donald Wright, recently discharged from U. S. army service and formerly connected with the Erwin-Wasey Co., Chicago, has connected with the copy department of Fitchfield & Co., advertising agents, Chicago.

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.
Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices

WALTER SCOTT & COMPANY
Plainfield New Jersey

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN
TYPE FOUNDERS CO.
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders' Machinery of Every Description
CONNER, FENDLER & CO.
14 Beekman St. New York City

Whatever You Say!

THE EDITOR & PUBLISHER says: Most healthy minded men like baseball. Yet even a confirmed "fan" will admit it, if you pin him down to frankness, that the newspapers carry more baseball news and gossip than he finds time to read—and much of it is trivial and foolish.

The writer might have added, Or knows what it means after he has read it.—Inland Daily Press Association Bulletin.

A successful Detroit jeweler holds a widely advertised dollar sale annually and says that it pays.

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher *you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely acquires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulator on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newspaper carriers, and city and country dealers. Wide experience in P. D. work and methods of every description. Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-528, care of Editor and Publisher.

Column Writer and Paragrapher

Column writer and brilliant paragrapher and wife, both now employed, desire change on account of climate. Will be open for positions on September 15 or any week. Man has had 20 years' experience in newspaper work. Good salary expected. Permanent.

Wife thoroughly experienced, now conducting woman's department in live city society. Good salary, permanent, in replying state full particulars. Address both A-837, care of Editor and Publisher.

Special Engagement

Newspaper business manager will entertain special engagements to straighten out the business end of a new daily publication or reorganize and place on paying progressive footing a non-satisfactory business end. Over 20 years successful experience. Address A-546, care of Editor and Publisher.

Experienced Copy Editor

Wishes permanent position in New York or Philadelphia; 30 years old, college graduate; can write heads to suit your style; will go anywhere upon. C. J. Fo, care Editor & Publisher.

Cartoonist

Young man wants position with Western daily—highest references—political cartoons and comics. Address A-521, care of Editor and Publisher.

Manager

Manager-owner, want to be free? Manager, broad, practical experience, employed, can be ready thirty days to make change for better moss-covered evening journal and paying investment. References exchanged. Address A-828, care of Editor and Publisher.

Cartoonist

Cartoonist, young man experienced on comics and cartoons, desires employment. Samples furnished upon request. Address A-820, care of Editor and Publisher.

Newspaper Printer

Young, efficient, all-around newspaper printer, with practical experience in all mechanical departments, particularly the composing room, wishes connection where it can develop into good position for future. Married and limit age maximum thirty-five. Good references regarding ability, character, etc. Address A-840, care of Editor and Publisher.

Thoroughly Trained

newspaperman. Twelve years reporting and editorial wishes desk position anywhere. Prefer New York state or west and ability will count. Am in the prime of life. State position and salary first letter. Address Advertiser 803, Garfield Street, Port Huron, Michigan.

Editor

Editor, fully competent to take charge of and build up editorial department of daily, now employed, seeks change. Married man, eleven years' experience, without backward step. Not a cheap man but a good one. Versed in all departments. Address A-838, care of Editor and Publisher.

City Editor

Seeks position city of about 30,000 in central states. University graduate, married. Nine years' experience. Good personal address and appearance. Can come at one at right salary. Address A-842, care of Editor and Publisher.

SITUATIONS WANTED

To Class Journal Publishers

Advertising and Circulation man, used to writing journals of all kinds, and monthly real business getter, good public speaker, solver, wants real opening. Has first-class publication work on smaller scale, including religious and drink, as well as on every branch—except mechanical—of daily and weekly newspaper work, and has had agency experience. Young in years, and reached aged only as. Seeks opportunity with scope for would pa ials special articles and editorials, prefers commission with drawing account and expenses, although salary with bonus might prove acceptable. Good feature writer and constructive business getter. Knows good ad copy and writes it. Has executive handling and can work with it. Preference will be shown to weekly or monthly publication. Portland, Oregon, Los Angeles, Chicago, Indianapolis, Cincinnati, New York or any other city equally as well located, and create idea that will mean big money for publisher and the underprivileged real money, if you can appreciate a man who has made money for clients he handled has merely broadened his vision. Could be promoted from journals he has fixed territory. Don't write unless you can do accomplish and what want a gentleman who is a man engaged to marry and wants permanent headquarters with Ohio or nation-wide influence. Send all details. Address Joseph Heidl, Box 313, Sherman, Texas. He can "sell anything he believes in."

Circulation Manager

Young man with lifetime experience in circulation work temporarily located, desires permanent connection. Recently discharged from military service. Best of references before former employers. Address A-845, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Classified Advertising Manager

Wanted—Classified Advertising Manager. Live paper—live town of 200,000. Man who can develop business. Address A-844, care of Editor and Publisher.

Advertising Solicitor

Advertising solicitor for newspaper near New York City; weekly; man who understands layouts and assisting merchants prepare copy; one with experience and can smell city dailies and is honest, industrious and reliable; a real home for advancement. Address stating experience, references and salary expected to A-841, care of Editor and Publisher.

Representative Wanted

To represent in New York on a commission basis, newspaper publishing local association among municipal officials of New Jersey. New Jersey Municipalities, Trenton, N. J.

Special Edition Solicitor

Wanted—special edition solicitor able to take on proposition near New York at once. Must have references and ability. Experience in replying to A-839, care of Editor and Publisher.

Circulation Manager and Promotion Manager and Pressman

Strong, aggressive circulation manager and an experienced pressman to handle Goss Straightline press. Unusual opening daily in Southern college town of 25,000. Good sensible all-the-year-round positions. Address C. W. E., care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Opportunity

A young man with good business judgment and newspaper experience can with a little cash establish himself as publisher of a newspaper in a growing city in Southern city of 30,000. Chance to consolidate competing property. Man must have ability and be able to put up a thousand dollars. Address A-826, care of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification, thirty cents per line. Count six words to the line.

Bedtime Tales

Prominent author of children's books and stories, preparing new series of bedtime tales, wishes distribution through newspaper syndicate offering best terms. For particulars address A-843, care of Editor and Publisher.

Portland Better Business Week Was Big Success

Ad Club Conducted Campaign in Which William P. Green of A. A. C. of W. Gave Much Assistance

PORTLAND, Ore., Aug. 20.—Material assistance for the week's campaign for truthful advertising, that is being conducted by the Better Business Bureau of the Portland Ad Club, is being received from William P. Green, organization secretary of the national vigilance committee. Mr. Green is making a tour of the Pacific Coast, having already visited Spokane. After a week here he will go before San Francisco, Oakland and Los Angeles.

Mr. Green is throwing new light on the ethics of advertising to audiences of business men and employes of business houses whom he is addressing. He also is meeting the buying public, particularly the women, and giving them an insight into the motives and methods behind the great advancement that has already been made in the standard of newspaper advertising.

"Every merchant in the country who believes in honest advertising, as all reliable business men do, is personally damaged every time untruthful statements appear before the public from the hands of fake investment sharks," said Mr. Green soon after his arrival in Portland. "The people are influenced to lose confidence in advertising in general and made to lack faith in the honest statements of legitimate business men.

"Today business is built upon a wholehearted service to the public, and the vital force in business, namely, advertising, has come to be known as an investment in public confidence. The great function of advertising is not only to get business, but to build and retain business. Advertising wins public friendliness and confidence.

"While it may be safely estimated that 90 per cent of the total volume of advertising is truthful, the remaining 10 per cent, or less, of misrepresentations breeds a general distrust of advertising that is far reaching and damaging. Advertising was first seized upon by the quack and faker, and extravagant advertising was the rule, rather than the exception, forty years ago.

"However, since advertising has been used by reliable business it has become more truthful and believable as the volume of advertising has increased. Advertising and business men must and are taking steps to purge advertising of fraud, falsehood and deception of every sort, even half-truths and petty deceits."

CHICAGO MAN GOES WEST

Charles F. Armstrong Joins the Izzard Company of Portland and Seattle

Charles L. Armstrong, for some time past associate copy director for Mallory, Mitchell & Faust, Chicago, will leave that connection September 1 to associate himself with the Izzard Co. advertising agency, of Seattle and Portland, Ore., in which he has purchased an interest.

There he will have charge of merchandising and copy planning departments, The Izzard Co. has simultaneously established Chicago connections with Greig & Glover, Inc., 440 South Dearborn street, Chicago.

A. J. Izzard is president of the Izzard Co. and was lately a visitor in Chicago, at which time he established the connection. The Izzard Co. was developed six or seven years ago from the old White advertising agency, of Seattle, which was one of the pioneer organizations of its kind in the Pacific northwest.

Democratic weekly of a far West county seat paid owner $3,675.80 in year ending April 30, 1919, for his personal effort and income on the investment. Can be bought for $8,500; $5,500 cash necessary.

Proposition S. Y.

Charles M. Palmer
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

HAS LITERALLY GROWN UP IN NEWSPAPER OFFICE

SAVERY M. LEWIS, who owns and publishes the Ruston (La.) Leader, daily and weekly, is equipped on any part of his plant and run whatever job he cares to take hold of. Literally, he grew up in the business of making and producing a newspaper.

His father, Judge Thomas C. Lewis, owned the Farmerville (La.) Union Record when Savery was born in that town, February 12, 1869, and gave the son a job in the mechanical department when the latter was 15 years old. So he has been "devil," compositor, makeup, pressman, advertising manager, business manager, reporter, copy-reader, managing editor and publisher.

When Savery became of age he took rather a office in the Farmerville newspaper, left home and went to Ruston, La., to study law. He dropped that ambition, however, and became chief deputy clerk of Lincoln Parish. After a decade or so of political life he found the smell of printers' ink still in his nostrils, so he became interested in the Ruston Leader and became president of the company that published it.

The company's affairs took such a turn in 1902 that it had to go into liquidation, and Mr. Lewis became sole owner of the plant and of the newspaper, and took hold as editor and publisher. Two years later he began the publication of the Daily Leader, and has published both daily and weekly ever since. That is, he put Ruston on the map as the only city of its size in Louisiana with a daily newspaper.

TWO AMERICAS CAN BE WELDED BY NEWSPAPERS, SAYS EDITOR

Better Understanding Between Peoples of These Continents Is Needed, He Warns Publishers, Because Germany Is Preparing for a Great Trade War

IN '49 when America's youth was blazing new trails westward, across southwestern deserts and through tropical jungles, in their rush to the gold fields of California and new wealth, the fatest trail was marcouned a party of men at Cristobal, Panama, on July 4 of that year.

To properly celebrate that great day in world history they decided to publish an American newspaper as a lasting chronicle of their stay in that strange and new country.

New Star Appeared July 4, 1849

Their journey and their hopes were toward the setting sun, and their thoughts were no doubt that day, "Westward the Star of the Empire takes its way." So they called their little two-column, one-sheet, The Star. They were proud of the paper, and the fellow who ran the little one-man shop where it was printed liked it so well he decided to make it a weekly event in the community if Americans continued to pass that way.

The Star is still being issued regularly, daily now instead of weekly. Its present name is the Star-Herald, as the result of its consolidation with a later-day paper. It is now a 10-page paper with Associated Press telegraph news, and up and down the West Coast it is looked upon by many persons and institutions as the spokesman of American ideals.

The family of the late Joseph Gabriel Dupuy has been interested in the paper for half a century. Associated with them at the present time as one of the proprietors and chief editorial writer is S. P. Verner, a South Carolinian.

Went to Panama with Gen. Gorgas

Mr. Verner, who went to Panama ten years ago with General Gorgas on his mission on sanitation, is a deep student of Latin-American affairs. He is now bringing to a close a six months' visit to the United States, resting part of the time from his newspaper labors, which, during the war, included official representation of the Committee on Public Information, but devoting some time to arranging here to widening the scope of the Star-Herald in the news field and its American influence.

Incidentally, the Star-Herald is not worrying a great deal about the price of newsprint, as it sells for 5 cents the copy.

Before going to Panama, Mr. Verner spent 13 years in Central Africa and four years in Mexico and South America. Twenty years ago he was for a time a Washington correspondent. At various times and at many places he has acted as a special correspondent of the London Times and the New York Sun.

In discussing the affairs of South America with EDITOR & PUBLISHER this week, he said:

"The newspapers, magazines and advertising agencies of the United States can do three big things for the promotion of the commercial, social and political influence of the United States in Latin-America.

"The first is to increase the amount and to improve the quality of the news about Latin-American affairs. I have been amused to see how much space in our newspapers is taken up with unimportant local matters—petty police records, the vast mass of society, theatrical, sporting and other news—to the relative exclusion of important events in Latin-America, while even the other foreign news—from Europe, Asia, etc.—consists often of much petty gossip where events of large bearing on the present and future relations of the two Americas are conspicuous by their absence.

New Print Paper Source

"For example, how many American manufacturers with direct or indirect interest in airplanes know that a Central-American tree, the Balsa (or Ochroma Lagopus) has lately been discovered whose timber is the best known for aeroplane bodies?

"In this day when print-paper is so scarce, how many know that a process has been worked out in Venezuela for making paper from sugar-cane megass, of which enormous quantities are available in the West Indies and Latin-America?

"How many know that Japanese are welcome in Ecuador and are likely to get well-established on the West Coast of South America?

"How many know about the enormous resources of the two big German banks in South America, whose assets have been scarcely touched by the war and which are now ready to promote the tide of German immigration preparing to flood South America?

"Such items of news rarely get much wide publicity in the United States, yet they have a direct bearing on the business and political relations between the peoples of the two continents.

"The second is that the doings of citizens of the United States in Latin-America ought to be chronicled more fully, widely and sympathetically.

The Colombian Treaty

"A good illustration of the importance of this is afforded by the recent developments in the matter of the ratification of the pending Colombian treaty. It is said that some American interests in Colombia are menaced by proposed measures in that country, and the American people are called upon to decide whether a clause must be inserted in the treaty to endeavor to guarantee protection to those interests.

"It is a matter of large importance to the present and future interests of American business in South America that the action in this matter be well considered; that in the effort to protect these existing or projected interests in Colombia the negotiations should not prejudice much larger present and prospective interests both in Colombia and all over the southern continent.

"But how can the American people act intelligently in this matter unless they know who and what the interests are, and what the measures inimical to them are?

"The lack of previous information on this subject handicaps them immensely in wisely and promptly deciding this matter, yet it ought to be decided soon.

"This brings up the third need—that American merchants, manufacturers, and others seeking Latin-American trade advertise in the Latin-American newspapers.

"This is one of the very best possible ways to accomplish three big purposes—to get the good will of the Latin-American press, to inform Latin-Americans about what they can buy in the United States and where, and to stimulate the Latin-American editors and journalists to send news about their communities to the press associations and newspapers in the United States.

"The enormous potential business of Latin-America, as well as much of the actual current business with the United States there, may be lost or least severely handicapped unless the American people wake up on this subject, and these three elements in the awakening—more news, better news, and advertising in Latin-America are among the most important means to the end of mutual profit and of mutual good will.

South Americans Will Reciprocate

"On the other hand, if this stimulus be given, Latin-Americans will learn to reciprocate.

"They will advertise their lands, mines and products in American papers. They will buy American newspapers and periodicals more freely.

"They will seek to give to American papers a true picture of their local political and other conditions, for they will realize the value of accuracy when its influence on their immediate business is direct and clear, and they will begin to form personal ties with their correspondents and patrons in the United States which will be one of the best agencies for dissipating mistrust, removing ignorance, and creating a unity of spirit in both continents."

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Canadian Press Clippings
The problem of covering the Canadian Field is answered by our obtaining the service of
The Dominion Press
Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 85 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at one head office.
74-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
The National Jewish Daily

FIRST
The New York Times publishes more financial advertising than any other newspaper in the world. In seven months of 1919, The Times printed 1,237,272 agate lines under this classification, 38 per cent of the total printed in all New York morning newspapers.

R. J. Bidwell Co
Pacific Coast Representative
Daily Newspapers
of
"Advertising Value"
Rates, Circulation, Special Data,
Promptly Upon Request
PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's
PRESS
CLIPPINGS
Tenth Avenue at 45th Street
New York

PENNSYLVANIA

A man died last week. He was very young when he went to Pennsylvania. He was poor, but before he died he gave away over three hundred millions of dollars—and every dollar he gave away he made in Pennsylvania.

He did not give all of his money away—but died one of the richest men in the United States.

He not only became a millionaire but he created many other millionaires—all of them in Pennsylvania.

No state can offer more or better opportunities for money making than can this great Keystone State.

Commercially Pennsylvania is a producer and with Pennsylvania's prosperity comes Pennsylvania's demand for goods of all kinds—and Pennsylvania's daily newspapers to carry your message to these people.

These daily newspapers co-operate in every way to make advertising pay and pay handsomely. Use them to get your share of the prosperity.

Daily newspaper advertising works alone to better advantage than does any other kind of advertising.

Daily newspapers, with their local circulation, their local news and their local advertising, do more toward popularizing merchandise than does any other kind of advertising.

These daily newspapers, in this highly profitable territory, tell the home news to these people, day by day, and can tell your story to a much greater advantage than you can get it told any other way.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03
*Altoona Mirror (E)	23,676	.04	.04
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican (M & E)	14,177	.04	.03
Connellsville Courier (E)	6,888	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M & E)	22,018	.05	.05
Lebanon Daily News	8,369	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.19	.14
Pottsville Republican (E)	10,797	.0329	.0329
Scranton Republican (M)	27,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
*Williamsport Sun (E)	16,110	.05	.035
York Gazette (M)	15,026	.03	.03
Total	678,802	1.6323	1.4418

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

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The New York Globe

A Newspaper With Strong Individuality in Which the Advertiser's Appeal Is Believed

The Globe invites comparison with other New York newspapers.

The Globe day by day is a better newspaper and will be a still better newspaper in another year.

The Globe's editorial page is the best in the city and commands greatest influence.

The Globe's features and special articles stand in a class by themselves.

The Globe is not a mere newspaper, but a service to 180,000, who buy it every day.

The Globe is independent, accurate, fearless, clean, and interesting.

Compare it with other newspapers and you will note the difference.

Globe readers have as much confidence in the advertising it accepts and prints as in its news columns

Member A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000 A DAY

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, AUGUST 28, 1919 Vol. 52, No. 13

This Is Real Supremacy In Automobile Advertising

Opinions Differ Here

Most national advertisers believe in Sunday advertising. A few believe in Sunday advertising exclusively. Some do not believe in Sunday advertising at all. Practically all advertisers believe in week-day advertising. Most advertisers believe in both.

Your own home town newspapers will show you that more advertising is done on week-days than on Sundays. That is because the greater number of advertisers believe that the proper time to secure buying attention is on one or more, or all, of the six business days of the week. And their experience proves this buying attention to be more effective when it is commanded at home in the evening, when individual and family needs are determined and discussed.

But Not Here

In Chicago there is no difference of opinion, so far as The Daily News is concerned, in the six-day field. More business men buy more Daily News advertising, both local and national, than they buy of any other Chicago newspaper on the six buying days of the week.

The Daily News leads in nearly every important department of advertising, display and classified.

It is the predominant week-day newspaper of Chicago, and the best advertising brains in America act on the fact.

Nor Here

The uncontested leadership of The Daily News in all departments of advertising on the six business days of the week makes it the natural week-day preference of the automobile advertiser. There is little or no difference of opinion on this, as is shown by the record of automobile lineage in Chicago for the month of July, 1919:

	Lines
The Daily News FIRST	62,663
Post	47,703
Tribune	40,123
Journal	23,046
American	21,646
Herald and Examiner	12,343

Automobile advertisers realize that the American Family is the buying jury when the automobile is bought. Therefore they turn first to The Daily News because 77.7% of all the people in Chicago and suburbs read The Daily News every day.

THE DAILY NEWS

First in Chicago

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Canadian Reciprocity

Canadians are perhaps just a wee bit clannish. They think pretty well of Canada, of themselves and of their fellow Canadians and Canadian institutions.

They read Canadian newspapers, buy their goods from Canadian merchants and are quick to recognize and respond to reciprocity on the part of manufacturers in the United States who go into Canada with this idea in mind.

Do not treat Canada as a by-product. Do not rely upon the by-product circulation of United States publications to popularize your merchandise in Canada.

Canadian people and Canadian business are worthy of more consideration than that.

Canadian daily newspapers reflect the spirit of Canadians better than do the foreign publications—and can serve you more adequately.

This list of representative daily newspapers of Canada can and will help you capture Canadian Commerce.

Use them and be convinced.

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	12,403	.03	.03
†Brantford Expositor ....(E)	10,160	.025	.025
†Brockville Recorder-Times ....(E)	4,225	.0179	.0107
Chatham Daily News ....(E)	2,472	.01	.0071
*Galt Reporter ....(E)	3,955	.015	.0125
Guelph Mercury ....(E)	3,315	.015	.01
*Hamilton Spectator ....(E)	30,357	.055	.05
Hamilton Times ....(E)	11,200	.035	.03
Kingston British Whig ....(E)	6,237	.025	.02
London Free Press ....(MN&E)	41,610	.07	.06
Peterborough Examiner ....(E)	5,900	.0193	.015
St. Catharines Standard ....(E)	8,006	.0275	.0175
*Toronto Globe ....(M)	87,296	.15	.11
Toronto Star ....(E)	85,077	.14	.11
Toronto Star ....(S)	65,763	.105	.09
Toronto World ....(M)	26,608	.09	.06
Toronto World ....(S)	92,128	.12	.09

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000
Montreal Gazette (3c-$8 yr.)....(M)	32,183	.085	.07
*Montreal La Presse (2c per copy).(E)	154,905	.13	.11
*Montreal Star ....(E)	111,151	.13	.11
Quebec Le Soleil ....(E)	41,863	.06	.06

Government Statement, April 1, 1919.
*A. B. C. Report, April 1, 1919.
†Publishers' Statement, April 1, 1919.

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VON TIRPITZ MEMOIRS

· For Release Sunday, Sept. 7th

As early as date of release of story by any other German Leader

Ruthless Carnage on the Sea Forced America to War!

VON TIRPITZ DIRECTED GERMANY'S POLICY AT SEA!

He Tells of the Machinations BEHIND THE SCENES IN GERMANY

Germany Suppressed Von Tirpitz Book Because of its Frankness!

Germany Bars War Memoirs of Von Tirpitz

(By Press Dispatch)

BERLIN, August 26.

VON TIRPITZ'S memoirs will not be published—not just yet. They were in the hands of the booksellers weeks ago, but the revelations in the National Assembly at Weimar and in home and foreign newspapers caused the authorities to force withdrawal of the publication. The Government objected to certain portions of the contents.

Very little interest is taken in Germany in Ludendorff's revelations. The Pan-German papers are printing short extracts only.

This is the story the BELL SYNDICATE, INC., offers for FIRST AMERICAN PUBLICATION in the NEWSPAPERS of the United States.

To Americans, VON TIRPITZ was the ARCH VILLAIN, the MURDERER, who stood beside the Imperial throne and fatefully for Germany, forced the United States, step by step, into the war.

The Kaiser probably never will be brought to trial. It is almost certain that VON TIRPITZ will be tried. His story is in part a brief of his evidence that will be brought before his trial court.

He admits that the Submarine Campaign was lost because Germany failed to hold resolutely to the determination to use every means at her disposal. He declares that the Submarine Campaign should have been launched without an hour's notice to the neutral nations of the world. Hence this frank book is suppressed.

In INTIMATE LETTERS TO HIS WIFE he tells the TRUTH ABOUT GERMANY during the war. HE KNEW GERMANY WAS TOTTERING and he tells how the EMPIRE FELL.

This Astounding Story Will Be Released in Approximately 75,000 Words

WIRE FOR TERMS

TERRITORIES ARE CLOSING FAST

The Bell Syndicate, Inc. John N. Wheeler, Pres. **727 World Bldg., New York**

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EDITOR&PUBLISHER

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AMERICAN PAPERS WEAR "7-LEAGUE BOOTS" "SPURS OF GOLD," WORLD TRIBUNAL PRIZE

Newspaper Men Will Reach New Heights of Importance Where Nations Meet to Barter

By William G. Shepherd.
Famous American War Correspondent.

Geneva, Switzerland.

As I stood on the proposed site of the seat of the League of Nations, bordering the shores of Lake Geneva, one day recently, it occurred to me that a new branch of journalism had been born and that the world is soon to see a new kind of newspaper man.

There are houses and barns to be torn down, on this site, if it is to be chosen, farms to be wiped out and smoothed over; orchards to be cut down, and lanes of great trees to be leveled. I could, in imagination, see the great space, fronting one mile on the lake and extending back a distance of two miles, dotted with great office buildings, each building bulging with news of world-wide importance for the reporter who will know how to get it.

All News Will Be Big News Where Nations Meet

Out there, in the lake, as present plans go, the ocean-flying aeroplanes, couriers of the League of Nations, will alight after journeys from the farthest ends of the earth, bringing news that will jar or thrill entire corners of the world, if not the world itself. The new kind of reporter that I saw in my fancy must be able to dig out this news quickly, and tell it simply, so that people of all races can understand it.

Great wireless masts, perhaps the most powerful on earth, will rise above the buildings, whispering or hearing messages that go or come to or from everywhere. The newspaperman who is to cover the League of Nations in future days must know what these messages are about, if possible.

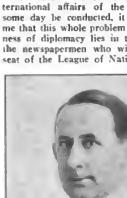
No news will be too small to notice, at the seat of the League of Nations. Indeed, there will be no small news there. Every item will have to do with the welfare or the woe of hundreds of thousands, if not millions of human beings.

Oldtime Diplomacy vs. Publicity

There will be many statesmen, of all races and nationalities, who will believe that everything done by the League of Nations ought to be kept a secret. Many of them will try to do bad things—unjust, selfish things. The newspaperman who fights his way through the secrecy of the League of Nations, in future days, must be a brave pioneer. He will find himself facing the supreme test of strength between old-time diplomacy and new-time publicity and open covenants.

The poor and weak newspapermen who try the League of Nations assignments will fail on this very issue. The men who come through strong will be the men who are backed by brave and strong editors and who are determined, at all costs, to get all the news and print it.

As I stood on this site where the international affairs of the world may some day be conducted, it occurred to me that this whole problem of the openness of diplomacy lies in the hands of the newspapermen who will cover the seat of the League of Nations.



William G. Shepherd

Greater Distinction and Usefulness

Here at Geneva, if the League of Nations is to be seated here, newspapermen of hitherto unknown power and influence will rise to heights of great importance and distinction and usefulness.

There will be some newspapermen here who will become known to the statesmen of the world, who will have more influence, in many lands, than many statesmen. Their power will grow out of their relentless energy and their unchangeable determination to uncover

(*Continued on Page* 33.)

F. A. McKenzie, of London Daily Mail, Here to Study Us, Tells What He Has Found

AMERICAN NEWSPAPERS wear "seven-league boots," F. A. McKenzie, well-known English journalist on the staff of the London Daily Mail, tells Editor & Publisher. For that matter, he finds practically every other kind of business in this country wearing the same speedy foot-casings.

So he is writing a series of articles about it, viewed from this side of the Atlantic with English eyes and from an English viewpoint, and when these articles are completed they are to be put in a book called "America's Seven-League Boots," which is expected to be the latest and most authoritative English word on what the United States is trying to do and is doing commercially.

Making a Start in the Steerage

Mr. McKenzie is hugely interested in American newspapers and knows a lot about them—more than he knew about any other American industries before he started on his present visit to this country. When he was a young man in London, eager for a journalistic career, and not as well supplied as now with English pounds or even shillings and sixpence, he decided that the best way to lay a firm foundation for a journalistic career in England was to start working on a newspaper in New York City.

This bizarre notion was extremely shocking to several London publishers to whom he confided it—not with the best of tact, perhaps—because, not having, personally, the price of his passage across the ocean, his plan was that some one of these publishers—the one who could see a good proposition when it was shown to him—should pay for his passage and be repaid later in articles on "Why Are Americans?" sent him by young McKenzie.

His earnestness and sincerity finally so enthused one London publisher that this man consented to pay his way across—to the steerage.

"When I arrived in New York City, I entered the first newspaper office I came to and demanded work of the managing editor," he said.

"'What do you know about New York?' he asked.

"That's my strong point," I replied. "I know nothing about it and so I can write, real, first-hand impressions."

"He gave me an assignment right away, and when I returned to London, four months later, I was an authority on everything from Tammany to shirt-waists."

(*Continued on next Page.*)

Henry L. Pittock Estate Will Pay $1,280,000 in Taxes

Portland, Ore., Aug. 27.—The estate of the late Henry L. Pittock, publisher of the Oregonian, will pay a federal tax of $1,040,000 and a state tax of $240,000, according to the first semi-annual report filed by the executor, O. L. Price. The net value of the estate is shown to be $6,904,701.34. A total indebtedness of $990,076.99 is listed and a gross value of $7,894,778.33.

Since the appointment of Mr. Price as executor on February 6, 1919, the receipts of the estate have been $305,306.06 and the disbursements $293,786.57, leaving a balance of $11,519.49.

OHIO PUBLISHER POISONED

Three Persons Dead, Seven Dangerously Ill, Following Country Club Dinner

Alliance, Ohio, Aug. 27.—Louis M. Brush, publisher of the Salem (Ohio) News and the East Liverpool Review, and Mrs. Brush are dangerously ill here from poisoning. It is believed as a result of eating cold storage turkey at a dinner at the Lakeside Country Club late Saturday night.

Three other persons are dead, two paralyzed and three besides Mr. and Mrs. Brush, seriously ill as a result of partaking of the same food. The recovery of any of those still living is reported to be doubtful.

Reuter's Active in Mexico

San Antonio, Tex., Aug. 27.—P. M. Ross, representing Reuter's News Agency, passed through here this week on his way to Mexico where, it is understood, he will employ correspondents at all important centers. Ross was recently correspondent of Reuter's at Vladivostok, Russia.

Sidney Long Back in Harness

After a prolonged illness, Sidney Long, business and circulation manager of the Wichita Eagle, is again at his desk, fully restored to health and vigor. The Eagle family gave to the popular executive a heart-warming welcome.

Herman Suter Home Again

Herman Suter, who organized the work of the Committee on Publication in Paris, returned home this week after spending ten months abroad.

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From associating with native-born American cub reporters, he had acquired, personally, the conviction—be mental strawberry-mark of all—that he was a journalistic wizard and, so equipped, he lost no time in sharing this information with the heads of the big London newspapers.

He did it so convincingly that it was not very long, as time speeds in the life of an American newspaperman—or even an English journalist—before the ten famous traveling staff correspondent of the London Daily Mail, journeying a matter of 50,000 miles or so a year in search of foreign color.

He came back to America when the armistice was signed, having served a group of Canadian newspapers as correspondent at the front with the Canadian forces—but he did not come in the steerage. He was now an official representative of the British Government and there was nothing on board too good for him. When he was a cub in New York, he ate and slept in places which, the least to say, are not known even nationally. During his present stay, he is a guest of the Salmagundi Club, which is spoken of with awe in remote places.

Favors American Training

Naturally, Mr. McKenzie believes that a good place for any aspiring London journalist to start work is on an American newspaper. Incidentally—and he does not hesitate to say so, though he will soon start on a tour of Middle Western and Pacific Coast cities, where such a notion makes anyone an undesirable alien—he thinks New York is the greatest city in the country.

"It has everything," he says, with no suggestion of sporting-page slang. "It is the essence of America."

Aside from that, the other big cities of the United States are all right and he will tell the world so—through the London Daily Mail.

"How do New York City newspapers impress you?" he was asked.

"I know too much about them to give you an outsider's impressions. One contrast between New York and London is the greater use of humor here. We envy yon cartoonists like Briggs and writers like Don Marquis.

Suggests New Departures

"One wonders if New York newspapers have not developed to their utmost along their present lines, and if the time may not be approaching for striking new departures. If I am not much mistaken, the dailies have largely lost authority, particularly in their news departments. The weekly and monthly have taken their place as agents for molding public opinion to an extent unknown in England. The New York World is one of the papers that evidently recognize this danger, and it is endeavoring to meet it by undertaking special investigations of national importance.

"The degeneration of the New York city editor's department is due, I believe, to two things: the excessive use of agency stuff and the shocking underpayment of the reporter. 'Cubs,' and men who cannot by any stretch of imagination be called 'cubs,' are paid less in New York City than unskilled Italian laborers.

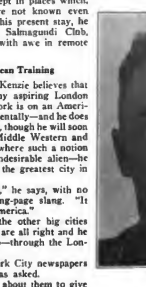
"What is the result? A constant stream of lads fresh from college passes through the city rooms. Here and there a man really makes good. A certain number remain on because of love of the life or sheer inability to do better. But the mass of good men drift away to other callings, where they can earn enough to keep body and soul together, to marry and have children.

Improving Efficiency

"From the lowest point of view, this is a bad state of affairs. I have been studying efficiency methods in America. In every great business apart from the newspaper, I find the managers today concentrating their efforts on selecting good men when they are young, training them and keeping them.

"Standard Oil has recently established a department for that purpose. Du Ponts spend over eighty thousand dollars a year on selection and keeping of their men. They know that bit-and-miss, come-and-go methods are bad economically, bad not only for the men, but also for the employers.

"In all my inquiries in America I have nowhere—outside education and the ministry—found educated workers so underpaid as in the lower ranks of the newspaper reporters. And if I do not mistake the signs of the times, there will be either reform or real trouble before long."



F. A. McKenzie.

"What do you think of the proposed exchange of newspapermen between America and England?"

Benefits of Travel

"Everything that makes the newspaperman travel is good. Everything that breaks down mutual ignorance of Americans and British about one another ought to be encouraged. But I doubt if it will be possible to arrange for many more Americans to be taken into those British offices where they would desire to go than are already there.

"There are ten London morning papers where the good American newspaperman would be glad to go; there are, yet, in the whole country-wide provincial papers, like the Manchester Guardian, the Scotsman, the Glasgow Herald and the Birmingham Post. It would probably not be wise to place more than two exchangemen in any one office. That means forty in all.

"I believe that the best method, however, is for the young newspaperman to go and fight his way for himself."

Friend of Dana Dies

Thomas A. Rossiter, who was an employee of the Sun for 46 years and for 30 years foreman of its composing room, died last week of paralysis at the home of his daughter, Mrs. Franklin A. Phelan. He began setting type for this newspaper in 1868, the first year of Charles A. Dana's editorship, and continued to work until 1914, when he retired on a pension.

WOULD INVITE FOREIGN EDITORS TO AMERICA

United States Would Benefit Through a Better Understanding of This Country, James M. Thomson, of New Orleans Item Says

James M. Thomson, publisher of the New Orleans Item, has written Editor & Publisher in reference to an editorial in his newspaper proposing that representative editors and publishers of other countries be invited to come to the United States and gain, at first hand, a better understanding of this country, its people and its institutions. The editorial reads:

"Americans have been abroad in great numbers during the European war. A few skilled journalists came to our own country during the war. Europe is beginning to have some understanding of America. It needs a better one. The United States would do itself and the world a good turn if this country would invite the representative editors and publishers of the world to come here and see it. Some expense would attach to bringing them here. But of all the countries of the world our own country is in the best position to extend hospitality.

"The press of the world has been filled with 'propaganda' for five years. Those who direct its destinies should be invited to come to America, travel over the country, see it at peace, ask what questions they desire, and meet our representative people.

Would Invite Canadians

"Our Candian brethren should be invited to come to the United States at the same time, and any of our visitors who desire should be entertained by the American press in Canada just as they are in the United States.

"The North American continent has come to play a vastly more important part in the affairs of the world. The journalists of Italy, France, Great Britain, Japan, China, and America, would probably be interested to come and look us over.

"The particular objects of such a party would be served if our visitors could be made to have a good time, if no one made them long speeches, or tried to sell them anything. The best and most lasting friendship between peoples grows out of disinterested acquaintance and the extension of hospitality of a type which seeks nothing but the keeping of friendly relations in repair. We do not believe that anyone who really knows the United States will ever come to dislike it. Our people have been indifferent in the past and have not cared that other nations should get acquainted with us through their natural agents of acquaintance, the directors of their press. Now that we have space, let's extend that acquaintance a bit."

"A Good Investment"

In commenting on this editorial, in his letter to Editor & Publisher, Mr. Thomson writes:

"I was in the first party of American newspaper and magazine men who were taken over to England by the British government last year, with the idea of showing us England and France in the war. I think that all of the members of our party and of subsequent parties feel that they got a great deal out of this.

"It is my thought that if the publishers of America could not put up the funds directly to bring over and entertain a large number of allied and neutral editors and publishers, some active committee could be formed in this country and the towns throughout the United States that these people would visit and that they could raise what funds are needed.

"I don't believe that our government would pay for such trips outright, but I have an idea that the federal railway administration might be induced to furnish transportation over the country to such visitors, if we ever get far enough along with a party of this kind.

"I sincerely believe the country could make no better investment than this. It would not greatly benefit the public interests of America in a selfish way, but I feel that it would be a kind of good thing, all around, to do. Of course, interest in the proposition would have to be aroused by the newspaper trade papers."

Louisville C-J. and Times Hostile, Labor Charges

Resolution Asking for Boycott Passed Over Protest of Resolution Committee and All Printing Trades

Louisville, Ky., Aug. 27.—The Louisville Times and the Courier-Journal have been placed on what amounts to an "unfair" list and an appeal to union men to boycott them has been made by the local Trades and Labor Assembly, over the protest of a Resolutions Committee of the Assembly to whom the matter had been referred for action, and with all the printing trades opposing it.

Resolutions declaring that the two newspapers printed articles and cartoons which were inimical to union labor were passed after J. O. Ames, chairman of the Resolutions Committee, had urged that it should be defeated because the Times and the Courier-Journal recognized in their employ five distinct labor organizations. The resolutions read:

"Whereas, The Louisville Times, an afternoon newspaper, published by the Courier-Journal and Times Company, allowed its editors and cartoonist to print and paint literature and cartoons in said paper, detrimental to organized labor, and

Cartoon Displeases

"Whereas, the proof at hand was on Wednesday, August 6, cartoon published was an insult to all railroad working men, and as the cartoonist used organized labor's standard months of shorter work day, double pay for overtime, and a closed shop for honest labor, he has slurred the workers of all organizations and the publishers of the American Federation of Labor, and

"Whereas, The insinuations are published almost every day by said papers, and inasmuch as said cartoon is framed to meant to compare organized labor with the Bolshevist, and

"Whereas, The Courier-Journal and Times are controlled by the interest of a railroad corporation, therefore all railroad employes and all other organized employes cannot expect sympathy or justice from an autocratic newspaper, therefore, be it

"Resolved, That the United Trades and Labor Assembly representing 40,000 loyal union men go on record to exhaust our strength to impress upon the minds of our friends to discontinue the subscription of said papers; therefore, be it further Resolved, That a copy of this resolution be spread on the minutes, a copy sent to all competing newspapers in Louisville, Jeffersonville, New Albany and towns within a radius of fifty miles from Louisville, Ky., for publication if they see fit."

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SENATE IS NOW AWAKE TO NEED FOR ACTION ON NEWS PRINT

Investigation of Prices Already Begun by Committee on Manufactures and Resolution, Providing for Forest Survey and Conservation, Is Offered by Senator Watson

By Robert T. Barry

Washington, August 27.

NATIONAL legislators at last seem to be awakening to the growing concern of newspaper publishers over the newsprint situation and the fact that something should be done to improve present conditions and provide for an adequate supply to meet growing needs.

One Senate investigation obtained through the initiative of Senator Reed of Missouri of the manufacture of newsprint, with special attention to prices and "any discriminatory, unjust or illegal practices," began on Monday, and another was asked in a resolution introduced by Senator Watson of Indiana, last Saturday, authorizing the Secretary of Agriculture to make a survey of the available wood pulp timber supply in the Northwest, Central and Western sections of the United States, and take steps for forest conservation.

Appropriates $100,000 for Timber Survey

Senator Watson's resolution was sent to the Committee on Agriculture and Forestry for consideration. It appropriates $100,000 for the proposed survey, which could be conducted by the United States Forestry Service of the Department of Agriculture.

In offering the resolution, Senator Watson quoted from a report of the U. S. Forestry Service, printed in Editor & Publisher, August 7, which recommends, as a means of preventing newspapers in that country from becoming dependent on a foreign supply:

"Immediately, an adequate governmental survey of American resources in this field.

"Immediately, steps to bring about the practice of forestry and the conservation of forests in the pulp-producing regions, to the end that the annual inroads upon the forests will be lessened, and eventually, will be no more than equal to the annual growth. This part of the program would require Federal and State legislation.

"As soon as practicable, development of the pulp-making industry in the northwest and in Alaska."

Urgent Need for Action

The Forestry Service report quoted by Senator Watson, also said the importance of such a survey of the timber available for pulp could not be overstated "for the reason that it is absolutely necessary to know just what we have, as all methods of replacement, conservation and general questions in connection with the solution of this problem must be based upon the present available supply and the probable time it will last.

"There were consumed in the United States during the year 1918, 5,250,794 cords of pulp wood. If these cords were placed end to end they would reach entirely across the Continent of North America and nearly to the middle of the Pacific Ocean; one-third of this made from timber cut in the United States, enough to make one long cord of wood from Boston to Liverpool.

"The demand for pulp wood is increasing and the supply is diminishing. The requirements of wood are so many that the time has come to have an accurate survey made of this great natural resource, with recommendations for its conservation and replacement. If the invention of the printing press was the greatest factor for civilization, it is certainly high time that we awake to the situation we are facing."

At a meeting on Monday of the Manufactures Committee of the Senate, which is in charge of the inquiry obtained through Senator Reed, a subcommittee was appointed by Senator La Follette, to conduct the inquiry. Its scope, which the Senator assured the Senate would not duplicate the work of the Federal Trade Commission with respect to news print prices, was outlined in his resolution as follows:

"Resolved, That the Committee on Manufactures or any sub-committee thereof is hereby authorized and directed to investigate the news print paper industry and to ascertain whether it is now or has been engaged in discriminatory, unjust or illegal practice, and whether the prices now being charged for news print paper, or similar products, are excessive and the causes for existing prices.

"The committee shall report to the Senate the result of its investigation together with such findings and recommendations as it may deem proper to make."

Prior to this resolution, as reported at the time in Editor & Publisher, the Department let it be known that it still was fighting the battle of the publishers in the matter of prices for inducing a Federal court to reopen the question of the prices fixed as of May 1 and July 1, 1918, at a hearing beginning October 6, by the judges of the United States Circuit Court for the Second Circuit, in New York City.

READY FOR HER FIRST PLUNGE



The Good Ship Editor Launched at Seattle, August 15, in the Presence of Delegates to the Annual Convention of the National Editorial Ass'n.

HOW MUCH SPACE FOR BASEBALL NEWS?

Estimates of Editors and Publishers Vary —Victor F. Lawson Suggests Four Columns Daily for Metropolitan Papers During Playing Season

"In view of need for newsprint conservation, what is a reasonable space allotment for baseball each day during the playing season? What space should be given between seasons?"

Editor & Publisher this week submitted these questions to some representative editors and publishers. Among the responses received np to press-time is a telegram from Victor F. Lawson, of the Chicago Daily News, in which he testifies to the strong appeal of baseball to the American people, and expresses the view that in major league cities, supporting two teams, newspapers would be justified in giving to baseball three to four columns of space daily during the playing season, with three-quarters to one column between seasons. As many metropolitan newspapers double this allotment day by day, it is plain that the adoption of Mr. Lawson's suggestion would bring about important savings of space.

Victor F. Lawson, Chicago Daily News

Baseball is the one sport in which all American lovers of sport take some degree or interest. Therefore it is entitled to more space than any of the other sports during the baseball season, and even for several weeks before the season opens. In a city like New York or Chicago, where there are two or more major league teams of immediate interest to newspaper readers, baseball requires more space than it does in a city with fewer local sources of baseball news. Roughly, a New York or Chicago newspaper may properly average from three to four columns of baseball news daily in the season, and from three-quarters of a column to one column daily out of season. This takes no account of space in Sunday papers.

Frank P. Glass, Birmingham News

There is no question that there is great necessity for newsprint conservation. It is plain that publishers must inaugurate as much restriction on space given to various features of their papers as they can possibly persuade their managing editors to agree to.

I find that we have been running three columns daily on professional ball, and one column on amateur ball; about eight columns on Sunday on professional, and four columns on amateur. We are going to try to ease off here to a fifty per cent basis, which I think can be safely done, though it cannot be done too rapidly and not as completely as should be the case until the end of the baseball season.

Robert E. Hughes, Louisville Courier-Journal and Times

The Courier-Journal believes a reasonable amount of space for baseball to be three and one-half to four columns during season, and two to three columns between seasons. The Louisville Times gives two and one-half columns during season and three-quarters to one column between seasons.

New Orleans Item

We are now devoting about three columns a day to baseball alone. This does not include other sports. In off seasons we devote about half this space to baseball.

The Oregon Journal of Portland, Ore., has been elected to active membership in the American Newspaper Publishers' Association.

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NEWSPAPER MAKING

A Department of Practical Service for Publishers and Advertisers Conducted by Jason Rogers, Publisher of the New York Globe, and Author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising"

We newspaper men who make and sell the most vital force in modern business and industry—the sort of advertising that actually sells things—do not half take advantage of our opportunities for greater usefulness and profit. Because of our inefficiencies and owing to the lack of intelligent and effective co-operative work on our part, we do not get the merits of our goods before prospective customers.

I realize that perhaps in sounding this note in the midst of the present deluge of advertising coming to us I may seem a bit out of season, as it were, but according to my theory of a manufacturer's line provides the very best and most effective "dealer influence" yet devised. Such advertising is not only cheaper than that of the general medium, but it can be used much more effectively as a leverage to secure distribution.

Newspaper advertising can be used to-day for results to-morrow. The purchasing power of the country has become accustomed to read the news of the local shops as reflected in their newspaper advertising with as much interest as the news and feature matter contained in their daily papers.

Few newspaper men devote the necessary time to the study of the the superiority of one competing newspaper over another, often stirring up a cloud of dust which discourages the prospect doing business with either or any of them.

The efforts of the Bureau of Advertising of the American Newspaper Publishers Association stand as conclusive proof of the point I raise. It is but a shadow of what it would be if backed by the whole-hearted support of the newspapers of the country, and organized to secure the best and ablest talent obtainable to set up the case of newspaper advertising.

Back in 1912, when I had over 800 daily newspapers simultaneously carry on any big worth-while campaign of trade paper advertising or solicitation, and is stifled by restrictions placed upon it by members of the old guard in the American Newspaper Publishers Association that never intended to do anything.

The daily newspapers cover the United States with a thoroughness unapproached by any other medium. They reach the people every day. Figures show that the total combined daily circulation of the 2,100 English language evening and morning newspapers is over 28,000,000, reaching every worth-while person in the country who has money with which to buy advertised articles.

The foolish pretense of some of the solicitors representing the general media that they circulate among those with most money to spend is exploded, for any business man of most ordinary intelligence knows that every one who trades with him buys and reads newspapers, including those who also buy magazines and other periodicals.

Class appeal is a foolish thing to



THE SHADED CIRCLES IN THE MAP ABOVE SHOW THE POPULATION CENTERS OF THE UNITED STATES, ALL OF WHICH ARE COVERED COMPLETELY BY INTENSIFIED TWICE-A-DAY NEWSPAPER CIRCULATION. THE WHITE CIRCLES SHOW THE IMPORTANT AUXILIARY MARKETS OF THESE POPULATION CENTERS, WITHIN THESE CIRCLES ARE LOCATED BETWEEN 75 AND 85 PER CENT OF THE WEALTH AND PURCHASING POWER OF THE NATION AND WHICH CAN BE DOMINATED BY THE ADVERTISER ONLY BY THE USE OF THE DAILY NEWSPAPERS, AS IS EXPLAINED BY MR. ROGERS IN THE ACCOMPANYING ARTICLE.

doing business now is the accepted time to prevent any falling off that may be ahead of us. Now is the time to powerfully demonstrate the superiority of newspaper advertising to all other kinds in such a way that the conviction will stick.

Newspaper advertising is the only sort of advertising which can be directly linked to the names of dealers handling a manufacturer's goods, town by town, section by section, in exact accord with distribution or desire for trade stimulation, without waste or lost motion.

Newspaper advertising over the names of dealers or agents handling other side of the equation. They thus fail to fully discover their loss of wonderful opportunities for exploiting the sale of the marvelous force they create and control. Almost all that newspaper men have time to do or think about is the getting out of their publication and the selling of such advertising space as they can.

Instead of our newspapers all getting together, locally and nationally, and contributing substantial support for the strongest possible demonstration of the almost magical productivity of the advertising space they have for sale, too many of them devote their energies trying to prove printing first page advertising talks and gathering local data for compilation and transmission to prospective advertisers, which I later turned into the United Newspapers, we were headed in the right direction. When we made the United Newspapers the backbone of the Bureau of Advertising of the American Newspaper Publishers Association we made a fatal mistake, for all the bite was taken away from us.

The Bureau of Advertising is ineffective largely because it only represents a small part of the newspapers of the United States and Canada, does not take in enough money in dues to urge from any standpoint, and more particularly because it is easily demonstrated that publications appealing only to the most fastidious are practically valueless as advertising media. People of that class do not respond to advertising. Some local dealers waste money in local publications of that sort, but they do so more largely from sentiment than for profit.

Investigation proves that daily newspaper advertising costs less that one-third as much per line per thousand as general medium space. Daily newspaper advertising can be made to pull with 100 per cent. efficiency while general medium advertising is waste

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1. Comparison Daily Newspaper and Periodical Circulations.

	Population	Number of Newspapers	Circulation	2,000-Line Rate	*Saturday Ex. Post	Collier's Weekly	**Ladies Home Journal	**Pictorial Review
New York	10,646,999	155	4,677,396	10.14	200,092	110,041	142,544	84,745
New Jersey	3,084,37	37	696,452	1.15	50,887	21,206	53,736	16,783
Pennsylvania	8,796,345	187	2,737,253	5.31	139,412	83,977	126,469	60,389
Maryland	1,384,339	17	456,617	1.21	30,213	13,799	18,309	7,062
Delaware	216,941	8	40,924	.09	3,858	1,111	4,699	1,918
District of Columbia	374,584	8	246,922	.53	19,929	6,801	12,387	2,331
	24,505,491	404	8,846,994	17.93	453,197	252,508	366,300	199,028
Connecticut	1,286,268	35	332,206	.72	26,719	18,944	26,326	12,231
Massachusetts	3,852,356	76	2,214,337	3.99	75,393	40,766	65,238	30,161
Rhode Island	637,415	12	166,934	.43	10,460	6,455	9,258	4,150
Maine	742,191	12	126,910	.24	14,207	6,432	14,897	6,241
New Hampshire	446,362	10	54,329	.16	7,872	4,269	8,286	4,291
Vermont	366,192	10	51,279	.13	5,331	2,470	7,295	3,112
	7,351,208	155	2,945,059	5.67	148,112	80,336	131,284	63,896
Ohio	5,273,814	151	2,211,176	5.16	119,852	53,364	90,730	95,717
Indiana	2,854,167	124	845,514	2.06	48,936	26,724	41,345	41,597
Illinois	6,317,724	181	2,344,529	4.15	127,497	60,774	99,994	75,244
Michigan	3,133,287	83	892,148	1.71	75,675	35,589	58,043	58,456
Wisconsin	2,586,593	80	456,185	1.03	37,829	23,660	39,653	28,167
Iowa	2,224,771	82	531,376	1.21	49,136	24,502	41,833	37,467
Missouri	3,448,687	77	1,057,345	2.45	57,153	29,231	45,248	50,659
	25,806,234	657	8,930,420	17.77	512,059	254,984	396,525	382,816
Total	57,662,933	1,216	20,522,473	41.37	1,053,368	587,837	897,109	625,440
Total U. S.	105,252,211	2,166	28,625,041	61.74	1,969,844	1,054,483	1,662,766	1,391,764

*Editor & Publisher, April 5, 1919. **Editor & Publisher, March 29, 1919.

2. Vital Statistics Regarding Financial Resources.

	Assessed Valuation	Manufactured Products Census Report 1914	Income and Excess Profits Tax 1917	Total Bank Deposits National and State June, 1919	Deposits for Postal Savings Bank June, 1919	Number of Automobiles March 1, 1919
New York	13,160,287,000	3,814,661,000	685,266,000	7,138,810,000	28,256,000	457,924
New Jersey	2,685,285,000	1,406,833,000	71,811,494	829,900,000	5,778,000	194,870
Pennsylvania	5,709,777,000	2,432,350,000	445,880,911	2,822,594,000	17,114,000	372,972
Maryland	1,218,895,000	377,749,000	40,000,951	383,040,000	398,000	75,146
Delaware		36,035,000	27,410,772	65,856,000	214,000	12,960
District of Columbia		28,978,000	8,833,572	117,899,000	423,000	47,514
	22,784,244,000	8,516,606,000	1,329,214,542	11,057,923,000	51,183,000	1,162,381
Connecticut	1,814,453,000	845,473,000	62,190,711	607,233,000	3,856,000	69,992
Massachusetts	5,798,211,000	2,841,273,000	166,298,762	1,833,995,000	1,367,000	182,497
Rhode Island	851,129,000	279,646,000	16,686,548	279,922,000	1,229,000	30,898
Maine	1,023,366,000	200,454,000	12,016,088	233,286,000	328,000	44,776
New Hampshire	439,213,000	182,944,000	6,319,838	158,262,000	555,000	24,904
Vermont	358,243,000	76,991,000	3,589,614	138,260,000	80,000	22,000
	9,908,896,000	4,926,876,000	267,099,612	3,345,527,000	12,080,000	386,023
Ohio	7,647,933,000	1,782,808,000	241,087,457	1,339,559,000	9,729,000	417,400
Indiana	1,969,900,000	720,795,000	39,054,944	407,198,000	1,806,000	227,180
Illinois	2,456,066,000	2,247,323,000	275,579,066	1,673,992,000	5,780,000	388,535
Michigan	3,104,224,000	1,086,163,000	71,061,308	752,301,000	6,163,000	361,547
Wisconsin	1,827,117,000	945,172,000	39,192,271	478,158,000	2,565,000	196,944
Iowa	1,177,118,000	310,750,000	14,972,575	252,160,000	466,000	327,500
Missouri	1,818,952,000	687,952,000	60,012,963	1,146,000,000	1,166,000	187,644
	21,000,311,000	7,490,963,000	730,911,867	6,214,122,000	27,674,000	2,107,332
Total	53,783,451,000	18,934,045,000	2,327,226,021	20,617,571,000	90,887,000	3,535,736
Total U. S.	75,527,381,000	24,246,435,000	2,529,063,585	28,241,999,000	148,471,000	6,113,999

* 1911. † No State taxes.

3. Number of Retail Dealers in Various Lines of Business.

	Dry Goods Retail	Grocers Retail	Clothing Retail	Boots & Shoes Retail	Jewelers Retail	Garages	Druggists Retail	Furniture Retail
New York	3,450	21,000	1,800	2,500	2,150	2,450	3,950	2,396
New Jersey	2,000	8,300	500	600	575	897	1,000	667
Pennsylvania	3,100	16,000	2,000	2,200	1,700	1,902	2,200	2,483
Maryland	450	3,500	250	300	240	207	415	518
Delaware	85	500	60	50	40	60	100	79
District of Columbia	110	1,400	95	80	100	66	200	98
	9,195	50,800	4,705	5,830	4,810	5,582	8,865	6,240
Connecticut	500	2,800	225	400	260	419	550	423
Massachusetts	1,550	8,700	800	900	700	1,031	1,525	1,063
Rhode Island	200	1,400	90	400	75	138	250	189
Maine	500	1,800	300	300	250	283	400	372
New Hampshire	275	800	175	200	150	222	280	159
Vermont	175	575	100	125	125	148	172	182
	3,200	16,074	1,690	2,225	1,560	2,241	3,130	2,588
Ohio	1,700	10,000	1,350	2,000	1,300	1,523	1,475	1,989
Indiana	900	6,000	725	1,000	875	921	1,125	1,073
Illinois	1,975	12,000	1,600	2,000	1,675	1,716	2,000	2,249
Michigan	1,400	4,000	950	1,200	830	959	1,500	1,385
Wisconsin	675	2,200	525	650	625	874	975	949
Iowa	500	2,700	700	1,050	925	1,521	1,700	1,218
Missouri	1,500	6,400	720	1,000	900	778	2,500	1,479
	8,650	43,300	6,570	9,900	7,130	8,222	12,875	10,342
Total	21,045	112,676	12,965	17,955	13,500	16,045	24,870	19,170
Total U. S.	39,472	170,642	19,586	25,110	22,690	26,163	44,373	37,583

opened my eyes as to the weakness of past appeals by the newspapers for general advertising. It started me thinking in terms of concentration, intensification and efficiency. I dug into various statistical data and produced many very interesting figures, some of which are reproduced on the opposite page.

I found that 57,000,000 of the 105,000,000 people living in the United States live in the Eastern, Middle, and Central states shown in the tabulation, and that 20,000,000 of the total daily circulation of 28,000,000 was in the same territory.

I found that in this great, prosperous belt of country the people have $7,585,000,000 of the total of $4,215,000,000 savings bank deposits in the country.

I found that in this section $18,934,000,000 of the country's $24,246,000,000 of manufactured products are made.

I found that the people in this section raised $15,174,000,000 of the $17,763,000,000 for the first four Liberty Loans.

Here is the great big beating heart

(Continued on Page 32.)

ful in exact proportion to the lack of 100 per cent. distribution of the manufacturer in every city and town in the country.

All the talk of the salesmen of space in the general media that their space is worth more per line per thousand on account of the longer life of their medium is much more than upset by the handicap of the long months of delay between the preparation of their copy and its appearance and the utter inability of the advertiser to include the names of dealers carrying the goods for sale in every city.

Some years ago it was possible for salesmen to stock up dealers with a line of goods on the strength of showing them a series of pages to be published in the general media. To-day things are different, for dealers have learned at their cost that it is one thing to stock up and another to sell the goods. Manufacturers are learning that the dealer prefers local newspaper advertising with his name attached to it, for the dealer's experience is that this is the best kind of advertising to move the goods from his shelves.

In spite of these facts we, the manufacturers of the most resulitful sort of advertising, sit calmly by and permit those exploiting other types of media, through better and more effective co-operation, to get away with millions of dollars of business which would produce much larger returns for the advertiser in our columns.

Likewise we permit others under pretense of providing "dealer helps" to waste other fortunes in expensive printed matter and junk which does not produce the degree of interest that a sound line of copy over the dealer's name in his local newspaper would produce.

Some weeks ago, in studying the matter of newspaper advertising in a national way, I hit upon the preparation of a page ad, which would show how completely the daily newspapers covered the country. The map is printed on opposite page. I found that the use of 310 newspapers, with 13,650,000 circulation, costing $22.29 per line on a 5,000-line contract, would cover all the principal business centres of the country.

The preparation of that page ad, opened my eyes as to the weakness of past appeals by the newspapers for general advertising. It started me thinking in terms of concentration, intensification and efficiency. I dug into various statistical data and produced many very interesting figures, some of which are reproduced on the opposite page.

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ENGLISH PAPERS AID GOVERNMENT IN SOLVING MANY PROBLEMS

London Times Scores Triumph By Its Series of Articles on an Ingenious Scheme for the Administration of Ireland by All-Irish Parliament.

By Herbert Ridout
London Editor, Editor & Publisher

London, Aug. 27.

WHETHER government by newspaper would be an improvement upon the Mother of Parliaments it is difficult to say, but certain it is that British newspapers have been during the past few years helpful allies to the powers that be in the government of the country.

Now the London Times has scored a distinct triumph by devoting much space to a series of articles on an ingenious scheme for the government of Ireland and it would appear from their very friendly reception that there is a real possibility of the Times suggestion of an All-Ireland Parliament becoming the basis of a solution to the problem of that country.

London Times Is Preparing Irish Number

This is said without any reference, of course, to the political value or otherwise of the proposal, but as indicating that the influence of a well-conducted and responsible journal is benign and wholly for communal good.

The Times, in developing its Irish scheme, will publish a special Irish number in the early autumn. It will be presented with the object of stimulating general interest in Irish industries, commerce, and resource, as well as deal with the economic position of the country.

An Advertising Success

One of the most striking successes of modern newspaper advertising has been the application by the Surplus Government Property Disposal Board of extensive space to selling the stores accumulated for continuance of the war.

When the armistice was signed in November last, a demand went up that it should be rendered impossible for private enterprise to acquire any surplus war stores or goods no longer required for profiteering at throw-away prices.

It was urged that as these goods were the property of the country, they should be sold at market value for the relief of the country's finances. The Government was appalled at the idea of becoming salesman and inquired how it was done. The answer was "Advertise public auctions at which the goods should be sold."

A few experiments were made with double-column advertisement offering motor cars and motorcycles, and the extraordinary prices realized showed that the plan was not merely feasible but profitable.

Today every newspaper of any importance in the country is carrying advertisements of auctions of surplus Government war stores. The advertising is being applied to every conceivable class of goods, including motors, cars, lorries, airships and air propellers (being offered for private sale as hatstands), portable airship sheds, aeroplanes, munition factories, and plants, furniture, bedding, linen, equipment, cycles, horses, saddlery, army tents and huts, copper wire, hundreds of thousands of yards of various textiles, and innumerable other lines. At all the resulting sales the goods realize phenomenal prices—a fact which is in itself a vindication of the extensive newspaper advertising in use.

Cartoons a Growing Feature

Our newspapers are going in more strongly for cartoons than ever before. They are not, perhaps, so aggressive in this respect as American publishers, but the tendency is in that direction. The dozen of newspaper cartoonists is, of course, "F. C. G." of the Westminster Gazette (Sir Francis Carruthers Gould); outside of this the cartoons have been confined to the humorous and satirical weeklies. Then W. K. Haselden came on the scene in the Daily Mirror with his cartoons on habits and manners, and later the Evening News introduced "Poy," with his delicious characters of John Citizen, "Dora," Dilly and Dally, the Mandarins, Dux and Drakes and Low, the cartoonist of the Sydney Bulletin (Australia) is due here early in the winter.

New Building in Fleet Street

Fleet street is a wonderful place these days. Always an avenue of newspaper offices, today it is impossible to find an empty corner of available office room. Not only are country newspapers constantly coming to town to be identified with the Street of Ink—a title of the christening of Mr. H. Simonis, of the Daily News and Leader, which has almost ousted Philip Gibbs' nomenclature of the Street of Adventure—but American business men and newspaper and advertising men have crowded into the thoroughfare to be near the fountains of advertisement and publicity.

There is much activity among American visitors in the locality, who believe that the British manufacturer, as soon as he recovers something like normal productivity, will be willing to invade the American market. But, as I warned

(*Continued on Page 18.*)

Moorhead Joins Critchfield

R. E. Moorhead has been added to the service and soliciting staff of Critchfield & Co., Chicago. He was for ten years with the Cudahy Packing Co. in charge of their "Old Dutch Cleanser" advertising campaign, and later was connected with the advertising department of the Sunbeam Chemical Co., manufacturers of "Rit."

YES—SOMETIMES WE PLAY!



HOLD-UP MAN—Porter Emerson Browne, playwright. Those held-up are: Jack Wheeler, who helps feature writers and artists meet the H. C. of L.; Mrs. Wheeler; Jack Lait, who does a column and other things, and Frank Clarke, managing editor of the Atlanta Constitution. Inserts: (left) Grantland Rice, (right) Mrs. Rice. No, she is not going to shoot her husband.

other types of officialdom; Louis Raemakers broke fresh ground with his biting allegories in coarse but vivid charcoal studies. Then the Evening News made a new discovery and a departure in cartoons of news interest by Tom Webster—comic skits of the personalities in the big news events of the day.

Now the Daily Express has introduced the frankly comic in Mutt and Jeff, Bud Fisher seeming to have been bitten with the idea that the readers of the Express have no other interest but those of betting, which is a limitation to a wonderful creation that many of Fisher's admirers here regret. Some of the Sunday papers give cartoons, but they are ineffective

POST-DISPATCH'S BONUS

Twenty Per Cent for Employees Not Under Union Contracts

St. Louis, Aug. 25.—A bonus of 20 per cent on salaries from Jan. 1 to Aug. 22 was distributed today by the Pulitzer Publishing Co. to editorial and other employes of the St. Louis Post Dispatch, except mechanical workers under union contracts, as an emergency measure to meet "the extraordinary increase in the present cost of living."

It was announced that another bonus of 20 per cent, dating from August 22, would be paid at the end of the present year.

N. Y. BANS SIGNS ON HIGHWAYS

Commissioner of Highways Cites Law Forbidding Them

Utica, N. Y., Aug. 27.—In his campaign against advertising signs along State Highways, Frederick Stuart Greene has instructed the division engineers to enforce the law prohibiting their erection. Daily Chautauqua signs and advertisements of county fairs will be allowed to remain. Business firm signs with advertisements below danger warnings are also barred; such signs will be erected by the department.

Commissioner Greene stated that "it is unnecessary for any commercial firm to erect danger signs. The highway department will attend to that. No matter whether the sign is of wood, pasteboard or metal, the law instructs us to remove and destroy them. The advertising of products or wares along the highways of the State is a detriment to the beautiful scenery and has been ordered stopped."

TO TEST AIRPLANE DELIVERY

Jackson Citizen-Patriot to Carry Papers to Distant Towns as Experiment

To demonstrate the feasibility of airplane delivery of newspapers to towns more or less remote from Jackson, Mich., the Citizen-Patriot begins to-day a special air mail service. The claim is made that this is the first attempt of the kind, on a regular schedule, to be made by any Michigan newspaper.

The test will continue for one week, and different towns will be reached each day. R. S. Craft, the circulation manager, is confident that the innovation will prove practicable.

TAKE OVER COLLIER'S

George D. Buckley is President of the New Organization

Reorganization of P. F. Collier & Son, Inc., by the Crowell Publishing Company, into whose hands the management of the famous publishing house has passed, occurred this week when the P. F. Collier & Son Company took over the assets and good will of the old company.

The officers of the new company are: President, George D. Buckley; vice-presidents, Thomas H. Beck, G. J. Kennedy, F. H. Rice; secretary, Fred Lewis; treasurer, A. E. Winger.

A. B. C. Reports

Chicago, August 27.—The Audit Bureau of Circulations has issued reports on the following newspapers: Altoona (Pa.) Mirror, Jamestown (N. Y.) Evening Journal, Jamestown (N. Y.) Morning Post.

Asheville (N. C.) Citizen, Asheville (N. C.) Times, Boise (Idaho) Statesman, Durham (N. C.) Morning Herald, Fort Worth (Tex.) Record, Fort Worth (Tex.) Star-Telegram, Galveston (Tex.) Tribune, Tacoma (Wash.) Daily Ledger, Tacoma (Wash.) News-Tribune.

Outing for Winnipeg Kids

Winnipeg, Aug. 27.—The Winnipeg Tribune recently took all the kiddies from the Orphan homes of the city on a free picnic to Grand Beach. Nearly a thousand dollars was raised by public subscription by the Tribune to defray the expense. Every child was provided with a souvenir of the trip.

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BRITISH AND FRENCH FIRMS PLAN BIG ADVERTISING IN U. S.

Are Eager to Invade American Markets with Products New and Old, According to G. H. Larke and Robert H. Cornell of New York World

IF ANYONE were asked to supply the missing and tail-end word in the inquiry "Good Morning! Have You Used Pears' ———?" appearing in an American newspaper advertisement a few months hence, he might reply that it was piffingly obvious—but he might be wrong. The missing word might be "Dentifrice."

This is not an ad for Pears'—it is used as an illustration of what British manufacturers—and French manufacturers, too—are planning to do soon, in the way of invading the American market with new as well as old wares—all of them that are salable here—and of creating a demand for them by constant and widespread advertising.

Will Advertise Many Products Here

If present plans are carried out—and there is a strong likelihood that they will be—English and French products that are practically unheard of in this country will be known familiarly in time to buy them as Christmas presents.

This is the news brought from abroad by G. H. Larke, assistant business manager, and Robert H. Cornell, of the national advertising department of the New York World, who have just returned from a month's sojourn in London and Paris. They went to establishing the best possible advertising connections for the World in those two cities—and they did it.

Incidentally, the outlook is so good for a liberal use of advertising space in American newspapers this fall and winter by English manufacturers that the Bureau of Advertising of the American Newspaper Publishers' Association is writing the American Chamber of Commerce in London this week to learn how the two can operate to this end to the best advantage.

Wants Newspaper Data

Also, incidentally, the American Chamber of Commerce in London is a live institution and is reported to be eager just now to obtain all possible data from American newspapers on the marketing and distribution here of English products.

English and French manufacturers are determined to invade America with their products and with liberal advertising of the same at a very early date, but what is worrying them most while they are planning these campaigns is the depreciated value of English and French money, as against that in this country. England and France have their own troubles, so far as labor problems are concerned, also, according to the New York World emissaries. Mr. Larke and Mr. Cornell. Said Mr. Larke:

Nervous Uncertainty

"Our stay in England and France was very short because of the necessity of seizing our only opportunity for return before the troop movement is ended. Analysis of the situation abroad is made much more difficult, because it seemed to me, the viewpoint of men in London and Paris, whose judgment ordinarily would be considered authoritative, was so affected by a nervous uncertainty—approximating alarm at times—that their perspective seemed out of focus.

"English business, internationally at least, seemed to be still suffering from war paralysis. We arrived at the opening of the police, bakers, subway and London tube strikes with the colliers' and Liverpool dock troubles still holding over. We were frankly told it might be the beginning of "direct action" or revolution. This danger continued during half of our stay in England.

"There was grave and general dissatisfaction with Lloyd George's failure to announce even the beginning of post-war reconstruction and his failure also to reduce administrative war time costs.

"Labor does not seem to want employment, and when employed, it is complained, does not want to work but to watch the clock. The best haberdasher in New Bond street could not furnish me a single 15½ collar. Why? There was linen, he said, but no labor. Yet Trafalgar Square, the Strand and the Embankment were thronged by idlers, and they were not foreign tourists.

"I refused to believe that the traditional poise of the Britons would permit such a thing as "direct action"—either peaceful or violent—to be accomplished, and I was glad to find such Americans as Paul Derrick and Ralph Whitcomb backed up my belief, even though the British were very apprehensive.

"Mr. Whitcomb, by the way, is a strong, alert young American, who used to work on Frank P. McLennan's paper at Topeka. He passed

(*Continued on Page* 18.)

AUSTRALIA AND NEW ZEALAND NOW HAVE 134 DAILY NEWSPAPERS

Sydney Telegraph and Melbourne Age Have Passed the 150,000 Mark in Circulation—Populations of Leading Cities Growing Rapidly

AN interesting communication from J. M. A. Ilott, director of J. Ilott, Ltd., Advertising Agents, Wellington, New Zealand, has just been received by EDITOR & PUBLISHER. Mr. Ilott, at the date of writing, had just received a copy of EDITOR & PUBLISHER'S Victory International Number, and offers congratulations "on this magnificent production."

Commenting on the special article in that number on "Newspaper Work in Far Pacific Lands," by J. Martin Miller, Mr. Ilott offers some further facts as to Australia and New Zealand newspapers. The article mentioned stated that the weeklies in the four towns of New Zealand belong to the daily papers. Mr. Ilott states that no daily in Wellington publishes a weekly.

There are two Sunday papers in Sydney, the Sun and the Times, while West Australia also boasts of two. There are two evening dailies published in Christchurch, the Star and Sun. Truth has ceased publication. Sydney has two morning and two evening papers. The circulation of one of these morning papers—the Daily Telegraph—according to Mr. Ilott, is 165,000 copies daily. The circulation of the Melbourne Age is given as 152,000.

The total number of dailies in Australia at present 73; of New Zealand, 61. A daily paper for the island of Suva is published in Wellington.

As an example of advertising rates in New Zealand dailies, Mr. Ilott says that one inch for three months daily in the New Zealand Herald, circulation 40,000, costs $46; one inch for one month in the Auckland Star is $30.

The cities of the two commonwealths appear to be gaining rapidly in population. Melbourne now has about 700,000; Auckland, 134,000; Christchurch, 63,000; Wellington, 107,000.

Editor Has Private Island Where Boss Can't Reach Him

SEATTLE, Aug. 27.—Richard Buchanan is probably the only city editor in the country who owns an island. He has just returned to his desk on The Seattle Times after a two-weeks' vacation there.

When working a chief of the city desk of Tacoma Ledger, "Buck" bought a small island in the Sound. That was years ago, but every summer since then he spends his vacation on his own little isle, where there's no chance for the Times to reach him by telephone or telegraph.

WEDDED IN KAISER'S CHAPEL

Newspaper Woman Becomes Bride of Captain Schade at Coblenz

SPRINGFIELD, Mass., Aug. 24.—To a Massachusetts newspaper woman has fallen the distinction of being a principal in the first all-American wedding ceremony ever performed in the State Chapel of the Kaiser's Palace at Coblenz.

The young woman was Miss Blanche Fenton, formerly of the staff of the Republican and a contributor to New York magazines. She has returned home as the wife of Capt. William H. Schade, of the Fourteenth Field Artillery. Mrs. Schade is a daughter of Mr. and Mrs. Archibald Fenton, of Gloucester, Mass., and went overseas last year as a canteen worker. She is a graduate of Mount Holyoke College. Capt. Schade's home is in Denver, Colo.

Will Advertise Oklahoma

OKLAHOMA CITY, Aug. 27.—Plans to spend about $10,000 in advertising resources of Oklahoma in newspapers were perfected at a meeting here by officers of the Oklahoma Association of Commercial Executives, which are secretaries of the different Chambers of Commerce in the State.

In normal times about one in every fifteen Frenchmen is connected in some way with the wine and liquor trade.

Many Newspaper Men with Prince of Wales on Tour

Special Comforts Provided for Them on Royal Train—Six Famous British War Correspondents Are in Party

The visit to Canada of H. R. H. the Prince of Wales is being widely covered, not only by Canadian newspapers which are devoting a great deal of space to the royal visitor, but by the American and British press as well.

A large galaxy of correspondents, and innumerable movie men covered the initial stages of the Prince's tour of the Dominion, and many will be accommodated on the Royal train which will take the Prince clear through the Dominion to the Coast.

Six British correspondents came over on H. M. S. Dauntless, which escorted the new British battleship Renown, on which the Prince came. They are: Percival Phillips, of the London Express; Gerald Campbell, of the London Times; H. Warner Allen, of the London Morning Post; W. T. Massey, of the Daily Telegraph; Douglas Newton, of the Chronicle, and Mr. Coates, of Reuter's Agency.

All of these correspondents were on various fronts during the war. Mr. Massey gave the world the first news of the fall of Jerusalem.

The American staff correspondents who were at St. John, N. B., to report the Prince's arrival were: George R. Holmes, International News Service; C. M. Bayer, of the New York World; A. W. Thomson, of the New York Sun; Q. L. Martin, of the New York Herald; Herbert Corey, of the Associated Newspapers, and Miss Ruth Bodwell, of the Boston Post.

Practically all the big Canadian dailies have staff men on the trip. The press arrangements have been in charge of John Bassett, representing the Canadian Press.

At the Prince's request, the correspondents were presented to him at Quebec, and he thus frankly interviewed in their work. He told them that he was looking forward with a great deal of pleasure to his visit to the United States, and he expressed the hope that the Americans could cover the entire trip with him.

The Royal train, which was formed at Quebec, is the last word in luxurious conveyances. It is a new all-steel train of nine coaches, pulled by a giant engine, and is the heaviest train that was ever pushed across continent by the Canadian Pacific.

One of these coaches has been given over to the six British correspondents, three Americans and the representative of the Canadian Press.

PULP WOOD IN LABRADOR

Timber Cruisers Using Airplanes Report Important Discovery

MONTREAL, Aug. 27.—Timber cruisers using aeroplanes have discovered great forest areas containing millions of cords of pulp wood in the Hinter land of Labrador. According to them, all members of a Boston expedition which explored Labrador in three aeroplanes, they found 2,000,000 acres of timber lands. The party took more than 3,000 pictures, which has given them a very good idea of the extent and density of the timbered areas.

The planes cruised for more than one hundred miles inland. As Labrador is well watered with rivers and lakes it should not be difficult to float the pulp wood down to the coast where it could be manufactured or shipped. it is said.

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BRIDGEPORT WRITERS IN "EQUITY" UNION

Negotiations Expected Between New Organization and Post Publishing Company, Which Operates Three Newspapers

BRIDGEPORT, Conn., Aug. 27.—The Bridgeport Newswriters' Equity Association has been formed, and application has been made to the American Federation of Labor for affiliation. Reporters and editors are eligible to membership. The association has no connection with the Bridgeport Press Club, though the organizers are men active in the club.

James H. Shay, until recently city hall reporter for the Standard-Telegram, is president, and Howard I. Comstock, city hall reporter for the Evening Herald, is secretary.

Split in Two Camps

Organization of the association has split the newspapermen of the city into two camps, a strong element of opposition to the union idea having developed.

The three papers of the Post Publishing Company—the Post, the Sunday Post, and the Standard-Telegram—employ a majority of the men who are employed as newspaper editors and reporters in Bridgeport, and these have had standing assurance with the management that none would be discharged without two weeks' notice.

Four Men Walk Out

When the union was organized, George Waldo, Jr., editor of these papers, proposed that, in equal fairness to the management, any reporter who planned to join the organization should notify him two weeks before leaving. Four reporters employed on the Standard-Telegram declined to do this and resigned.

"I have had no dealings with the Newswriters' Equity Association and have no way of knowing what their purpose in organizing is," said Mr. Waldo. "I do not believe they have gone far enough with their organization to know just what they will do. I suppose that they will submit a formal statement of this later, and until that time I can say nothing definite on behalf of our papers."

Herald Supports Union

The Herald, the Sunday Herald, and the Times are other newspapers in Bridgeport. The Herald is only five months old. It supports the "B. N. E. A." in an editorial which says:

"It is a sound move. The Equity is here to stay. In keeping with the rules of the American Federation of Labor, known all over the nation, the news writers will plan their course carefully and sensibly and for the best interests of all."

The men who resigned from the Standard-Telegram were Vincent Sexton, James L. McGovern, William McDonald and Ira French.

Pressmen and helpers on the Bridgeport Evening Post struck at 10 a. m. August 15, asking an increase of $6 per week. The strike was settled during noon-hour and the men returned to get out the paper. Morning Telegram pressmen recently won $4.50 weekly increase without a strike.

Advertise "Syracuse Day"

SYRACUSE, N. Y., Aug. 27.—The publicity committee of "Syracuse Day," the opening day, September 8, of the State Fair, have mapped out a plan of widespread newspaper advertising which they believe will make that day the biggest one in the history of the fair.

SHE HAS FILLED HER FATHER'S PLACE AS NEWSPAPER'S HEAD FOR 16 YEARS



MISS MARY E. JENKINS.

"A NEWSPAPER should be an institution to command belief, loyalty and respect in all its expressions." That was the ideal of Arthur Jenkins, founder and publisher of the Syracuse Herald. It is the ideal today of his daughter, Miss Mary E. Jenkins, who has been president of the Herald Company since the death of her father in 1903.

Mary E. Jenkins, who has so faithfully and ably carried forward to happy fruition the plans and policies of the newspaper's founder, was born at Syracuse, May 5, 1879, and educated in the public schools. She was an only child, and her father had in mind, during her school days the possibility of developing her into a newspaper woman, fitted to serve as his active associate in the publication of the Herald. He believed that newspaper work afforded a splendid field for women—and he adhered to this belief in the days when the fact had not yet been very strongly demonstrated.

When Miss Jenkins became president of the Herald Company, she considered it merely as a temporary arrangement. That was sixteen years ago, yet she still holds the position.

"What I have learned and what I have to learn concerning the business and its policies, as years pass, make the call of the office imperative," Miss Jenkins writes to EDITOR & PUBLISHER. "Keeping acquainted with all departments and taking part in conferences on management and policy amply occupy my mornings each day."

The Herald's present home, which was opened in April, 1918, is the special pride of Miss Jenkins. In planning it she sought to insure the comfort and well-being of workers in all departments so far as is possible through modern construction. The maximum of natural light is provided in every part of the plant. Floor space was planned not only to prevent crowding now but to assure ample room for the future growth of the organization. In the planning of the little comforts and conveniences which mean so much to workers, the ingenuity of Miss Jenkins found full play. She intended that the Herald building, as well as the newspaper itself, should stand as a worthy monument to the genius and public spirit of Arthur Jenkins.

"Not business but instinct has kept me finally in the newspaper environment, learning daily that it is indeed an ever-widening field for women" says Miss Jenkins.

CYRIL G. PERRY, circulation manager of the Pittsburg Press, stopped over in New York this week on his way to Boston, where he will spend his annual vacation.

W. J. PATTISON, publisher of the Scranton Republican, who has been spending a two-weeks' vacation in the Maine woods, was a visitor in New York this week.

Omaha Bee Reporters Lose Their Strike

Early Defection from Ranks Causes General Rush for Old Jobs—Three Are Refused Re-employment

OMAHA, Aug. 26.—The strike of the reporters of the Omaha Bee was of short duration, though 14 of the staff met at 5 o'clock in the evening and decided not to return to work in the morning, but three of them appeared and asked for jobs before 11 o'clock the next morning. Others appeared by noon.

When those still out picketing the news "runs" to keep so-called "scabs" from gathering news found the old standbys coming in for news for the Bee, they made a rush for the Bee office to get their old jobs back before it was too late. Three of the strikers were refused jobs when they returned. The rest were all taken back.

Victor Rosewater, editor and publisher of the Bee, promised them certain individual increases in due time, but refused to meet their flat demand for a 35 per cent increase, and refused absolutely to negotiate with them collectively.

FRISCO WRITERS TO ORGANIZE

More Than 200 Attend Meeting Addressed by Labor Leaders

SAN FRANCISCO, Cal., Aug. 25.—About two hundred and twenty-five San Francisco and Oakland newspaper reporters met here early this week and took preliminary steps to organize a union.

The meeting was opened by an Oakland reporter, and the principal addresses were made by Daniel Murphy, a pressman and president of the State Federation of Labor, and William Bonsor, president of the San Francisco Labor Council. They spoke at length on the benefits of organizing an association of newspapermen. It was stated during the discussion that followed that it was the intention to affiliate with the International Typographical Union.

One hundred and eighteen signed the roll, and fourteen others, unable to be present, sent word that they intended to do so. A few have since withdrawn, it is said, and others seem to be seen whether the union will be perfected.

Most of the signers are from the evening papers.

NO UNION AT PORTLAND

Efforts to Organize News Writers Have Met with Failure

PORTLAND, Ore., Aug. 27.—Attempts to organize a news writers' union in Portland so far have met with failure and there is little indication that they will succeed. Several meetings have been called recently under the auspices of the Central Labor Council, but it is reported that only a few scattered members of the news organizations attended.

The typographical union has been active in the effort to promote organization among the news men with the prospect that should such an union be formed it would affiliate with the compositors.

Wants $2,000 for an Idea

Harry Waterman, 917 Chestnut street, Philadelphia, is sending to publishers a circular letter offering to furnish them the details of a plan to "double the present circulation of your paper within two months." He stipulates that if the plan is used, even in a modified way, the publisher is to pay him "at least $2,000."

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America's Greatest Football Strategist

GLENN S. WARNER



COACH GLENN S. WARNER

Coach of the University of Pittsburgh, 1918 National Collegiate Football Champion and former coach of the famous Carlisle Indian School teams, will write a review of the 1919 football situation EACH WEEK for Friday release starting September 27th.

Coach Warner's weekly football review will be the leading special sport news feature of the Fall season.

Reservations for the Warner review are already coming in.

Wire for option and rate today.

UNITED FEATURE SYNDICATE

318 World Bldg. **New York**

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POLITICAL CENSORSHIP DISTORTS NEWS FROM EGYPT AND TURKEY

Dr. W. T. Ellis, Back from Near East, Warns Editors Against Dangerous Propaganda Having Its Source in Official Quarters—Says We Must Tell "Unwelcome Truth"

"IT was the most fruitful foreign trip I have ever made," said Dr. William T. Ellis, of Swarthmore, Pa., just back from seven and a half months in the Near East for The New York Herald, in an interview for Editor & Publisher. "I had the good luck to get several big exclusive stories; and even being help up in Cairo's best hotel for nearly a month wasn't an unmixed evil, for it gave me time to lick into shape a book on the Egyptian situation, using my dispatches as a foundation.

"The Herald got an American missionary out of jail in Salonica and caused the King of Greece to go in person to Salonica to apologize to him. My son and I were the first Americans to make an aeroplane trip over Constantinople. I twice had long interviews with the Sultan of Turkey at Yildiz Palace. I travelled through Bible lands, from Mt. Sinai to the Island of Patmos. We went swimming in the Sea of Galilee; were in Jerusalem at an acute period of the Zionist question; and we crossed Turkey in a box car. It was an altogether meaty expedition.

Bottling Up an American Correspondent

"There are more important matters to talk about than my detention in Cairo. That was but an incident of the day's work. It was my good fortune to be the only American correspondent on the spot when a history-changing insurrection bloomed ripe in Egypt. My presence nullified the official censorship, which sought to keep the magnitude of the really national outbreak from the British public. There happened to be representing our country in Cairo three of the sort of Anglophile Americans who find it more congenial to toady to the British than to stand up for the simplest American rights and principles. They were the sort who have scratched the Fourth of July from their calendar.

"Naturally, these men were putty in the hands of British officialdom. The State Department has to rely upon its local agents—and as I was held up for three weeks in Cairo before I could proceed to Palestine, Syria and Constantinople.

"This unfortunate experience has not altered my confidence in the British people; nor my belief that, despite official imperialism, the heart of Great Britain and the heart of America beat more nearly in unison than the pulse of any other two nations on the map. We must, however, still remain America, unafraid to tell unwelcome truth to our big brother, and insistent that she must everywhere play the game according to the rules to which she as well as we have subscribed.

Poisoning the Springs of News

"My experience with the censorship possibly justifies me in calling the attention of American newspapermen to the peril of poison at the springs of foreign news. Not all editors realize that only by evading the censorship may the real news and the whole news come out of Turkey, Greece, Egypt, Syria, Palestine, Persia and India. In the case of Constantinople, the censorship is three-fold—British, French and Italian. Imagine the chance that real political news has under those conditions!

"Allied to the censorship is the propaganda bureau. Not only are facts suppressed or distorted, but the most flagrant mis-statements are boldly put out as true. I have often wondered how a man can retain the consciousness of 'an officer and a gentleman' and still be a professional liar. The shamelessness of these 'intelligence' departments is almost beyond belief.

"As American, our special concern is that news affecting America's duty is not allowed free course. In the face of a nation-wide movement for an American mandate for all of Turkey, does a line of it all get printed in the Constantinople papers, or cabled to this country? Not so far as one can discover. We want to know the facts about Palestine, about Armenia, about Constantinople, about Southern Russia, especially in particulars touching America's interest. Instead, we only get such information as the British and French censors deem good for us!

"Remember, this censorship is political, and not military. The war is over. Everybody assents to the need for a measure of censorship during hostilities. But we deny the right of our friends or our enemies to keep from the American people the essential facts upon which the decisions of a democracy, in a grave international emergency, are to be based.

Thimble-Rigging the League

"If ever we get a real League of Nations, free from all thimble-rigging, it must stipulate the complete abolition of political censorship, freedom of travel and investigation, and absolute equality of opportunity for trade.

"Does that sound like A, B, C?

"Well, all I can say is that any editor who thinks so would better try to send a correspondent, as I myself have done, signs his stuff, to Egypt or India or Persia. The American public really has no greater need today than full, free, fair and fearless reports directly from the Near East. The press associations should have first-class men at Athens, Constantinople, Jerusalem, Cairo, Bagdad, Bombay and Teheran.

"News from European capitals concerning Near Eastern matters is likely to have hidden in it the poisonous snake of propaganda. Home correspondents at Paris and London, having no first-hand knowledge of Oriental conditions, are often misled by the interested agents whose principal business it is to mislead the press.

"Over and over again, by heaped-up incident and detail, we in this country need to have told the story of the amazing place that America today holds in the affection of the peoples of the Near East. The ideals for which our soldiers fought have fired the hearts of millions who hitherto have never known anything but oppression. The torch of the Goddess of Liberty today flings its rays into the center of darkest Asia."

WHAT OUR READERS SAY

New York, Aug. 14.

To Editor & Publisher:

In the United States Senate, last week, Senator Thomas, referring to an editorial published in the New York Times, entitled "The Brotherhood Demands," said:

"The editorial, which I consider, for the most part, is very temperate, independent, thoughtful and just criticism, in my opinion, of what we have known as the brotherhood demands, the formulation of which appeared day before yesterday in the newspapers of the country, and which were to some extent elaborated this morning.

"It was struck also by the fact that in one respects this editorial was unique in that it assumed to consider the situations from the standpoint of the public interest and upon their merits. There was a time when America had an independent press, one which carefully and constantly and fearlessly discussed public and sometimes private questions, thereby informing and educating the public, and controlling, in a large degree, the general direction of governmental affairs.

"It is only now and then, however, that we are favored with that class of editorial discussion, and largely because the commercial spirit has served its pernicious influence as well over the editorial columns of the American press as over other activities, and it is the advertiser who now directs the impulses of journalism, and chops before they are published their editorial policies and expressions of opinion. I say this in sorrow, Mr. President, much more than in anger, because a very salutary and essential influence in public affairs has thus been greatly minimized, and I fear it may be ultimately extinguished."

I have been a reader of The New York Times for many years and believe that Senator Thomas should have stated without qualification that the editorial referred to considered the situation from the standpoint of the public interest. The editorial policy of The Times, I have found through many years' familiarity with its columns, is in line with that which is to-day best interests of the public and our country at large.

Senator Thomas cannot be thoroughly informed when he asserts that the commercial spirit now largely controls and directs the editorial policy of American journals. The press of the United States is more independent in its views and policies than ever before in the history of American journalism, and its utterances, as a rule, are based upon an impartial study of the facts and first-hand knowledge of the trend of public sentiment. Practically all editors of American newspapers are men who appreciate their responsibility to the public and resent any attempt of advertisers to control their expressions of opinion. American newspaper proprietors, with almost no exception, are men of the same type.

FRANK W. HABOLD.

News Service for Foreign Language Papers

MINNEAPOLIS TIDENDE,
Minneapolis, Minn., Aug. 20, 1919.

To Editor & Publisher:

In the issue of July 5 Editor and Publisher contained an editorial entitled "Americanization through the Press," in which it says:

"It would be impossible, at the earliest moment, for the foreign language newspapers of the United States to receive the news service of one of the big press associations. The Associated Press, the United Press and the International News Service treat news in the American way. They are impartial, independent, progressive. By using such a news service, without alteration by translation, a foreign language newspaper would become, inevitably, a real force for Americanization, developing the American viewpoint and attitude toward events."

In this connection it may interest you to know that the Minneapolis Tidende has been using the United Press service since before the war.

Aside from this, we desire to say that the Minneapolis Tidende is and always has been an American Newspaper, printed in the Norwegian-Danish language for the benefit of those of our readers who know that language better than English. It has always stood for what it believed to be the best interests of this country and its citizens.

JOHN BJORKINS,
Bus. Manager

—promiscuous advertising

kicked an indiscriminate advertiser: Quoting a leading advertising agency—"A firm advertising a food product in a United States weekly with a circulation of more than 100,000 in Canada showed a may of the United States to emphasize a statement made in the advertising copy, i. e., that their product was made in the United States for use in the United States. The Manager of one of the largest and best grocery stores in Toronto gave orders on the day this advertisement was called to his attention that no more of the product advertised was to be bought."

As Canada differs from the United States, so our individual states, even cities within the same state, differ from each other.

Salesmen know this and accordingly localize their arguments.

Then, why, Mr. Manufacturer, why isn't it just as essential for you to localize the appeals of your printed salesmen, your advertising?

Through the daily newspapers localize your copy; avoid back-fires from indiscriminate appeals.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency
Established 1888
Publishers' Representatives

New York — Kansas City
Chicago — San Francisco

from PRINTERS' INK, issue of May 22, 1919.

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Lieutenant Colonel Roosevelt on America and the War, a Series Beginning in Sunday's Herald

TODAY'S WEATHER

THE NEW YORK HERALD.

HERALD CABLES

PART TWO — NEW YORK, SATURDAY, AUGUST 16, 1919 — PRICE TWO CENTS

SU… " MEN THREATEN STRIKE TOMORROW;
S… NAS BOTH HEDLEY AND LABOR CHIEFS;
'DS OF MEAT ARE SEIZED IN ONE RAID

…DS ON WAREHOUSES IN SEVERAL
…IES YIELD VAST FOOD STORES
GOVERNMENT WAR ON HOARDERS

INTERBOROUGH HAS UNTIL THIS
AFTERNOON TO GRANT DEMANDS;
MOVE IN 'CONSPIRACY' CHARGE

WANTS ITS … MANAGERS BEER

Mr. Smith was Right!

MORE THAN 20,000 IN USE

TRADE LINOTYPE MARK

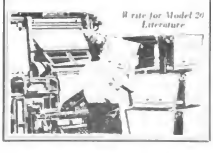
THE MACHINE THAT LASTS

One Model 20
Produces over 85% of the
Display Composition in
The New York Herald

With the Model 20 Display Composition becomes Linotype straight matter *set direct from the Linotype Keyboard*—saving:

1 Floor Space
2 Typecasting
3 Type Distribution
4 Type Storage
5 Investment in Type
6 Investment in Metal
7 Investment in Storage Cabinets

These Economies justify your prompt attention.


Write for Model 20 Literature

The Model 20 does "Forever Silence the Eternal Cry for Sorts"

The New York Herald's Model 20 was one of the first Display Linotypes installed. Soon after it was in operation Frank J. Smith, superintendent of the composing room wrote us:

"Your Model 20 Display Linotype is a great success. Indeed, it is more than that; it is a mechanical triumph that *forever silences the eternal cry for sorts.*

"It will accomplish for ad display what the first Linotype achieved for news composition. By this I mean it will put display work on a 'non-hand set' basis."

Time has proven the accuracy of Mr. Smith's prophesy.

The economy of setting display *direct from the Linotype Keyboard* with straight-matter speed has been demonstrated under a wide variety of working conditions and the proof that publishers recognize the importance of this saving lies in the rapidly increasing number of Model 20 users.

Send us a copy of your paper for analysis. Without any obligation whatever we will show you just what a Model 20 can accomplish in your composing room

MERGENTHALER LINOTYPE CO.
New York, U. S. A.

SAN FRANCISCO CHICAGO NEW ORLEANS
Canadian Linotype Ltd., Toronto

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JUDD M. LEWIS JOINS HOUSTON CHRONICLE

Writer of "Tampering with Trifles" Was "Discovered" 20 Years Ago When a Stereotyper by Marcellus E. Foster, President of That Newspaper

HOUSTON, Tex., Aug. 27.—Judd Mortimer Lewis, once a stereotyper, now poet and humorist of national fame, and for 20 years writer of the "Tampering with Trifles" column of the Houston Post, hereafter will write that column for the Houston Chronicle.

In making the change, he is reunited to the man who "discovered" him—Marcellus E. Foster—now president of the Chronicle, who was managing editor of the Post when Lewis first began work there.

Lewis told about this at a luncheon the other day at the Kiwanis Club, where friends were toasting him. He said:

It Actually Was Printed!

"I don't think I have ever told you folks just how I began writing poetry and alleged humor. About 20 years ago I was a stereotyper. I was working at hard day labor in a little shop on San Jacinto street. Across the way was a newspaper building. I had often had thoughts I wanted to put in writing, rhymes seemed to ring in my head; so one day I sat down and wrote something and mailed it to that paper. I didn't sign my name because I was afraid it would not be published.

"Much to my delight, as well as astonishment, the poem appeared in print. A day or two later I sent another, also anonymously, and it likewise appeared, being well displayed on the editorial page.

"I was so encouraged that I sent my third poem and signed my name in full —Judd Mortimer Lewis. It was given even better position and better display, and I received a letter from a young man who was managing editor of the paper, who told me that I should by all means continue writing; that my poems had impressed him very much. He even went to the extent of saying that they were as good as anything that Eugene Field or James Whitcomb Riley had ever written.

"That letter put sunshine into my life and ambition into my soul, and was really the thing that started me on my writing career. A few weeks later he called me into his office and suggested that I write poems and 'trifling stuff' for the paper three times a week and I could have a column all my own and could sign everything I wrote. I was elated, for he actually began paying me for my work.

Is "Going Back"

"We thought long and hard to find a suitable title, and finally we decided upon 'Tampering with Trifles'.

"That young editor who gave me my start, who wrote me such beautiful words of commendation, was Marcellus E. Foster, the then managing editor of the Post, and for the last 18 years president of the Houston Chronicle. So now it is most gratifying to me to be able to announce to you good folks and to the people of Houston generally that I am going back to the man who really discovered me.

"Beginning Sunday, August 24, I will be on the staff of the Houston Chronicle. I will continue 'Tampering with Trifles'; I will continue telling about the doings of Patsy Kildare, the girl outlaw, and I am going to do my very best to write things that may throw some good cheer into the hearts of the people, that may occasionally give them a flash of humor, and I want to say that I am glad I am going to be connected with that great and enterprising Texas daily—the Chronicle."

Katherine Richardson Weds Capt. Edward Mc E. Lewis

Mayor Kiel Attends Reception to Woman Page Editor of St. Louis Star and City Hall Reporter

ST. LOUIS, Aug. 26.—Miss Katherine Richardson, editor of the woman's page of the St. Louis Star, and Edward Mc E. Lewis, city hall reporter for that paper, were recently married here.



A reception at the home of the bride's mother was attended by many writers and Mayor Kiel. Miss Richardson came to St. Louis about five years ago from the Kansas City Star. She was a reporter, a re write "man," and dramatic critic, until several months ago, when she took charge of the woman's page.

Lewis has been on the Star's staff for several years. For two years, during and after the war, he was a captain on the staff of Major-General Leonard Wood at Camp Funston.

The bride will continue her newspaper work.

FLY PAPER EVEN IN WINTER

New Airplane Publication Is All That Its Name Implies

NEW BEDFORD, Mass., Aug. 27.—The New Bedford Standard has received official notification to the effect of the awarding of the printing of the Fly Paper, Chatham Air Station's official newspaper, being sold throughout the camp and cape.

Howard E. Gamble, general secretary of the Knights of Columbus War Activities of 208 Mt. Pleasant street, was recently appointed editor of this paper, being the first secretary to serve on any official staff.

The composition will be brought to this city by Mr. Gamble, by seaplane, each week.

Fortune in Aviation Prizes

To be added to more than $1,000,000 in cash prizes put up by England, France, Italy, Portugal, Brazil, and the United States, to encourage commercial air flights flying throughout the world. the Echo de Paris has given $60,000 for prizes for a 2,500-mile circuit race, and the L'Avenir has offered $20,000 for cross-country contests.

New Paper for Davenport

DAVENPORT, Ia., Aug. 27.—Davenport is to have another newspaper, the Weekly Tribune, which will be the mouthpiece of the socialist party. It has been incorporated at $50,000, with shares of a par value of $5 each. C. L. Barewald, defeated candidate for mayor on the socialist ticket, at the last election, is one of the directors.

William G. McMurchey, Washington correspondent of the St. Paul Daily News, is spending several weeks in St. Paul.

Supply of Ground Wood Pulp Fell Off in July

Mills Also Report Decreased Stocks of Some Grades of Sulphite—Reserves Equal About 42 Days' Output

In the review of Wood Pulp for July the Federal Trade Commission figures show that 158 mills had on hand at the end of the month a total of 184,328 tons of ground wood pulp, as compared with 200,688 tons in stock on the first of July. Sulphite, news grade, decreased from 26,133 tons to 23,749 tons in the same period, while bleached and easy bleaching sulphite both recorded slight losses.

Total stocks of all grades of pulp in the mills on July 31 amounted to 242,272 tons. Stocks of other than wood pulp and Mitscherlich sulphite increased slightly during the month. There was an increase during the month in the stocks of all other grades.

Comparing the stocks on hand at the domestic pulp mills at the end of the month with their average daily production based on the 9-months' period ended April 30, 1919, the figures show that:

Ground wood mill stocks equal slightly more than 42 days' average output.

News Grade Sulphite mill stocks equal slightly more than 10 days' average output.

Bleached sulphite mill stocks equal slightly more than 10 days' average output.

Easy bleaching sulphite mill stocks equal slightly less than 8 days' average output.

Mitscherlich sulphite mill stocks equal slightly less than 5 days' average output.

Sulphate Mill stocks equal slightly less than 15 days' average output.

Soda pulp mill stocks equal slightly less than 7 days' average output.

Mill stocks of "other than wood pulp" equal slightly more than 11 days' average output.

Total mill stocks of all grades equal slightly more than 23 days' average output.

Refunds Excess Postage

The Miami (Okla.) District Daily Times recently sent a folder to newspaper publishers boosting Miami, and was told by local post-office employees that copies could be sent sealed under two-cent postage. After mailing several hundred, the Times was informed they had been stamped "postage due two cents," so the Times has sent each recipient two cents to refund the excess postage.

William Moon has left the St. Paul Pioneer Press to serve on the city staff of the Daily News.

Rainproof Circulation

The only circulation really worth while is the kind you can depend upon 365 days in the year.

Newsboy circulation won't do! News-stand circulation won't do! When it rains, they fail. When it snows, they fail. When it is too hot or too cold, they fail. When holidays keep folks at home, they fail.

The Kansas City Star prides itself on the fact that its circulation does not depend on newsboy or news-stand sales. The newsboy and news-stand sales of The Kansas City Star are less than 8% of the city circulation and less than 5% of the total circulation.

Everybody in Kansas City takes The Star at his home, *delivered there twice a day by The Star's own exclusive carriers.*

Kansas City Star circulation is home circulation—rain proof, snow proof, heat proof, cold proof, holiday proof—100% thorough every day of the year.

THE KANSAS CITY STAR

Morning	Evening	Sunday
215,000	215,000	215,000

CHICAGO OFFICE
1418 Century Bldg.

NEW YORK OFFICE
2 Rector Street

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A GREAT TIMELY NEWS FEATURE

The intimate, personal story of General Pershing for release just as he is returning in triumph from France.

"PERSHING" By HAROLD F. WHEELER

For release in 30 daily installments of 1800 words each, six days a week. FIRST RELEASE SEPTEMBER 8. Each installment will be illustrated with rare photographs loaned from the albums of General Pershing's closest friends and relatives or taken by the author at the places General Pershing lived.

A large number of papers wired for option immediately it was learned THE WHEELER SYNDICATE, INC., had this great story, and before any general announcement was made. Already large territory has been closed and all territory is closing rapidly. A few of the papers in which this story will appear follow:

NEW YORK EVENING SUN
PITTSBURGH POST
DETROIT FREE PRESS
SPRINGFIELD REPUBLICAN
BOSTON POST
ST. LOUIS TIMES
BUFFALO TIMES
ATLANTA CONSTITUTION

The release date of this story, September 8, is set for about a week in advance of General Pershing's return from France. During the entire period this feature will run, General Pershing's name will be in the news reports of all papers daily. He will be welcomed at New York by the President, he will parade at the head of the famous Third Division up Fifth Avenue, he will be feted and feasted in every town he visits.

Each day some hitherto untold incident of General Pershing's remarkable career is told in this gripping story.

It tells for the first time the REAL and WHOLE story of the life of the man whom Congress has decided alone shall bear the full title of General. It is thrilling, and full of intense human interest.

It puts General Pershing in an entirely different light before the people. It shows him a warm-hearted, rather than a stern military chief. It pictures him as a boy, a cadet, a teacher, and, finally as a dominating military man in Cuba, the Philippines—all leading up to his service and leadership in France, which have made him the hero of the nation.

In gathering his material the author visited all places in the country where General Pershing had lived and had been known, obtaining at large expense a mass of remarkable detail which will make this one of the most remarkable descriptions of the life of a great man ever printed.

IF YOUR TERRITORY IS STILL OPEN

WIRE FOR TERMS AND OPTION

The Wheeler Syndicate, Inc., 373 Fourth Avenue, New York City

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EXCHANGE WRITERS WITH CANADA

It Would Promote Friendship with U. S., Victoria Editor Says

VICTORIA, B. C., Aug. 26.—Why not put into an effect an exchange of newspapermen by the leading papers of Canada and the United States, now that the subject of such an interchange between England and the United States has been broached, asks Charles Swayne, editor of the Victoria Colonist.

Mr. Swayne declared recently at a meeting of newspapermen that such an exchange would aid greatly in strengthening the bonds of friendship between the two peoples.

BRITISH AND FRENCH PLAN TO ADVERTISE HERE

(*Continued from Page* 11.)

through Oxford and decided to remain in England. With typical American virility and spirit, attuned to the British temperamental record, he is making a fine success as a London general agent. He is manager of the London office of the Osborne-Peacock Advertising Agency.

Better Times Soon

"A conservative view would seem to be that matters will settle down after October. By that time also, British business interests will be able to get more of their representatives out into other countries.

"France, we had practically no opportunity to size up with any finality. The moratorium is still effective, and the national financial policy still in status quo. There are few surplus products aside from wines, and not enough surplus food yet to warrant an invasion of tourists. Besides, a tourist would be insane to go to either England or France just now, merely as a tourist. Travel is very difficult. Vises of passports are very slow and exasperating.

"Police registration continues in both countries. One has to have police consent to leave London for over night, again to stop where he goes, and again permission to return and stop in London. A dozen passport photos are required and the same red tape has to be followed with the police there that one has to pass through with Washington and the consulates in New York.

"In the end, the British and French will actively work for trade here as far as exchange rates will permit, but these as at present will seriously restrict American exports in that direction beyond the limits of absolute necessity. In the end, it seems to me, the United States may have to regulate the exchange basis arbitrarily, if exchange does not readjust itself in the natural course of events."

Government Will Aid

According to Mr. Cornell:

"The British manufacturer—particularly the manufacturer of 'proprietaries' or trade-mark products—is a real advertising prospect. Already big concerns like Lever Bros. are adding to established lines. The 200-year-old Pears' trade-mark, for instance, will soon be noted here on practically every toilet article in common use.

"No doubt every governmental aid will be extended to British manufacturers with a view to trade expansion and particularly American trade invasion."

"I care nothing for the criticisms of journalists; they never think of anything but stunts."—Sir Edward Carson.

Mrs. Mayes Would Make Pensacola Centennial City

Southern newspaper publishers and editors have been breaking quite a number of precedents during the last year, and a woman—Mrs. Lois K. Mayes—is partly to blame.



MRS. LOIS K. MAYES

Her blame rests in her success as head of the Pensacola, Fla., Journal since the death of her husband, Col. Frank L. Mayes, in February, 1915. The Journal, which issues daily, weekly and Sunday, is one of the leading papers of Florida and early this year celebrated its twentieth birthday anniversary, every one of which has marked progress. Under Mrs. Mayes' direction the Journal has forged steadily ahead.

Mrs. Mayes is the only woman member of the executive board of the Southern Newspaper Publishers' Association, having been unanimously elected during the recent convention at Asheville, a thing that broke all precedents. She is also executive secretary of the Florida State Press Association and president of the West Florida Press Association, positions men formerly held.

Mrs. Mayes only has one hobby right now, and it is also the hobby of the Journal, that is to make Pensacola the centennial city for the celebration of the cession of Florida by Spain to the United States Government. It was in this city that these formalities took place, and it was here that the first provisional government was established under Andrew Jackson, later president of the United States.

Correction

In the issue of August 14 there was published a supplemental list of newspapers showing advertising gains for the first six months of 1919 over the same period last year, together with some of the comparative gains for July. The figures of the Washington Star for July were inadvertently listed as for the six months' period. The Star's figures for the first six months of 1919 are 6,639,754 lines, a gain of 1,569,615 lines over the corresponding months of 1918.

When Fleet Street Laughs

One of the best jokes recently heard in Fleet street is that gyp-proof of reputations—the Weekly Dispatch. A recently "demobbed" editor was noticed gazing moodily at the Roll of Honor in the entrance to Carmelite House, and on being asked whether he had received bad news of a friend, retorted, "No, I am looking at the list of past editors of the Weekly Dispatch, and I'm the latest to be added to the list."—Circulation Manager, London.

Gleason Returns from English Trip

Joseph T. Gleason, American manager of the Amalgamated Press, London, returned to New York this week after having spent two months at the home offices of Lord Northcliffe's great organizations in and in visiting various sections of England and Ireland.

Robert Speed, recently with the Fresno (Cal.) Herald, has bought the South San Francisco Enterprise from D. E. Corley.

WANTS 1920 CONVENTION

Indianapolis Booster Asks Support of His City

ST. LOUIS, Mo., Aug. 27.—The Advertising Club of St. Louis resumed its regular weekly luncheon meetings yesterday after suspension for the vacation period.

The speakers were Jesse Blythe, a special writer for the St. Louis Republic, who spoke on "Profit Sharing—Its Advertising Value," giving the results of his study of the plans of many manufacturers, and Charles A. Bookwalter, of the Indianapolis Advertising Club, who urged the claims of Indianapolis for the 1920 convention of the Associated Advertising Clubs of the World.

ENGLISH PAPERS AID GOVERNMENT

(*Continued from Page* 10.)

one who sought my advice on the subject a few days ago, there will be some disillusionment among those trans-Atlantic business men who adopt American methods of propaganda and persuasion. English people still rather resent the aggressive style of attack of the American.

On the other hand, for those who will adapt American methods to the British mind, there will unquestionably be a harvest in the fullness of time.

Most prominent among the invaders of Fleet street is Sir Charles Starmer, the proprietor of the "Big Four" in provincial newspapers, the Northern Echo, Sheffield Independent, Birmingham Gazette, and Nottingham Journal.

He is erecting in the centre of the newspaper lane a fine two-building frontage as the London home of his journals, and styling it "The Newspaper House." The ground floor is not quite completed, but the carved stonework above the front indicates that the building will be a conspicuous and dignified landmark in the Street of Ink.

British Publishers Poor Advertisers

British publishers as a whole are not good advertisers. In essence they should be tremendous advocates of advertising, and although they represent the one greatest channel of publicity they neither represent their own individual claims upon advertisers in a fitting or worthy fashion nor create new advertisers.

There are a round dozen of publishers who may be excepted from this charge; they do not even include all the newspaper magnates of London. Those that do so, advertise on the majestic scale; they carry the entire honor of both advertising themselves and advertising newspaper advertising. The others do not advertise at all.

In the course of a year I receive circular-letters, leaflets and so-called promotion matter from newspaper publishers all over the country. Ninety-five per cent of it is not worth reading. The other five per cent comes from the round dozen publishers above mentioned.

Newspaper publishers here seem to have little idea of the possibilities of advertising for themselves.

It is surprising, in view of that, that British commercial advertising should have advanced as it has done. But it would have advanced tenfold, in quality and in volume, and there would be a greater increase in newly created advertising, and consequently more for newspapers generally, if publishers realized their position and the power they could wield.

We Will Pay $5,000.00 For a Detective Story

THE DETECTIVE STORY MAGAZINE is going to conduct a $10,000.00 prize-story contest. It will give $5,000.00 to the person who submits the best 70,000 to 80,000 word detective story, $3,000.00 for the second best, and $2,000.00 for the third.

ALSO, the DETECTIVE STORY MAGAZINE will gladly negotiate for any of the stories that are considered available.

SHOULD any author submit a story which does not take the first prize he may withdraw it from the contest, if he so desires.

THE decision as to the rating of the stories will be rendered by three judges. These judges will be the two distinguished authors, Arthur B. Reeve and Albert Payson Terhune, and the editor of the DETECTIVE STORY MAGAZINE.

IN order to be considered in this contest all stories must be received by January 1, 1920.

REALIZE that you do not need to be a writer of detective stories to have a winning story in this contest, nor do you have to be an "author" at all, for that matter. Do you know that one of the best writers of detective stories to-day had never written a story of any kind till, on a dare, she wrote a story which was one of the most successful of the year?

ALL stories should be sent to the DETECTIVE STORY MAGAZINE, Prize-Story Contest, Street & Smith Corporation, publishers, 79 Seventh Avenue, New York, N. Y., who will be very glad to furnish any further particulars.

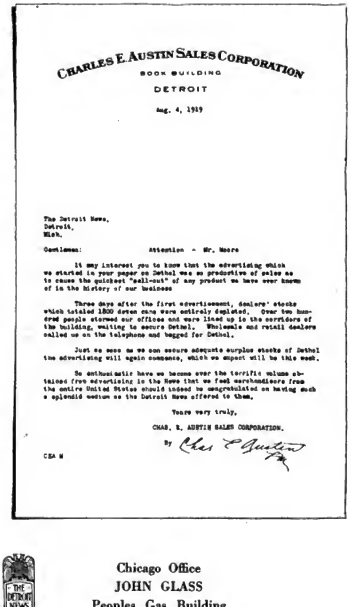
A Street & Smith Publication

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Just One Example
Of Detroit News Value

THE enthusiastic letter reprinted here is just an example of the many spontaneous tributes given The Detroit News for its effectiveness as an advertising medium. Read this letter. It contains valuable information concerning the wonderful opportunity offered advertisers in the prosperous Detroit field through the complete and exclusive coverage of The Detroit News.

Put the power of concentrated circulation behind your Detroit advertising. In Detroit The News circulation is practically 100% greater than its nearest week-day competitor and on Sunday 50% greater than its only Sunday competitor. Its circulation, daily and Sunday, is the largest in Michigan and is constantly increasing. Scruitinize your A. B. C. statements of Detroit papers and note the supremacy of The News.



CHARLES E. AUSTIN SALES CORPORATION
BOOK BUILDING
DETROIT

Aug. 4, 1919

The Detroit News,
Detroit,
Mich.

Gentlemen: Attention - Mr. Moore

It may interest you to know that the advertising which we started in your paper on Bethel was so productive of sales as to cause the quickest "sell-out" of any product we have ever known of in the history of our business.

Three days after the first advertisement, dealers' stocks which totaled 1800 dozen cans were entirely depleted. Over two hundred people stormed our offices and were lined up in the corridors of the building, waiting to secure Bethel. Wholesale and retail dealers called us on the telephone and begged for Bethel.

Just as soon as we can secure adequate surplus stocks of Bethel the advertising will again commence, which we expect will be this week.

So enthusiastic have we become over the terrific volume obtained from advertising in the News that we feed merchandisers from the entire United States should indeed be congratulated on having such a splendid medium as the Detroit News offered to them.

Yours very truly,

CHAS. E. AUSTIN SALES CORPORATION.

By Chas E Austin

CEA M

New York Office
I. A. KLEIN
Metropolitan Tower

Chicago Office
JOHN GLASS
Peoples Gas Building

The Detroit News

The Advertiser's Exceptional Opportunity

First in America in Paid Advertising

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British Newspapers See Necessity of Standardizing Their Sizes

With Abolition of Censorship on British-Controlled Cables and Wireless, Codes Are Again Permitted

By H. C. RIDOUT, London Editor, Editor & Publisher

THE multitudinous sizes of British newspapers, their varying lengths and widths of pages, columns and margins have always been a source of inconvenience generally. Many efforts have been made to obtain some form of standardization but without success.

The result is, of course, immense waste of time, money, and labor on all sides, and a serious loss of advertising revenue in many cases by reason of the fact that advertisers, rather than make various sizes of blocks from various shapes in drawings, have frequently cancelled from their lists papers which did not conform to the most popular scale.

Thus in three leading London papers we have the Times with six columns, 2½ x 2¼ inches, the Daily Mail with seven columns, 22 x 2¼ inches, and the Daily Telegraph with seven columns, 25 x 2¼ inches.

Now the Newspaper Society has taken the matter in hand and has formed a Standardization Committee charged with investigating the possibilities of uniformity. Already British paper mills have been requested to state the widths their machines can make and with a comparison between this return and the schedules being furnished by publishers, the committee will shortly be in a position to make recommendations as to the most convenient size for general adoption. It is a badly needed reform.

Restrictions on Wires Removed

The British Postmaster General announces that with the abolition of the censorship on British controlled cables and wireless, the use of cable codes is again permissible for practically all countries other than Japan, and French, Italian and Portuguese possessions. Abbreviations in signatures are now permitted and the registration of telegraph and cable addresses is again unrestricted.

It is added that in some European countries, France, Italy, Norway, Portugal, Switzerland and Sweden, censorship restrictions have not yet been removed, the regulations hitherto in force in connection with telegrams for those countries prohibiting all but plain language and registered addresses must be maintained.

This brings a sigh of relief to many newspaper owners who jealously regard the principles of secrecy in the communication of "scoops," and will permit a greater advance of trade relations overseas and provide an impetus to international commerce.

Newspapers Favor Slogans

There is growning in steady favor here a use of descriptive slogans by newspapers. Some of them tend to be rhyming style—others are frankly plain. One of the oldest was "The Weekly Dispatch—the best of the batch," while the Daily Mail adopted two, one of them simply "Daily Mail —Million Sale," the other adding the words "Order to-day—S. V. P."—the latter when expressed in full furnishing the rhyme. Then there was "The Daily Express—the paper that gets the Scoops" two Odhams publications featuring respectively. "If you see it in John Bull, it is so!" and "The Passing Show makes smiles grow." Recent passenger cards have introduced new ones in the shape of "Sunday's Best—the Sunday Express" and "The best by far is the 12-page Star." Then there is "The Big Four" of Sir Charles Starmer's group of newspapers, London opinion as "The Worthy Weekly," and others of varying degrees of excellence and appeal, but all striving to convey in crystallized form some advertisable feature or characteristic of the paper represented.

With rare exceptions these slogans are restricted to London newspapers, county papers showing little enterprise in this particular direction.

Americans in London

I had the pleasure of meeting here in London this week Mr. Gleason, the American representative of the Amalgamated Press (Lord Northcliff's chain of weekly periodicals over which Sir George Sutton presides), and Mr. Robert H. Cornell and Mr. George H. Larke of the New York World. Mr. Gleason's impressions of the British publishing business, and particularly that with which he is associated, are that these publications have suffered surprisingly little from the war. At the request of his Chief, Mr. Gleason has been spending some weeks in Ireland studying the conditions there.

Messrs. Cornell and Larke tell me they believe that their merchandising service associated with the New York World will have a practical interest for British manufacturers seeking to cultivate the American market, and they will, *con amore*, demonstrate how New York can be primarily exploited and developed as a first step in a natioual U. S. A. campaign.

Although at the time of our interview they had only been in London a few hours, they were already forming their plans for an investigation of conditions and were greatly interested in the brief sketch of the present trade situation I was able to outline for them, and in a discussion of the methods that would gain for them the ear of British manufacturers. They will appoint a British representative to take care of their advertising interests here.

University Courses in Journalism

An Innovation that has surprised many conservative minds in Great Britain is the institution by the University of London of courses for a Diploma of Journalism, a departure recognised as conferring a dignity upon journalism that raises it to a level commensurate with its influence and universality. It was always felt that such a course was desirable, not, of course, as an elevating factor, but as a practical means of developing hidden genius.

The thorough character of the courses is sufficient in itself to ensure at least a fullness of knowledge in subjects that form the basis of every real newspaper man's curriculum, and the fact that Professor Sir Sidney Lee, one of our soundest literary men has been appointed Chairman of the Journalism Committee argues for the high standard which will be called for.

These University courses will cover two consecutive sessions, and are designed to promote the efficiency of those intending to pursue the profession of Journalism by offering them a comprehensive and co-ordinated curriculum of modern or current knowledge, together with instruction and practice in writing for the Press. The main aim is a sound intellectual training which is likely to prove of service to professional work.

The courses will commence in October, this year, and are divided into two sections, of which one is compulsory and the other offers a wide choice of subjects. The compulsory courses are:

English composition, including essay writing and practice in writing for the press.

Two of the following three courses (one during each University session): General History and Development of Science, History of Political Ideas, Principles of Criticism of Literature or Art, with practice in both practices.

Every student will also take approved courses in three branches of knowledge to be selected out of the following branches:

Committee in Charge

English Literature and Criticism, History and Modern Languages, to be chosen from French, German, Spanish, Italian or Russian, Political Science, Economics, Biological Science, Physico-Chemical Science, Philosophy and Psychology.

The course will be pursued at one or more of the Colleges of the University, University College, King's College, East London College, Bedford College, and London School of Economics. The courses are under the general supervision of the Journalism Committee of the University.

The Composition Fee for the course for the Diploma for Journalism is twenty-one Guineas per Session, inclusive of the Fee for the Students' Union of the College, to full membership of which the student is admitted.

It is made a condition that all students should before or during their first session make themselves proficient in shorthand and typewriting, as the University courses do not include instruction in these subjects.

Union Aids Scheme

It is interesting to learn, as showing the strength and influence of the British National Union of Journalists, that Mr. F. J. Marrott and Mr. E. J. Foster of the National Executive have been appointed to represent the Union on the special committee of the University Senate dealing with the course of Journalism. In addition the union is considering for itself the formation of an independent education scheme.

(*Continued on Page 24.*)

"THEM WAS THE HAPPY DAYS!"

MIDDLE-AGED or older men who have passed most of their working days in a newspaper office and who are wont to recall with enjoyment "the things that used to happen here," may find a few paragraphs from "The Clambake Bulletin" suggestive of their own experiences.

"The Clambake Bulletin" is a little four-page special edition just issued by the employes of all departments of the Westerdelen (N. Y.) Recorder in honor of their annual shore (Mohawk river shore) dinner. The clams were so good that someone on the paper and at the feast was inspired to write the following column of reminiscences, headed:

"Them Was the Happy Days!"

When Gomm's beer garden was right next door and had a rear entrance.

When all type was set by hand and the "devil" would pi a galley just as press time.

When we had 16 pages every Friday and an 8-page press, and had to print 2 8-page sections and put the paper together by hand.

When Mr. Child would edit the telegraph, and after the paper had gone to press we would find about 3 columns of live matter which he had carefully put away in a drawer in his desk.

When, besides the Democrat office, the places of business on Railroad street consisted of 4 saloons, a hotel, a barber shop and Gallup's second hand book store, right across the way.

Telegraph "By Train"

When the Albany Evening Journal would fail to arrive on the afternoon train, and as a result The Daily Democrat would contain no "telegraph" news that night.

When William P. Belden was on the paper and could give from memory the majorities of every candidate elected since George Washington, and the record of every race house that ever ran.

When it was considered a great victory if we didn't miss the 5 o'clock West Shore train more than twice a week.

When the Democrat office was on the third floor of the Miller block on Main street, and the Pioneer mill, from which we got the power to run the press, would shut down, and the press would have to be turned over by hand.

The Pneumatic Proof Pump

When the editorial room was on the third floor and all copy and proofs had to be pumped through a pneumatic tube to the composing room.

When Saturday would come 'round, and collections were poor, and the men would be asked to take part of their pay in "orders" on some store that advertised.

When the business office and the press room were both in the space now occupied by the editorial rooms, and the stereotyping was done in the cellar, and Eldredge beat in the mats on the 4th floor and lowered them down a chute on a string.

When the insurance collector would call to see Eldredge in the composing room on the fourth floor, and Link, warned of his coming by the grapevine telegraph from the ground floor, wouldn't be "in"—in sight.

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"GREATER FRANCE"

NUMBER OF

EDITOR & PUBLISHER

WILL BE ISSUED ON THANKSGIVING DAY, November 27, 1919

IN cooperation with M. Henri-Martin Barzun, head of the French Press Bureau in America, and former editor of Premier Clemenceau's newspaper, *L'Homme Libre*, EDITOR & PUBLISHER will issue, on November 27, a notable SPECIAL NUMBER devoted to the cultivation of closer press and commercial relations between the peoples of the great French and American Republics.

This effort will be on the same scale of completeness and impressiveness which characterized the recent Victory-International Number of EDITOR & PUBLISHER—an issue which has attracted world-wide attention and interest.

The "GREATER FRANCE" Number will present authoritative reviews of the French Press, not only in the homeland itself, but in European countries of French language—Belgium, Luxembourg, Switzerland and French North Africa—as well as in French Dominions and Protectorates throughout the world and also in Latin Europe,—countries of French interests and culture, such as Italy, Spain, Portugal, Roumania, Greece, Egypt, Asia Minor, South America, Mexico, Canada and the United States. The publications issued in the French language total more than six thousand.

The "GREATER FRANCE" Number will have for its chief purposes the strengthening of the immemorial ties of friendship which bind together in common ideals and aims the two peoples—comrades in war and cooperators in peace; the establishment of mutual understanding and amity between the newspapers and newspaper men of the world's greatest Republics; the promotion of closer trade relations through the presentation of essential information about market opportunities in "Greater France" now awaiting American manufacturers.

American business men, seeking trade expansion, will find in this "GREATER FRANCE" Number the fullest information as to how to win their places in the French markets—facts as to ways and means of developing these markets and the planning of advertising campaigns in connection therewith.

THE "GREATER FRANCE" NUMBER WILL SET A NEW MARK OF ACCOMPLISHMENT IN CONSTRUCTIVE TRADE JOURNALISM

It will commemorate fittingly the first Thanksgiving Day after the signing of Peace, and will link more closely than ever before the cultural and commercial interests of the two great nations that have best typified, for more than a century, the ideals of freedom and liberty—of "Government of, by and for the people."

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

SUITE 1116, WORLD BUILDING NEW YORK CITY, U. S. A.

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BRIEFS

HARRY DANIEL, formerly sports editor of the old Chicago Inter Ocean, who established Fashion Art, a Chicago women's periodical several years ago, has resigned as its editor, and Mary O'Connor Newell, formerly of the editorial department of the old Chicago Herald, has resigned as associate editor.

J. A. GARY, FOR THREE YEARS STATE editor of the Grand Rapids (Mich.) Press, has resigned to become editor of The Furniture Record of Grand Rapids. He is succeeded on the Press by Edward Runnells of the Flint (Mich.) Journal.

PORTLAND, ORE., PRINTERS HAVE PRESented a gold locket and pin respectively, to Mr. and Mrs. George E. Moore on their departure to Fresno, Cal. Both gifts bore gold stars in honor of Mr. and Mrs. Moore's son, Gale, who died of gas poisoning in France. Mr. Moore had been a compositor in Portland for ten years.

THE STAFF OF THE NEW YORK COMmercial held a dinner at Mouquin's restaurant in honor of Russell R. Whitman's second anniversary as owner. Telegrams of congratulations were received from prominent newspaper men and from Cabinet officials.

REX LAMPMAN, FORMERLY A REPORTER on the Oregon Journal, and since then on St. Paul papers, has returned to Oregon from service in Europe, where he was on the staff of the Stars and Stripes. He expects to resume newspaper work in St. Paul.

THE LEWISTON (IDAHO) TRIBUNE IS constructing a one-story and basement addition which more than doubles its present building.

MONTHLY MAGAZINE DEVOTED TO THE interests of community clubs will soon be established at Winnipeg by V. C. Irons.

SECOND ANNUAL GARDEN SHOW OF THE employes of the Winnipeg Free Press will be held August 30 in the editorial rooms.

MASTER PRINTERS FROM ALL OVER Texas assembled in Houston have made plans for organizing a State Printers' Association later at a meeting in Dallas.

HOUSTON CHAMBER OF COMMERCE HAS named delegates, including many newspaper men, to attend various conventions in other cities, and has instructed them to use every means of advertising Houston for conventions during next year.

AMSTERDAM (N. Y.) EVENING RECorder and Daily Democrat have just celebrated their fortieth anniversary.

E. C. TORREY, WHO HAS BEEN IN NEWSpaper work in Minneapolis for 23 years, has resigned from the Minneapolis Journal to engage in publicity work for the extension division of the State Agricultural College.

"I SPENT FIVE DAYS AT CHATEAU Thierry and five months in the hospital," was all Captain J. H. Platt, formerly with the Newspaper Enterprise Association of Cleveland, would say of his service abroad when he returned home recently. He wears the D. S. C.

PERRY BELDEN, FORMER SYRACUSE, N. Y., newspaper writer, and until recently charge d'affaires at Bogota, Columbia, has been assigned to the United States Embassy at Tokio, Japan, by Secretary of State Lansing.

G. V. DANIELS, A RETIRED NEWSPAPER proprietor of Oakland, Cal., has been named by Governor Stephens a director of the State Board of Agriculture.

A. W. SLEDGE, EDITOR AND PUBLISHER of the Baflinger (Texas) Daily Ledger, has been appointed director of the census for the Seventeenth Congressional District in Texas.

TOM M. ARNOLD, FORMER NEWSPAPER man of Fort Worth and Dallas, Texas, who for the last ten months has been serving as assistant adjutant at an embarkation camp in France, has returned and will work for the Dallas Evening Journal.

H. G. SPAULDING, FORMERLY PUBLISHER of the Ardmore (Okla.) Ardmorite, who recently purchased the plant of the Shawnee (Okla.) Morning News from Otis B. Weaver, has erected a modern newspaper building and is issuing the paper from it.

H. C. CONNALLY HAS PURCHASED THE Polk County Enterprise of Livingston, Texas, from W. L. Weir and will assume charge as publisher.

SERGEANT THEODORE BERG, FORMERLY advertising manager of Bloomingdale Bros. New York Department Store, who has been with the A. E. F. in France for eighteen months, has returned and been discharged from the army.

ASSOCIATION NEWS

MISS DUMONT GRANT, PRESIDENT OF the Cleveland Women's Advertising Club, announced a membership campaign for the club during the fall when it is planned to enroll practically all the advertising women of the city.

AT THE ANNUAL CONVENTION OF THE Montana Press Association to be held in Great Falls the entertainment committee will be composed of O. S. Warren, of the Great Falls Tribune, chairman; Frank M. Tenney and E. H. Cooney, of the Leader; P. B. Snelson, of the Tribune, and W. W. Cheely and H. P. Raban, of the association.

AN ADVERTISING CLUB HAS BEEN ORGANized at San Antonio with a charter membership of 53, R. P. Schermerhorn being president.

MRS. W. A. FITZGERALD, FIRST VICEpresident of the California Federation of Women's Clubs, and wife of a well-known Fresno newspaper man, has been appointed editor of the Clubwoman, the official organ of the Federation.

THE PASSAIC COUNTY (N. J.) PUBlishers' Association will meet monthly hereafter instead of annually.

Would Join American Legion

CLEVELAND, Aug. 26.—Application for a charter in the American Legion has been made by Cleveland newspaper writers who were in war service abroad during the war. John Markham was elected temporary secretary of the newspaper men's gathering at a meeting in the City Club's headquarters at the Hollenden Hotel.

ENDS 25 YEARS' SERVICE

Thomas E. Griffin Resigns His Position with Pittsburgh Dispatch

After serving the Pittsburgh Dispatch in various capacities since 1894, the last 23 years as superintendent of its composing room, Thomas E. Griffin retires from his post there this month.



THOMAS E. GRIFFIN

Mr. Griffin will retain his position as secretary and treasurer of the Index Publishing Company, which issues the Index, a society weekly of Pittsburgh. He is also identified with the Iron City Printing Company, having been chosen its secretary and treasurer.



Owned and Occupied by the Daily Argus

The only A.B.C. newspaper in Westchester County, N. Y. is

The Daily Argus

MOUNT VERNON

Facts of Vital Importance

Westchester County Is the fourth richest county in the State of New York. Westchester County has a **Population of Over 400,000 People**

Of the 34 newspapers in this county, the Argus leads all, and invites the attention and confidence of the advertiser, with its position as the only paper in this great section submitting its circulation to A. B. C. audit.

Experience has already convinced many advertisers that *the only way* to reach Mount Vernon people is through The Daily Argus.

Established 1892

STILES & MERRIAM, PROPS.

Foreign Representative: Geo. B. David & Co., 171 Madison Ave., New York

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The best in Buffalo is the best anywhere

The new

ROTOGRAVURE SECTION

of

BUFFALO THE ILLUSTRATED EXPRESS

First Issue

SUNDAY, SEPTEMBER 7

Will be the Best in Buffalo

The Buffalo Sunday Express was the first in America and for more than thirty years has published the finest halftone section in America. This prestige will continue in the new Rotogravure Section. Its circulation will reach the utmost of the buying constituency of Western New York,—the constant liberal buyers.

Advertising rates based upon 70,000 to 80,000 net paid circulation: 40c per line; 1,000 lines, 35c; 2,000 lines, 30c; 5,000 lines or more, 25c.

Last form closes 15 days in advance.

In the National Field space may be contracted through

FRALICK & BATES, Inc.
Tribune Bldg., New York; Heyworth Bldg., Chicago

GRAPHIC NEWSPAPERS, Inc.
450 Fourth Ave., New York
Hartford Bldg., Chicago

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Long Island Papers Unite for Better Ad Rates

Plan to Penalise Members Who Accept Orders for Less Than New Standards to Be Established

The Long Island Press Association is planning a combination of every reputable newspaper within its territory to obtain increased advertising rates by establishing standards. Local advertising will not be affected, but any member who takes outside advertising at lower than the fixed rates will be penalized.

At a conference at Long Beach, L. I., W. Courtland Smith, president of the American Press Association, said that the only salvation of the publishers of local papers in attempting to obtain just rates would be the formation of a "100 per cent perfect and equally efficient organization of all publishers." A motion was passed to have the officers and executive committee of the association arrange the details.

J. Fred Flugrath, editor of the Babylon South Side Signal, made several recommendations for the improvement of newspaper conditions. He said that government advertising should be paid for, the size of papers standardized, preferred positions for advertising abolished and that "for sale" and "redemption" notices should be published in the town where the property was located.

The officers who served during the past year were re-elected. They are: D. W. Murray, president; Francis Hoag, vice-president; Frank Marlow, second vice-president; James E. Stiles, secretary, and William McCarthy, treasurer.

MANY VETERANS' PAPERS

The Imperial Veteran Will Appear Soon for British Fighters at Winnipeg

WINNIPEG, Aug. 27.—Papers and magazines for returned soldiers are springing up like green bay trees in Western Canada. Winnipeg has two already, and others are appearing in other western cities.

The Manitoba Veteran, a weekly edited by C. V. Combe, is the official organ of the Great War Veterans' Association of Manitoba. It has been running for three months and is doing well.

The veterans of the British army who reside in Winnipeg and district have an association of their own known as the Imperial Veterans of Canada and they have just announced that they will publish a monthly magazine, The Imperial Veteran, devoted to their interests. It will begin as a twenty-page magazine and the first issue will appear on Sept. 1. It will be in charge of a committee composed of J. C. Berg, F. Knowles, A. Hornby, R. Manserigh and W. Jones.

Veteran Writer Retires

CLEVELAND, Aug. 27.—W. S. Parr, after serving the Cleveland Plain Dealer for more than 27 years as a writer of news, has retired from active work. For many years he was market editor, having an extensive acquaintance among the commission men of Cleveland. Rheumatism has incapacitated him for active service for several months.

The "P. D." will not drop Mr. Parr from its payroll, however.

William Maw has bought an interest in the Sedro-Woolley (Wash.) Courier. He will act as manager, leaving Frank S. Evans free to devote his time to the editorial work.

French Newspapers Copy Our Style, Says Capt. Graham

Capt. Herbert Graham is now back in his own home town. He was born in Frankfort, Ky., in 1895, and after graduating from the local high school and showing a keen interest in journalism, he went to Lexington, where he graduated from the University of Kentucky. Having already had three years' experience in newspaper work on the Lexington Leader and Lexington Herald, he was not permitted to leave his alma mater, but was immediately elected an instructor in the Department of Journalism.



HERBERT GRAHAM.

He attended the first training camp at Fort Benjamin Harrison and in 1917 was assigned to the 84th Division, 336th Infantry. He was regimental intelligence officer with the rank of captain and was in France from September, 1918, to June, 1919.

During a part of his stay in France, Capt. Graham was an instructor in the College of Journalism of the A. E. F. University.

With Waldo Arnold, of the Milwaukee Journal, he helped pass away his time while in France by submitting a questionnaire to all the leading newspapers of that country in order to get the French viewpoint on all phases of journalism. In speaking of the experiment, he said:

"The French editors, I found, were rather keen to discuss the methods of the American journals and compare them with their own.

"Beginning in Paris they have copied much from our papers in the last few years, adopting the summary head, and gradually working into a 'lead' that tells the story, also using a lot of illustrations."

Now, Capt. Graham has become interested in the Frankfort State Journal, and is also an active member of the staff.

BETTER LATE THAN—

Washington Dispatch of Aug. 21 Appeared Here July 17

Dispatches to a number of newspapers from Washington, D. C., under date of August 21, reported the fact that the hearings on the appeal of the Attorney General over the price of newsprint paper had been set for October 6 at New York City and quoted a letter from the acting Attorney General to the Circuit Court Judges in behalf of the newspaper publishers.

All of which information was printed in the issue of EDITOR & PUBLISHER of July 17.

Seem Joins A. P.

Guy W. Seem, bureau manager of the United Press at Pittsburgh, has resigned to join the staff of the Associated Press in New York, after nearly two years' service with the United Press, having been its bureau manager at Atlanta, Ga., and a member of its New York staff prior to the Pittsburgh assignment.

W. B. BYRANT, PUBLISHER OF THE Paterson (N. J.) Press Guardian, has been elected president of the Passaic County Publishers' Association.

E. INDIES PUBLISHERS COMPLAIN

Say Some Americans Refuse to Pay for Advertising

Under the head of "Far Eastern Trade Notes" the United States Bureau of Foreign and Domestic Commerce on August 19 makes the following report on advertising conditions in the Dutch East Indies with reference to American agencies:

Publishers of local newspapers in the Dutch East Indies state that American advertising agencies which place advertisements in the Dutch East Indies often refuse to pay when specifications with which the paper can not comply and which they have not understood because written in English are not filled to the letter. As the papers influence public opinion, the situation is most unfortunate, and it is important that those who place advertisements should make sure that there is complete understanding of the terms, and that misunderstandings are treated liberally.

BRITISH PAPERS TO STANDARDIZE

(Continued from Page 20.)

There are two opposing factions in British journalism—the National Union of Journalism and the Institute of Journalists. The N. U. J. has the larger membership and is restricted to working journalists. The Institute includes among its members proprietors, managing directors, and managing editors.

The N. U. J. has recently become affiliated with the Printing and Kindred Trades Federation, and the Newspaper Society proposed that the N. U. J. and the Institute of Journalists should jointly be concerned in a proposed Joint Industrial Council for the newspaper industry.

But the N. U. J. and the Printing Federation are averse to the inclusion of the Institute in such a council, on the ground that the latter's membership is partly proprietorial and therefore cannot claim to represent the workers' side.

No solution was found and the present position is a deadlock. The N. U. J. declare that they have nothing to fear as their membership is sufficiently strong in itself to carry weight. In the August number of the N. U. J. organ, the *Journalist*, it is announced that the Executive Committee of the Union is taking steps to prepare another wage scheme, as it is felt only right that journalists "be put on a more satisfactory" level with other wage-earners, considering the character of their work and their social and domestic needs." Incidentally, it is remarked that journalistic activities generally here are increasing and widening.

Morris A. Selle, eopy editor of the St. Paul Daily News, has become special correspondent for the Daily Garment News of New York City.

CIRCULATION NOTES

The next meeting of the New England Association Circulation Managers will be in Springfield, Mass., at the Hotel Kimball, October 15. There will be an informal gathering there the preceding evening.

Five hundred Seattle newsboys were guests of the Seattle Union Record on Sunday, August 24, at a double-header Pacific Coast league game between Seattle and Oakland.

Charles F. Hosley, formerly circulation manager of the New Haven (Conn.) Register, has returned from service and is now in charge of circulation on the Post, Hartford, Conn.

Ensign Warren M. Toomey, U. S. N. has returned to his position as assistant to the city circulation manager of The Courant, Hartford, Conn., after twenty-seven months in service, during which time he made ten trips to the other side.

C. J. Jensen and W. J. Latimer have joined the circulation office force of the St. Paul Dispatch-Pioneer Press, after being on the road several years in the service of those papers.

Madrid, one of the most old-fashioned capitals of Europe, will open its first subway system October 1.



Dr. M. P. E. Groszmann,

Founder of the National Association for the Study and Education of Exceptional Children, and the greatest living authority on Child Development, is writing

"What You Should Know About Children"

An instructive feature of the keenest interest to every father and mother.

Three times a week, about 500 words each.

Released by

Thompson Feature Service

No. 443 Fourth Ave., NEW YORK

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET NEW YORK CITY

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What The Plain Dealer *Said To* The Constitution

Newspapers that are using Goodrich "ONE-SET" Rollers

Akron Evening Times
Asheville Times
Atlanta Constitution
Atlanta Journal
Baltimore American
Boston Post
Buffalo Courier
Buffalo Evening Times
Buffalo Times
Canton Repository
Chicago Tribune
Clarksburg Exponent
Cleveland News
Cleveland Plain Dealer
Cleveland Press
Columbus Dispatch
Dennison Daily Paragraph
Denver Post
Detroit News
Elkins Inter-Mountain
Erie Times
Fairmont Times
Houston Chronicle
Huntington Advertiser
Indianapolis News
Jamestown Post
Kansas City Star
Muskogee Daily Phoenix
Newark Advertiser
New York Tribune
Parkersburg Sentinel
Philadelphia Evening Bulletin
Philadelphia Inquirer
Philadelphia Press
Philadelphia Public Ledger
Pittsburg Leader
Reading Sentinel
Rochester Times-Union and Advertiser
Sioux City Journal
Springfield News
Wheeling Intelligencer
Wheeling Register
York Gazette

and the list is continually growing

We told the Constitution that Goodrich had developed a new ink-distributing roller unaffected by heat or cold—a roller for feed and distributive services that outwore others two, three and four to one.

As proof, we told them how the Plain Dealer had used one set for over a year. It was hard to believe—the Constitution checked up, and this is what the Plain Dealer told them:

> "We have been using the rollers made by the B. F. Goodrich Co. for the past year and a half and have found them very satisfactory, indeed. The original cost is somewhat greater than for composition rollers but the life of the roller seems to be indefinite—those originally placed on our machines are still in use and apparently as good today as when installed."

Goodrich "ONE-SET" Rollers are unaffected by heat or cold. You never need to change in the middle of a run—you can even use the same set winter and summer.

Their distribution of ink is perfect; they are unaffected by water; they will not melt at highest speed in hottest weather. You don't even need to stop to wash them.

The best proof of their superiority is the calibre of newspapers which have adopted them.

In asking for prices, specify core diameter, finished diameter, and length of cover face.

THE B. F. GOODRICH RUBBER COMPANY
The City of Goodrich—AKRON, OHIO

TRADE MARK

GOODRICH "ONE-SET" ROLLERS

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TIPS TO AD MANAGERS

J. W. Barbea Advertising Agency, 338 Washington street, Boston. Placing 42-1. 6-1. with some farm papers for A. J. Tower.

Barton, Durstine Company, Buffalo. Making 10,000-1. contracts mostly in the eastern states for General Baking Company. Will place the advertising for Wildroot Chemical Company, Incorporated.

George Batten Company, 381 Fourth avenue, New York. Making 1,000-1. contracts with newspapers for George E. Keith Company.

Berrien Company, 19 West 44th street, New York. Will place the advertising for Nemours Trading Corporation.

Cecil, Barreto & Cecil, Mutual Bldg., Richmond, Va. Sending out copy for Haynes Chemical Company.

Critchfield & Co., Brooks Bldg., Chicago. Sending 2-in. 34-t. to middle west newspapers for Black Silk Stove Works.

J. H. Cross Company, 214 South 12th street, Philadelphia. Again sending out new contracts for United Medicine Company.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Sending out 3,136 additional lines to newspapers for Feis & Co.

Gardner Advertising Company, 1627 Locust street, St. Louis. Sending out 5,000-1. for one year for Tennessee Beverage Company.

F. A. Gray Advertising Company, 14th and Oak streets, Kansas City. Sending out 5,000-1. 1 year to a large list of newspapers for Barbo Manufacturing Company.

John M. Lamay, 41 Park row, New York. Placing copy with New York City newspapers for La Salle Extension Institute.

MacLay & Mullally, 198 Broadway, New York. Placing copy with newspapers in most of the large cities east of Pittsburgh, including Pittsburgh, for National Motor Bus Corp.

Scheck Advertising Agency, 9 Clinton street, Newark. Sending out orders to New England States for Charms Company.

Tracy-Parry Company, Lafayette Bldg., Philadelphia. Placing advertising for F. O. B. Combination Auto Lock.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Will place advertising for Physical Culture Magazine.

MOON AGENCY GROWS

Moves to New Quarters and New Men Join Staff

Troy, N. Y., Aug. 27.—Because of an increase in business and additions to the staff, the Byron G. Moon Company, selling and advertising service, have enlarged their quarters in the new Proctor Building.

J. E. Woodruff, who has been with the Moon Company for some time, has been placed at the head of the Promotion Department, and E. C. Goekeler, formerly associated with the N. W. Ayer Co., of Philadelphia, has been appointed manager of the Mechanical Production Department. William W. Brelin, who recently returned from service in France, has resumed his duties as a director and the secretary of the Moon Company.

Warner Joins Miami Metropolis

Miama, Fla., Aug. 26.—Lon A. Warner has been made advertising manager of the Miami Metropolis. He served as reporter on daily papers in Knoxville.

Newspaper Files Should Last at Least 100 Years

Wood Pulp Not So Perishable as Experts Contend, Says Supt. Quaife of Wisconsin Historical Society

St. Paul, Minn., Aug. 27.—Dr. M. M. Quaife, of Madison, Wis., superintendent of the Wisconsin Historical Society, does not subscribe to the idea that the wood pulp paper now used by newspaper publishers is of such perishable quality as experts hold. In a letter to John Talman, newspaper librarian of the Minnesota Historical Society, who, in an article in the Winnipeg Free Press, quoted approvingly the familiar fifty-year term fixed by these experts, says:

"I should like to take issue with you on one point. There is, as I believe, an all too prevalent conception that our newspaper files are going to dissolve into dust much sooner than the facts justify.

From Time of Cromwell

"If you are interested in this matter you might look in public libraries for November, 1918, for my remarks on a statement similar to your own made by Mr. Lydenberg, of the New York Public Library.

"The matter is too long to go into here, but suffice it to say that we have in our library newspapers running all the way down from Oliver Cromwell to August, 1919. If they were subject to any such rapid decay as Mr. Lydenberg states (and as you seem to believe), we would necessarily have the visible evidence of it in our collection.

Harm in Exaggeration

"While newspaper stock is poor enough, and while I would gladly see it bettered, f think only harm can come from disseminating an exaggerated idea as to the, frailty of newspaper files and the rapidity with which they may be supposed to go to pieces.

"For myself, given reasonable handling, I do not believe even our modern newspaper is likely to go to pieces inside of a hundred years. If it outlasts this period, it may for all practical purposes be said to be permanent—at least permanent in the same sense that books are regarded as being."

TO ADVERTISE SHREVEPORT

Ad Club Will Distribute Handsome Booklet at New Orleans Convention

Shreveport, La., Aug. 27. — The Shreveport Ad Club will print and distribute at the convention of the Associated Advertising Clubs at New Orleans a de luxe edition of community advertising.

The stock will be cameo plate india paper, with the text printed in sepia. There will be 80 or more pictures of Shreveport industries, public buildings and churches.

Bridgeport Press Club Elects

Leo M. Pasquin, rewrite man on the Bridgeport Post, is new president of the Bridgeport Press Club, succeeding George J. Finley, resigned. Finley stepped down when made managing editor of the Bridgeport Sunday Herald, under the rules of the club prohibiting newspaper executives from holding office.

New Cisco, Texas, Paper

Cisco, Texas, August 27.—A morning newspaper will begin publication here, Oct. 10, to be known as the Cisco Morning News, by a $40,000 stock company.

Prominent New Jersey Cities And Their Newspapers

Asbury Park The pleasure ground of many thousands, not only in summer, but all the year round.
The Asbury Park Press is published here daily—circulation 7,242 (Sunday circulation 3,650).

Atlantic City America's greatest summer resort, attracting more people annually than almost all other resorts combined.
The Atlantic City Press is its big morning paper—circulation 14,793.

Elizabeth One of the great industrial centers of the state, growing rapidly and very much alive.
The Elizabeth Daily Journal, strong in this section, is published every evening except Sunday—circulation 17,517.

Hackensack A delightful residence town of the higher class. People with money to spend.
The Hackensack Record, published daily except Sundays, covers not only Hackensack, but a goodly portion of Bergen County—circulation 4,879.

Hoboken The New York seaport section where great ocean liners discharge passengers and freight—a busy, growing section.
The Hudson Observer, a splendid paper covering Hoboken and all of Hudson County, is published here every evening except Sunday—circulation 42,900.

Passaic A thriving industrial community with many pretty residential sections. Growing by leaps and bounds.
Its two fine papers are the Passaic Herald— irculation 8,733—and the Passaic News—circulation 8,511. Both papers are published daily, except Sundays.

Paterson The silk center of America—a city of over 150.000 population and growing rapidly—a city of workers and the home of many wealthy peop!:.
Paterson boasts of a very fine evening paper—the Paterson Press-Guardian, with a circulation of 12,050.

Perth Amboy One of the most promising industrial sections of New Jersey—a city of workers.
The Perth Amboy Evening News is published daily except Sundays—a well gotten-up paper. Circulation 8,723.

Plainfield A delightful residential town of the higher class—with just enough industrial activity to give it vigor.
The Plainfield Courier-News is a clean-cut, well printed evening paper. Circulation 7,706.

These daily newspapers of New Jersey can do you an awful lot of good in reaching the people you want for customers.

	Circulation	Rate 5,000 lines
Asbury Park Press (E)	7,122	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A. B. C.)	17,656	.04143
Hackensack Record	4,879	.01781
Hudson Observer (Hoboken)	43,000	.08
Passaic Herald (E)	8,535	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.05
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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OHIO FIRST

Ohio People

Ohio people taken by and large and averaged with people occupying other parts of the United States line up "from choice to prime."

Six million people in all—five per cent of the population of the United States.

85.1% are native born whites.
(The average for the United States is 74.4%.)
12.6% are foreign born.
(The average for the United States is 14.9%)
2.3% are negroes.
(The average for the country is 10.7%.)

This shows what kind of people you have to deal with in Ohio.

Ohio Agriculturally

Few states compare with Ohio agriculturally. They grow practically everything in Ohio and grow plenty of it.

About one-half the people of Ohio are farmers and, farmer or "city fellow," they all read daily newspapers.

Cultivate this great state and use the daily newspapers produced in Ohio to get to the people—localizing your advertising.

Ohio is a mighty good state to sell good goods in.

Ohio Manufacturing

Ohio stands fifth among the states in the annual output of manufactured goods.

Ohio produces more pottery than any other state in the Union.

Ohio produces more automobile tires than any other state in the Union.

Ohio's steel and iron mills turn out products used everywhere.

Ohio soap is used everywhere (except on small boys' necks and arms).

A list of the nationally trade marked articles produced in Ohio is astonishing.

	Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	31,110	.05	.05
*Akron Times (E)	20,454	.03	.03
Bellaire Daily Leader (E)	3,646	.02	.0125
*Cambridge Daily Jeffersonian (E)	8,117	.0179	.0179
Chillicothe News-Advertiser (E)	3,055	.00714	.00857
Cincinnati Inquirer, Sc. (M&S)	62,911	.12	.12
Cleveland Plain Dealer (M)	168,440	.24	.24
Cleveland Plain Dealer (S)	200,02.	.27	.27
Columbus Dispatch (E)	75,402	.115	.105
Columbus Dispatch (S)	71,117	.115	.105
Columbus (O.) State Journal (M)	53,155	.10	.09
Columbus (O.) State Journal (S)	27,147	.10	.09
*Dayton News (E)	36,225	.065	.065
*Dayton News (S)	36,225	.045	.045
East Liverpool Tribune (M)	6,138	.015	.015
Lima Daily News (E&S)	12,549	.0286	.0214
Lima Republican Gazette (M&S)	10,008	.02	.02
Middletown Journal (E)	4,174	.0115	.0115
Newark American-Tribune (E)	6,217	.0179	.0179
New Philadelphia Daily Times (E)	4,413	.0129	.0129
Piqua Daily Call (E)	4,019	.0114	.0114
*Springfield News (E&S)	12,395	.025	.025
Toledo Blade (E)	82,973	.17	.15
Warren Daily Chronicle (E)	5,200	.02	.02
Youngstown Telegram (E)	21,601	.05	.05
Youngstown Vindicator (E)	24,558	.05	.05
Youngstown Vindicator (S)	22,222	.05	.05
Zanesville Signal (E)	10,704	.025	.025

Government Statements, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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EDITORIAL



THE NEWSPRINT SUPPLY

THE Federal Trade Commission's review of the domestic newsprint market for July shows a small gain in mill stocks during the month, amounting to 2,110 tons above the surplus on hand at the end of June. The total reserve supplies of 76 American mills amounted, on July 31, to 28,225 tons, less than seven days' normal production for these mills.

The first seven months of 1918 were war months. The mills were restricted in production through limitation of labor and of freight facilities. The newspapers were curtailing reading matter, and advertising was comparatively light. Yet in that period, in spite of the war conditions, 67 American mills produced 743,377 tons. During the same period of 1919, ending July 31—the war over, the supply of labor more plentiful and freight conditions greatly improved—76 American mills, in the face of a greatly increased consumer-demand, produced but 785,070 tons, an increase of but 41,707 tons over the same period of the previous year.

Reserve stocks in the hands of publishers decreased 5,158 tons during July, 1919. At the end of the month there were 146,460 tons held in reserve by 748 of the most important newspaper publishing concerns and associations, including 92,982 tons held by the farm papers. Seventy-five per cent. of this tonnage was held by sixty-five publishing concerns.

To understand the situation as to reserve stocks of publishers, the states of Illinois, Indiana, Michigan and Ohio may be considered. In these states 148 newspapers had on hand July 1, 1919, 42,574 tons of newsprint. They received shipments during the month amounting to 29,013 tons. They consumed during the month 32,848 tons. They had on hand at the end of the month 38,745 tons, with 10,591 tons in transit. At the end of July, therefore, these 148 newspapers had on hand a total of 49,336 tons more than they had used in July—or a little more than a month's supply. This would average a trifle more than 261 tons to a paper—but, as the Trade Commission's review shows that 65 per cent. of the tonnage held about half of the surplus stock, it may be inferred that some of the smaller dailies have little or no surplus on hand.

The figures, however, if we may assume that this reserve in the hands of publishers is at all generally distributed, are illuminating. Under normal market conditions it has always been considered that a newspaper must carry in reserve a month's supply, to guard against delays in shipments and other contingencies. That the totals for four States now show, approximately, that margin of safety is rather significant. Of course, in the face of doubtful reserve stocks at the mills and an assured big fall and winter demand, it would be reassuring if the publishers could show much larger stocks in hand. Yet with sound policies of conservation it would seem that a serious shortage may be averted.

IN Jason Rogers' second article on "Newspaper making," in EDITOR & PUBLISHER of August 21, he reveals his highly effective system for keeping his finger on the pulse of his business every day—through his little "dope book," which is described and illustrated. In commenting upon this article Mr. Rogers said: "I wonder if anybody else would be foolish enough to give away to everybody an idea of such value as this?" EDITOR & PUBLISHER cannot concede that this impulse of service, always impelling with Jason Rogers, is "foolishness." If it is, by all means let us have more of the same from other men who may be hugging to their breasts little trade secrets of great value!

THERE will be a greater number of localized national advertising campaigns carried through the newspapers this Fall than ever before. The publisher who can offer first-line service in his field should impress national advertisers with that fact right away.

IF a publisher does not believe that he can sell advertising more effectively by means of advertising it than otherwise, how can he urge other business men to use it?

WHAT IS THE NEWS VALUE OF BASEBALL?

IN urging upon editors and publishers the need for restricting the space generally accorded to baseball, EDITOR & PUBLISHER has not sought to minimize the essential news value attaching to this most popular of American sports.

When, as at present, it becomes obvious that conservation of white paper must be practiced if a serious fall and winter shortage is to be averted, curtailment of text matter is always suggested as a part of any effective program of saving. And, naturally, when an editor appraises the relative value of the text matter in his paper, with a view to cutting out that which is of least value, he will encounter the problem of baseball. And, usually, he must concede that this topic is overplayed.

EDITOR & PUBLISHER has asked some representative editors for their views as to what is a reasonable space allowance for baseball news. Victor F. Lawson, editor and publisher of the Chicago Daily News, whose judgment as to factors of value in a newspaper is rated above par by most other publishers, in a telegram to EDITOR & PUBLISHER expresses himself as a firm believer in the strong news appeal of the national game. He suggests that, in cities like Chicago and New York—each supporting two major league teams—three to four columns of baseball news daily in the season and from three quarters to one column a day out of season would be a reasonable allotment of space. This estimate does not apply to Sunday issues.

As an example of how this allotment is exceeded, the New York Sun of Monday morning, August 25, may be cited—a fairly typical illustration. The Sun in that issue carried seven columns and thirteen inches of baseball news and matter. The copy was snappy and interesting—much of it spot baseball news. But the question persists: Is baseball, as a news topic, worth nearly a page of space in a Monday morning issue of a metropolitan paper? Does this represent a reasonable balance of news values, when considered in relation to other news and feature matter?

It is safe to say that a majority of metropolitan papers give to baseball twice the space which Mr. Lawson suggests as a fair average. And the same condition will hold good when the newspapers in smaller cities are considered. Hon. Frank P. Glass, editor of the Birmingham News, tells EDITOR & PUBLISHER that he finds the News has been running three columns daily on professional baseball and one column of amateur ball, and about twelve columns in all on Sundays. He plans to gradually reduce this space allotment until it has been cut in half.

If it is true of a majority of the newspapers of the country that they are giving to baseball twice the space which its news value justifies, what an opportunity is here presented for space conservation!

August 28, 1919. Volume 52, No. 13.
EDITOR & PUBLISHER
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W. D. Sumner, editor; John F. Redmond, managing editor; Dan F. Miller, News; Ben Mellon, Features.
James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowling, circulation.
London: Herbert C. Rideout, 43 Kimberly Gardens, N. 4.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cease.
San Francisco: H. L. Bernstein.
Boston: M. J. Staples.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

"FULL PUBLICITY"

THE President and Senator Lodge had agreed that the conference at the White House should have full publicity. The average American construed this to mean that accredited correspondents of newspapers and press associations should be present. This was a mistaken conclusion. The newspapers were represented by a commercial stenographer, who sold to them transcripts of the discussions.

This conference was one of tremendous, world wide interest. It had to do with the making of history—with the shaping of events which will touch at some point and in some way the lives of all the people of the earth. It was called in order that a free and open discussion of America's relations to world problems might be had—a discussion between our Chief Executive, whose vision and leadership were potent factors in saving a war-torn world from "chaos and old night," and the senatorial committee in whose hands is placed the check reins controlling executive power under our form of democracy.

The people, seeking the fullest light on the far-reaching obligations to which the League Covenant would bind us, welcomed the assurance that this conference should be fully reported. The letter of that promise was kept—the spirit of it was violated. So far as stenographic reports go, we know what was said to and by the President.

But we were deprived of a pen picture of this meeting of men who were engaged in a battle scarcely less momentous than that waged by American troops in the Argonne forest. Instead of a human, interpretative story of the conference we were given, in effect, an "official communique."

If such an incident had happened in the old Germany, or in the Russia of the Czars, it would have merely been considered in keeping with well established policies of press control. It happened in the most progressive country in the world, whose free press is the mightiest force for good in the life of its people. And it has happened because our press has permitted it to happen—and, through failure to fittingly resent it, has allowed it to become still another precedent.

In EDITOR & PUBLISHER'S Washington correspondence of last week it was told how a solution to the conference for a limited number of correspondents was requested by the chairman of their standing committee. Mr. Karger's letter, it is stated, was not answered. Pressed for answer by telephone, Secretary Tumulty is reported to have said that he had taken the matter up with the President and that there was "nothing doing." Nobody will attribute any malice to the President. It should be true that Mr. Tumulty took upon himself the responsibility of thus snubbing the American people through their newspaper representatives, the fact should be given "full publicity."

THE verdict for nominal damages against the Chicago Tribune in Henry Ford's suit for a million dollars is hailed as a victory by both parties. Practically every newspaper in America has carried the story of this celebrated case, day by day or week by week for four months. Perhaps no other newspaper has ever figured continuously for that period of time so conspicuously in the news columns of its contemporaries as has the Tribune. If there is any reader of a newspaper on the continent who does not now know a good deal about this great Chicago paper, its courage in standing by its editors and its independence, that reader has missed a worth-while opportunity. The case has emphasized anew the fact, too, that Henry Ford is the most widely discussed private citizen of the United States.

THE advertiser is now about the only man who can buy a commodity at a bargain price. Generally speaking, advertising rates have increased but slightly because of mounting costs of publishing.

TRUTHFUL advertising will sell any honest product—and other kinds of products should not be made, advertised or sold at all.

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PERSONALS

IN THE EDITORIAL ROOM

Emil M. Scholz, formerly of the New York Evening Post, who has been spending several months in the Orient, is due to arrive in San Francisco early in September.

M. E. O'Neill, editor and publisher of the 'Frisco (Tex.) Journal, and Miss Alta Reynolds were married last week.

F. A. Miller, editor of the South Bend Tribune, has been on a trip in Ohio and Michigan investigating machinery for the Tribune's new plant. Mr. Miller, accompanied by Mrs. Miller, is now at the Marlborough-Blenheim Hotel, Atlantic City, N. J., for a short vacation.

D. G. Boyd, former telegraph editor of the Cincinnati Enquirer, has returned from overseas war service.

Sergeant Alois J. Gnenther, a Pittsburgh, Pa., newspaper writer, who was in the Fiftieth Engineers in France, has been awarded the French Croix de Guerre for rescuing a wounded comrade under heavy fire.

George McQuaid, formerly editor of the Galveston Daily News, but more recently in charge of the oil column of the Dallas Morning News, has resigned to become director of publicity of the Hamon & Kell Railway, now being built in the West Texas oil fields.

Lieutenant W. R. Christian has received his army discharge and will return to the news desk of the Waco (Tex.) Morning News.

Will S. Henson, Dallas newspaperman, has been appointed to direct publicity for the American Legion.

Merle MacAlister, of Burnham, Me., well known in New England as a political writer, has returned from service as a sergeant with the Marines and will resume newspaper work this fall.

After a year's service as ensign on a submarine chaser, Wallace C. Eakin has returned to take up his duties as editor of the Baker (Ore.) Herald.

James D. Olson, city hall reporter for the Portland Oregonian, has been elected secretary of the Oregon State Elks' Association.

W. F. Payne, veteran news editor of the Manitoba Press, of Winnipeg, has been spending a month's holiday in Eastern Canada. He has been with the Free Press for 35 years.

T. Bowers McDermott, publicity representative for the Winnipeg and Pantages theatres and former Winnipeg and St. Paul newspaperman, is in Mayo Brothers hospital at Rochester, Minn., suffering from stomach trouble.

Robert E. Hicks, city editor of the San Antonio Express, has been appointed publicity secretary of the Agricultural and Mechanical College at College Station, Tex.

Royal Dixon, author, naturalist and lecturer, who got his start as a reporter on the Houston Chronicle, is the guest of Houston relatives, following his return from a Y. M. C. A. lecture tour in Europe.

Richard C. Bush, formerly city editor of the Waco (Tex.) Times-Herald, is now telegraph editor of the Austin American.

Sammy Miller, former sporting editor of the New York Morning Telegraph, is touring the Southwest with his bride. They were married June 29.

Ben Hill, city hall man for the San Antonio Evening News, has taken a position as leading man with the San Antonio Pictures Corporation and will be seen in the filmed version of Irvin Cobb's "Mr. Potter of Texas."

Robert D. Skinner is covering police news for the San Antonio Express. He was formerly on the Houston Post and Beaumont Enterprise and was one of the Texas Food Administration's publicity men.

Louis Aubry DeBord, formerly with the Kansas City Star and the Associated Press at Kansas City, has resigned as telegraph editor of the Austin (Tex.) American and is now doing special work for the San Antonio Express.

Elliott L. Thurston has resigned from the Providence (R. I.) Journal to take a position on the New York Sun.

Arthur H. Crowell, a reporter for the Providence Journal for the past two and a half years, has become assistant managing editor of the Woonsocket Call.

Major Charles S. Coulter, formerly a Providence (R. I.) Journal reporter, has left France for this country. He was shot six times and badly gassed. He received the French Croix de Guerre.

H. T. Sampson, who has just returned from overseas service, has become a reporter for the Providence (R. I.) Journal.

Herbert Corey is with the Prince of Wales' party on its Canadian tour, and is sending "close-up" matter to the Associated Newspapers. His dispatches are written in the human-interest vein and afford intimate glimpses of the spirit in which the young Prince is receiving the homage of his loyal Canadian kinfolk.

IN THE BUSINESS OFFICE

William Wolfe, formerly of the Newark Star-Eagle, has been appointed business manager of the Hartford Post.

Ben F. Lawrence, business manager of the Indianapolis, Muncie and Terre Haute Stars, is visiting his parents at his old home in Coquille, Ore. Mr. Lawrence will return via Denver to visit at the home of Jess Willard, head of the Shaffer league of newspapers.

F. W. Meyers, formerly of Denison, Ia., has bought a half interest in the Martinez (Ia.) Enterprise and with W. D. Junkin is publisher, and will be actively connected with the newspaper.

Captain W. E. Haskel, Jr., of the New York Tribune, left last Saturday on an automobile tour of the mid-West, Syracuse, Buffalo, Cleveland, Toledo, Akron, Detroit and other automobile centers. This is a business trip in the interest of the New York Tribune.

WITH THE AD FOLKS

Arrangements have been made by Bates, Harrison & James, advertising and merchandising counsel, of Los Angeles, to conduct advertising campaigns in various Mexican, South American, and Australian, and East Indian newspapers, for several Southern California manufacturers and exporters.

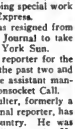
The Women's Advertising Club of St. Louis has named as its delegates to the convention of the Associated Advertising Clubs at New Orleans, Miss Mary Wheat, the president; Miss Julia Shipley Carroll, Miss Olivia Brueggeman, and Miss Louise Lenoir Thomas.

R. H. White, for the last three years advertising manager of the Domestic Engineering Company of Dayton, Ohio, makers of Delco-Light products, has joined the forces of Power, Alexander & Jenkins Company, of Detroit, and will have charge of the Dayton office, in the Dayton Savings & Trust Building.

Lieut. Julien J. Burvant, who spent nearly 18 months in France with the A. E. F., much of that time as assistant provost marshal at Bordeaux, has been discharged from the service and has resumed his place on the staff of the Chambers Agency, Inc., of New Orleans.

To Make Newspaper Success Women Must Be Unbiased

FIFTEEN years publisher and editor of a daily newspaper, Mrs. Mabel Shaw, chief of the Evening Telegram, of Dixon, Ill., is one of the most successful newspaper women in the United States. With a good working knowledge of all of the many departments of a newspaper office, she has made her daily an influential power in her community.



MRS. MABEL SHAW.

To be successful in newspaper work, Mrs. Shaw says, women must be open-minded and absolutely fair and unbiased in the treatment of the subjects of the day. She further believes that women will fare much better if they receive their training under newspapermen.

Mrs. Shaw attended this year's convention of the National Editorial Association in the Pacific Northwest.

That women are becoming an important factor in the newspaper business was strongly emphasized at the convention. More women editors and publishers of weekly and daily country newspapers attended than at any previous convention.

Robert Clarke, Jr., recently discharged from the U. S. Aviation Service, has been appointed advertising manager of the Petroleum Iron Works Co., of Sharon, Pa., succeeding William J. S. Ritscher, who has become Chicago manager of the National Petroleum News.

W. I. Goodspeed is now Chicago representative of the Blast Furnace & Steel Plant, the American Drop Forger and the Coal Industry, all published at Pittsburgh, Pa. Chicago headquarters are in the Monadnock Block.

George B. Forrest, who for a number of years was manager of export, sales promotion and other departments of the H. W. Gossard Co., corset manufacturers, Chicago, has resigned to become sales promotion manager of the Acme Packing Co., also of Chicago. He will also edit the Red Crown Magazine, the company's house organ.

The J. Roland Kay Co., advertising agents, Conway building, Chicago, are giving free to interested parties copies of The Far Eastern Review, an export trade periodical which has just issued a 264-page issue dedicated to "The Ports of the Orient," in which data on Chinese importing and trade conditions are detailed.

Edward Bartlett Lockwood, former newspaper publicity man and now executive secretary for Camp Roosevelt, Chicago, will resign that position October 1 to establish an advertising service agency in Chicago under his own name.

The United Advertising Corporation of Texas has been organized at Dallas with a capital stock of $100,000.

Erwin Polkoske, rate man for the Sehl Advertising Agency, Chicago, is spending his vacation in one of the Michigan resorts.

Walter Evans, of the Mallory, Mitchell & Faust copy department, is away on a two weeks' vacation.

Herman G. Halstead, vice-president of Paul Block Co., has returned from a business trip through the South.

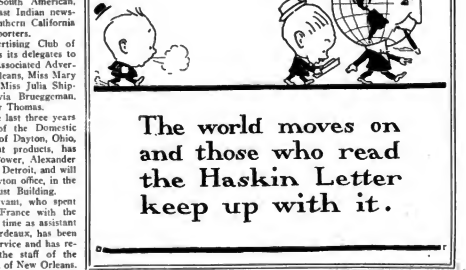
Lieut. Walter H. Ford, formerly of the classified advertising department of the St. Paul Dispatch-Pioneer Press, has returned from France, where he served in the army, and will resume his old position.

H. L. Haas, of the classified department of the St. Paul Daily News, has been transferred to the display department and placed in charge of automobile advertising.

Ralph Robins, advertising manager of the New Leader store in St. Paul, has resigned to become advertising manager of Orkin Brothers of Omaha.

Weinstock Opens Agency

KENOSHA, Wis., Aug. 27.—H. M. Weinstock has resigned as sales and advertising manager of the Cooper Underwear Company of Kenosha, Wis., to embark in a specialized advertising service agency under his own name. Headquarters will be maintained at 161 English Court, Kenosha. Mr. Weinstock formerly was advertising manager of the Holeproof Hosiery Company of Milwaukee.



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JUDGE TUCKER'S CHARGE TO JURY ON RIGHT OF PRESS TO CRITICISE PUBLIC MEN

Michigan Jurist Interprets Libel Law as Applying to Issue in Henry Ford's Suit Against Chicago Tribune—"Fair Comment" the Test of Criticism

IN his charge to the jury in the Ford-Chicago Tribune libel case, Judge Tucker analyzed the scope and limitations of newspaper criticism, within the law, in an interesting way. He said, in part:

"The publication or circulation of any article which is libelous *per se*, presumes malice. I don't mean by that personal, individual malice, but an evil or wrong motive, intention or state of mind; not necessarily a personal malice against the person about whom the article is written.

"The burden of proof is upon the defense, and not upon the plaintiff. They must either establish the truth of the charge they have made, or show that it was 'fair comment' within the meaning of that term." * * *

"As to the meaning of the term 'anarchist,' as used in this editorial, that is a matter for you to consider, and is one of the questions you must determine.

"Ordinarily speaking, the term 'anarchist' would be expected to convey to the mind of the ordinary reader that meaning which naturally comes to the minds of the people when they hear the term spoken of by itself. Perhaps the most commonly accepted meaning of the term is—murderous, dangerous persons; possibly a bomb-thrower. * * *

"It is your province, gentlemen, to determine what was meant by the term in this case, and what was understood by the term, in your judgment, by readers of the paper in which the article appeared.

"You are not to do this by testimony as to what the intentions of the parties writing the article were, in their hearts and minds, but by an examination of the article itself within its four corners.

"In other words, it is for you to consider what you honestly believe the average reader would get from the article. An editorial goes broadcast over the world, and the best the jury can do is to determine from their experience in life, and the testimony in the case, as to what the thing was, what the average reader, in the place where the article was circulated, would get from it." * * *

"There is no obligation on the part of any citizen to agree with anybody else on any subject on earth, whether it is the President, Secretary of State, or who. Every man has the right to his own opinions and convictions, and the right to advocate them in any reasonable way. * * * On the other hand, a newspaper has the same right, providing they injure nobody.

"No newspaper has the right to libel anybody for the sake of promoting their own opinions.

"If you become satisfied that the charge or characterization contained in the editorial in question are true in substance, that will end your consideration of the case, and your verdict will be for the defendant—no cause of action.

"If you become satisfied that the charges or characterization or charges in the editorial are true, you may then consider whether they constitute 'fair comment' or not. It is the right of everyone, not the privilege of any particular one, to comment fairly and honestly on any matter of public interest, and the defense of 'fair comment' is equally applicable, whether the criticism is oral or written.

"You should exercise care not to be misled by the word 'fair' in this connection. As criticism is opinion, it can never be primarily material to inquire into its justness. The right to criticise implies the right to judge for oneself of the justness of the criticism. It would seem to be but a delusion to say that one has the right to criticise, provided the criticism be just. The justness or unjustness can never be more than a matter of opinion. The test always is, Was the criticism bonafide? Was it the honest conviction of the publisher? The question is, Was the comment honest? If it was the writer's real ideas and was honestly written, then it was 'fair,' as that term is used in the law, and you must so treat it. But criticism should not exceed the bounds of fair comment. If the editorial in question can be treated as fair comment, you will then find in favor of the defendant.

"But if you find there was no justification for the use of the term 'anarchist' or the other terms and characterization employed in the editorial, your verdict must be for the plaintiff for the amount of damage inflicted upon the plaintiff's reputation and feelings; and if you find further that there was actual or expressed malice behind the publication, you may then add to the amount of actual damages such further sum by way of added damages that your good judgment dictates.

"You are first to consider, Was this editorial true? If it was, you need consider nothing further, because the truth is a complete defense, and your verdict will be for the defendant, no cause for action.

"If you find the editorial was untrue and does not come within the definition of fair comment, your verdict must be for the plaintiff.

"You will then consider the question, Was it written with actual malice? If it was, you may add to the damages whatever sum may fairly compensate for the injured feelings of the plaintiff by reason of the fact that the thing was maliciously done.

"If it was done without malice, although untrue, you will confine yourself to allowing the damages which the plaintiff has sustained."

Contemplates Daily Photogravure

The London Times, weekly edition, is to have a photo-gravure section each week. Not long ago a representative of Northcliffe papers visited the United States with a view to buying machinery capable of this work, and in the Times Weekly we see the first experiment. Before many months are over, it is certain the Times will run this feature daily, and in consequence gain largely in circulation.—Circulation Manager London.

Clement G. Vincent, of Los Angeles (Cal.), is to publish La Gaceta de los E.E.U.U., a Spanish language magazine promoting commercial and social relations with Latin America.

Iowa

104,082 miles of interior road communications!

The Iowa farmer has no cause to worry about how to get his crops and his stock to market. There are 104,082 miles of rural highways and roads in the Iowa road system, AND EVERY FARM in the 99 counties has an accessible market to SELL IN and to BUY in and to get the DAILY NEWSPAPER.

It is quite as easy and often more profitable to advertise and SELL to these communities than it is to those of the great cities; moreover they have more money to spend per capita.

Newspaper advertising will help you, and costs very little compared with the results.

	Circulation	Rate for 5,000 Lines
Boone News-Republican.....(E)	3,636	.0143
Burlington Hawkeye .....(M)	10,908	.03
Burlington Hawkeye .....(S)	12,116	.03
Clinton Herald .....(E)	7,559	.02
Council Bluffs Nonpareil.....(E & S)	16,228	.035
Davenport Times .....(E)	25,643	.05
Des Moines Capital.....(E)	60,655	.08
*Des Moines Sunday Capital.....(S)	46,668	.08
Des Moines Register and Tribune..(M & E)	111,517	.14
Des Moines Sunday Register.....(S)	70,745	.12
Dubuque Telegraph-Herald .....(M & E)	16,678	.04
Dubuque Telegraph-Herald .....(S)	16,037	.04
Fort Dodge Messenger and Chronicle..(E)	8,762	.03
Marshalltown Times-Republican .....(E)	13,781	.028571
Mason City Globe-Gazette-Times.....(E)	9,602	.03
Muscatine Journal and News-Tribune...(E)	8,331	.02
Ottumwa Courier .....(E)	13,606	.035
Sioux City Tribune.....(E)	51,342	.08
Waterloo Evening Courier.....(E)	14,484	.03

Government Statements, April 1st, 1919.
*Publisher's Statement.

FELLOW TOWNSMEN MEET IN FAR-OFF FRANCE



PRIVATE J. GOODE. LIEUT. A. G. JACKSON.

THESE two Bridgeport (Conn.) newspapermen met in France and the picture above was the result. Arthur J. Goode, a private in the infantry, was keeping "in touch" by working on "The Stars and Stripes." He was city editor of the Bridgeport Evening Times before entering service. A. G. Jackson, a lieutenant, was on the high seas most of the time aboard the U. S. S. Federal, having been responsible for the ship's cargo in transit. He was city editor of the old Bridgeport Standard before the war and was appointed city editor of its successor, the Bridgeport Standard Telegram, on his honorable discharge from the service.

HAS NEW AD MANAGER

Sexton Manufacturing Company, of Fairfield, Ill., Employs W. R. Warren

FAIRFIELD, ILL., Aug. 27.—W. R. Warren, until recently assistant advertising manager for the Corticelli Silk Mills, has been appointed advertising manager for the Sexton Manufacturing Company of Fairfield, Ill., manufacturers of athletic underwear for men and boys. At one time Mr. Warren was advertising manager for the Westfield Manufacturing Company of Westfield, Mass.

It is reported that the Sexton Manufacturing Company now is working on plans for the largest advertising campaign ever conducted by them, it being probable that they will shortly undertake the manufacture of women's athletic underwear in addition to their men's and children's lines.

PREDICTS WAR WITH JAPAN

Thomas Millard, Editor, Says Shantung Decision Should Be Modified

WASHINGTON, August 20.—Thomas F. Millard, editor of the Far-Eastern Review of Shantung, China, testifying before the Senate Committee on Foreign Relations, declared that the Shantung decision would cause war between the United States and Japan within twenty years, unless the decision was disavowed by this country.

"The trouble probably will start in a fight between Japan and China and we will be drawn into it," he said.

Irish Paper Raided

DUBLIN, Aug. 23.—A raid on the office of the Irishman, the leading Sinn Fein newspaper, was made late yesterday by the police. The forms for this week's issue and the proofs run off were confiscated.

INDIANA

Indiana, as a state, presents trading advantages which are particularly attractive.

Indiana people, Hoosiers, are "bugs" on education, and education means culture, and culture means good living, and good living means buying plentifully of good things.

Indiana people are, perhaps, somewhat "touchy" on political matters—being intensely interested in Indiana politics which means they follow their own Indiana daily newspapers very closely.

That, perhaps, is why there are so many very excellent daily newspapers in Indiana.

These daily newspapers get close, very close to Hoosiers, and can do great work for National Advertisers.

Use them and get results.

	Circulation	5,000-line rate
Elkhart Truth .....(E)	8,300	.025
Evansville Courier .....(M)	*23,893	.04
Evansville Courier .....(S)	*20,987	.04
Fort Wayne Journal-Gazette.....(M)	29,236	.05
Fort Wayne Journal-Gazette .....(S)	34,350	.05
Indianapolis News .....(E)	133,473	.16
Indianapolis Star .....(M)	92,851	.11
Indianapolis Star .....(S)	106,581	.14
Kokomo Dispatch .....(M)	5,400	.0171
Lafayette Courier .....(E)	*8,994	.02
Lafayette Journal .....(M)	10,415	.02142
La Porte Herald.....(E)	3,376	.0179
Richmond Item .....(M)	8,225	.02
Logansport Pharos-Reporter .....(E)	6,621	.015
Muncie Press .....(E)	9,666	.01786
Muncie Star .....(M)	26,858	.05
Muncie Star .....(S)	16,818	.05
Richmond Item .....(M)	8,225	.02
Richmond Palladium .....(E)	11,096	.03
South Bend Tribune .....(E)	*17,436	.035
Terre Haute Star .....(M)	26,945	.04
Terre Haute Star .....(S)	19,422	.04
Terre Haute Tribune.....(E)	24,845	.04
Terre Haute Tribune .....(S)	19,192	.04
Vincennes Capital .....(M)	1,849	.01071
Total Daily Circulation and Rate.....	444,261	.71396
Total Sunday Circulation and Rate.....	207,150	.36
Total Daily and Sunday.....	651,511	

*A. B. C. Report, April 1st, 1919
Government Statement April 1, 1919.

Commercial Printers Ask $50 in Brooklyn

Union Men Want Increase in Their Pay and Forty-four Hour Schedule, Beginning October 1

Printers in job and commercial offices in Brooklyn will demand a forty-four-hour week and wages of $50 a week beginning on October 1, according to action taken at the meeting of the Typographical Union.

The meeting was held behind closed doors and announcement of the action taken was made later by John S. O'Connell, the secretary. The demands of the union, he said, would be presented to the employers at once. No threat of a strike is made as yet, but Mr. O'Connell stated that "it might lead to a strike." The demands do not affect printers working in the publication of newspapers.

At present the printers in job and commercial houses have a forty-eight-hour week on day work and a forty-five-hour week when on night work and the union scale of wages is $36, although most of the bosses pay more than that. Mr. O'Connell stated that most of the printers receive about $39 or $40.

There are 5,500 printers affected by the new demands.

Find Rare Boston Issues

UTICA, N. Y., Aug. 27.—Copies of the "Boston and Country Gazette Journal" of March 12, 1770, and other rare newspapers, were found in the attic of W. F. Dean, of this city, last week. There are less than half a dozen copies of the "Gazette Journal" in the country, it is believed.

NEWSPAPER MAKING BY JASON ROGERS

(*Continued from page 9*)

of the richest and most prosperous country on earth. More money is in circulation in this section and people are more able to respond to the appeal of the advertiser than anywhere else.

I found that the daily newspapers printed and circulated were sufficient in number to provide a copy both morning and evening to every home in the section. Counting five people to the family there are 10,000,000 families in these states, and as the newspapers circulate 20,000,000 a day there is a morning and evening newspaper for each of them.

I found that as compared with this 100 per cent. cover for the newspapers the Saturday Evening Post with the largest circulation of any of the general media sells only slightly over 1,000,000 copies in this territory, or about 50 per cent of its total circulation among these people representing from 75 to 80 per cent. of the wealth and purchasing power of the country.

If it costs $10 per line to reach 1,000,000 of these homes through the Saturday Evening Post, and $41,000 per line to reach 20,000,000 circulation in these homes through the daily newspapers, we have a fair basis for comparisou of five to one. Of course the advertiser might not want to reach the homes twice a day by the newspapers, but he could reach them all once a day for $20.00 per line, which would produce the same ratin of cost.

Fair Comparison

With such information and data readily available for any one who will take the trouble to dig it out it seems to me most absurd that successful business men in enterprises big enough to buy pages and double pages at many thousand dollars each in general media will go blindly forward throwing their money at the map regardless of efficiencies.

I hold no brief for the territory I am herein using for purpose of demonstration. Fortunately newspaper advertising can be used to cover any industrial or business center wherever located just as effectively and at practically the same proportionate cost. I merely selected this particular territory because, taken as a whole, it reflected the greatest mass of concentrated wealth and purchasing power.

In all sections of the country our daily newspapers exert their greatest power through concentrating circulation at centers of business population and industry. Take for example Atlanta, Birmingham, Seattle, Dallas, Minneapolis, St. Paul, or other similar centers, and we find equally rich and prosperous though smaller fields equally covered by newspapers which can be used at about the same rate per line per thousand and will produce equal results.

Newspaper Advertising Flexibility

The wonderful thing about newspaper advertising is the flexibility with which it can be used. In the case of the manufacturer located say in Providence, R. I., he can first use the Providence newspapers, as his distribution covers that city, and then grow out in gradual circles to Pawtucket, Woonsocket and other towns just as rapidly or slowly as he wishes without a bit of lost motion or waste.

This same manufacturer with the hands of the general medium salesman is told that by using pages he can force distribution everywhere, can do a certain amount of mail order business, and can get results in the places where he has distribution, but he is carefully advised to urge his dealers to use "local newspaper advertising" to supplement the general advertising.

My investigations would seem to prove that the horse should be put the other way round, and that the manufacturer can make most satisfactory trade progress by using newspaper advertising to seeure distribution, and that he cannot afford to buy expeusive and general publicity until he has secured a very good general distribution.

The so-called "graveyard" of general medium false hopes, where lie those who have sunk their money without satisfactory returu and who are forever through with advertising, forms the most sickening chapter in the history of advertising.

Too Much Lost Motion

It should be obvious to auy business man that he cauuot afford to pay a fancy price to address the whole United States and Canada if he only has distribution in a limited number of cities. Even if the circulation which he pays for was worth what is asked for it, the proposition is too heavily loaded with lost motion and inefficieucies to make it a buy.

By reference to the tables it will be found that an advertiser can use twenty-nine daily newspapers covering twenty-two of the principal business centers of Ohio, Indiana and Illinois with a daily circulation of 2,053,922 at a cost of but $2.85 per line on a 5,000-line contract. To cover the same section with the Saturday Evening Post would cost $810.00 per line and he would only reach 296,265 circulation in the desired territory.

A Comparison of Values

Taking the New England states as another example, the advertiser can use daily newspapers with 1,781,017 circulation, covering all the centers of population and industry, for $2.40 per line on a 5,000-line contract, as against $10.00 per line in the Saturday Evening Post, which sells but 143,112 in the New England States.

In the case of the state of New York, it will be found that an advertiser can use seventeen daily newspapers, covering the ten principal industrial markets, for $3.27 per line, securing 1,997,986 circulation, as compared with $10.00 per line for the Saturday Evening Post, which sells only 200,093 copies in the whole state, much of which is outside the cities which we most desire to cover.

Gradually these facts are sinking into the minds of those who buy advertising space and those who handle advertising. Localized national advertising,—advertising linked up to the names of the manufactuter's agents and dealers handling his goods—is being demonstrated to be far superior to "general result," "for sale at all dealers," "send for list of dealers," advertising.

Real Influence

In any city in the country the local daily newspaper has a stronger hold on the confidence of the people of the community than any magazine printed in a distant city can ever have.

Newspaper advertising is quick-fire and immediate result advertising which can be used today and produce results tomorrow. Magazine copy must be prepared and released months in advance of publication regardless of changing conditions, such as the sudden outbreak of the world war in August, 1914.

If our newspapers everywhere would but get together and boost newspaper advertising as a commodity and temporarily forego selfish individual ambitions they would double, treble and multiply many times the business volume that they otherwise would receive.

They won't do this until they get the "big" idea and cut out foolish and childish knocking, cut out offensive and doubtful advertising, and do everything in their power to help simplify the process of buying space in newspapers as a group through closer and more sincere relations with the advertising agents and space buyers.

During the seven months ending July 31

614,922 agate lines

of national advertising were published in

The Clarksburg Telegram

a gain over the same period of 1918 of

74.5%

It pays to advertise in "West Virginia's Leading Newspaper."

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for Six Months ending Apr. 1, 1919

35,247

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined.

U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

try-out market

The Indianapolis Radius can be covered with minimum expense. It is dominated by one paper which can create consumer demand, and command dealer and jobber co-operation. Try out your product in the Indianapolis Radius through

THE INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

MILL STOCKS INCREASE SLIGHTLY IN JULY

Reports from 76 U. S. Mills Show Tonnage on Hand at End of Month Equal to Less Than Seven Days' Output

—Stocks Decrease

THE Federal Trade Commission has just issued a review of the domestic news print market for the month of July, in which it appears that mill stocks, held by the 76 United States mills reporting to the Commission, have slightly increased during the month.

The total production of print paper by these domestic mills for the month of July, 1919, was 113,929 net tons; the shipments for same period amounted to 111,819 tons, and the mill stocks on hand at the end of the month amounted to 26,225 tons. For the month of July, 1918, with 67 mills reporting, the total production was 108,523 tons, shipments 109,772 tons and mill stocks at end of month, 24,912 tons.

The additional mills reporting to the Commission are concerns operating chiefly on other grades of paper, but still producing news print to a limited extent.

For the first six months of 1919 the total production of 74 U. S. mills was 671,141 tons, as compared with 634,854 tons for the first half of 1918, when 66 mills reported.

Forty-one machines were idle for a part of the time during July, there having been a total loss of 3,743 hours, due to lack of labor, repairs and other reasons. No loss of time was reported because of lack of orders for news print, while machines making other grades of paper did sustain considerable loss of output for that reason.

Our imports of news print for the month of June, 1919, amounted to 52,619 tons, all from Canada. This is an increase of 324 tons over June, 1918.

U. S. Exports Decrease

The U. S. mills exported news print, during the month of June, 1919, to the amount of 9,552 tons, as compared with 11,601 tons for June, 1918. The exports of domestic wood pulp for June, 1919, amounted to 4,572 tons, which exceeded those of June, 1918, by 731 tons.

The news print sales agents and jobbers reporting to the Commission had on hand, on July 1, 1919, 3,360 tons of rolls and 6,132 tons of sheets. They received during the month 3,530 tons of rolls and shipped 3,043 tons, leaving on hand at the end of the month 3,287 tons. They received during the month 2,270 tons of sheet news, shipped 3,118 tons and had on hand at the end of the month 5,740 tons, compared with stocks of 7,132 tons on hand at the end of July, 1918. Their total commitments to buy during July, 1919, amounted to 46,558 tons; while their commitments to sell totaled 52,571 tons, these figures including both rolls and sheet news.

In addition to mill stocks reported above there were 1,372 tons of news print on hand at terminal and delivery points on July 31, 1919.

Comparing the stocks on hand at the domestic mills on July 31, 1919, with their average daily production for a period of 12 months, it is shown that the mill stocks equal slightly less than 7 days output.

Publishers' Tonnage

Monthly tonnage reports covering 748 (1) of the most important newspaper publishing concerns and associations grouped according to the principal business sections of the United States together with a separate tabulation for the agricultural publications, show the following results for July, 1919:

Location of publishers (*)	Number of publishers	On hand beginning of month Net tons	Received during month Net tons	Used and sold during month Net tons	On hand end of month Net tons	In transit end of month Net tons
New England	86	15,949	13,263	13,426	15,876	6,045
Eastern States	146	29,238	31,313	40,940	21,586	11,191
Northern States	148	42,874	39,010	32,948	38,745	10,391
Southern States	90	10,966	7,567	8,976	8,645	5,025
Middle West	150	29,385	21,284	21,923	29,749	8,072
Pacific Coast	115	8,984	9,000	10,275	7,977	1,350
Farm papers	28	7,801	1,360	1,360	7,882	384
Total—U. S.	748	151,819	133,563	138,711	140,460	30,747

(1) This number represents a much larger number of publications.

(*) *New England* includes Connecticut, New Hampshire, Maine, Massachusetts, Rhode Island and Vermont; the *Eastern States* include Delaware, the District of Columbia, Maryland, New Jersey, New York and Pennsylvania; the *Northern States* include Illinois, Indiana, Michigan and Ohio; the *Southern States* include Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia; the *Middle West* includes Arizona, Arkansas, Colorado, Idaho, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, Nevada, North Dakota, Oklahoma, South Dakota, Texas, Utah, Wisconsin and Wyoming; the *Pacific Coast* includes California, Oregon and Washington.

Publishers' stocks decreased 5,158 tons during the period. Sixty-five publishing concerns held about 49 per cent of the total stocks at the end of the month.

Mill Prices to Publishers

The weighted average price of contract deliveries from domestic mills to publishers during July, 1919, f. o. b. mill in carload lots for standard news in rolls was $3.646 per 100 pounds. This weighted average is based upon July deliveries of more than 20,000 tons on contracts involving a total tonnage of more than one million tons of paper manufactured in the United States. These contracts, most of which extend until December 31, 1919, include a few long-term contracts made prior to the war at very low prices.

The weighted average contract price based on deliveries from Canadian mills of more than 21,000 tons of standard roll news in carload lots f. o. b. mill in July, 1919, was $3.57 per 100 pounds. This weighted average is based upon the July deliveries on contracts involving about 180,000 tons of Canadian paper. The greater number of these contracts are short-term contracts covering the year 1919.

The weighted average July market price of standard roll news in carload lots f. o. b. mill based upon domestic purchases totaling more than 5,000 tons was $3.72 per 100 pounds.

PREMIUMS

That Are Real Subscription Producers

S. BLAKE WILLSDEN

Manufacturers and Publishers Representative,

1606 Heyworth Building

29 E. Madison St. CHICAGO

"SPURS OF GOLD," WORLD TRIBUNAL PRIZE

(*Continued from Page 5.*)

every secret in international affairs and set it forth in print.

The League of Nations holds out a new prize for newspapermen, a higher prize than we have ever had before. The de Blowitzes of the past will look like tea-time gossip as compared with the men at the seat of the League of Nations, who do their big job well.

The star League of Nations reporter, in the days to come, will know the histories of all the nations on earth, he will know all the leading statesmen of earth, and they will know him, all the problems of all the nations will be matters of enough knowledge to him, and the secret intricacies of international finance will be as clear as daylight to him, if he is to be a hundred per cent success. He must be able to speak several languages

It won't be an easy job (we who had a little taste of it at the Peace Conference in Paris fully realize this), but every minute of it, if it lasts a lifetime, will be worth while.

To Golden Reward

There isn't one young newspaperman in the United States who can go wrong in making this League of Nations job his life goal. If he is in a school of journalism he can insist on courses which will tend to help him to that end; if he is covering police or city hall he can begin to prepare himself by digging into history and languages and getting into touch with the international statesmanship of the day.

There won't be many League of Nations reporters at any one time, of course, but there will always be a demand for the fellow who has prepared himself to go to Geneva—and the big chances are that some day he will be there will be great gold.

The spurs that a reporter can win sent there.

WE SPEND MORE THAN

$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service

246 West 59th Street

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

G. J. BOSDAN, Editor

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The True News

FIRST

Always—Accurately

International News Service

World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager

241 WEST 37TH ST. NEW YORK

GUNNISON BUYS OLD ESTATE

Business Manager of Brooklyn Eagle Will Spend Summers There

Herbert F. Gunnison, business manager of the Brooklyn Eagle, has purchased for a summer home a country estate of seventy-five acres and a colonial farmhouse, nearly 100 years old, at Purchase, N. Y., just north of White Plains and near the estates of Oscar Strauss and Whitelaw Reid.

The property is known as the "Evergreens" and has been in the possession of one family for nearly 100 years, the deed going back to 1828. The house will be remodeled.

New Era Features

30 East 42nd St., New York City

Forty Leading Papers Print Our Service.

Send for our Headline History of the World War

PRESTIGE

The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.

On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.

Write or wire for rates.

The Associated Newspapers

170 Broadway New York

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Ohio Women Writers Hold Second Annual Outing

Many Newspaper Topics of Particular Interest to Women Scribes and Readers Are Discussed at Lakewood Meeting

CLEVELAND, Aug. 26.—The second annual outing and meeting of the Ohio Woman's Newspaper Association was held in Lakewood, Augus: 22, 23 and 24, the business meetings being held in the Hotel Lakeside.

Mrs. Lida Keck Wiggins, of the Springfield Sun, discussed "What I Know About You." Mrs. John McKee, of Springfield, spoke on "What This Association Would Like to Do for You."

A memorial was held for the late Miss Henrietta Grauel, a Cleveland writer and lecturer, Mrs. J. W. Freeland of Marion speaking of Miss Grauel's life work.

Mrs. W. K. Matthews, Sunday editor of the Dayton Journal, discussed "Women and the Sunday Paper." Other subjects discussed and speakers were: "Women and Special Editions," Mrs. Mary Southard Young, of Dayton, discussion led by Mrs. E. A. Day, of the Bellville Messenger; "Press Agents," Mrs. Frances Parrott, of the Dayton Journal, discussion led by Miss Georgia Hopley, Bucyrus Telegram; "Securing and Holding Good Country Correspondents," Miss Fern Sapp, Westerville Public Opinion, discussion led by Miss Elsie Berg, Wellsville Union; "Interesting Child Readers," Miss Isabelle Freeland, Cleveland Plain Dealer, discussion led by Miss Irene Atkinson, Columbus.

"Picked From the Streets," Miss Margaret Converse, London Press, discussion led by Miss Sannie B. C. Paxton-Allanee Review; "An Interesting Movie Page," Miss Barbara Webb, Lorain Times-Herald, discussion led by Miss Winifred Bitler, Findlay Republican; "The Woman Page," Miss Ruth Parrett, Ohio State Journal, discussion led by Mrs. Edith L. Hall, Dayton Journal.

AWARD FOR WRITER'S DEATH

Commission Rules He Was Killed in Course of Employment

WATERTOWN, N. Y., Aug. 27.—The New York State Industrial Department has awarded $15.39 a week to the dependents of James A. Moore, a reporter of the Daily Times, who was killed in an automobile accident while covering a story. The Aetna Insurance Company had contended that his injuries did not arise in the course of his employment.

Harold B. Johnson, editor of the Times, which is insured in the Aetna on behalf of its employees, testified that Moore was killed while on the story of an accident similar to that which resulted in his death and that notes found in his pocket showed he had been gathering data concerning it.

EZRA M. WILKINS DIES

Was Identified with Advertising Nearly Half a Century

Ezra Mandeville Wilkins, for the last five years connected with the advertising department of the New York Times, the last three years as assistant advertising manager, died Saturday at his home, 235 West Seventy-fifth street, after an illness of about a week. Accompanied by a delegation from the Times business staff, the body will be taken to Springfield, Mass., for interment.

Before coming to New York Mr. Wilkins was for thirty-two years with the business department of the Springfield (Mass.) Republican, becoming its advertising manager. He was graduated from the Springfield High School in 1879. His father, Ezra Wilkins, had early been a printer in the Republican office, being one of the "old guard" associated with the late Samuel Bowles.

Mr. Wilkins resigned from the Republican in 1912, and came to New York with the Pharmaceutical Era, and the Soda Fountain, published by D. O. Haynes & Co., of 82 Fulton street. Five years ago he went to the Times, and to its interests he had since given loyal and faithful service.

Floyd Wilding Triggs

Floyd Wilding Triggs, a cartoonist who had worked for Chicago, Boston and New York newspapers, died in Stamford, Conn., Saturday, after a stroke of paralysis. His home was in Darien. He left a widow and two sons. He was a graduate of the University of Minnesota and a member of Phi Kappa Psi and the New York Press Club.

Obituary

WILLIAM EDGE, father of United States Senator Walter E. Edge, died here Aug. 23 in his 74th year. The funeral will be held on Tuesday morning at the home of Senator Edge, 170 South Pennsylvania avenue, this city.

MRS. NELLIE CURLEY, wife of Edward F. Curley, sporting writer on The New York American, died suddenly of heart disease Monday at her Summit home at Glendale, N. Y. She was 43 years old and besides her husband is survived by eight children. The body was removed yesterday to the home, 1953 Eighty-second street, Brooklyn.

F. A. ALBA, who edited the North Shore Advertiser of Long Island for many years, and was also connected with the Shore Press of Ocean Grove, N. J., is dead, aged, 72 years.

GEORGE M. LAW, a member of the advertising department of the New York American, and connected with the Hearst interests for twenty-five years, died at his home in New York City.

MARK FRANCIS NAPIER, president of the Reuter's Telegraph Company, died at Inverness, Scotland, in his sixty-eighth year, from heart failure.

CHARLES P. DOWNS, telegraph editor of the El Paso (Tex.) Times, is dead as a result of a fracture of the skull, received when he was struck by a street car. He formerly practiced law in New Mexico and served in the New Mexico legislature.

GEORGE H. ALCORN, one of the oldest special representatives in the advertising business, with an office at 23 West 33rd street, New York City, died at his home in Newark, N. J., after an operation for acute appendicitis. He was for many years associated with Charles J. Bilhorn. He is survived by his wife and a daughter. His business has been taken over by the Franklin P. Alcorn Company, of New York City and Chicago, which old-time company being a nephew of Mr. Alcorn.

MRS. ELIZABETH WRIGHT GOULD, wife of Alfred L. Gould, editor and publisher of The Wilestone Herald, died at her home in Whitestone, L. I., on Saturday.

ALBERT CLARK STEVENS, financial editor of the Newark Evening News, died of heart disease at his home at East Orange, N. H. He was born in Buffalo 65 years ago and began newspaper work as a reporter on the Buffalo Express in 1874. He was editor of Bradstreet's, 1880-1898; editor of the New York Commercial, 1898-1899; editor Paterson Daily Guardian 1899-1901, and went with the Newark News in 1901. He is survived by his wife, who was Miss Edith May Gardiner, of Brooklyn, and two daughters and two sons.

GEORGE ELMER MILES, secretary and treasurer of the Newport News Shipyard and formerly a reporter on the New York Tribune, is dead, after an illness of more than a year.

MRS. EDWARD MOFFATT, formerly Miss Amy Oliver, a graduate of the University of Minnesota and later engaged in newspaper work in Duluth, Spokane, Portland, Ore., and San Francisco, is dead at Santa Cruz, Cal.

A. H. STULBATH, publisher of the Ellenburg (Wash.) Capital, died recently.

SAMUEL D. KIRBY, 37 years old, formerly make-up editor of the Chicago Daily News, died at Marietta, O., following an operation for tumor of the brain.

BURT W. DAY, editor of the Hutchison (Minn.) Leader, is dead at the age of 60. He formerly was associated with his brother, Frank A. Day, editor of the Fairmont (Minn.) Daily Sentinel, in newspaper enterprises.

CHARLES BOYD, employed in the mailing department of the New York Herald, died Wednesday at his home in Rosebank, S. I. He was 55 years old.

The Philippine tobacco crop for 1919 has suffered greatly from the drouth, and as a result the production is expected to be from 40 to 50 per cent smaller than last year.

Queen Helena of Italy is an ardent amateur photographer and possesses a large collection of snapshots taken with her own camera.

A. B. C. Figures Are Wrong

as of TODAY. Our circulation as of April, however, is correctly reported. But the circulation has increased to 2,212 net paid—nearly 1,000 better than in April. The rate is 2½c. per agate line.

Beloit is "the best town of the country" for the national advertiser.

BELOIT NEWS

1,514,850 lines

of advertising appeared in THE PLAIN DEALER during July, a lead of 219,750 lines over the second paper. Advertisers in Cleveland have proven to themselves that the best results are obtained from

The Plain Dealer

Largest Morning Circulation Between New York and Chicago.

LOS ANGELES
EVENING HERALD
CIRCULATION
127,773
DAILY
FIRST IN EVERYTHING
Member A. B. C.

The McCLURE Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Mary Roberts Rinehart and Sewell Ford.

N373 Fourth Ave., New York

The Rocky Mtn. News
Every Morning
The Denver Times
Evening except Sunday
Two up-to-the-minute Newspapers covering thoroly the representative Homes and the REAL BUYING POWER of Denver and vicinity.
Published in the same plant, but duplicating circulation LESS THAN FOUR per cent
In no city in America is the distinction so sharply drawn between dailies catering to the best and the worst elements in the community. The News and The Times appeal to the Best and are typical of the true spirit of the Great West.
They are the Rotary, Kiwanis, Lions and Optimist club papers of Denver.
The News—established 1859—is one of the country's best known dailies. The Times carries more advertising than many of the largest metropolitan papers, both among the nation's leaders in automobile advertising. The News and The Times reach the responsive classes and the wealth of the Rocky Mountain region—a region rich in agriculture, stock raising, oil and other natural resources—where money is more plentiful today than ever before.

The Pittsburg Dispatch

reduces to the minimum all chance in advertising expenditures.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARKER CO.,
Peoples Gas Building, Chicago
H. C. BOOK
Real Estate Trust Building, Philadelphia

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

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URGES CONTINUATION OF NEWSPRINT QUIZ

N. E. A. Asks Congress to Grant Appropriations to Permit Federal Trade Commission to Bring Its Investigations Up to Date

VICTORIA, B. C., Aug. 23.—When the 200 odd delegates to the National Editorial Association's annual convention left for their homes at the close of their tour and business sessions in the Pacific Northwest they went fully cognizant of the critical newsprint situation that now faces the industry and determined to do their utmost to solve the problem.

Armed with the latest statistics and clear-cut facts on the newsprint situation as furnished them in the latest editions of EDITOR & PUBLISHER, the newspaper chiefs entered into a deep discussion of the problem at their closing sessions.

Alleged profiteering by paper manufacturers was vigorously flayed.

The resolution in full on the subject adopted by the convention follows:

"Whereas, no good and sufficient reason has been offered by manufacturers and dealers for the recent advance in the price of print paper announced in most paper markets, and nothing to justify the current report that a still greatly increased price will be demanded; and

"Whereas, a hearing will shortly be held to determine what constitutes a fair price for print paper; and

"Whereas, the work of the Federal Trade Commission, which aided materially in 1916, 1917 and 1918 to stop profiteering on the part of paper manufacturers and dealers, has been severely hampered by the failure of Congress to make appropriations sufficient to enable the commission to keep up investigations of the cost of production. Therefore be it

"Resolved, that the association commends the work done by the Federal Trade Commission and urges Congress to grant additional appropriations at once so that the commission may bring its investigation down to date and thus prevent profiteering.

"Be it also resolved, that we urge every newspaper publisher in the United States to eliminate waste in the use of print paper and to use all practicable methods that we have employed to save paper during the war period and other plans that may be found feasible to avoid a repetition of the panic of 1916 and 1917."

Last Call for Pershing Clippings

James Schermerhorn, publisher of the Detroit Times, has sent a circular letter to other newspaper publishers as a "last call" for clippings regarding General Pershing for the big scrap book the Times will present to the general on his return from France.

NEWSPAPER WOMEN GATHERED AT THE PROW OF THE NEW SHIP "EDITOR" JUST BEFORE HER LAUNCHING



MRS. GUY C. HARDY, wife of Congressman Hardy, retiring president of the National Editorial Association, in the center, holding bouquet of roses, surrounded by her aides just before the christening, the 9,600-ton steamship "Editor," named in honor of the newspapermen of the country and launched before the 220 delegates who attended the N. E. A. Convention at Seattle.

The aides shown are: Mrs. J. C. Gillespie, of Le Mars, Iowa; Miss Mareta Black, of Elgin, Ill.; Miss Janet Brimblecom, of Newton, Mass.; Mrs. G. W. Marble, of Fort Scott, Kan.; Mrs. Willard E. Carpenter, of Lincoln, Ill.; Mrs. F. H. Rosebrook, of Dixon, Ill.; Mrs. Charlotte Woodring, of Peru, Ind.; Mrs. Harry Hillman, of Chicago; Mrs. W. O'Dell, of Tarrytown, N. Y.; Mrs. Will Wilke, of Grey Eagle, Minn.; Mrs. H. C. Hotaling, of Mapleton, Minn.; Mrs. Benjamin S. Herbert, of Chicago; Mrs. I. C. Stafford, of Idaho Springs, Col.; Mrs. F. E. Brodie, of Oregon City, and Mrs. G. L. Caswell, Denison, Ia.

FOREST FIRES DESTROY PULPWOOD

Ball and Parry Sound Regions of Canada Reported Swept by Flames

CHICAGO, Aug. 27.—Forest fires have recently destroyed thousands of cords of pulp wood in Ontario, according to Philip A Payne, of the Herald-Examiner, who has just returned from a vacation spent in the Muskoka Lake region.

For weeks no rain fell in northern Ontario and the forest fires devastated hundreds of acres. Smoke from fires in the Ball and Parry Sound regions was so dense that it enveloped Toronto, which is over 130 miles south, in heavy haze, said Mr. Payne. Tramps and careless tourists are said to be responsible for these fires which were finally checked by heavy rainfalls last week.

Business Papers Change Meeting Date

The Associated Business Papers, Inc., announce through their executive secretary, Jesse H. Neal, that the dates for its annual convention in Chicago have been changed from October to September 18-20. The attendance will be limited to publishers, except at business sessions, one or more of which it is intended shall be of especial interest to advertisers and advertising agents.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.
Sunday Edition, 5c.

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency *Checking Copies* by "S & M Insured Agency Delivery Service."

SOME SERVICE LINERS

New York City	
Times-American	Record-American
Journal-World	Globe-Advertiser
Globe-Tribune	Baltimore Sun
Post-Telegram	Indianapolis News
Herald-Staats	Worcester Telegram
Mail-Eve. Sun	Ithaca Journal
Eve. World-Sun	Bridgeport
Wilmington	Post-Telegram
Journal-News	Sioux City, Iowa
Evening	Argus Leader
Philadelphia	Springfield (Mass.)
North American	Union
Boston	Hartford (Conn.)
Herald-Traveler	Times
Post-Transcript	New Haven Reg-ister

[Send for full particulars of S & M Service.]

Cooperative Newspaper Delivery Services of Sawyer-Massey-Handel Inc
460 Fourth Ave. N.Y. 7205-7300 Madison

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue New York City

Summer In New London, Conn.
is the season of social activities and big business that assure success for the advertiser who uses
The New London Telegraph
Advertise your goods at dawn and sell them before dark.
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

3 OF A KIND
New England Market
BOSTON AMERICA
Merchandising Service Department
To cover the first effectively you need the other two.
Govt. Statement for Six Months Ending April 1st Shows
301,270

The London Daily Mail offer of £10,000 to the first person to fly the Atlantic was first made in April, 1913.

The North Jersey Shore Resorts are doing more business and accommodating a larger population than ever before in their history.
THE ASBURY PARK PRESS
Evening and THE SHORE PRESS Sunday
Dominate this field. Advertising placed in them reaches homes before representative buyers from all parts of the country.
Member A. B. C. Standard Rate Card.
Frank R. Northrup, Special Representative, 303 Fifth Avenue, New York City.
Association Building, Chicago.
J. Lyle Kinmouth, Publisher, Asbury Park, N. J.

The Dominating Force
in a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
L. A. Klein,
Metropolitan Bldg., New York.
John Glass
Peoples' Gas Bldg., Chicago, Ill.

The Pittsburg Press Has the LARGEST Daily and Sunday CIRCULATION IN PITTSBURG Member A. B. C.
Foreign Advertising Representatives.
L. A. KLEIN, JOHN GLASS.
Metropolitan Tower, Peoples Gas Bldg.
New York, Chicago

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SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

N. O. ITEM WILL HAVE 20-STORY BUILDING

Almost Entire Block in Business District Is Being Cleared for Site of Tallest Structure in City as Paper's New Home

NEW ORLEANS, August 25.—Workmen started today clearing a site for the New Orleans Item's new home, demolishing the American Express Company Building preparatory to rearing one of the biggest newspaper plants in the South.

The item plant will cover the greater part of a whole city block between Union and Perdido streets, at St. Charles street, with the editorial rooms and business offices fronting on Union street and the mechanical plant frooting on Perdido street.

This block is in the heart of the downtown business shopping and financial district or New Orleans, within three city blocks of Canal street, and within one block of the Whitney Central Bank, Hibernia Bank, Canal-Louisiana Bank and the St. Charles Hotel.

In the same block are the buildings of the Standard Oil Co. of Louisiana, the United Fruit Co. and the Masonic Temple.

Capacity Is Doubled

The Mechanical plant on the Perdido street side of the theater is to be a Ferro-concrete, fireproof three-story structure, housing two octuple presses and a model stereotyping department, turning out three plates a minute. A battery of seventeen linotypes is to be installed. This doubles the present capacity of Item plant.

On the Union street side the business office will be housed temporarily on the ground floor of the American Express Building. The editorial staff will have quarters on the second floor. On this site the Item will rear a twenty-story office building, the highest in New Orleans. The plant will include a library, rest rooms and shower baths for the employes.

Circulation Grows

Since entering its present quarters at 210 Camp street in 1908, the Item has trebled its circulation. With new issues it now has four city editions and two country editions daily, with three Sunday morning editions, city and country, publishing also Modern Farming, a semi-monthly farm paper, and Merchandising and Advertising, a semi-monthly advertisers' paper.

"The Item's new plant will give New Orleans a newspaper plant better than in many cities of a million population," says James M. Thomson, its publisher.

Arthur G. Newmyer, southern vice-president of the Associated Advertising Clubs of the World, is associate publisher. Marshall Ballard is managing editor, and Clark Salmon, city editor.

French Publisher Accused

PARIS, Aug. 24.—Orders have been issued for an examination of Ernest Judet, former director of L'Eclair. He is accused of having had dealings with the enemy in buying newspapers.

DROPS SUNDAY EDITION

Des Moines News Enlarges Saturday Issue to 16 Pages

DES MOINES, Ia., Aug. 27.—The News has discontioued the publication of its Sunday paper. For the past several years it has been delivering its daily and Sunday issues to all subscribers, both mail aod carrier. No special rate was made to mail subscribers who did not desire the Sunday issue. The Saturday paper has now been enlarged to take the place of the Sunday paper. Carrier and subscription prices remain the same for the six issues as they were for the seven.

The Saturday paper is now 16 pages, two pages being colored comics, one of which consists of caricatures of local persons and events. It also contains a number of special feature articles. The News is a Scripps-McRae publication. Until the discontinuance of the Sunday issue it was the only paper of the chain which published a Sunday paper. The publishers report an increase in their Saturday sales because of the enlarged edition.

PROVIDENCE NEWS IN NEW HOME

Removal from Old Building Is Accomplished in 24 Hours

PROVIDENCE, R. I., Aug. 25.—The Providence Evening News issued its first edition today from its new home. The feat of moving the plant from the old building to the new was accomplished in 24 hours. The News in its new plant can turn out a 36-page newspaper when necessity calls. A new four-deck press was on its good behavior today and the edition was put out without trouble.

Late in the year the News will install a new press which will have no superior, it is claimed, for speed and accuracy in production. The plant as operated today will take care of any rapid growth for some time to come.

"Own Your Home" Is St. Paul Cry

St. Paul business men have been using local newspaper space in an "Own Your Home" campaign, with a local financing corporation making loans to prospective home owners. Five thousand copies of an issue of the Sunday Dispatch-Pioneer Press containing a special page advertisement and explanatory articles on home building and purchasing were distributed among workers by a committee.

New Soldiers' Publication

The first number of The Home Sector, under which name the A. E. F. newspaper, Stars & Stripes, is to be perpetuated, will be issued by the Frederick Publishing Company of New York City, September 17. Practically the entire editorial staff of Stars & Stripes will be reclaimed on the new publication.

England's Victory Loan was brought to the notice of the Army of Occupation in Germany through the Cologne Post.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

Base Ball Player Board For World Series

Best Yet, Inexpensive, Easy to Operate—Shows Every Play—
Batter, Batter runner, etc.
No lights, outdoor or indoor proposition. Used by 11 Eastern Newspapers.

Sent on Approval—Satisfaction Guaranteed, 6 New Boards Available for World's Series. Wire at once, Standard Ball Player Corp., George H. Reynolds, Treas., New Bedford, Mass.

Special Rates given prior to August 15 withdrawn.

For Sale

At sacrifice for immediate acceptance —Sextuple Goss press with color attachment, eight columns, twelve ems, 21½ inch cut; factory rebuilt two years ago; perfect condition. Also semi-automatic pot and pump. This press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1677, Boston, Mass.

For Sale

Republican daily newspaper in the best county seat town in Ohio. Consists of New Goss Comet Press, two linotypes and plenty of other equipment. Good location. Rent $35 per month. Free and clear of all indebtedness. Price $13,500. Biggest snap in the State of Ohio. Address Frank H. Wilson, 329 Chamber of Commerce, Columbus, Ohio.

Two Hoe Sextuple Presses

for sale, in excellent condition. Can be bought at reasonable figure. For further particulars write H. D. Bradley, Toledo, Ohio, Toledo, Ohio.

Two Model—One Magazine

in good condition, also seven Model-A Perfection Meditat Feeders. Make on an offer. News and Sentinel, Fort Wayne, Ind.

NEWS BY ELECTRIC SIGN

Will Be Flashed from Tall Building by Syracuse P.S.

SYRACUSE, N. Y., Aug. 27.—Up-to-the-minute news of the world will soon be flashed to the people of Syracuse by the Post-Standard every night through the medium of a huge "talking" electric sign to be erected soon on one of the tallest buildings in the center of the city.

Operators in charge of the sign will be in direct communication with the different news departments of the Post-Standard, and the news will be flashed in letters several feet high.

Will Give Drinking Founts

The Houston Press Club has started a movement to place several drinking fountains on the streets of Houston. Contribution boxes have been placed in various prominent parts of the city. Frank Cerracchio, sculptur, will model the fountains, without charge. John H. Kirby, who was recently appointed state chairman of the Salvation Army campaign, has offered to install one fountain.

Dulcie Ford has started the Stratford (Cal.) Observer, in Kings County.

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.
Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & COMPANY
Plainfield New Jersey

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service
TYPE
Printers' Supplies Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St. New York City

$1,000 FOR NEW DAILY'S NAME

It Is Offered by Newspaper That Starts September 1

PASADENA, Cal., Aug. 27.—F. W. Kellogg, publisher of an evening newspaper that will start publication in Pasadena, September 1, offers $1,000 for the best name for it suggested by any resident of the city. A complete newspaper plant has been installed, with a press capable of printing, folding and counting 24,000 16-page papers an hour.

E. F. Runyon is managing editor and Arthur K. Wyatt business manager.

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at three cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, the rate is reduced to two insertions FREE.

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a change? Is your opportunity to engage the services of an expert to direct the methods of your circulation department. Over fifteen years as a circulator on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newsboys, carriers, and city and country routes. Now employed by one of E. D. work and contests of every description. Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-528, care of Editor and Publisher.

Advertising Manager

Married man, 28 years of age, with twelve years thorough training and unquestioned success on two big dailies, wants an open hear from some publisher regarding a position as advertising manager. Am unusually resourceful, a good salesman and copywriter, have been handling my own ads and get the most out of them. Am employed at present and can furnish strictly first-class references as to character and ability. Address A-851, care of Editor and Publisher.

Advertising Manager and Solicitor

Young man 25 years old, married, 8 years experience, desires position as manager of advertising department with a paper that gets business and new accounts. Position must be permanent and have a good future. Prefer given Western States. Address P. O. Box 276, Chippewa Falls, Wis.

Advertising Manager

Fifteen years' experience, wishes position where entire charge of design and layout advertising. Write compelling copy. Can sell and hold new accounts and build up classified. References. Address A-548, care of Editor and Publisher.

Classified Manager

Desires connection on live newspaper in Middle States. Had training from solicitor up to manager on one of the largest newspapers in the. Also have had years training and understands fully the game of column, results in developing of accounts. Young man and ambitious to make the paper with a future. Highest recommendations. Address A-852, care Editor and Publisher.

Special Engagement

Newspaper business manager will entertain special engagement to organize either business end of a new daily, or reorganization or reorganize and place upon a profitmaking footing a losing proposition. Success end. Over 30 years successful experience. Address A-446, care of Editor and Publisher.

Circulation Manager

That is intuitive and has the "pep." Uses a fine comb to clean the territory. Likes strong competition, and knows how to get and hold the limit substantial list. Practical experience in all branches of circulation work on large and small dailies. Very successful in handling carrier boys and agents. A systematician and organizer. Can stops the leaks and gets results you want. Married. Want permanent position. Have No. 1 references. Can come at once. Write or wire Circulation Manager, Box 34, Shawnee, Okla.

Newspaperman and Editor

Competent reporter who has demonstrated ability as political correspondent and editor, desires overseas duty with Sixth Marines and available for responsible work. Personal record willingly furnished. Address A-460, care of Editor and Publisher.

City Editor

Seeks position city of about 30,000 in Central states. University graduate, married. Nine years' experience. Good personal address and character. Can come at one at right salary. Address A-462, care of Editor and Publisher.

Circulation Manager

Young man with lifetime experience in circulation work temporarily located, desires permanent place. Now employed, discharged from military service. Best of references from former employers. Address A-845, care of Editor and Publisher.

SITUATIONS WANTED

Publisher or General Manager

Sale of paper of which I have been publisher for four years, 6,000 for year, makes me applicant for position as publisher or general manager. I made the profits paid when I took charge in 1915. In that time I more than doubled volume of business and doubled circulation in field where they said it couldn't be done. Want a chance to build another real newspaper. I know circulating, advertising, business management and editorial work. Understand efficient methods of getting the business and handling it most economically. Personally know how to do everything in the plant—and not too proud to do it. Fifteen years' experience dailies and weeklies. Now 37 years old, full of energy, ambition, with plenty of imagination and the lifting and working kind. Work hard. That's why I get lots of work from my employers. Some owner or publisher who wants to hire a different kind of man, and who has an opportunity to offer to an unusual "hired" man, should write me. Am not looking, but if you know a publisher who wants the kind of man here described, tell him about this ad. Write A-853, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Cartoonist

Young man wants position with Western daily; prefers reference—political cartoons and comics. Address A-821, care of Editor and Publisher.

Writer

soon to locate in Los Angeles, seeks newspaper syndicate and trade journal assignments for southern California. Have experience in writing and also correspondence from Europe, Mexico, open in this country, specializing in automotive and mechanicist topics. Address Box 230, Hotel Stevenson, Detroit, Mich.

Pressman or Stereotyper

Wanted—By a young man, position as pressman or stereotyper. Will work cheap. Have had experience. Am 21 years old, with 23 month's overseas service on the battle fields of France. Worked on 16-page Goss and Duplex Flat Bed. Will go to any state. Address Pressman E. L. S., care of Editor and Publisher.

Editorial Position

with Farm paper with right ideals. Can aid in building up paper. Formerly editor and owner of the Orchard Farm Papers. Farm and business experience. Will give best of service desired for details of position and opportunity. Address A-840, care of Editor and Publisher.

Cartoonist

Cartoonist, young man experienced on comics and cartoons, desires employment. Samples furnished upon request. Address A-820, care of Editor and Publisher.

Thoroughly Trained

newspaperman. Twelve years reportorial and editorial wishes desk position anywhere. Prefer place where hard work and ability will count. Am in the prime of life. Best possible reason for this letter. Address Advertiser 803, Garfield Street, Port Huron, Michigan.

Editor

Editor, fully competent to take charge of and build up editorial department of daily; now employed, seeks change. College man, eleven years' experience. Without backward step. Not a cheap man but a good one. Served in all departments. Address A-838, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Correspondents

At state capitols and principal cities for leading veterans newspaper. Good space rates. Also correspondents and members vital organizations preferred. Fine side line for right men. Correspondence regarding qualifications. News Editor, The Stars and Stripes, Metropolitan Bldg., 1116 F St., N. W., Washington, D. C.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Opportunity

If you have $15,000 or more in cash and some financial backing coupled with newspaper horse sense I can deliver to you a profitable bond and stock control in a Southern newspaper located in a growing city of 30,000 where a real newspaper is needed. Plant modern and well equipped. Recently organized and new rate card made effective. Address A-847, care of Editor and Publisher.

Col. Smith's Death Marks Passing of Celebrity

Queen Victoria Pronounced Him Handsomest Man Ever Presented in Her Court

The death of Colonel Nicholas Smith, son-in-law of Horace Greeley and father of the late Nixola Greeley Smith-Ford, has brought forth many stories of his wonderful personality and his own experiences in newspaper work in the Middle West.

Although born in Shelby county, Kentucky, Colonel Smith saw the great light of emancipation and he went to the front in his State to cut the bonds of his slaves.

In all of his six feet three inches of height he radiated personality. Thatched with a veritable mane of hair which rivalled the shimmering whiteness of driven snow, he was the center of attention wherever he went. People turned and stared at his wonderful physique and Apollo-like profile as he passed.

Having graduated from Dartmouth College and received his LL.D. at Harvard in the class of '59, Colonel Smith started the practice of law in the office of Rufus Choate. When the clouds of war obscured the sun in the days of '61, Colonel, then just plain Attorney Smith, cast his lot with the Union and was made a Colonel of the Nineteenth Infantry. He was soon made Colonel on the staff of General Fremont. In his youth he was the most intimate friend of Senator Jim" Lane, first United States Senator from Kansas.

When he bought the Lawrence (Kan.) Republican, he devoted that newspaper almost exclusively to the praising of his friend, "Jim" Lane.

Hated Social Snobs

The almost childish simplicity of his wonderful nature was shown in his utter hatred for everything with a crimp of braggadocio or affectation, and especially strong was his aversion to snobbish social affairs

So ironic was his wit in handling any situation that he devoted an entire column in the Republican one day to the wedding of his negro cook. Under the heading of "Society News" he ran the story of the function in minute detail, described the beautiful bride, what she wore, who her parents were and then went into a long description of the "gowns" worn by the maid of honor, the bridesmaids and then the guests.

The social set of Lawrence gasped. The Colonel smiled, and that was the first and last "Society Column" that ever appeared in his paper.

Married Greeley's Daughter

He married his first wife, who was Miss Lucinda Pope, in the late sixties. She was a noted Southern beauty and died shortly after their marriage. In 1875 he married Miss Ida Greeley, eldest daughter of Horace Greeley. It was during their honeymoon abroad that he was acclaimed the handsomest man who had ever been presented at the Court of St. James. The Colonel, clad in the regulation court costume, made a stunning picture as he bowed in true courtlike manner before Queen Victoria. The Queen glanced at the man before her and held out her hand.

"He is the handsomest man ever presented in my court!" exclaimed Her Majesty. She was not alone in her opinion, for he soon gained the reputation of being the handsomest man in America. His wife died seven years after their marriage. One daughter was the late Nixola Greeley Smith-Ford, the noted writer, who died March 9, 1919.

Famed as Lecturer

Colonel Smith was famed not alone for his masculine beauty but for his witty and srrious lectures His favorite talks were on the "Labor Question," "Tramps" and the "Inconvenience of Being Named Smith."

The Colonel was a close friend of Tom Platt, and was mainly through his influence appointed consul to Three Rivers, Canada, and later was sent in the same capacity to Liege, Belgium. He was appointed Minister to Greece by President Johnson, but the appointment was never confirmed.

He was a versatile and prolific writer on many subjects. During the last ten years he had been practically in retirement.

TEACHER FILES LIBEL SUITS

Asks $50,000 Each from Portland Oregonian and Astoria Morning Astorian

PORTLAND, Ore., Aug. 27.—Merrill F. Hanville, formerly principal of an Astoria school, has filed a libel suit asking $50,000 damages from the Oregonian. The suit is based on an Astoria dispatch in the Oregonian which the teacher charges characterized him as generally undesirable. A similar suit and for a like amount has been filed by Hanville at Astoria against the Morning Astorian.

Hanville was recently fined in Astoria for alleged assault on the superintendent of schools of that city.

H. C. Hamilton, for several years sporting editor of the United Press, has resigned to become a member of the staff of the sporting department of the Cleveland Plain Dealer.

Democratic weekly of a far West county seat paid owner $3,675.80 in year ending April 30, 1919, for his personal effort and income on the investment. Can be bought for $8,500; $5,500 cash necessary.

Proposition S. Y.

Charles M. Palmer
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

ADVERTISING ONE'S OWN PAPER PAYS

If You Fail to Proclaim Its Good Points, Don't Expect Readers to Do This, David DaHaven Tells North Dakota Publishers

"If you are a newspaper publisher and fail to boost your own paper by advertising its good points, you can expect very little boosting from the community," said David DeHaven, of Fargo, N. D., resident manager of the Western Newspaper Union, in a talk before the North Dakota Press Association at Mandan, N. D.

"The publisher of a newspaper has two things to sell—reading matter and advertising space, and of these two, the first is by far of the greater importance. On your ability to interest your readers, depends your subscription list, and on your subscription list, the amount of advertising space that you will sell. You well realize the importance of circulation when it comes to approaching a prospective advertiser. It is for this reason that competent authorities such for instance as Stanley Clague, managing director of the Audit Bureau of Circulations, and Jason Rogers, publisher of the New York Globe, pronounce advertising a newspaper by-product.

"As reading matter, you have for sale to the prospective subscriber your local news items, your country correspondence, your editorials, your state and general news, serial stories and other forms of fiction, and general reading matter of an informational and entertaining character, including illustrations, comics, etc.

Proclaiming Enterprise

"If you have covered fifty-seven news events in this week's issue, tell that to the public instead of expecting that they are going to count them. If this is more news events than were covered by any other paper that comes into competition with your own, tell the public that in your next edition, but without necessarily mentioning the names of the papers. Isn't the fact that you have had enterprise enough to put one over on your competitor worth advertising?

"If you have some important story, call the public's attention to it, and especially if you should have one that other papers in your locality fail to have. Don't leave it to your readers to find it out themselves.

"Tell the public how many correspondents you have throughout the county and surrounding counties, how many news items these correspondents have contributed in a week, in a month, etc. If you are setting your paper in eight point, with one point leads, you are giving the readers 1,000 words in every twenty inches, and in the amount equivalent to the contents of a fair-sized book in every 100 columns. The average six-column, eight-page paper published in North Dakota, will give its readers the equivalent of one book each month, but do the readers ever think of that—did you ever think of it, and isn't it worth telling at some time through your columns?

Serial Stories

"If you are printing serial stories, and are running two or three, or possibly more of them in a year, did it ever occur to you that in this one feature alone you are giving your readers more than the value of the subscription price? If the reader goes to a book shop to buy one of these stories, he pays about $1.50 for it. If you are running, say, three in one year, they represent a reading value of $4.50. Why not mention it in your paper?

"Talk about your different department and let the fellows out in the country know something about what you are doing in those departments. Say something about the features that are prepared by individuals whose names appear in connection with such departments and tell something about these individuals. Tell your readers who they are and just why they are capable of preparing the material for your paper.

"In the same way, talk about the thoroughness with which you cover your country and your community, the selling power such a circulation as yours represents, the various lines of merchandise the people of these communities are buying, how these very folks can be reached through your columns by means of advertising."

LETTERS OF AN EDITOR TO HIS SON

About six months ago a young newspaperman undertook the management of a somewhat slow going country town daily. His father, an experienced editor, has written him many letters of practical advice. EDITOR & PUBLISHER *has secured extracts from these actual letters for publication in several chapters, the fourth of which follows:*

TO speak of mixing a sense of humor with a sense of dignity suggests combining oil and water, but nevertheless I am going to advise something of that kind in the conduct of your newspaper.

By dignity I mean that feeling of responsibility that the editor must possess as to his paper, his community and himself. Time was, not so long ago, when the editor was in the habit of referring to himself in slighting terms, speaking of his poverty, his difficulties and his unhappy lot in general. He did not mean all he said, his purpose being perhaps to be humorous, and yet he was in a way the victim of self-pity. You have no double board of small editors who made pathetic appeals to subscribers to pay up, or to advertisers for business, or to the people to support the paper lest it fade away. But the paper men do not do much of that any more, even to be funny, for they have been shown that a community will not long support a paper from a sense of pity or a sense of duty. The paper must show itself worthy of support, or it had better fade away.

Perhaps you get something of the idea of maintaining dignity, but here is another example. Some publishers have been known to beg for advertisements, offering space for almost nothing, with never a word to prove that the advertiser would get full value for his money. If you have not already, you probably will encounter the merchant who acts as though he was doing you a favor to take space, doling copy out as though it was alms. You will be far better off without business given in that spirit, as you will be weakening yourself, unless of course you are intending to prove to the advertiser that he is wrong, that his advertisement will bring returns. The best way to deal with that man is with dignity, and offensively, but with the intention of demonstrating to him that you are not a mendicant. He would scarcely beg you to buy a suit of clothes for the reason that the landlord was threatening him, and moreover, you would not buy.

Making a Paper Good-Natured

Now what about the sense of humor? Someone has said that the cardinal sin of journalism is dullness, and he was about right, although no one would advise that the newspaper should be a comic. Your readers have enough dull care without your adding to it, so make a point to give them the necessary touch of humor and gayety when these qualities may be found in the news and the editorial. This humor is not to be dragged in by the heels of course, must not be unnatural or mere tempered, but just kindly, happy and good natured. Steer clear of mere rediculte and sarcasm, which is not humor at all. I am not referring to the so-called funny department, but to the importance of having the whole paper touched with the saving grace of brightness and lightness of touch, without, remember, trying to force humor where it is not and where it should not be. Just keep your paper and yourself human.

But—here is always a but—hit hard when hitting is necessary, for the editor is something more than a good natured fool.

Now please remember that the editor can keep his dignity without bending backwards and without keeping his head in the clouds all the time. He should take himself and his business seriously enough to convince you that he is deadly earnest, that he respects himself and his vocation, and means to succeed. And at the same time he can get out a better paper when he has a sense of humor, and he can get out of many an unpleasant situation if he can find some humor in it. Hence dignity find some humor in it. Hence, he is able to combine dignity with humor and make the combination effective.

(To be continued)

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue NEW YORK — Lytton Building CHICAGO

Canadian Press Clippings

The problem of covering the Canadian field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 90 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office,

76-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The New

דער טאג

The National Jewish Daily

The New York Times INDEX

Summarizes 150,000 current events a year, published in The New York Times.

¶ These are indexed alphabetically, giving the date of publication.

¶ A master key and index to all newspapers.

ISSUED QUARTERLY; BOUND IN CLOTH.

Subscription Price $8.00 per year

The New York Times

Times Square — New York

R. J. Bidwell Co

Pacific Coast Representative

Daily Newspapers of *"Advertising Value"*

Rates, Circulation, Special Data, Promptly Upon Request

PACIFIC COAST OFFICES

EDITOR & PUBLISHER

SAN FRANCISCO SEATTLE

741 Market St. 1382 L. C. Smith Bldg.

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK — Lytton Building CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Hemstreet's PRESS CLIPPINGS

Tenth Avenue at 45th Street New York

Digitized by Google

"Down East"—That's Maine!!

SELECT LIST *of* NEW ENGLAND NEWSPAPERS

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 2,605,522			
Boston Advertiser and American ....(S)	365,660	.35	.35
Boston American ....(E)	301,270	.40	.40
Boston Globe ....(ME)	293,781	.30	.30
Boston Globe ....(S)	329,781	.35	.35
Boston Post ....(M)	459,603	.45	.45
Boston Post ....(S)	367,074	.35	.35
Boston Record ....(E)	50,650	.15	.15
Boston Transcript ....(E)	29,820	.20	.20
Fall River Herald ....(E)	9,419	.025	.025
Fitchburg Daily News..(E)	5,605	.025	.025
Fitchburg Sentinel ....(E)	6,912	.025	.01785
*Haverhill Gazette ....(E)	13,819	.035	.025
Lynn Item ....(E)	15,121	.05	.0333
Lynn Telegram-News ....(E&S)	15,000	.04	.04
Lowell Courier-Citizen ....(ME)	16,780	.035	.035
New Bedford Standard-Mercury ....(ME)	26,674	.05	.05
Salem News ....(E)	18,355	.055	.04
MAINE—Population, 762,787.			
Portland Express ....(E)	25,263	.06	.045
Portland Telegram ....(S)	21,846	.045	.035
RHODE ISLAND—Population, 591,215			
Pawtucket Times ....(E)	23,752	.06	.04
Providence Bulletin....(E)	55,300	.12	.12
Providence Journal ..(M&S)	35,782	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun ....(E)	4,223	.02	.015
Woonsocket Call-Reporter ....(E)	11,888	.04	.03
VERMONT—Population, 361,205			
Barre Times ....(E)	6,765	.0214	.0143
Burlington Daily News(E)	8,200	.02	.02
Burlington Free Press ....(M)	10,489	.025	.025
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Standard-Telegram ....(M&E)	45,463	.095	.09
Bridgeport Post ....(S)	13,205	.045	.04
Hartford Courant ..(MS)	24,745	.06	.05
Hartford Times ....(E)	36,055	.07	.07
New Haven Journal-Courier ....(M)	15,1012	.04	.035*
New Haven Register.(E)	26,959	.065	.055
New London Day....(E)	11,636	.03	.025
New London Telegraph ....(M)	4,830	.0128	.0128
Waterbury Republican ....(MS)	10,762	.035*	.025

*Rate on 3,500 lines.

Government Statements, April 1st, 1919.

‡A. B. C. April 1st, 1919.

Maine, with its "rock-bound coast," giant "woods," and habit of "going up to Boston."

All New England is proud of Maine, and Maine is proud of all New England! It is the choice territory for New England's wholesale endeavor, where good things never go a-begging, and where they produce a-many good things for themselves and the balance of the country.

And you can say of national business as is said of elections, "as goes Maine, so goes the COUNTRY."

You have a pick of first class daily papers to start with in Maine advertising. Why not BEGIN in Maine NOW! The all-year-round population is on the spot and thousands of vacationsists, at the shore, by the beaches, and tramping the big woods. Send along your salesmen, and get your advertising started in time.

For Maine Leads The Autumn Buying

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INTENSIFICATION
DOMINATION and
CONCENTRATION

are three factors of greatest importance in any large national advertising campaign. All three factors can be achieved most positively, most effectively and most economically through newspaper advertising.

Even in the case of small and limited campaigns the advertisers can build more solidly and more positively by applying these basic principles to smaller areas, city by city, and section by section through newspaper advertising.

Take New York City for Example

The New York Globe sells 180,000 copies a day, 94% within Greater New York and ten miles around it, which is used by general advertisers at less than the one-time rate of..... **50c.** per line

In the whole State of New York the most largely circulated general medium sells only 200,000 copies, probably slightly over one-half of this in The Globe's territory, for which the advertiser must pay for the whole 2,000,000 circulation all over the country..... **$10.00** per line

Member A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000 A DAY

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EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c. Per Copy. NEW YORK, THURSDAY, SEPTEMBER 4, 1919 Vol. 52, No. 14

Facts About Fiction

Newspapers know the value of fiction, particularly in making a well balanced Sunday paper. But newspapers habitually run second rate or second hand fiction. They have allowed magazines to corner first run stories by first rate authors.

The Chicago Tribune is undertaking to change this situation. We are purchasing fifty-two of the finest new short stories obtainable from the foremost writers of English. We are paying from $350.00 to $2,500.00 each. We are having these stories suitably illustrated by artists of distinction.

One of these "bell-ringers" will appear each Sunday for a year in The Chicago Sunday Tribune, beginning September 21st.

The first thirteen writers scheduled are: Will Payne, Holworthy Hall, Vingie B. Roe, Frederick Orin Bartlett, Richard Washburn Child, Elizabeth Jordan, Jeannette Lee, Mary Synon, Bruno Lessing, Sax Rohmer, Dana Gatlin, Clarence Budington Kelland, E. Phillips Oppenheim. Other writers of even higher reputation than those named will be represented in later stories of the series.

For rates on this remarkable series of short stories, wire:

The Syndicate Department

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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PENNSYLVANIA

Pennsylvania Daily newspapers produce profits for Pennsylvania retail merchants who use them regularly.

The

Pennsylvania Retail Merchants cooperate with National Advertisers through Pennsylvania daily newspapers' advertising columns.

Eternal Triangle

Pennsylvania people, reading daily newspapers published in Pennsylvania keep posted on buying products of all kinds from day to day.

Place your proposition before Pennsylvania people through the columns of the daily newspapers that get into their homes every day.

Tell them, not only of your product, and how good it is, but tell them of the merchant they know in their town who can supply them with the goods you want them to have.

Localize your advertising throughout Pennsylvania and get results beyond anything you can get through the expenditure of anywhere near an equal amount of money in any other kind of advertising.

Cooperate with those whom you want to cooperate with you.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03
*Altoona Mirror (E)	23,676	.04	.04
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican (M & E)	14,177	.04	.03
Connellsville Courier (E)	6,888	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M & E)	22,018	.05	.05
Lebanon Daily News	8,349	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.19	.14
Pottsville Republican (E)	10,797	.04	.03
Scranton Republican (M)	27,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
*Williamsport Sun (E)	16,110	.05	.035
York Gazette (M)	15,026	.03	.03
Total	678,802	1.6323	1.4418

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

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EVERETT TRUE

by Condo





I included

EVERY DAY WITH

NEA

write or wire

The NEWSPAPER ENTERPRISE ASSOCIATION

-A SERVICE NOT A SYNDICATE-

CLEVELAND, OHIO.

Digitized by Google

Philadelphia

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports that within the city limits there are:

16,000 manufacturing places
48,000 wholesale and retail stores
392,000 dwellings
700,000 male workers
350,000 female workers

Do you realize the attractiveness and possibilities of such a compact market for large and quick sales of your commodity?

Are its manufacturing places using your supplies?

Are its stores distributing your goods?

Are its dwellings being equipped with your wares?

Are its workers and their families eating Food; wearing Clothes or Shoes, or Hats made by you?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for August **448,264** *Copies a Day*

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by "The Bulletin."

EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52 NEW YORK, THURSDAY, SEPTEMBER 4, 1919 No. 14

A VANDERBILT TAKES UP NEWSPAPER WORK AS WORLD'S GREATEST AGENCY FOR GOOD

Cornelius Jr., an Only Son Who Served in France as Buck Private, Becomes a Cub Reporter on the New York Herald—Wants to Help in Movement for Betterment of All People—Aspires to Editorship or Ownership

By Ben Mellon.

"HELLO, Herald city room?"

"Yes."

"Can I speak to Mr. Vanderbilt?"

"Vanderbilt wanted on the phone," I heard the man at the other end of the line call. There was a pause, jumbled conversation that I could not understand and then over the wire clean cut and matter of fact came:

"Sorry, but this is Vanderbilt's day off—will anybody else do?"

A fine start in the quest for an interview with the scion of one of the wealthiest families in America. Jarring too, to learn that a Vanderbilt now has a regular day off and have a man ask you in the same sentence, merely as an afterthought, if anybody else would do.

Works on Holidays

That was on Saturday. On Monday, which was also a holiday, things were different. Mr. Vanderbilt was in.

"No," he could not see me—not right away, at least—for he had "a bunch of rewrite and a story to get out"—but if I would meet him somewhere away from the office, in a quiet spot, he would be glad to talk over his "job" and why he had gone to work as a newspaper man.

Cornelius Vanderbilt, Jr., son of Brig. Gen. Cornelius Vanderbilt, heir by family conditions to a career among the butterflies of Newport and probably a transportation kingdom, but by choice a cub reporter on the New York Herald, is a clear-eyed, serious minded, every-day sort of young American who has decided what he wants to do and is doing it. He is frank but backward.

Wants to Do Something Worth While

He wants to do something worth while, hates the spotlight, and realizes the handicap he is under as a worker because he is a member of THE Vanderbilt family. With it all he still carries with him the feeling, unconsciously probably, that he is among the gazed upon instead of being one of the gazers. I don't mean that he has the appearance of being conceited but he does have a lot of self-assurance as to his ability to attain the things that he wants to do—which, I think we both agree, is going to be tempered down when he "pulls" his first big running story assignment—for instance, a big murder case.

First of all Vanderbilt realizes that the world is now in the early stages of reformation and that there is going to be a new shake from the bottle of fake for all people; he wants to play his part in the big game; his present desire is to be a good newspaper reporter; his hope that newspapermen will accept him, not as a Vanderbilt but as one of them. He is pretty strong on the subjects of "general betterment" and "for the good of all." That is why Cornelius Vanderbilt, Jr., says he is in the newspaper business—in for keeps—and he tilts his head as though he meant it. Monday night he talked with all the pride that a cub reporter should display, for that morning he had, he said, and offered to show them, six stories in the New York Herald.

It should be remembered that while Vanderbilt the reporter is young in years assignments into the out of way places of a big city are not going to teach him a lot that he does not know. He went through the world war as a buck private with the 27th Division. He served as a dispatch bearer. He knows something about mud, filth, hate, dirt, real army chow and death. He was sent home from France after he had been gassed.

"How did you go about picking the paper that you wanted to start to work on, and how did you go about getting a job?" I asked him, fully expecting to hear a story of "father's lawyer arranged that." My supposition was a fluke.

"I decided some years ago that I cared more about writing, more about doing things that would do great good than I did about engineering, which my family had decided upon for me," he replied. "This desire increased after I got into the army—when I got to know a lot more fellows, some of them newspapermen. When the affairs of the world were hanging in the balance and our fellows, and the fellows of all other countries in our cause were dying to win, it seemed to me that the newspapers and the newspapermen were playing the biggest part in the game.

"I don't want to get by on name or because of my family but on my own. When I went into the army some people wanted me to go into my father's regiment but I know what that would mean—you understand, don't do that because his father is colonel and all that bunk—so I joined the 27th and it was the greatest division in the war as far as I can see.



CORNELIUS VANDERBILT, JR.

Hunting a Job

"When I was settled back here at home and decided that I wanted to enter newspaper work," he continued, "I decided that working for a paper where my family had any influence either financial, social or through family connections would be a lot like being a buck private in your own father's regiment so I looked over the field pretty carefully and as far as I could learn we had no pull on the Herald. I was pretty green on how to go about getting a job, so, I explained to a friend of mine who has a friend that is a reporter on the Herald and he introduced us.

"I explained to him that I would like to get a job as a reporter on the Herald. He said that he believed that there was a couple of openings over there. He advised me to make written application to J. K. Ohl and promised that he would in the meantime say something for me at headquarters. I received an invitation to call. I did. I like it—like it better every day."

Out to Show His Family

To say that the Vanderbilt family is not pleased with young Vanderbilt's choice of a life occupation—as he avers newspaper work is—puts it mildly. He is the only son and was to have followed in the footsteps of his father and this fall was to have entered Sheffield School at Yale University to prepare himself for a career as an engineer.

In view of his determination to enter newspaper work he must for the present live on his salary. His allowance has been cut off until he can demonstrate to his family that he is better suited for the work he has de-

(Continued on page 40)

'ATROCIOUS TASTE' IN AMERICAN ADS POINTED OUT BY ENGLISH EXPERT

Why Should Writers Here "Play Up" At All Times and Never "In Low Key?", Demands Charles Wiles of Harrod's, Ltd., London, On Leaving U. S.

A GREAT deal of the advertising that appears in American newspapers is in "atrocious taste," from an English viewpoint, according to Charles Wiles, advertising manager of London's great store, Harrod's, Ltd., who has just sailed for home after touring this country.

While admitting that readers accustomed to sensational headlines in the news columns of newspapers might demand something similar in advertising, he did not see, he said, why it was necessary for American advertising writers "to play up" at all times, and never "in a low key."

English Women Wouldn't Read Our Ads

"Even if your ads were done into English, we couldn't get English women to read them," he said.

"We must condense everything, not only because of the news print shortage, which is still felt in England, but also because the patience of our people is limited.

"I cannot conceive what a happy day it would be if we could induce our women to read solid pages of bargains as your American women delight to do.

"During the war Harrod's was limited to less than two columns of advertising daily by the London Daily Mail. For this display the firm paid about $110,000 annually.

"The advertising manager of the Mail would not allow us to use type larger than 30-point. What would he have said if we had asked for 240-point type, such as you use here?"

Slang Is Mystifying

"Mystifying slang," "surprising familiarity in addressing advertisements to the buying public," "dazzling electrical displays," and "screaming billboards" were other Americanisms in advertising which Mr. Wiles was sure would never do in England.

"One of the electric advertising 'sky' signs on Broadway, New York, is an artistic outrage, a wicked collision of ideas," he said, suggesting that a maximum size for such signs should be established by law, with a minimum of space that could be left between signs.

"Billboard advertising is overdone and its purpose is defeated by such lavish use as you make of it."

Explaining that he had been sent to the United States to study mercantile and advertising methods here at first hand and to help promote friendly relations between the business men of the two countries, Mr. Wiles said that American business men would be warmly welcomed in England, but that their "slambang" methods would not "take" and they would find it difficult to make their advertising understood if they used American slang in them.

He expressed the opinion that even Niagara Falls had been "over-advertised."

Amused by Store "Service"

Discussing American merchandising methods, he said he had been amazed at what was termed "service" in American department stores. He referred to elaborate rest rooms, manicure parlors, restaurants, dental rooms, day nurseries, drinking fountains, and other conveniences unknown to establishments of like grade in England.

Before becoming advertising manager at Harrod's, Mr. Wiles was a professor of English at Oxford.

General Pershing Addresses French Journalists

They Gathered at Brest to Bid American Leader Farewell Before He Sailed

BREST, Sept. 2.—General Pershing, at a meeting with representatives of the French press yesterday, bade farewell to the journalists. The American Commander in Chief made this statement:

"More than two years ago I arrived in Paris with a small group of officers and men, as the advance guard of our army. Since that day a vast host of Americans have come to France, lived among her people, and returned to their homes.

"If it is possible for different nations to understand each other, then we feel that we carry back with us an appreciation of France and its people, its art, and its culture. Our soldiers found their relaxation in Paris, along the rivers of the Pyrenees, and in the mountains. They have shared with the wonderful peasantry of France their joys and sorrows; they have fought, suffered and died beside the poilus, and rejoiced with them in the final victory. Such a mingling of peoples in a common cause is unprecedented in the history of the world. In taking our departure we have one regret—that the people who have formerly known us only as guests and visitors are without knowledge of the home life of the Americans.

"None of us will ever forget that period of the war when the American forces were assembled and trained for battle under the protection of the armies of France and England, holding the enemy at bay. Nor will we ever forget that moment of the struggle when we found our opportunity to join with the world in the second battle of the Marne.

"All this is now past, but it is upon the past that the foundation of our future relations must rest. In saying goodbye to France—which we have come to love so well—I feel assured that as time goes on we shall regard those days of comradeship and struggle more and more as an everlasting bond between our peoples."

NEW AD HEAD FOR CADILLAC

J. A. Cleary of Philadelphia Takes Charge of Department

PHILADELPHIA, Sept. 2—John A. Cleary, formerly of Philadelphia, has been appointed advertising manager of the Cadillac Motor Car Company, Detroit. This promotion comes as a recognition of Mr. Cleary's work as sales promotion manager for the Automobile Sales Corporation, Cadillac distributors in Philadelphia, and of his wartime service in charge of the factory advertising department last year.

Beginning his business career as a reporter for the Public Ledger, Mr. Cleary later joined the Inquirer staff as automobile and motor boat editor. He then became manager of the automobile departments of the Press and the Public Ledger, successively. He became associated with Cadillac interests in Philadelphia a little more than two years ago. Mr. Cleary was one of the Philadelphia pioneers in aeronautics.

Chicago Tribune Augments Eastern Ad Staff

New York Office Is Moved to Ziegler Building, at 43rd Street and Fifth Avenue—Hollis in Charge

The Chicago Tribune's eastern office has removed from 331 Fifth avenue to the Ziegler Building, 512 Fifth avenue, on the corner of 43rd street. Enlarged quarters have been secured for the growing Tribune ad staff, recently supplemented by new members from the home office.

Harold B. Sherwood, formerly manager of amusement advertising in the Chicago office, is also a newcomer to the New York office, returning to the Tribune after a year and a half in the Navy as lieutenant, junior grade. Mr. Blend will take charge of all eastern accounts south and east of New York State.

The advertising force of the Illustrated Daily News, the Tribune's new pictorial newspaper in New York City, will also be handled from the Tribune office in the Ziegler Building. Thomas J. Cochrane, formerly of the Tribune's local display staff, has been transferred to the News and is in charge of all New York City business.

Roy C. Hollis, eastern representative of the Chicago Tribune, is also the advertising representative of the Illustrated Daily News.

MAINE EDITOR RESIGNS

Gilbert R. Chadbourne Leaves Kennebec Journal After Nine Years' Service

AUGUSTA, Me., Sept. 3.—Gilbert R. Chadbourne, who for the past nine years has been editor of the Kennebec Journal, has tendered his resignation and severed his connection with the paper. He is succeeded as editor by Hamlin. Before coming to Augusta, Mr. Chadbourne was for several years telegraph editor of the Lewiston Journal, residing at Auburn.

Elwyn L. Chadbourne, son of Gilbert R. Chadbourne, has been forced to give up newspaper work on the Kennebec Journal on account of his health. He was in service with the First Maine (Milliken) heavy artillery.

Lovett Goes to Detroit

DETROIT, Sept. 3—John L. Lovett, who formerly was a member of the Chicago Tribune news staff and later assistant to John M. Glenn of the Illinois Manufacturers' Association, has become secretary of the Michigan Manufacturers' Association with headquarters at Detroit.

AD AGENTS OPPOSE BUSINESS REGULATION

Fear Licensing Plan of Government May Be Extended Even to Press and Advertising — Western Association Adopts Strong Resolution

CHICAGO, Aug. 28.—At a meeting of the Western Council of the American Association of Advertising Agencies, held here today, the following resolution was unanimously adopted.

"Resolved that the continued happiness and prosperity of the American people so utterly depend upon the success and prosperity of American business, that public opinion should be aroused in opposition to legislation now being urged in Congress, regulating the conduct of business by license, this opposition being based on these grounds:

"(1) That the licensing principle cannot be introduced except in such general terms that it could soon be interpreted to include all lines of business, even the press and advertising;

"(2) That such power over business and the freedom of the press is too vast and dangerous to trust in the hands of any set of persons, and is contrary to American institutions;

"(3) That increased production is the sure, sane and economical way to reduce costs of goods of every nature;

"(4) That increased production can only come from free and untrammeled competition between individual manufacturers and dealers, seeking in every legitimate way to develop new and extend markets;

"(5) That any legislation, state or national, that restricts or restrict competition or reduce production, through licensing or otherwise, is adverse to the common good."

INVITES LATIN-AMERICANS

Chicago Would Be Host at Proposed Visit of Editors

The city of Chicago, through Mayor Thompson, has extended an invitation to the editors from Latin-American republics is a visit to South Bend, Ind., where they will see Notre Dame University and other institutions of that city.

Samuel Strauss Recovering

Samuel Strauss, formerly treasurer of the New York Times Company, is improving from an operation which he underwent three weeks ago for intestinal trouble. Although Mr. Strauss's condition is still serious, he is said to be out of danger. Mr. Strauss left the employ of Times four years ago, since then has been editing a weekly paper called The Villager in his home town at Bedford Village, N. Y.

Finds First Copy of N. Y. Sun

SYRACUSE, Sept. 1.—In the bottom of her grandmother's trunk, Mrs. Frances C. Snyder, of East Fayette street, Syracuse, recently found a copy of the first issue of the New York Sun, published September 3, 1833. The copy is one of the very few still in existence.

RELATION OF THE NEWSPAPERS AND RUBBER OVERSHOE MARKET

An Investigation Into Trade Conditions Touching Question of Can Sales Be Increased Through Better Merchandising Methods and Consumer Advertising.

A REPORT of an investigation into the merchandising conditions concerning the sale of rubber overshoes and the relation of certain brands to markets has just been made by the Bureau of Advertising, American Newspaper Publishers' Association.

A questionnaire was designed by the Bureau especially to ascertain whether or not people ask for rubbers under trade mark names and whether dealers are receptive to suggestions for improving sales by advertising coupled with intensive merchandising. The questions were prepared after consultation with leading factors in the rubber overshoe industry and were in turn taken by newspaper investigators to retailers and jobbers. The report follows:

Tendencies and Definite Trade Conditions

"Detailed answers which appear in the completed survey may be said to reflect the average condition and the average point of view of the trade in each city.

"The Bureau of Advertising does not, however, submit its report as an analytical document, but rather as a dealers' symposium sufficiently comprehensive to disclose some interesting tendencies and some definite trade conditions.

Six Leading Brands

"There are six brands of rubbers that dealers report as on sale under brand names and to a certain degree known to the public. The majority opinion indicates two of these brands as ranking leaders, although in individual cities there is a marked fluctuation in public and dealer preference.

"In Canada the same relative distribution exists, but a different set of brand names—the brands of Canadian companies appear in the reports.

"The majority of dealers say that women 'do not shop around' for rubbers as they do for other lines of merchandise and some of the few dealers who contend that women do, say that shopping is entirely for low prices and not for particular brands or for good qualities.

"It is interesting to note, in this connection, that several of the dealers say that while men do ask for rubbers by brand names, women seldom do. This is a rather curious sidelight, because the woman and not the man is usually supposed to be most susceptible to an advertising appeal. The reply suggests itself that probably men know certain rubber brand names in connection with automobile tires and associate these names with other lines of rubber goods.

"Dealers say that bad weather is about the only selling argument for rubber overshoes, and most of them are sceptical as to their own ability to sell rubbers in clear weather through a planned campaign and a definite argument.

The Dealers' View

"Very few dealers think they could increase the sale of rubbers by urging their purchase when a new pair of shoes is bought.

"About the same number believe that sales could be increased by a line of selling talks to the effect that rubbers are an insurance against wet feet.

"A fair percentage of dealers, especially those handling a fancy line of footwear say there is a chance of selling a pair of rubbers when a new pair of shoes is sold by calling the customer's attention to the advantages of protecting the footwear and that educational work in this direction would pay.

"Very few dealers seem to think that the sale of rubbers could be increased by urging the sale of two pairs at a time.

"Dealers are almost a unit in saying that they control the sale and not the manufacturer—in other words, if a customer does call for a pair of rubbers under a brand name, the dealer has little or no difficulty in inducing the customer to purchase another brand if he desires to do so.

"As a rule dealers are very frank in their criticisms of the rubber overshoe industry. Many of them say that they only carry rubber overshoes as an accommodation to the public and that they do not consider this line of merchandise a profitable part of their business. They do not make any displays of rubbers, they do not show them. They merely carry them as a drug store carries postage stamps.

"One of the dealers, discussing the general merchandising situation, said: 'Why should we make an effort to push manufacturers goods all the year round, when they do not make any effort to push them. Why should we advertise rubbers in the summer time when manufacturers won't advertise them all the year round. It is up to the manufacturers to take the leadership if they want our co-operation.'

"Several dealers say that they object to putting in big stocks of rubber because this class of merchandise deteriorates. They say that manufacturers could help them if they could arrange to allow them to 'size up stock' every week.

"One is almost tempted to ask what would the sales of rubbers amount to if the dealers really tried to sell them and the manufacturers stood behind them with an aggressive and educational policy. The possibilities for increase are big.

"Dealers indicate their interest in advertising and their willingness to take hold of a newspaper advertiser's brand of rubbers with the proviso that quality and price are right.

"Some interesting suggestions are made by the dealers as to the improvement of rubbers. There seems to be general complaint about badly fitting heels, and a belief that if manufacturers would improve the rubbers at the point where the top of the rubber touches the heel the improvement would be greatly appreciated by customers.

Some Good Suggestions

"Dealers also say that rubber manufacturers do not keep up with the new shoe styles, and that there are possibilities in this direction which are being overlooked.

"Sales of rubbers form a very small percentage of the average shoe store sales at the present time. Some put it as low as one per cent, but the more general average is around 5 to 10 per cent.

"There is a divided opinion as to whether the sale of rubbers is increasing or diminishing, but the general answer is that there is a tendency towards the lighter styles of rubbers and a more discriminating public taste.

"Locality has a great deal to do with the dealer's answer as to whether or not rubber sales are increasing or diminishing.

"The survey indicates clearly that the rubber overshoe business is a sectional business. In some parts of the country rubbers are sold only during the rainy season In other parts of the country there is little or no sale at any season and other places there is a reasonable demand all year round—but varying with the season.

Link Advertising to Sales Work

"It is clear from this investigation that advertising and merchandising plans to succeed must lock very closely with plans for dealer interest, dealer education and dealer good-will.

"This is in itself an argument for newspaper advertising. The co-operation of the dealer can be secured through advertising in the newspaper of his city which will center the maximum demand in his store. He can be induced to work with this advertising and to try out some of the new merchandising suggestions which seem to be so badly needed.

"The Bureau attaches some facts concerning newspapers which may be of interest to manufacturers in considering this general advertising problem, but who do not visualize the national scope of the daily newspapers.

"In the United States there are 2,151 daily newspapers published in the English language.

Some Newspaper Facts

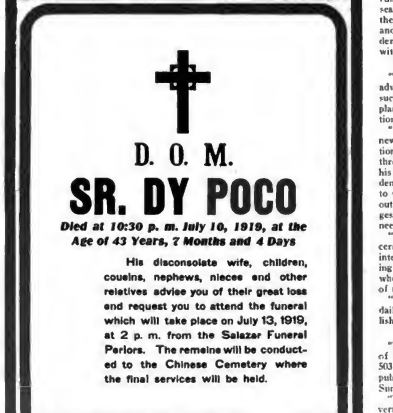
"These have a combined circulation of 27,975,127. Of the 2,151 there are 503 published in the morning and 1,648 published in the evening, while 505 have Sunday editions.

"The combined minimum general advertising rate of these 2,151 daily newspapers is $67.03 per agate line, or $938.42 per column inch. The total rate for the morning newspaper is $22.73 per agate line, or $318.22 per column inch, and the total rate for the evening newspaper is $44.29 per agate line or $620.06 per column inch.

"The total circulation of the 505 Sunday newspapers is 16,617,717. The combined minimum general advertising rate of these Sunday newspapers is $30.07 per agate line. (Figures as of July 1, 1919.)

• (*Continued on Page 43.*)

NOW WE HAVE FULL-PAGE DEATH NOTICES —OVER IN MANILA



OVER in the land of lazy winds where the Old East meets the New West in trade and commerce—at Manila—they have backed the American home-folks off the board as developers of advertising, according to Emil M. Scholz, former publisher of the New York Evening Post, who is touring the Orient.

The page reproduced above is only a sample of the new line that is "regular business." Death notices over there vary in space according to the importance of the deceased. One-page has been the limit so far, but who knows, some day a special edition—containing just one ad—may be printed.

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DEPRECATES "ALARMIST" REPORTS AS TO NEWSPRINT SCARCITY

J. A. Bothwell, President Canadian Pulp and Paper Association, Tells EDITOR & PUBLISHER That Scramble by Would-be Hoarders is Danger in Situation

J. A. BOTHWELL, president of the Canadian Pulp and Paper Association of Montreal, who has been widely quoted recently as to his claim that there will be ample newsprint for all legitimate needs of newspapers during the fall and winter months, still retains his optimism on this subject.

Mr. Bothwell took occasion recently to comment in an article for the New York Sun on what he designates as "alarmist reports" in Editor & Publisher concerning a possible shortage of paper. He stated that "there has always been sufficient to meet the demands and probably always will be."

Knew of 11,000 Tons Available to Any Purchaser

EDITOR & PUBLISHER, naturally welcoming so bright a prospect as Mr. Bothwell held out, wrote him, requesting that he furnish the names of mills having newsprint to sell. It was explained that we had at this office frequent inquiries from publishers as to where they could obtain supplies, and that we were not often able to give them the information. In his reply to this letter, Mr. Bothwell fails to give the names of such mills, but states that at the time he wrote the article there were, to his knowledge, 11,000 tons of newsprint available for immediate delivery to any purchaser in three Canadian mills. He is strongly of the opinion that newspapers, however, should conserve paper, but believes that many publishers are trying to buy for the sake of hoarding, because of their alarm at the prospect of a shortage. He says:

"I have your letter stating that you are in receipt of several requests from American newspaper publishers asking where they can obtain newsprint paper to meet their immediate needs, and that, in view of my recent article dealing with the newsprint situation appearing in the New York Sun, you would like me to furnish you with the names of manufacturers having newsprint for sale.

"My letter to the Sun stated very distinctly that the available supply of newsprint is subject to great variation, due to many causes; that an apparent shortage today may be turned into a surplus tomorrow and vice versa.

Situation Admittedly Difficult

"At the time my article was written there was, to my knowledge, over 11,000 tons of newsprint available for immediate delivery to any purchaser in three Canadian mills alone, and probably other quantities in the other mills. Whether it is still available can only be ascertained by application to the mills direct or to their selling agents. (Your own statistics show that the accumulation of stock in Canadian mills is quite normal as compared with other years.) If there is now no tonnage available to supply the immediate legitimate needs of any consumer—about which I venture no opinion whatever—it may, perhaps, be due to the scramble by would-be paper hoarders to buy paper against a possible famine later in the year, which has been one of the direct and immediate results of the publication of the several alarmist reports to which my contribution to The Sun made allusion.

"My purpose in accepting The Sun's invitation was principally to point out that the manner in which the fears of the publishers were being played upon was likely to have a contrary effect to that anticipated, as well as to accentuate a situation already sufficiently difficult for both producer and consumer.

"If you will permit me to suggest, although I am not a newspaper publisher and do not pretend to be able to speak for newspaper publishers, the economical use of newsprint and the elimination of inefficient methods in the publishing business could be advocated just as effectively without the accompaniment of alarmist statements, which, however excusable as a means of arousing interest, nevertheless, by their overstatement of the facts and their exaggeration of conditions, inevitably do more harm than good."

ORDER PAPER REFUND IN CANADA

$150,000 Will Be Returned to Publishers Under Tribunal's Ruling—Award Is for Five Months in 1918—Victory for Newspapers

OTTAWA, Ont., Sept. 3.—Canadian newspapers are to have refunded to them by news print producers of the Dominion a total of $150,000 or $3.00 per ton, amount paid to the mills during the period beginning July 1, 1918, and November 30, 1918, the Paper Control Tribunal having given a judgment fixing the price of news print during the period in question at $66 per ton, as compared with the $69 set by Paper Controller R. A. Pringle, K. C.

A verdict to the effect in question has been handed down by the Tribunal, which was comprised of three judges, and it is final insofar as the period mentioned is concerned. The court found: "That the price of news print paper within the Dominion of Canada in carload lots, in reels, shall be $3.30 per hundred pounds; $3.37½ in less than carload lots," and of sheet news, $3.65 in carload lots, $3.77½ in less than carload lots—all f. o. b. mills.

The effect of the judgment is to reduce the price of paper $3 per ton for a period of five months. It does not deal with the price prior to the fixing of $69 by Controller Pringle, whose action was opposed by both manufacturers and consumers. Consequently, it is expected that hearings will be begun on the larger and more important point at an early date, when the Tribunal will determine the fairness or otherwise of the prices of $50 per ton for eleven months and of $57 per ton for five months.

In the meantime, the newspapers have won a big victory, which apparently they regard as an augury of a still bigger one later on, the larger question comes before the court.

The judgment was signed by all three judges, but under the heading "Remarks," Hon. Justice Archer, of Montreal, said: "Without entering a formal dissent, I deem it advisable to say that I would have supported a judgment allowing $66 per ton for the months of July, August and September (1918), and $69 for October and November."

The following statement in regard to the judgment of the Paper Control Tribunal was given out on their behalf by the Canadian Pulp and Paper Association in Montreal:

"The judgment of the tribunal is based upon an examination of mill costs, including July, August and September, which are the lowest cost months of the year. The manufacturers were debarred from including the mill costs during December and January, as it was held that the appeal under consideration did not properly apply to those months, although the manufacturers contended that they were rightfully entitled to consideration in getting at a fair average price. They claim that had the costs for these later months been taken under consideration they would have justified a price considerably higher than that fixed by the controller or allowed by the tribunal.

"As it is, the ruling applies merely to paper sold during the five months, July to November, 1918, inclusive. The price remains at $69 for the intervening period to date. It will so remain until, and unless, varied by subsequent rulings by the controller or the judges. These can only be arrived at after further hearings have been had on appeals now pending in regard to the price as applied to this later period.

See Future Advance in Cost

"When these hearings are had the manufacturers are confident that the higher costs which have ruled since last November will more than justify the price of $69. In fact, they contend that any subsequent revision that may be made is more likely to be a revision upward than downward.

"The presumption, they say, is borne out in part by the statement of Mr. Justice Archer, of Montreal, one of the three judges who decided the appeal, incorporated in the judgment, which says that he would have supported a judgment allowing $66 a ton for the months of July, August and September, and $69 a ton for the months of October and November.

"Press reports dealing with the decision mention the fact that the manufacturers contended for a price of $80 a ton. (The competitive market price today is higher than that figure.) On the other hand, the publishers, both before the controller and the tribunal, contended that $50 a ton was a fair maximum price. Their brief stated: 'At $50 per ton the mill news is the highest cost company will receive a profit slightly in excess, and the lower cost companies a profit considerably in excess of any profit shown by the evidence to have been received by any company prior to the investigation.' By the judgment rendered, therefore, the manufacturers fall short $14 a ton from achieving their extreme demands, while the publishers fail by $16 a ton to get the price asked by them.

Significant Hint

"Now that the publishers have secured a reduction in the price of their news print covering several months, and amounting to an appreciable sum of money, they will, of course, refund to their subscribers, the general public, the difference, since it was largely upon the strength of the increased cost of paper that the price to the newspapers of Canada increased their selling price, from 50 to 100 per cent."

R. R. Embargo on Newsprint Raised Through S. N. P. A.

South Can Now Get Northern Paper Without Delay, but Care of Reserve Stocks Urged

The current bulletin of the Southern Newspaper Publishers' Association announces that the embargo recently placed on several railroads in the vicinity of Boston, Mass., and especially lines over which paper is routed from Maine points, has been entirely raised, so therefore there will be no trouble in moving paper over the old routes.

But the following warning is sounded by Secretary Walter C. Johnson:

"It is a question as to how long this will remain in effect, but in the meantime members are urged to keep a close watch on their paper and see that it is moved promptly. As an indication as to the seriousness of the embargo, foodstuffs were embargoed on the New Haven railroad—one can see how impossible it is to move newsprint if food products are embargoed at the same time.

"As many members of the Association are already running with limited reserve stock, depending upon paper in transit, it is therefore important that any delay in transportation. The acute condition of the newsprint market is already well known. Indications are that a number of firings will operate against publishers during the winter months and it will, therefore, be to their advantage to accumulate as much reserve stock as possible, in order to meet all emergencies.

"On August 11 the secretary received a telegram from the traffic manager of one of the large paper manufacturers advising that an embargo had been placed on newsprint by several railroads in the east. This especially affected paper coming through Boston and routed south for southern newspapers.

"Realizing that if the embargo continued for any length of time it would seriously embarrass a number of southern publishers, the secretary immediately took the matter up with Bruce Claggett, assistant director-general of railroads, Washington, D. C., urging that he instruct the Maine Central and Bangor & Aroostook railroads to raise embargo on newsprint.

"As a result of the telegrams that went forward through the assistant director-general and car service section, the secretary has been advised that they were effective, and have enabled the mills to move the paper all rail—raising the embargo on Boston & Maine, Delaware & Hudson and connections, and also gave the mills permission to get permits from the New Haven railroad, as they would not accept shipments carte blanche."

LAURENTIDE EARNED 19%

Profits Nine Times Greater Last Year Than 10 Years Ago

(BY TELEGRAPH)

MONTREAL, Sept. 3.—Profits of the Laurentide Company, Limited, for the year ended June 30 last, total $2,955,000, against $1,823,000 in the previous year and $2,220,000 in 1917. After all deductions there remained $1,823,000, a gain of $119,000 over the figures for previous year.

Earnings were at rate of 19 per cent. on outstanding capital against 17.7 per cent. in 1918. The earnings of year just ended are more than double what they were four years ago and are nine times greater than earnings of ten years ago.

PANGS OF PROHIBITION ARE FELT BY NEWSPAPER WRITERS

One Who Loses His Job Because of Lack of Drunkards Waxes Reminiscent of the Days Gone By, Recalling Many Happy Memories

By Elmer Rigdon
of the Pittsburgh Press

FOR fifteen years I wrote a newspaper column called "Police Court Sketches" and during that time never missed a day. And just as I was beginning to think I had a steady job, along came this prohibition thing and kicked the props from under it, leaving me with nothing to look back to but a glittering past in which the town sot loomed luminously in the picture.

Just so sure as I stealthily stole down the stairs every Monday morning and a sleepy voice called from an inner room saying: "Don't forget to leave two dollars for the washerwoman," so sure was I that some pie-eyed pilgrim in the police station would furnish me material for my story that day.

Police Court Always Furnished Copy Aplenty

It was my business to write of happenings in a lighter vein and I could always find what I wanted in the antics of those who had over-estimated their capacity for the delirant of the still and fell into the clutches of the man in blue. As time passed I began to look upon these wanderers from the path of sobriety as my personal property—a n asset—just as the merchant looks upon the contents of his warehouse. I never took any memory lessons, but I maintain that I carry in my head a mental picture of more dyed-in-the-wool topers than any regular registered voter in the county.



Elmer Rigdon

Historians may tell you about the careers of Carnegie, Rockefeller and Morgan, but they have to take a back seat when I come to the bat and open the floodgates of my knowledge of the human biped.

An Encyclopedia of Knowledge

They may have delved deeply into the precious volumes of ancient and modern lore, but they didn't know that old man Burns began his checkered career in 1866; nor were they aware that after doing a stretch in the penitentiary he became conscientiousstricken, reformed and developed into one of the most patient and perseverging inebriates extant, serving up to the present time no less than 100 terms in the workhouse and innumerable five and ten-day siestas in the county jail.

These erudite gentlemen were not cognizant of the fact that One-eyed Conley had been arrested for excessive indulgence in alcohol 1,224 times until I told them.

They must have felt that their education had been neglected when I extracted from the burglarproof vault of my memory a trustworthy biographical sketch of petite Mary Ann Dolan, the inimitable remnant bonze connoisseur, who, when on a batter, had a penchant for stealing alarm clocks from the homes of prominent citizens whom she had not met socially.

And so, when I got through the enlarged craniums of these eminent and illustrious biographers of great men past and present seemed to shrivel and wither.

Often Called Upon as an Authority

On occasions I have been called upon to appear on the rostrum and enlighten folks on matters pertaining to the dazzling careers of ladies and gentlemen who had taken a post-graduate course in the leading rum cathedrals of the country.

Once I attended the annual banquet of an organization that occupies a conspicuous position in the social world. Sitting next to me at the speaker's table was a theologian, a man of the most scholarly attainments and a professor in a theological seminary.

The toastmaster introduced him in a laudatory address and left out no details of his brilliant achievements. So when the doctor arose to deliver a few carefully chosen remarks all in the magnificent banquet hall felt that they had known him all their lives.

I followed the theologian, and while waiting to be introduced, I looked over the fashionable assemblage of fine-looking men, who knew how to wear a dress suit without embarrassment, and the beautiful, evening-gowned ladies, and I felt honored in being among those present.

Friend of All Drunkards

The director of the oratorical exercises evidently thought everybody knew all about me, and it was unnecessary to relate any details of my supposedly spectacular career, for he confined him-

(*Continued on Page 46.*)

NEWSPAPER MAKERS AT WORK



R. E. BURNS.

THIS successful Missouri publisher spent ten years as a teacher; athletics occupied his time for another year. Then he devoted two years to general merchandising and one year on the road for a hardware concern.

All this time R. E. Burns, now general manager of the Joplin Globe, was really headed for a newspaper career. The urge grew, and finally led him to accept a job as a solicitor in the circulation department of the Globe. After a year's apprenticeship he was made circulation manager, in the midst of a three-cornered local fight for business. He acquired some stock in the paper and, at the end of his two years of service in the circulation department, he was made general manager of the company.

When the third paper in the field—like the Globe, a morning paper—suspended, Mr. Burns bought the plant and sold it, bit by bit, to other publishers throughout the country. He had won his competitive fight and thus salvaged the mechanical equipment of his late rival.

He looks back to this period with some satisfaction, in spite of the strenuous work which fell to his lot. The Globe had and held during the fight about 13,000 readers. There was a news print expense of $18,000 per year, a circulation income of $20,000, local advertising income of $55,000 and a national advertising income of $9,600. Now, after a few years without competition in the morning field, the Globe has a circulation of about 26,000, pays $70,000 a year for news print, has an income from circulation of $82,500, from local advertising of $163,000, and from national advertising $60,000. It will be seen, therefore, that the Globe's revenues today from national advertising alone almost equal the total advertising revenues of half a dozen years ago.

In 1918 a new home for the paper was built and paid for out of the accumulated earnings. In his direction of the Globe Mr. Burns acts upon this creed: That the public desires from a newspaper, first, the news; then fair business treatment; finally, a constructive policy in municipal, State and national affairs. To make this creed a working policy Mr. Burns has cultivated the organization spirit among the Globe's employees. A club room is provided in the building, with an athletic instructor in attendance. Workers in all departments are invited to devote regular intervals each day and evening to recreative exercises, on the newspaper's "time." Mr. Burns has found the plan highly effective in furthering the fraternal spirit in the Globe family.

Says Broker for Brisbane Wanted Toledo Times

Offer to Purchase Paper Also Made by Indiana Publisher, Trustee for Brown Estate Declares

(By Telegraph)

TOLEDO, Sept. 2.—Overtures for the purchase of the Toledo Times, the only morning or Sunday newspaper in Toledo, have been made by representatives of William Randolph Hearst and an Indiana newspaper publisher, according to Edward Kirschner, trustee of the Clarence Brown Estate, which holds $75,000 par value of the Stock.

Mr. Kirschner says there are 2,000 shares of the stock outstanding, and that they are held at $150 a share, a total of $300,000. Mrs. George Dun, widow of the late publisher of the Times, controls a majority of the stock and the balance is held by William Ardee, president of the National Supply Company, he says.

"The Hearst overtures came through a broker," said Kirschner. "We traced the matter down, and found the broker was acting for Arthur Brisbane. We were merely asked to name a price, which has not yet been done."

The Indiana publisher also made an offer, Mr. Kirschner said. He declined to make known the amount offered or the identity of the publisher.

"Neither offer is being seriously considered," said Kirschner. "The Times is making money now and we are not anxious to sell unless we get a good price."

The Times has the Associated Press Trunk wire, but is not on the State wire. Richard Patterson is business manager and C. W. Howard managing editor.

In the absence of Arthur Brisbane from New York City, Bradford Merrill, general manager of all the Hearst newspapers, was asked concerning the foregoing dispatch.

"There is nothing to be said,' he replied.

U.S. NEWS WRITERS "IMAGINATIVE"

British Writer in London Sphere Squares Himself with Fellow Countrymen

LONDON, Sept. 3.—"Flights of imagination are the life of American journalism" is the comment of Clement K. Shorter in the London weekly magazine, The Sphere, on a prophecy attributed to him by a Chicago newspaper reporter to the effect that "Chicago will outgrow London in fifteen years."

Mr. Shorter who was in the United States recently and visited Chicago, assures the readers of The Sphere that he never said Chicago would outgrow London in any length of time. He admits, however, that he did say that "Michigan avenue in Chicago is the most beautiful street in the modern world."

Ben Hecht Is Home

CHICAGO, Sept. 3.—Ben Hecht, who has been acting Berlin correspondent for the Chicago News practically ever since the armistice was signed, has returned to this country. He will be replaced by Mr. Wittie, who hitherto has been handling feature assignments on the local news staff.

The Yakima (Wash.) daily American has been started by labor and farmer interests.

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DAILIES IN FOUR CITIES OPPOSE NEWS WRITERS' UNION

Louisville Courier-Journal and Times Announces That Any Member of Their Staffs Who Joins Union May Consider Himself "Automatically Discharged."

THE establishment of labor unions composed of newspaper writers, editors, and copy readers, or attempts to establish them, continued during the past week in various cities of the country, with the aid of organizers for the International Typographical Union.

In New York City it was announced that plans for perfecting organization were being held in abeyance until the end of the vacation season. A canvass of the newspaper offices of Paterson, N. J., is being made to learn what percentage of the workers there are in favor of organizing. It is understood that any attempt at affiliation with the mechanical departments will be fought by the Paterson newspapers.

Seattle Labor Council Boycotts Non-Union Reporters

As a first move on the part of organized labor of Seattle to force the daily papers to a recognition of Newspaper Writers Union No. 12, the Central Labor Council of the city passed a resolution at their last meeting instructing unions affiliated with that body to refuse to give out any news to any non-union reporter.

The local newspaper writers' union was organized about a month ago by the members of the staff of the Seattle Daily Record, an organized labor paper. A few members of the Post-Intelligencer and Star staffs have joined the union. No Times man has joined, it is said.

Acting on the belief that the publishers of The Times, Post-Intelligencer and Star are opposed to the organization of their workers in the editorial and news rooms into a union, the Central Labor Council plans to enforce a news boycott.

The proposed boycott so far has not been very effective as the papers appear to be having no difficulty in obtaining the news from the labor unions as it develops.

As Seattle is one of the strongest union cities in the United States, the Labor Temple is a fertile source of live news.

Louisville Papers Hostile

At Louisville (Ky.) a first attempt to organize a local newswriters' union at a meeting, held at the Tyler Hotel there, was postponed until September 7 when a Courier-Journal reporter stated that a high official of the Courier-Journal and Times Company had called a staff meeting the preceding evening and had served notice that any employe signing an application for a union charter might consider himself automatically discharged.

In spite of this, staff men of both the Courier-Journal and the Times declared that they were ready to join the proposed organization.

Bert Brady, organizer for the International Typographical Union, and Fred A. White, president of the Local typographical union, were present and addressed the writers, assuring them that successful locals had been established in Boston, St. Louis, Chicago, Columbus, Evansville, Seattle, Milwaukee, Scranton and other cities.

Publishers Must Meet Living Increase

W. B. Bryant, publisher of the Paterson (N. J.) Press Guardian, and president of the Passaic County Publishers' Association, says that in case the news writers of his district attempt to affiliate with the mechanical departments, there is no question that the publishers will oppose efforts to organize and will refuse to recognize them.

"I am not opposed to collective bargaining, and I am not opposed to news writers organized," said Mr. Bryant to EDITOR & PUBLISHER, "but brains cannot be standardized. There is no question that publishers should look after the people on their payrolls and keep them satisfied by granting them the increases in salaries that are due them even though they are not organized.

"In opposing the news writers in their present efforts, I am not opposing them unless they affiliate with the mechanical branches—I am giving no consideration to the increases in salary that it is said will be demanded," continued Mr. Bryant. "I am thinking of the effects of unionism on the newspapers of the country in five years from now.

"It was not until the war that newspapers were able to attain real independence—independence of advertiser and persons of so-called importance. What I would like to know now is whether we are going to sacrifice that independence to unionism. Would it be possible for a writer to be independent, to be anything in fact but a union propagandist, after five years of union affiliation.

"Which, I would like to ask, would be in the majority. The mechanical or brain workers? Could there be an independent press under those conditions?"

Newswriters Parade

MONTREAL, Sept. 3.—For the first time in the history of Montreal Labor Day parades, the Newswriters were represented in the procession here to-day. The union which is affiliated with the I. T. U. was granted a charter four months ago and includes in its ranks about 75 per cent. of the reporters of both French and English newspapers. About thirty walked in the procession.

NEW ORLEANS TIMES-PICAYUNE'S NEW HOME



SITUATED in the heart of what is rapidly becoming a civic center of New Orleans, the new Times-Picayune building at Camp street and Lafayette Square, work on which is already under way, will form a new and appropriate corner in the frame bordering the green tapestry of the park.

Within a year the newspaper's new home is to be turned over by the builder. The contract was signed during July and guarantees completion, barring only unavoidable delays, in one year.

There were many reasons for the selection by the publishers of the site at Camp street and Lafayette Square as the place for the Times-Picayune's new home. It is near the heart of the business center, within easy access of all the arteries of commerce, Lafayette Square with its sweeping lawns, its trees, and its attractive statues offers an enviable setting, while at the same time avoiding the possibility of ever being hemmed in on all sides by neighboring buildings.

But prime among the motives for the selection of the site was the opportunity it offers for providing adequately for the health requirements and the comforts of the Times-Picayune family. Fresh air and sunshine—these prime ingredients of efficiency and success—have been kept in mind throughout, not only in the selection of the site, but in the arrangement and appointments of the building itself.

There will be shower baths and rest rooms, mechanical ventilation, a play room for the newsies, a library and lounging room for the older members of the family and other modern devices which make both for healthy relaxation and recreation and for better work.

The foundation of the building will rest on a stratum fifty feet below the grade. The comparative hardness of the soil through which the piling is being sunk is counted ideal for the purpose. The four-story structure will have a ground area of eighty-five by 150 feet.

The walls will be of dark tapestry brick with white terra cotta trim and a granite base. Facing Lafayette Square at the third floor level a balcony sixty feet long, of handsome wrought iron design, will be built, perpetuating one of the old architectural traditions of New Orleans, providing for functions of all sorts and for the flashing of bulletins of great events to crowds in the park opposite.

In the basement, which is to be five feet below the grade, will be the press room, having a sweep of twenty feet to the ceiling, in which will be housed the four presses, including a new super speed octuple press. Through wide plate-glass windows New Orleans folk may watch their news rolling off the cylinders, thousands of papers a minute. The most modern mechanical facilities will be used throughout the new home.

LORD NORTHCLIFFE'S HEALTH IMPROVED

Joseph T. Gleason, Returning from Visit to England's Greatest Publisher, Says He Is Playing Golf and Will Soon Return to Active Work

Joseph T. Gleason, business representative in America of the great group of Northcliffe publications, issued by the Amalgamated Press, Limited, of London, returned to New York a few days ago after spending nearly two months in Great Britain and Ireland.

Mr. Gleason is an American, whose early newspaper training was obtained on New York newspapers. He has been in charge of many of Lord Northcliffe's business interests at the New York end for many years.

Asked as to the condition of Lord Northcliffe's health, Mr. Gleason assures EDITOR AND PUBLISHER that the great British publisher has so far recovered from his recent illness as to be able to spend most of his time at present playing golf.

"Lord Northcliffe was far from a well man when he was in the United States at the head of the British Mission," said Mr. Gleason. "He was too much absorbed in the great task in hand, however, to spare himself in any way.

"I found him tremendously interested in bringing about a just solution of the Irish question. He feels that this is the direct cause of much ill feeling on the part of Americans toward England. He wants that cause to be removed, and believes that the All-Irish Parliament plan, which his London newspapers have urged, would afford a just solution.

"He was anxious that I should learn at first hand something of political and other conditions in Ireland, and asked me to visit the green isle and to come in contact with all classes of the population, from the north to the south. It was an interesting and enlightening experience for me. I found little actually hostile sentiment toward England. Many made the suggestion to me that the Irish people would welcome the appointment of Lord Northcliffe, himself an Irishman, as Lord Lieutenant."

LEGION HONORS CAPT. BULLOCK

Post in New York Is Named for Times Man

A post of the American Legion in honor of Harry A. Bullock, a former New York Times man, and one time secretary of the New York Municipal Railway Corporation, has been organized by several hundred former service men. Capt. Bullock went to France in August, 1917, being attached to the first regiments that arrived in France after the declaration of war. He was killed by an aerial bomb on Decoration Day of the next year while on duty at division headquarters, about five miles back from the first line trenches, where the American troops, on a certain sector, were standing off the German offensive.

HENRI, HURST & MCDONALD ADVERTISING AGENCY and LORD & THOMAS, both have started impressive advertising campaigns in various Chicago newspapers, exploiting their service to clients.

ADAM AND EVE WILL BE FEATURED AT A. A. C. W. CONVENTION

drs. Germo, Advertising Manager of Los Angeles Trust & Savings Bank, Will Describe Them in "Garden of Advertising"—Some Departmental Programs.

TO get back to the primitive, in case you attend the annual convention of the Associated Advertising Clubs of the World at New Orleans, September 21-25, you may drop in a session of the Financial Advertisers' Association, a department of the A. A. C. of W. on the opening day and hear Mrs. Eleanor Germo, advertising manager of the Los Angeles Trust and Savings Bank, discuss "Adam and Eve in the Garden of Advertising."

Advertising Agencies' Departmental Program

The departmental program of the American Association of Advertising Agencies, of which William H. Johns of the George Batten Company, New York, is chairman; Paul E. Faust of Mallory, Mitchell & Faust, of Chicago, vice-chairman, and Harry Dwight Smith, of Fuller & Smith, Cleveland, is secretary, will be as follows:

Departmental Report to General Session—Harry Dwight Smith, Fuller & Smith, Cleveland.

Newspapers—Led by William H. Rankin, William H. Rankin Company, Chicago; responded to by B. E. Chapelow, Chappelow Advertising Company, St. Louis.

Export Advertising—Led by Bayard W. Barton, Critchfield & Co., Chicago; responded to by Edgar Parker, John O. Powers Company, New York.

Magazines—Led by Paul V. Troop, Lord & Thomas, Chicago.

Trade Papers—Led by Robert Tinsman, Tinsman Advertising Company, New York; responded to by H. B. Humphrey, H. B. Humphrey Company, Boston.

Financial Papers—Led by E. B. Wilson, Edwin Bird Wilson Company, New York; responded to by Cecil Conner, Conner Advertising Company, Denver.

Direct Mail—Led by C. P. Johnson, Johnson, Read & Company, Chicago; responded to by Merle Sidener; Sidener-Van Riper Advertising Co., Indianapolis.

Higham of London to Talk

One of the principal speakers on the program of the Community Advertising Department will be Charles F. Higham, head of the London advertising agency that bears his name, member of Parliament, and vice-president of the A. A. C. of W. Other speakers and their topics will be:

How the Indiana Chamber of Commerce Has Advertised Its State—A. W. Shaffer, director of extension, Indiana State Chamber of Commerce, Indianapolis, Ind.

Conventions as a Community Builder —Dana Welsh, secretary, San Francisco Convention and Tourists' League.

Merchandising Methods as Applied to City Building—Walter B. Weisenburger, secretary, Publicity Bureau, St. Louis Chamber of Commerce.

How the Mayor's $100,000 Campaign Is Advertising New Orleans—Thomas J. Hill, manager, Convention Tourist and Publicity Bureau, New Orleans Association of Commerce.

How Omaha Advertises—Arthur Thomas, manager, Bureau of Publicity, Omaha Chamber of Commerce.

How Tourists Have Advertised Denver—Harry N. Burhans, executive secretary, Denver Tourist and Publicity Bureau.

How a Municipal Auditorium Helps Advertise a City—Frank Cleveland, convention secretary, Milwaukee Chamber of Commerce.

A Basket of Chips—G. R. Lowe, Neosho (Mo.) Advertising Club.

Building Canada's Prairie Capital—J. M. Davidson, of the Winnipeg Board of Trade.

Address of Welcome—R. S. Hecht, president, Hibernia Bank & Trust Company, New Orleans, La.

President's Address—W. R. Morehouse, Los Angeles, Cal., president, Financial Advertisers' Association.

The Human Nature Element—F. D. Coubier, manager, Publicity Department, Illinois Trust & Savings Bank, Chicago, Ill.

Developing a Trust Department of a National Bank—Virgil N. Harris, trust officer, National Bank of Commerce, St. Louis, Mo.

Standardizing an Advertising Campaign—F. W. Gelb, manager, Advertising and New Business, Mechanics & Metals National Bank, New York.

Making Them See It—W. A. Schulte, advertising manager, Cleveland Trust Company, Cleveland, Ohio.

Outdoor Advertising—Round Table Discussion, John Ring, Jr., manager, Publicity Department, Mercantile Trust Company, St. Louis, Mo., presiding.

Blazing a Foreign Trail—A. D. Welton, Continental & Commercial National Bank, Chicago, Ill.

Wanted: An Old Business Department—Harvey A. Blodgett, president, Harvey Blodgett Company, St. Paul, Minn.

Direct Advertising—Edward A. Kendrick, president, Redfield-Kendrick-Odell Company, New York.

Farm Loans—J. C. Conway, secretary, Southern Trust Company, Little Rock, Ark.

Gingering Up the Savings Department —D. McEachern, secretary, The Huron & Erie Mortgage Corporation, London, Ontario.

Selling Bonds—John M. McMillan, assistant manager, Bond Department, First National Bank, New York.

Establishing a New Business Department in a Small Town Bank—H. B. Grimm, manager, New Business Department, St. Joseph Valley Bank, Elkhart, Ind.

What of Tomorrow? Looking Forward Into Bank Advertising—Edwin Bird Wilson, president, Edwin Bird Wilson, Inc., New York.

Analysis of Territory—Round Table Discussion, Guy W. Cooke, manager, Department of Advertising and New Business, First National Bank, Chicago, Ill., presiding.

How Financial Publishers Can Give Advertisers Maximum Service—Clifford DePuy, publisher, Northwestern Banker, Des Moines, Ia.

Legitimate Publicity—J. I. Clark, manager, Service Department, National Bank of Commerce, New York.

Advertising Service to Correspondent Banks—W. Frank McClure, manager, Publicity Department, Fort Dearborn National Bank, Chicago, Ill.

MAPPING AND CHARTING THE WORLD ANEW

Reynolds' After-War Atlas, just issued by the Reynolds' Publishing Company, introduces us to the world that was, is and that shall be—clarifying the proposed geographical alterations due to the great war. The task which the editors of this work have done so well is one whose difficulties are obvious. Aside from the mapping of the new nations and the revisions of the old ones, this atlas carries a mass of up-to-date data covering industrial and economic conditions. It is a reference work of value to every editor.

N. Y. JOB UNIONS MAKE STIFF DEMANDS

Ask for Flat Increase of $14 for a Week of Forty-four Hours and for Standard Cost System in All Shops—Serious Situation Threatened

Demands of the various printing trades unions for a flat increase for the members of each, on all scales, of $14 a week and a reduction of hours from forty-eight to forty-four a week, to go into effect October 1, were considered Wednesday of this week at a meeting at the Hotel Astor by the Printers' League Section of the Association of Employing Printers of New York City.

The meeting also was attended by representatives of newspaper publishers and periodical publishers who, an announcement of the meeting pointed out, "also will be directly affected by any action taken by the printers in this serious situation." Definite action on the union demands was postponed, after discussion, until a later meeting.

Will Publishers Fight?

"Are you willing to suspend publication in order to help us fight these demands if it seems best to do so?" was a question put by employing printers who attended the meeting to the forty or more publishers of trade journals who were present.

It was pointed out by the employing printers that the real burden of increased wages and fewer hours of labor per week would fall on the publishers, as the increased cost of production would be passed on to them in proportionately larger bills for printing.

It was estimated that if the demands of the unions were granted this increase in cost, exclusive of the cost of print paper, would be about 66 2/3 per cent.

The trade paper publishers who were present at the meeting were not prepared to go on record then as to what stand it would be best for them to take on the demands of the union, although the consensus of opinion seemed to be that these demands were unreasonable.

No Definite Contract

Incidentally, the unions are not willing to enter into a contract with their employers, embodying their demands, before November 1, instead of time. They do not wish to be bound by the new scale for a day longer than its provisions satisfy them.

One demand, which was made only by the press feeders' union, but which, if granted, could obviously be utilized by any other through the medium of a sympathetic strike, is that the union "reserves the right to refuse to work in any office that does not maintain a standard cost system." This, employing printers say, practically would take out of their hands the management of their own business and give it over to their employes.

The pressmen demand, in addition to an increase of $14 a week and a forty-four hour week which would mean $51 a week for day work and, with an additional specified $5 increase, $56 a week for night work, that overtime shall be paid at double time and holidays and Sundays at triple time, and that when a press carries a 60-inch sheet or over, it shall require a man to each machine instead of to two machines as at present.

Demands of Other Unions

The Typographical Union makes similar demands for increased wages and four hours a week less time, and also that all members of the union shall receive fifty cents a day extra if employed less than six consecutive days (a rule that now applies only to machine operators) that a machinist must be employed for four instead of six or more machines as now, and that no proof must be revised as well as read by members of the union before leaving the office.

The press feeders' union demands that not less than two men shall work on any web press, that there shall be one man to each feeding machine, of any kind, that union representatives shall be allowed in the work rooms any time during working hours, and that no union man can be discharged for refusing to work overtime if another man is available and that he may choose his own "sub" for overtime.

Outbidding Other Cities

Other unions making demands for increased wages and fewer working hours, similar to those already quoted, are the Paper Handlers and Sheet Straighteners, Mailers, Paper Cutters, Bookbinders, Book Cover Stampers and Gold Leaf Layers, Blankbook Binders, Paper Rulers, Book Edge Gilders and Binders Women.

These demands show that the printing trades unions of New York City are asking for considerably more than their brethren have been able to get, or can get, under the present set of present contracts, for some time to come. In Chicago, for instance, the forty-eight-hour week is effective during the life of the present contracts which run to September and October, 1921, except in the case of bookbinders, which expires in September, 1920. Pressmen there, under these contracts, make $42; compositors, $41; and bookbinders, $36.50.

In Boston there is a forty-eight hour week, under a contract which does not expire until March 31, 1921. Compositors there make $33, which will be raised to $35 next January, and to $37, next July. Cincinnati has a forty-eight hour week and an agreement which does not expire until September, 1920, under which compositors now paid $33 will get $36 next January, and pressmen and feeders' pay will be raised proportionately.

"H. C. of L." Kills Another Daily

MANSFIELD, Ohio, Aug 30.—The Shield ceased to exist today, the mechanical equipment being taken over by the News. The Shield's owners announce that the high cost of operating is responsible for the discontinuance.

Amsterdam Workers at Picnic

AMSTERDAM, Sept. 1.—The annual clambake of the Evening Recorder employees, given by the employers, was held recently at Camp Taurman, near Amsterdam. All members of the editorial, advertising, circulation, business and mechanical staffs attended.

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EPISCOPAL CHURCH TO BUY ADVERTISING

Seeks to Get in Touch with Thousands of Members Who Have Moved to Rural Communities Finds It Hard to Get Rates

Advertising as a solution of one important phase of the rural church problem will be tested in several Ohio newspapers during September by the Church League for the Isolated in the Southern Ohio Diocese of the Episcopal Church.

The Episcopal Church, essentially a city communion, a few months ago organized the Church League for the Isolated to get in touch with its thousands of communicants who have removed to rural communities where the Episcopal Church is practically unknown.

In Ohio the number of these "lost" communicants is estimated at 5,000. How to get into communication with them was the problem faced by Miss Elizabeth Matthews, secretary of the League in that Diocese. Instead of relying upon the rural clergy to forward the names of the "lost," Miss Matthews decided to advertise for them.

Would Regain 5,000

The copy, which was written by Paul J. Brindel, of the Episcopal Church's Nation-Wide Campaign Press Bureau, and placed by the Barton, Durstine and Osborn Advertising Agency, of New York City, will appear on the four Sundays and Wednesdays of September in the Cincinnati Enquirer and Post, the Dayton News and Journal, the Columbus Citizen and Dispatch, the Springfield Sunday News and the Zanesville Times-Recorder.

Unlike the officers of most church organizations, Miss Matthews needed no coaxing to allow the use of Sunday newspapers. She even specified that much of the copy appear in them "because everyone knows the Sunday newspapers are read thoroughly."

According to the Church's news bureau, few newspapers have considered the possibilities of religious advertising and some of the publishers' representatives in New York, to quote the papers' church advertising rates. These special rates, usually the minimum commercial rate, were obtainable only by correspondence with the publishers themselves.

NEWSPRINT HEARING SEPT. 10

Expect All Sides to Be Ready for Reed Inquiry Then

WASHINGTON, Aug. 30.—The attorneys for the Department of Justice and Federal Trade Commission, as well as the paper interests and publishers, have asked the committee for a week or two in which to collect their evidence and to arrange for the calling of witnesses on their side of the controversy, before the hearing begins in the Reed Senate investigation of the news print industry.

"Under these circumstances," said Senator La Follette, "it will be necessary to delay the opening of the case for about two weeks. I should say that the committee will be ready to proceed with the Reed resolution by September 10, if not a little earlier."

The hearing will be conducted by a sub-committee of which Senator La Follette will be chairman.

Buys on St. Simon Island

ATLANTA, Ga., Sept. 3.—St. Elmo Massengale, the advertising agent, has purchased a 27-acre site on St. Simon's Island to be used for a family country home.

ASSOCIATED ADVERTISING CLUBS ANNOUNCE PROGRAM FOR ANNUAL CONVENTION AT NEW ORLEANS, SEPTEMBER 21-25

"Capital—Labor—Consumer—How Can All Three Co-operate to Insure Increased Production?—A World Necessity" Will Be Principal Theme

THE Associated Advertising Clubs of the World have announced the following program for their annual convention at New Orleans, September 21-25, the principal theme of the convention being the world-necessity of co-operation between capital, labor, and consumer to insure increased production.

Sunday Afternoon, Sept. 21

Inspirational meeting, 4 o'clock on campus, Tulane University. Arthur G. Newmyer, associated publisher of the New Orleans Item, vice-president Southern Division, presiding.

Welcome from the State of Louisiana —Ruffin G. Pleasant, Governor of Louisiana.

Welcome from the City of New Orleans—Martin Behrman, Mayor of New Orleans.

Welcome from Tulane University—Dr. A. B. Dinwiddie, president of Tulane University.

Response—William C. D'Arcy, St. Louis, president of the Associated Advertising Clubs of the World.

Monday Morning, Sept. 22

General session, Jerusalem Temple, A. A. O. N. M. S.

Temporary chairman—L. R. Putnam, president New Orleans Advertising Club.

Permanent chairman—William C. D'Arcy, president Associated Advertising Clubs of the World.

Annual address of President D'Arcy.

Address, representing labor—Samuel Gompers, president American Federation of Labor.

Address, representing capital—Speaker to be announced.

Official photograph will be taken at the close of this meeting immediately in front of the Shriners' Temple.

Monday Noon

At twelve-thirty luncheon will be served to all who have made reservations, in the Gold Room, second floor, Grunewald Hotel. An address will be made explaining one of the complete advertising campaigns shown in the National Exhibit of Advertising. These luncheon meetings will be held Monday, Tuesday, Wednesday and Thursday.

Monday Afternoon

2:00 p. m. Department sessions and conferences.

Departments Sessions

Agricultural Publishers' Association.

American Association of Advertising Agencies.

Association of American Directory Publishers.

Association of National Advertisers.

Church Advertising Department.

Community Advertising Department.

The Daily Newspaper Department.

Direct Mail Advertising Association.

Financial Advertisers' Association.

National Association of Employing Lithographers.

National Association of Theatre Program Publishers.

Outdoor Advertising Association.

Poster Advertising Association.

Screen Advertisers' Association.

Conferences

Advertising Women.

Club Secretaries.

Vigilance Committees.

Pan-American Union.

Retail Advertisers.

Monday Evening

7:00 p. m. Official dinner to club presidents in honor of President D'Arcy and the Executive Officers, at Antoine's. Invitations confined to club presidents or their representatives.

8:30. "New Orleans in the Eighteenth Century" in the French Quarter. Delegates and visitors are invited to visit historical Jackson Square, the Cabildo and the old French market, which will be open for the first time at night. The entertainment will be in charge of the French and Italian societies of New Orleans.

Tuesday Morning, Sept. 23

10:00 a. m. General session.

In Tulane Theatre, immediately adjoining Hotel Grunewald, where all but the first of the general sessions will be held. President William C. D'Arcy, presiding.

Address, representing the consumer—Speaker to be announced.

Tuesday Noon

12:30. Luncheon and address explaining one of the complete advertising campaigns shown in the National Exhibit of Advertising. Service in the Gold Room, second floor, Hotel Grunewald, to all visitors who have made reservations the day previous

Tuesday Afternoon

2:00 p. m. Department sessions and conferences.

Tuesday Evening

8:00 p. m. Auto ride about the port for all delegates and visitors, immediately followed by "New Orleans in the Nineteenth Century." Levee scene of the time before the Civil War. This entertainment will be in charge of the Jerusalem Temple Nobles of the Mystic Shrine, and the local Lodge of Elks.

Wednesday Morning, Sept. 24

10:00 a. m. General session, Tulane Theatre. President William C. D'Arcy presiding.

"A Greater Truth Work," Merle Sidener, president Sidener-Van Riper Advertising Co., and chairman National Vigilance Committee.

"Helping Honest Business Protect Itself," William P. Green, organization secretary of Better Business Bureau Secretaries.

"Bricks That Build Walls of Confidence," H. J. Kenner, secretary National Vigilence Committee.

"What Are You Going to Do About It?" Richard H. Lee, special counsel National Vigilance Committee.

Wednesday Noon

12:30 p. m. Exhibit of advertising. Luncheon served in the Gold Room, Hotel Grunewald

Wednesday Afternoon

2:30 p. m. General session. Address, "The Work of the Organs of Business in Creating Better Labor Conditions," Harry Cleland, McGraw-Hill Co., New York.

Address, "The Relation of Advertising to Industrial Morale in War and Peace," Major Roy Dickinson, associate editor Printers' Ink, formerly in charge of Division of Industrial Morale, U. S. A.

Address, "Advertising as a World Force," George Creel, former chairman U. S. Committee on Public Information.

Address, "Relationship of Associated Advertising Clubs to Practical Pan-Americanism," John Barrett, director of Pan-American Union, Washington, D. C.

Wednesday Evening

7:00 p. m. "New Orleans in the Twentieth Century." Modern Southern chicken dinner served at the Country Club. Entertainment in charge of Mayor Behrman and the city officials of New Orleans.

Thursday Morning, Sept. 25

10:00 a. m. General session, President William C. D'Arcy presiding.

Open Forum.

Reports of representatives of departments. How each of them is prepared to carry into effect the conclusions of the convention as to the ways in which labor, capital and the consumer can cooperate for increased production, world necessity.

Thursday Noon

12:30 p. m. Luncheon of the National Exhibit of Advertising, Gold Room, Hotel Grunewald.

2:00 p. m. Election of officers.

Note—Elsewhere in this issue will be found the detailed programs of conferences which various departments of the Associated Advertising Clubs will hold during the convention.

June Canadian Newsprint Exports Show Increases

The Figures Show More Pulp Being Sent Out in Finished State Than Formerly

MONTREAL, Sept. 2.—June exports of paper, pulp and pulp wood from Canada were valued at $7,345,084, as compared with $9,120,000 in June of last year. News print and other manufactured papers show an increase in value of $153,538, and mechanical ground pulp of $295,000, while chemical pulp fell off $1,105,000 and raw pulp wood $1,118,000.

The figures show that more pulp is being manufactured in Canada and exported as the finished product, instead of in the raw state, than formerly.

The details follow:

	June, 1918	June, 1919
Paper and mfs. of	$5,191,868	$4,124,530
Wood pulp, chem.	2,918,671	1,813,618
Wood pulp, mech.	824,108	616,361
	$8,218,823	$6,557,552
Pulpwood	1,906,440	788,126
	$10,120,262	$7,345,857

Exports for the first three months of the fiscal year show a decrease of $2,478,375, compared with last year and a gain of $4,702,547 compared with 1917, as follows:

	THREE MONTHS.	
Paper—	1917	1918	1919
Paper	$8,362,036	$10,833,569	$12,809,184
Pulp chem.	5,047,629	7,784,569	8,240,240
Pulp mech.	1,492,271	1,241,903	1,184,197
	$15,011,946	$19,860,203	$19,337,604
Pulpwood—	1,648,295	3,978,370	2,960,714
Total—	$16,660,241	$23,838,163	$22,302,790

Klein Becomes an Ad Agent

M. J. Klein, classified advertising manager of La Presse, French daily, has resigned to enter into the advertising business and will specialize in export advertising. He will be located in the World Building, New York, after September 1.

Opens Minneapolis Office

ST. PAUL, Aug. 30.—The advertising department of the Dispatch-Pioneer Press has opened an office in the Palace building, Minneapolis. O. W. Barlow is in charge.

NEWSPAPER MAKING

A Department of Practical Service for Publishers and Advertisers Conducted by Jason Rogers, Publisher of the New York Globe, and Author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising"

VIEWING the newspapers of the country in the broadest possible way I am inclined to the opinion that it is the satisfaction with comparatively very small success that handicaps most newspaper makers guilty of producing inferior newspapers. As I have frequently stated, there is no possible excuse for the getting out of a thin, uninteresting and dull sheet except laziness or incompetency.

The shame of it is that only too often will a town give a quality and degree of support to an unworthy publication in the absence of a better production, and those producing the make-believe or false-alarm flatter themselves with the notion that they really deserve the limited success that they reap.

I trust that I may be pardoned for this arraignment of the numerous inferior publications posing as newspapers on the ground that what I am seeking to drive home is that through the elevation of more time and attention to making our newspapers better and more interesting we can secure greater recognition and success.

Small Papers Must Improve

Regardless of the bulk of opinion to the contrary, I believe that the small newspaper field should be made better all-around newspapers and cut free from the old theory local news, more local news and still more local news. Much effort is given toward the printing of local news to the exclusion of presenting an interesting variety of features and miscellany.

This is why the average small city newspaper falls down in the estimate of leading local business men familiar with metropolitan practices and standards. I realize that advocating a venture from the rut established by long years of habitual inspiration I am venturing out ahead of the procession.

According to my theory it is never safe to criticize a well grounded practice unless able to present something definite and constructive as a substitute, which is what I am going to do before I hurl further stones at the traditional structure.

The small town newspapers of the country should get together in two, three or four groups for the co-operative purchase and distribution of the very best and most popular sort of feature matter, special articles.

Cost Would Be Small

Five hundred newspapers, through assessment of only $5 a week apiece, could buy matter costing $125,000 a year, matter which could compare favorably with the best human interest stuff printed in the metropolitan press.

Each group or chain of newspapers would represent exclusive, non-competing dailies, and none of the matter would be permitted to appear in any newspaper seeking undue circulation than the legitimate limits of its circle and suburbs.

The matter would be bought, edited, put in type for proof, with cuts, in neat form by some centrally located plant under direction of a competent managing editor, a committee of editors would pass on the admission of new features to the service.

Such a group of newspapers, by printing from three to eight columns of such matter, would be in a position to defy the encroachments of metropolitan newspapers seeking profitless circulation far afield to bolster up fictitious advertising pretensions.

Aside from the associated newspapers composed of some fifty large city evening newspapers, including the Chicago Daily News, the Kansas City Star, the Philadelphia Bulletin, the New York Globe, the Montreal Star, the Detroit News, which I organized in 1911, feature matter is handled by syndicates for profit.

Would Attract Writers

Instead of paying fancy prices which, in many cases seem prohibitive, thanks to inflated salaries caused by competition among the syndicates for large lines created by the newspapers, the publishers could keep bringing forward new aspirants satisfied with reasonable compensation.

Even in the case of the associated newspapers we have found that in headlining a very simple feature we have created a demand for it that has caused us to increase a salary from $25 a week to $300 a week.

A newspaper feature only occurs very rarely if ever unexpectedly that should make it sought after. The best of the features run out in pulling power long before we are willing to drop them, and some of these we must highly paid for are really past the virile stage.

Regardless of theory to the contrary it is much easier to secure increased circulation and to hold it through good features than by trying to secure similar results by printing mere news. I recognize the few exceptions, such as those of Adolph S. Ochs with his Chattanooga Times and Joseph Pulitzer.

Of course, we must print the news and all of it. But many of our newspapers print local matter of really no news interest. Merely because it is printed does not make it news, and more often than not the desperate efforts of our editors for news leads them to print matter that should and would be paid for at advertising rates.

Our Own Estimate Tells.

If our local newspapers printed better feature and miscellany and occasional high-grade informatory articles the leading business men of their towns would think more of them and gladly pay higher rates for their advertising.

The world takes us largely at our own estimate, provided we make good. Many of our small city newspapers fall so far short of being worthy of the characterization as newspapers as to make it a mystery why they are published.

We pick them up at way stations on our trips about the country, they are spineless, colorless, newsless, and can be descured from end to end at a glance. Advertising space in them is not worth 10 per cent of what it would be if the paper was sufficiently good to hold the reader's interest.

I have the deepest possible sympathy for the man trying to make a newspaper in a town of less than 10,000 population, and wonder how he does it and makes a living, but many of them do, and my hat is off to them.

What I am seeking to advocate is the making of little newspapers at no increase in cost of production. The very machinery employed for group handling of feature matter can be used for the interchange of experience and to secure vastly increasing revenue for every newspaper represented.

As a matter of fact, I want to go squarely on record and admit that I secured much basicly sound information and practical suggestions which we later translated into achievement with the New York Globe at the little informal meetings of publishers of our newspapers in the Associated Newspapers than I had picked up in 30-odd years' previous experience.

I strongly recommend conferences between non-competing newspapers as of the greatest possible value. At such meetings those in attendance can lay all their facts frankly on the table for discussion and construction in a way that is absolutely impossible at general meetings like local publishers' associations, the A. N. P. A. and such.

The trouble with most of us who get out unworthy newspapers is that we are too easily satisfied and fall into the rut or state of mind where we go through the customary monotonous and think we have done the day's work. Whenever a newspaper editor is satisfied with his product he has lost his pupils. There is always room to make tomorrow's newspaper better than today's we don't deserve even that recognition that we receive.

ANSWERS TO QUESTIONS

Q.—We are up against a very stiff sort of competition; an old established morning and Sunday newspaper sells to the subscribers at 12 cents per week as against our price of 10 cents for a six-day evening newspaper. We have the edge in circulation against their 7,000, and apparently can make very little progress. What is our best course?

A.—My response by letter was a request for a week's file of each newspaper. A study of the two newspapers day by day indicated the superiority of the morning newspaper as a newspaper. My advice in the situation would be the addition of some sound feature such as a comic or two, a short story, a fashion can and short article, and the presentation of short informatory special articles of especial appeal to my constituency. I should make the editorial page one that would be read and talked about. In the absence of real editorials by home talent on home affairs I strongly recommend the reproduction of the best editorials from exchanges with proper credit.

Q.—Our problem is our Saturday issue. We print a six-day evening newspaper and find it impossible to get local readers to use space in our Saturday paper. They claim that they cannot get results on Monday from Saturday's advertising and go strongly into the Sunday newspapers. Can you recommend any remedy for this?

A.—You have brought up one of the worst spots in evening newspaper production and one which I think we have successfully solved on the New York Globe. We would run 130 columns or more of advertising on Friday and drop to 80 columns on Saturday. This was a cruel tragedy, for we sold as many copies on Saturday as Friday and the heavy losses Saturday frequently more than equalised profits for Friday.

For years we have tried to get general advertisers to use liberally Saturday, but they, following the lead of the local shops more frequently than not, declined to do so. A number of newspapers in other cities have succeeded along this line. With us it did not work out.

A few months ago I determined to overcome the serious situation and made a bargain rate for Saturday, "25 cents flat" on general display, a reduction of anywhere from 10 to 25 per cent from contract rates. In my announcement I stated that I knew the Saturday paper would result just as well as other days and was going to prove it by offering an inducement to try it.

Some of my friends said I was making a mistake in reducing rates, and one agency man said that if a cut rate was all a newspaper could get that that was all the space was worth. This was a man with very narrow vision, for many dozens of our advertisers saw the point, and our Saturday issue gradually came in for a good showing of business.

Some of our solicitors complained that advertisers paying 30 cents gross an inch Monday to Friday were switching their copy to Saturday and that the office was losing earnings. This did not bother me a bit, for we were running to capacity every Thursday and Friday, and whatever ran over into Saturday was just so much more space to secure for the week, for we could not have printed it on the other days.

I sincerely believe that by next Fall many of our local advertisers will commence to use space on Saturday, for business begets business. It is sometimes difficult to get people out of some old woman-like notion that because they have not done a thing they cannot.

Newspaper circulation is just as valuable to the advertiser one day as another. The big local store advertising bargain sales on Friday for the purpose of attracting people on pay day is entirely a different proposition to the manufacturers seeking to have known the advantages of using his product.

If a general advertiser would rather use the Sunday issue, where his ad would be seen than by the people in the mass of heavy local display on a Friday, the same thing holds good with greater emphasis for the Saturday issue compared with Saturday, for few people have the time to wade through the mass of stuff in those huge newspapers created to meet an imaginary demand for mere bulk.

HAMMESFAHR AND BUCK

New Agency Has Offices in New York, Chicago and St. Louis

CHICAGO, Aug. 30.—A. C. G. Hammesfahr, formerly general manager of P. F. Collier & Son, Inc., has joined forces in the advertising agency business with Glen Buck in quarters in the Michigan boulevard building, 30 North Michigan boulevard. A New York city office has just been opened on the fifth floor of the Astor Trust building, Fifth avenue at 42nd street.

Another branch office is maintained in St. Louis. Announcements of Mr. Hammesfahr's new association now are being sent out to a selected list.

Discuss Branch of Ad Bureau

CHICAGO, Sept. 3.—The Newspaper Representatives' Association of Chicago will meet next Tuesday to consider plans for the establishment of a branch office here of the Bureau of Advertising of the American Newspaper Publishers' Association.

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NEWSPAPER MEN ON PRESIDENT'S TRAIN

Many More Will Join Party on Chief Executive's Tour of Country in Behalf of Treaty of Peace with Germany

WASHINGTON, Sept. 3—Twenty newspapermen left Washington today on the President's special train to cover the tour of the Chief Executive in behalf of the treaty of peace with Germany. This number was smaller than had been expected, but it does not represent the aggregate of correspondents who will be aboard the train during the major portion of the long swing to the Pacific Coast and back.

Several of the Middle Western papers will have staff men join the party at St. Louis and Kansas City and travel with the President during the remainder of his journey. An unusually large number of local men will join the group in advance of the President's arrival at their cities.

The newspapermen who left Washington tonight and the organizations and papers they represented follow:

Associated Press: Bryon Price and Pierce Miller.

International News Service: John E. Nevin.

United Press: Hugh Baillie.

Universal Service: Jay Jerome Williams.

New York Times: Rodney Bean and Charles H. Grasty.

New York World: Louis Siebold.

New York Herald: James A. Hagerty.

New York Tribune: Charles White.

Philadelphia Public Ledger: Robert T. Small.

Chicago Tribune: Philip Kinsley.

Boston Globe: Michael Hennessy.

Boston Post: Robert L. Norton.

Baltimore Sun: Stanley M. Reynolds.

Louisville Courier Journal: Morton M. Milford

New York Evening Post: David Lawrence.

Cleveland Plain Dealer: Ben F. Allen.

New York Sun: E. C. Hill.

Washington Times: Frank R. Lamb.

Ford's Dearborn Independent: Joseph O'Neill.

ADS SUPPLANT CHURCH BELL

Newspapers Best Means of Getting People to Services, Pastor Says

HOQUIAM, Wash., Sept. 3.—The Rev. W. W. Switzer, pastor of the First Methodist Episcopal Church here, has ordered the bell removed from the tower of the church and will offer it for sale. Hereafter he will use newspaper advertising, instead, as a means of getting people to come to church.

"A bell is all right on a country church, but it is an unnecessary antique on a twentieth century house of worship in a progressive city or town that has the advantage of newspaper publicity," he declared.

Enlarged Service in Seattle

SEATTLE, Wash., Sept. 3—Through an arrangement with the Chicago Tribune and the New York Times, the Post-Intelligencer is now receiving a special report of the vital news of the world, by a leased wire which spans the continent. The new service is designed to supplement the Post-Intelligencer's seven-day-a-week Associated Press reports.

SPRINGFIELD EDITOR TO SPEAK

Waldo L. Cook Will Discuss Relation of Editorial Page to Advertising

IOWA CITY, Iowa, Sept. 3.—Waldo L. Cook, chief editorial writer for the Springfield, Mass., Republican, and the man who makes the editorial page of the Republican, will be on the program for the fourth annual conference of Iowa newspaper men which will be held here on November 21 and 22 under the auspices of the extension division and the department of journalism of the University of Iowa. His subject will be "The Relation of the Editorial Page to Advertising."

The fourth annual conference of newspaper men in November is being held in connection with the alumni homecoming of the university, which is expected to be unusually well attended this year because of the return of so many alumni from the military and naval service.

Editor in Pulpit

HOUSTON, Tex., Sept. 2.—George M. Bailey, chief editorial writer of the Houston Post, occupied the pulpit of the local First Methodist Church in the absence of the pastor and appealed to his hearers for chivalry toward women, especially women in business.

New Ad Agency in Knoxville

KNOXVILLE, Tenn., Aug. 31.—Herbert Waterbury has opened an advertising bureau in the Empire building. Two commercial artists will be associated with Mr. Waterbury in his work.

FUTURE HEAD OF NEW YORK POST GOES TO EUROPE



EDWIN FRANCIS GAY, who will assume charge of the New York Evening Post on January 1, will arrive in Europe this week for a two months' rest after two years of war work, labor, and will incidentally make a study of the field of international newspaper correspondence.

Dean Gay is a man of unusual personality and a tireless worker. His friends describe him as one of the biggest men in the country, clear thinking, far-seeing doer of the things that he wants to do without thought of financial return to himself. It has frequently been said that all that has been needed for him to acquire a business fortune was for him to enter business. Instead, he has got all the possible joy out of life in building up the first Graduate Business School in the country at Harvard.

This may sound queer in view of his past connections, but Dean Gay's inclination is not toward business. When he joins the Evening Post he will devote his energies to the editorial and news departments and not the business end of the paper.

An indication of the kind of a man Dean Gay is is reflected in his war work. At the invitation of the United States Shipping Board he went to Washington and organized a statistical information bureau; it was such a success that he was then asked to organize the same service for the War Trade Board, where his bureau became such an important part of that organization that he was asked to become a member of the board; the Department of Labor and War Industrial Board then called upon him to do the same service for them, and to top the whole job, President Wilson asked him to organize a private news bureau on all government activities for him.

He accepted and the result was the Central Bureau of Planning and Statistics. Remember, he directed all of these news bureaus dealing in vital facts throughout the war. He did not leave one to start another.

Dean Gay is considered an expert on political, economical and international affairs; politically, he is an independent with progressive tendencies—but is not "radical—he is, however, nearer to being a radical than a conservative. His acquaintance is large among men of art and literature. While in Europe he will divide his time between France and England and may visit Germany.

BUSINESS PUBLISHERS EMPHASIZE "HOW"

Tentative Program Announced for Chicago Convention, in Chicago, September 16-20—Names of Speakers Will Soon Be Announced.

A tentative draft of program the Chicago convention of the Associated Business Papers, to be held September 18, 19, and 20, at Congress Hotel, emphasizes that there will be but one executive session, the "Publisher's and Business Session," beginning the middle of Friday afternoon and continuing through Saturday morning.

The whole program is built around the central theme "How."

The names of the speakers will not be ready for announcement until late this week.

As far as completed the program follows:

Thursday Morning, Sept. 18

Address of welcome by Chairman.
Response and President's annual address.
Addresses on following subjects:
The Partners of Business.
How to Make the Business Press a Better Partner of Business.
An Appreciation by "Business."
The Significance of the "Plumb" Movement in Labor Circles and its Possible Effect Upon Business and Business Papers.

Thursday Afternoon
(Editorial Session)

Introductory remarks by Chairman.
How to Help Serve Present-day Problems:
(a) Labor.
(b) Production.
(c) Distribution.
How the Editorial Conference Helps Business Papers.
How to Have Your Paper Lead as Well as Reflect Opinion.
How to Get and Train Men for Editorial Work.

Friday Morning, Sept. 19
(Advertising Session)

Introductory Address by Chairman.
How to Make a Service Department Pay.
How to Hold Advertising When Demand Exceeds Supply.
How to Steal the Waste in Advertising.
How the Advertising Salesman Can Prove That His Paper Reaches the Buyers.
The Place of the Business Press in a National Campaign.

Friday Night.
Banquet at Congress Hotel.

Friday Afternoon.
(Circulation Session.)

Introductory Remarks by Chairman.
How to Reduce Circulation Mortality.
How to Make Users and Readers Out of Subscribers.
How to Handle the Subscription Crook Problem.
How the Editorial and Circulation Departments Can Cooperate.

Friday Afternoon—Second Session.

Note—Attendance at this session will be limited to members of the Associated Business Papers and members of their staffs. All other members will be open to whoever may be interested.

(Publishers and Business Session.)

The President presiding.
Address on the Audit Bureau of Circulations.
The Advertising Agency and the Business Press.
The Postal Situation.
The Question of Free Copies to Advertisers.

Saturday Morning, Sept. 20.

(Continuing Publishers and Business Session.)
How to Meet the Rising Cost of Publishing.
Standard Circulation Statement for Papers not Members of A. B. C.
To What Extent Should Publishers Assume a Censor Attitude?
The Proper Method of Arriving at Rates Commensurate with Service.
Reports of Officers and Committees.
Election of Officers for Ensuing Term.
ADJOURNMENT.

County Publishers Unite

ROANOKE, Ill., Sept. 3—The six newspaper publishers of Woodford County met at Holton and formed an organization known as the "Woodford County Press Association." George R. Curtiss, of the El Paso Journal, was elected president; R. E. Patterson, of the Washburn Leader, vice-president; C. R. Denson, of the Minonk News-Dispatch, secretary-treasurer; A. E. Potts, of the Woodford County Journal, William Ryan, of the Metamora Herald, and T. P. Pettigrew, of the Roanoke Post, executive committee.

ERIE

Pennsylvania

An Exceptional Market

Erie, Pa., a manufacturing City (port on Lake Erie), received millions in war contracts. This brought new money, new plants, new ideas, to an already prosperous territory.

The Federal Government through the U. S. Housing Corporation embarked upon an imposing housing program, covering 78 acres. Not a temporary, but two great permanent developments resulted. Waste land was turned into a beautiful park. Modern apartments were erected; hundreds of separate brick houses, each with green yards and hedges. All improvements: heating system, electric light, sanitary plumbing, completely appointed bathroom, separate laundry tubs, nicely finished woodwork, door and window screens. The rentals average on the basis of $5.00 per room. The Government is arranging to sell these model homes to the workers on easy payment plans.

The General Electric Company has developed even a more extensive housing program.

War contracts brought to Erie thousands of skilled mechanics. Many have made Erie their permanent home because of profitable employment and attractive living conditions.

Give a human being more than a living wage, a respectable home, the means and inclination for personal cleanliness—and you do more than anything else to combat Bolshevism and radical restlessness. Give a human being these living conditions and you attract and develop an exceptional population—a population appreciative of the better things of life—responsive to advertising of good merchandise.

ERIE

Pennsylvania

The Market, 157,000

Erie Population, 105,000; Suburban (35 mile radius), 52,000

Through *one* daily newspaper, the Erie Times, an advertiser can *dominate*. He can reach practically *all* of the *worth-while* families.

ERIE DAILY TIMES

(A. B. C. Member)

Paid Circulation 27,693

Line Rate 6c. flat. Evenings except Sunday.

The Erie Times has 50% *more* than the *combined* paid circulations of its two daily competitors and over *treble* the circulation of either.

The Erie Times is a human institution, established 31 years ago in 1888 and intimately allied with Erie's development. To its credit is an imposing program of civic accomplishment. The future holds even greater things. The Times is indeed a part of Erie itself and it is impossible to consider one without the other.

Erie (88 miles from Buffalo, 95 miles from Cleveland—and from an advertising standpoint not affected by either)—Erie, offers such an exceptional situation that no national advertiser can afford to overlook it:—a big, concentrated, prosperous, responsive market unquestionably dominated by a single human newspaper—the Erie Daily Times!

This means a market for *net profit* advertising; one dominant newspaper lowers selling costs. Erie is superior to many larger territories rendered less profitable through divided newspaper competition.

By all means, visit Erie personally if you can. The Times will be glad to extend the hospitality of showing you the city, its industries, wide, well-paved streets, fine homes, many of them mansions, great stores and good merchandise—the extensive civic projects, a great harbor not yet come into its own—and outlying suburbs and rural sections.

The farming includes the average crops of the east central Great Lakes region. Some of the finest vineyards of the east are in the Erie territory.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.	Harris Trust Bldg.	Waldheim Bldg.	Monadnock Bldg.
New York	Chicago	Kansas City	San Francisco

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SEES DANGER TO U. S. NEWSPAPERS IN FOREIGN WIRE CONTROL

England Now Has Grasp on Most of Cables of World and, with France and Japan, Is Seeking Exclusive Wireless Rights, Says U. P. Correspondent.

By Fred S. Ferguson

UNITED PRESS STAFF MAN IN WAR DONE AND AT PEACE CONFERENCE.

WHETHER there is a League of Nations, in fact, or in theory, restoration of good relations between the nations of the world, and development of commercial intercourse rests in a great measure upon control of lines of communication.

One of the most vital questions yet to be finally dealt with in meeting the world's reconstruction problem is that of control of cables and wireless.

News Channels of World Still Clogged

Newspapermen from all parts of the world met in Paris during the Peace Conference. They came to understand each other. Upon leaving, each retained the individual characteristic of the journalistic precedents of his country. But each one knew more of the viewpoint of the newspapermen of other countries and possibly had adopted some of the methods of the other fellow if they looked good to him. The groundwork was consequently established for a better interpretation of foreign news developments in every country in the world.



Fred S. Ferguson

Other Countries Are Alert

The news channels of the world however, are still clogged. Cable companies have shown no signs of restoring the rates that existed before the war. And until the present war-rates are reduced, the flow of news will never reach the point possible under reasonable tariffs.

Europe is thoroughly awake to the fact that trade routes follow cable routes. The country that has the cheapest and most direct cable communication with a given point, so that there is a free exchange of news and commercial information, is the country that holds the trade advantage.

England, France and Japan are looking forward to news development in a big way. It is realized that wireless is to play an important part. The establishment of exclusive wireless rights is one of the phases of their activity. England now controls most of the cables of the world. The German cables taken over by the Allies under the terms of the Peace Treaty are yet to be disposed of. England endeavored to get these cables during the Peace Conference, and still wants them. The cables are still under the control of the Peace Conference, which will have final authority to dispose of them. The jockeying in the coming conference at Paris in October which is to take up the cable question will consequently be simply another round in the world's commercial struggle.

America's Opportunity

It cannot be expected that after four years of active propaganda work, the European countries are suddenly going to drop this means of keeping their causes before the world. By careful handling of means of communication, they plan to spread their commercial wares upon the counter of the world through news as well as advertising channels.

If America is to be a successful competitor, American news agencies and newspapers must have equally cheap and direct means of distributing American news, and gathering foreign news without the propaganda trimmings.

English and French newspapers, while divided on internal political lines just as American papers are, take a deeper interest in international affairs than do American papers as a whole. They can always be counted on to be strongly behind their government the minute a foreigner enters into any question. Their support in trade extension plans is, therefore, going to be a real source of strength.

Sees Recent Tulsa Changes as Improving Situation

S. N. P. A. Bulletin Tells of Losing Fight of Publishers There for Past Five Years

Commenting on the recent changes in Tulsa (Okla.) newspaper field, noted in Editor & Publisher at the time, the current bulletin of the S. N. P. A. adds the following details:

"The daily newspaper situation in Tulsa, Okla., has been finally cleared up after a fight extending over four or five years. Tulsa for many years had two dailies, the World in the morning and the Democrat in the evening.

"About five years ago Charles Page, a local oil multi-millionaire, who has extensive interests in Tulsa, decided a newspaper was essential to his happiness and prosperity, so he bought the Leader, a small weekly publication in the suburban town of Sand Springs. He put in a complete metropolitan outfit and began publishing a daily, called the Times, at Sand Springs, for Tulsa circulation. In a few months he bought the Democrat of Tulsa, and since then has published both the Times and the Democrat from the Times plant.

"The two establishments differed on all subjects from politics to religion, and particularly on oil matters, the World being considered a friend of Standard Oil, while the Page papers took the side of the independents.

"Finally, two months ago, the World started an afternoon edition. This resulted in a truce being declared by which the World has suspended the afternoon edition and the Morning Times likewise suspended, leaving just one morning and one evening paper in the field. This settlement probably also disposes of the rumor that Jake Hamon, another Oklahoma oil millionaire, would buy the Page papers and change their politics to Republican."

ASKS INCREASE FOR P. O. CARRIERS

Burleson's Labor Policy Also Condemned at Philadelphia Convention

PHILADELPHIA, Sept. 1.—Postmaster General Burleson's labor policy was condemned in a report submitted by President Edward J. Gaynor of the National Letter Carriers at the opening session of that organization's convention here today. An immediate and substantial increase in pay for the carriers also was demanded.

Mr. Gaynor urged an immediate advance of 35 per cent, this to be increased to 60 per cent over the present rate when the regular session of Congress convenes. It was pointed out that since 1907 the mail carriers had received an increase of only 25 per cent, despite the fact that the increase in the cost of living had advanced 82 per cent.

Carroll to Manage Theatre

UTICA, N. J., Sept. 3.—Clifford A. Carroll, formerly a reporter on the Press, will become manager of the Colonial Theatre at Pittsfield, Mass.

The Portsmouth Daily Times *Established 1854* — The Portsmouth Sunday Times *Established 1919*

The Noon Extra *Established 1914*

The Portsmouth Weekly Times *Established 1860*

The Times Publishing Company

(INCORPORATED 1896)

Harry E. Taylor, *Vice-President and Manager*

Portsmouth, Ohio, August 1, 1919

Important Announcement

To Advertisers and Agencies

Regarding the changes of rates for advertising, we are enclosing two copies of our Flat Rate Card effective January 1, 1920, for space in *The Daily Times*.

Beginning January 1st, 1920, the rate for national advertising in The Portsmouth Daily Times *and* The Portsmouth Daily Times Sunday Edition *will be 3 cents per line K. O. P. and 3½ cents per line for full position. Annual contracts will be sold during the remainder of* 1919 *at 2½ cents a line to January* 1, 1920, *and 3 cents thereafter, but no reservations will be made at the 2½ cent rate beyond* 1919.

The Portsmouth Daily Times is the only newspapre in Portsmouth and Scioto County. *The Times* was founded in 1894 and has always operated under the present management, who are the *sole* owners, and whose policy it has been at all times to give the news and serve their patrons.

The steady growth of the city and surrounding country made the demand for the estbalishment of a *Sunday Newspaper* imperative, and *The Portsmouth Daily Times, Sunday Edition* made its appearance March 23rd, 1919.

The *Noon Extra*, a 4-page news edition published each noon, sold only on the streets, has a circulation averaging 3,000 daily. Its circulation is not included in that of the *Daily Times*.

The Weekly Times goes out each week, was established in 1860.

The circulation of *The Daily Times* has grown from 1,000, when it was established in 1894, to its present large and wide circulation, which exceeds 12,000 copies, covering a wide area of surrounding towns and country.

The circulation of the *Sunday Edition*, starting March 23rd, 1919, was 6,500, and is now more than 8,200 and growing rapidly. New territory is being opened up, which will soon place the circulation of this edition on a par with that of the evening.

The management of The Portsmouth Daily Times *wishes to thank the advertising public for its confidence and help in making* The Times *what it is and it will, as always, in return give the advertiser the largest and best circulation and the lowest basic rate of any newspaper published anywhere in a city of Portsmouth's class.*

THE TIMES PUBLISHING COMPANY,
Harry E. Taylor, Vice-President.

Robert E. Ward, Foreign Advertising Representative,
No. 5 South Wabash Avenue, Chicago.
No. 225 Fifth Avenue, New York.

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David Lawrence's

Washington Dispatches

Published in 78

Leading Dailies



Why?

1. **Unbiased**—David Lawrence, writing for 78 papers of all shades of political opinion, is not controlled by any paper's policy.
2. **Enterprising**—David Lawrence gives his clients more *exclusive* news and accurate *predictions* than other services combined.
3. **Unique**—David Lawrence answers the questions which no press association is permitted to answer, namely—*Why? What does it mean? What does it foreshadow?*
4. **Authoritative**—David Lawrence writes of National Issues with a deep background of understanding of the *significance* of policies and events.

Non-Partisan!

Independent Papers	27
Democratic	16
Republican	14
Independent Dem.	7
Independent Rep.	6
Foreign Countries	8
	78

Combined Circulation More Than 4,000,000

Telegraphic and Mail Relays

reach practically every point in the United States within 24 hours. Exclusive rights in a few cities still open.

Telegraph NOW for Terms

WILLIAM A. BIRD, iv, *Business Manager*

DAVID LAWRENCE, Incorporated

92 HOME LIFE BUILDING

WASHINGTON, D. C.

MANY SMALL-TOWN PAPERS PROTEST EXCLUSION FROM ARMY CAMPAIGN

Publicity Bureau Explains That in Second Drive for Recruits This Fall Small Appropriation Limits List to Media Where There Are Sub-Stations.

SINCE the publication in EDITOR & PUBLISHER in its issue of August 23 of the list of 656 small-town newspapers, recommended by the Publicity Bureau of the Army Recruiting Service, for a $9,000 advertising campaign for recruits this fall, so many protests have been received by the Bureau from newspapers that were not included in the list that the advisability of revising the list has become a puzzling problem.

The War Department, it is announcounced unofficially, has decided to go ahead with the campaign and the opening date probably will be early in October. Present plans are to continue it for two or three weeks. The prevailing sentiment with those who will have it in charge is that it would be well to enlarge the list of newspapers already picked as media, if more money could be obtained for that expense, but the War Department hasn't the money and doesn't know how to raise it.

Many Protests Made in First Campaign

The original recommendation of the Publicity Bureau of the Army Recruiting Service called for an insertion of 5,000 lines in each of the daily newspapers, printed in English, in each of the recruiting sub-station cities. There are 449 of these cities.

In the June campaign, which cost $174,000, the advertising was limited to newspapers printed in English in 56 cities where main recruiting stations were located, and at that time many letters were received from newspapers in other towns, asking why they had not been included in the list.

The Bureau of Publicity was at pains to explain to these papers that the amount of money available for the campaign was limited and that in order that all the small-town newspapers might be treated alike, it had been necessary to exclude all from the first campaign. Commenting on this, the recommendation of the Bureau for a second campaign stated:

Explains the Second Campaign

"The smaller newspapers of the country doubtless were disappointed that they were not included in the first advertising campaign. They have been reasonable in the matter, however, in the vast majority of cases, but if they now learn that they are, themselves, to have a share of this War Department advertising, they will redouble their efforts to prove that the small town papers are alive and alert.

"They will redouble their efforts to prove by results that the small towns can produce a big quota of results. Their incentive is plain. It would be a matter of patriotism and pride with them to outstrip their larger neighbors.

"It should be born in mind that in the sub-station cities and towns there are several hundred newspapers, all of local influence and all ready and eager to provide the same sort of co-operation in their localities that has been furnished in the cities already covered.

"Furthermore, there is no doubt that in the smaller cities, the local newspaper does very fairly cover its field, reaching and influencing a larger proportion of the inhabitants than is true in some of the metropolitan centers."

Can't Include All in List

Most of the protests recently received from smalltown newspapers which have not been included in the list for the fall campaign are based on the argument that while they are not situated in towns where sub-stations are located, they are in towns nearby, on which these recruiting sub-stations must depend largely for recruits and that no effective appeal can be made for recruits in these towns unless local papers are used as advertising media.

The attitude of the Bureau of Publicity regarding such protests appears to be that the argument on which they are based is sound enough, but that, with a limited appropriation, it is absolutely necessary to draw a hard and fast line somewhere and that the logical thing to do, therefore, is to limit the list to towns where there are recruiting substations. Otherwise, the list would have to take in almost every small-town newspaper in the country.

In other words, to an outsider, the Bureau of Publicity seems to be saying to the small-town newspapers who feel aggrieved because they are not to have a share of the appropriation:

"Please don't complicate matters to such an extent that we will have to call this campaign off altogether."

Londoners to Inspect Presses

A. R. Linforth, joint secretary, and A. B. Blayney, general manager of Lord Northcliffe's Amalgamated Press, Ltd., of London, which published the Children's Newspaper and many other periodicals, have arrived in New York City and will spend a month or longer in the larger cities of the East and Middle West inspecting printing machinery, with a view to purchases for their organization.

Miss Helen C. Galbreath, who has been assistant secretary of the New York Advertising Club for two and a half years, has resigned to take a position as copy writer with Stroud & Brown, Inc., advertising agents, at 305 Fifth avenue. The board of directors of the club presented her with a gold wrist watch in appreciation of her efficient services.

THE St. Louis Times announces that Mr. G. Logan Payne, with offices in the Marquette Building, Chicago; Payne, Burns and Smith, Fifth Avenue Building, New York; Payne, Burns and Smith, 8 Winter Street, Boston, and George H. Payne, Kresge Building, Detroit, will have full charge of its foreign advertising.

The St. Louis Times is the only evening Republican paper in a city having the largest Republican majority in the United States. It has a character circulation that cannot be reached by any other St. Louis paper and is an absolute necessity in covering the Evening Newspaper field of St. Louis.

The Times will co-operate to the fullest extent with Mr. Payne and his associates to make the advertising campaigns of its patrons successful.

THE ST. LOUIS TIMES
ST. LOUIS, MISSOURI

Automobile Advertising Gains That Lead Baltimore Field



Automobiles lined up outside Billy Sunday Tabernacle during recent "trail hitting" in Baltimore. Scene Baseball Park at right.

TO speak of Automobile advertising in Baltimore is to speak of The Baltimore NEWS. During the month of July, 1919, The NEWS, with a total lineage of 66,812 lines, made the largest gains in automobile advertising of any Baltimore paper. Compared with July, 1918:

The NEWS gained.....	44,352	lines
2nd largest gain	35,322	"
3rd " "	16,770	"

Part of this showing we freely attribute to the changes made in The NEWS Automobile Section itself. Running, up until this year, a typical automobile section, cursed with typical automobile publicity, great in quantity but almost minus in general interest, we came to the conclusion that the public was *not* reading that kind of a section, and decided to put it on the same basis as the rest of the paper, i. e., *news value!* This year, while we have been glad to print every item of *real* news and all the human interest material we could possibly collect, we have rigorously excluded the stuff that had absolutely no legitimate place in a newspaper's columns.

It was new to Baltimore, but that we are striking the right chord—protecting advertisers themselves with publicity that really MEANS something—the gains we are now making would seem to testify.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL, Eastern Representative, Tribune Building, New York

Stroud & Wobble, Advertising Manager

J. E. LUTZ, Western Representative, First Nat'l Bank Bldg., Chicago

FORT WORTH STAR-TELEGRAM

Announces

EIGHT PAGE ROTOGRAVURE SECTION

Effective with issue of SUNDAY, OCTOBER 12, the ROTOGRAVURE SECTION of the FORT WORTH STAR-TELEGRAM will be changed from four pages on news print paper to EIGHT PAGES ON SUPER CALENDERED PAPER.

The increased size and better paper will give wider opportunity to national advertisers interested in Rotogravure for illustrative copy.

GUARANTEED CIRCULATION, 70,000 SUNDAY

More than 2 1-2 times as much as any other Fort Worth paper.

Star-Telegram Rotogravure section is printed nearer Fort Worth than that of any competitive paper, giving later closing dates and more up-to-the-minute news pictures.

Foreign Representatives
(FOR ROTOGRAVURE ONLY)
GRAPHIC NEWSPAPERS, Inc.
450 Fourth Ave., New York Hartford Bldg., Chicago
ALL OTHER BUSINESS HANDLED DIRECT FROM HOME OFFICE

FORT WORTH STAR-TELEGRAM

Second Paper in Texas—First Paper in Fort Worth Territory

Member A. B. C.

Over 65,000 daily **70,000 Sunday**

AMON G. CARTER, Vice Pres. & Gen. Mgr. A. L. SHUMAN, Adv. Mgr.

Write for book of information about Fort Worth territory

DEFENDS PRINTING LUDENDORFF STORY

German General's History of War Is Not "Propaganda" but Indictment of Germany, Vice-President Eastment of McClure Syndicate Declares

Protests of Senator Chamberlain of Oregon and Senator Lodge of Massachusetts on the floor of the Senate against the forthcoming publication in American newspapers of a history of the war by General Ludendorff on the ground that it was dangerous German propaganda are scoffed at by P. C. Eastment, vice-president of the McClure Newspaper Syndicate, which is releasing the history in serial form to newspapers in this country.

While confirming the report that the Portland Oregonian would not print the Ludendorff history, as it had planned to do, and that one other paper which had contracted for the service—the Lexington Herald—had signified its desire to cancel the contract—Mr. Eastment said:

"Amazingly Uninformed"

"If all the debates on the floor of the Senate are based on such amazing lack of information as were Senator Chamberlain's and Senator Lodge's denunciations of the forthcoming publication in nearly eighty papers of the Ludendorff story of Germany's failure, it is no wonder that the deliberations of the Senate make so little headway.

"I was to be assumed that men of such prominence would not denounce as German propaganda something which they had never seen. It is to be presumed that the judgment of so prominent a statesman and publisher as Lord Northcliffe, who sent two experts to examine the manuscript before he purchased it for publication in the London Times, where it is now appearing, should carry some weight as against the unfounded hysterics of some people who know nothing about it except that Ludendorff wrote it.

"Furthermore, Lord Northcliffe's judgment is backed up in this country by the judgment of nearly eighty editors and publishers, who will print the story here."

The Von Tirpitz Memoirs

John N. Wheeler, president of the Bell Syndicate, which is releasing the Von Tirpitz Memoirs for newspaper publication, was asked whether he considered them "German propaganda." He said:

"During the war the strongest propaganda in this country against Germany, besides the actual deeds done by the German Jimkers, was their own words. Now, in their post-mortem statements, these same German Junkers will evidently indict themselves by the words out of their own mouths."

In his address in the Senate, Senator Chamberlain called attention to advertisements in newspapers announcing their intention to print Ludendorff's story of the war. He said:

"While I would not undertake to restrain the press from publishing this story if they see fit, yet I would appeal to the patriotism of all newspaper men in the United States and beg of them, as Congress ought to beg of them, not to print this narrative. My reason can be found in the character of the man.

The Senatorial Protests

"Can it be that his propaganda is to be disseminated in the United States through the instrumentality of a so-called history of the war or a story of the war? Are the American people to be educated from the German standpoint and get the German theory of the causes for the war, Germany's innocence in its instigation, its harmless carrying on of the war, through the instrumentality of the story by this man?

"Are we to have this friend of the reportorial system of Europe introduce his methods into this country and slyly instill in the American people not only that Germany was innocent of instigating the war, but that the German methods were kindly and their purpose lofty?"

Senator Lodge supported Mr. Chamberlain in expressing the hope that the newspapers would decide not to proceed with the publication of this presentation of the German case from the viewpoint of the man "chiefly responsible for the awful excesses of German war methods."

Rosewater A. N. P. A. Postal Chairman

The chairmanship of the American Newspaper Publishers' Association's postal committee has been accepted by Victor Rosewater, publisher of the Omaha Bee. Mr. Rosewater succeeds George McAneny, of the New York Times. He is not ready yet to make any statement on the policies to be adopted by his committee. President F. P. Glass of the A. N. P. A. has made no other committee appointments.

Why Didn't She Say: "Hello, Prince; How's Everything?"

Syracuse Newspaper Woman Shocks Toronto Society Folk by Breezy, Informal Greeting to Royalty

TORONTO, Sept. 2.—While Prince Edward of Wales was holding a reception here, and a number of society women were being formally presented to him, Miss Mildred E. Phillips, Sunday editor of the Syracuse (N. Y.) Post-Standard stepped up to him, shook him by the hand and said she wished to greet him on behalf of the Post-Standard and the women of the United States. The Prince looked rather dumbfounded, and a local newspaper characterized the occurrence as "an unlooked for incident."

"The ceremony was taking place upstairs in the Administration Building on the exhibition grounds in a room set apart for the purpose," reads the local newspaper account of the contretemps.

"Mrs. T. A. Russell, wife of the president of the exhibition, was introducing the ladies to H.R.H., when a woman, unknown here, and thought to be a United States Newspaper reporter, slipped up to the Prince, and, shaking hands with him cordially, said:

"'I have come with a message from my newspaper and the women of my country.'

"A wave of indignation swept over those assembled. There were a number of Toronto newspaper women present when the incident occurred."

Apparently unabashed, Miss Phillips went back to Syracuse and wrote a three-column story of her adventure with the heir to Great Britain's throne which was printed on the first page of the Post-Standard.

RESTRICT OIL STOCK ADS

New Problem for Ontario Papers—Three Promoters Face Charges

OTTAWA, Ont., Sept. 3.—Ontario newspapers and the courts are confronting the "oil stock" problem, and three "promoters" who have been generous users of newspaper space are facing charges of having violated the law.

Those men are Glen Craig Tobias, C. J. B. Yearsley and Thomas Fleming, who are charged with having neglected to comply with an act requiring companies offering stock for sale to first file with the Government a prospectus containing definite information as to the incorporators, etc.

Woman Editor from Japan

Miss Miyorke Kobashi, proprietor and editor of the Fujin Shuho, the women's weekly published in Tokio, Japan, will visit the United States for a three-year stay for the purpose of investigating the courses in journalism.

MEN WANTED
by
Southern Newspapers

Opportunities are open on southern daily newspapers for competent newspaper men who desire to come south. Men are wanted for positions in all departments.

Address W. C. Johnson, Secy., Southern Newspaper Publishers' Association, Chattanooga, Tenn.

"KWIZ"

Justin Fair's Famous Educational Feature
Now running in

More Than 70 Papers

Each Day 10 Clever, Interest-Arousing Questions.

(Answered the Following Day)

SHALL WE SEND PROOFS?

Thompson Feature Service

No. 443 Fourth Ave., NEW YORK

NEW BUSINESS IS BEING CREATED EVERY DAY
In the readjustment of affairs

The personnel of this agency has especial capabilities which are available for accounts of merit.

A consistent performance over many years in directing the expenditure of millions of dollars in advertising to the certain profit of the investors, makes claim to attention.

Liberty Advertising Agency, Inc.
149 Fifth Avenue New York

NEW YORK STATE

A MARKET FOR MERCHANDISE

Saturday Evening Post
Ladies' Home Journal
Cosmopolitan
Woman's Home Companion
Delineator
Good Housekeeping
American
McClure's
Pictorial Review
People's Home Journal
Metropolitan
Red Book
Century
Harper's
Scribner's
Hearst's
Sunset
Everybody's
Review of Reviews
World's Work
Designer
McCall's
Women's Magazine
Mother's Magazine
System
Current Opinion
Munsey's
St. Nicholas
Boy's Magazine
American Boy
Literary Digest
Collier's
Leslie's
Outlook
Life
Scientific American
Popular Mechanics
Popular Science
Theatre Magazine
Physical Culture
Field and Stream
House Beautiful
Motion Picture Magazine
Photoplay
Modern Priscilla
Christian Herald
Atlantic Monthly

Forty-seven magazines—the pick of the entire country.

Good magazines all of them. They are the popular sellers, the magazines that cover the country so thoroughly.

The total circulation of *all* of these magazines in New York State is 511,157 copies per issue. The total circulation of *all* of the daily newspapers listed here, in New York State is 6,914,295 copies per issue.

Over thirteen to one in favor of daily newspapers in New York State.

The total circulation of *all* of these magazines throughout *all* of the United States and the U. S. possessions, Canada, Mexico and the rest of the known world is 6,184,658 copies per issue. Over half a million (729,637) less than the daily circulation in New York State of this list of daily newspapers.

The agate line rate for advertising in *all* of these magazines is $38.55, while the line rate for advertising in these daily newspapers of New York State is $9.4766—one-fourth.

Do not be misled as to the "Prohibitive Cost" of daily newspaper advertising

The rate per line per thousand is overwhelmingly lower in daily newspapers, notwithstanding frequent arguments advanced by those more deeply interested in selling magazine space.

Cover New York State with New York State Daily newspapers—and cover it thoroughly.

Cooperate

With New York State merchants. They use their local daily newspapers to reach the people. You want to go into their stores and ask for your goods.

Tell these same people about your goods, and about the merchants in their towns. Cooperate with the local influences to get results. You can get just as close to these people as does your own local merchant.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,559	.07	.07
Albany Knickerbocker Press (S)	43,957	.07	.07
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	36,546	.07	.06
*Brooklyn Daily Eagle (E)	46,902	.18	.18
*Brooklyn Daily Eagle (S)	69,046	.18	.18
*Brooklyn Standard-Union (E)	53,264	.15	.15
*Brooklyn Standard-Union (S)	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier (S)	115,359	.17	.15
Buffalo Evening News (E)	103,634	.16	.16
Buffalo Evening Times (E)	56,861	.10	.10
Buffalo Sunday Times (S)	74,435	.10	.10
Elmira Star-Gazette (E)	25,889	.06	.05
Glens Falls Post-Star (M)	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)	6,245	.03	.02
Ithaca Journal (E)	6,791	.025	.025
*Jamestown Morning Post (M)	9,131	.025	.02071
*Mount Vernon Daily Argus (E)	7,193	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M)	305,241	.50	.41
New York American (S)	947,270	.75	.65
New York Globe (E)	179,906	.39	.36
†New York Herald (M)	107,642	.50	.36
†New York Herald (S)		.50	.45
New York Evening Journal (E)	675,118	.75	.75
New York Post (E)	32,360	.25	.20
New York Sun (E)	194,695	.39	.36
†New York Sun (M)	117,414	.39	.36
†New York Sun (S)			
†New York Telegram (E)	190,681	.342	.315
†New York Telegram (S)		.246	.225
New York Times (M)	350,598	.50	.485
New York Times (S)	500,000	.55	.5335
New York Tribune (M)	108,011	.32	.28
New York Tribune (S)			
New York World (E)	355,869	.40	.40
New York World (M)	334,513	.40	.40
New York World (S)	569,763	.40	.40
Niagara Falls Gazette (E)	12,454	.03	.03
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E)	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E)	17,660	.08	.04
Syracuse Journal (E)	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E)	3,640	.0178	.0178

*A. B. C. Statements April 1st, 1919. Government statements April 1st, 1919.

Total Circulation	6,886,236
10,000 Line Rate	9.4766
2,500 Line Rate	10.1597

†Seven-day average.

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NEW YORK CIRCULATORS PREPARE TO TAKE UP BIG QUESTIONS

President McKernan Appeals For 100 Per cent Attendance At Watertown Convention, October 20 and 21—Wants New Members and Suggestions for Program.

By James McKernan,
President N. Y. S. C. M. A.

THE most important subject at the present time is our coming meeting in Watertown on Monday and Tuesday, October 20 and 21.

I wish to take this occasion to impress upon our members the importance of attending this meeting. With our large membership and still growing, our association is now assured a success. Its rapid growth in the short time it has been in existence proves that there was a necessity for an association of this kind.

Aims to Be Largest Body of Its Kind

Just how successful it will be in the future depends upon the activity of its members. If each and every member will take an interest in association matters, there is no doubt we will grow to be the largest circulation managers' association, with the exception of the I. C. M. A.

I earnestly request that our members bring us one new member to our fall meeting. We ought to have at least one hundred members. I also urge the members to assist the chairmen of the various committees and not hesitate to write and make suggestions to them or the officers.

It is not right that the work of the organization should all be left to a few members. Your program committee will be glad to receive suggestions as to the subjects you would like discussed at the coming convention. Just jot down on your memo pad the dates of the convention and make up your mind to attend.

Your time will be well spent and will be beneficial to yourself and the paper you represent.

Program Suggestions Wanted

Chairman Hixson of the membership committee is making a drive for more members. Everybody help. Let us reach the seventy-five mark before the first of the year.

Chairman Cockerill of the program committee wants all the suggestions he can get to make an interesting program for our next convention. Send your suggestions for subjects at once.

A new member who attended our Utica convention writes that the convention was a big success to him, and that he received many valuable suggestions, let us get many more new members. They will all feel the same way.

Eugene Cornwell of the Kingston Freeman writes that he just got back to his job, having returned from overseas the first week in July. We will all be glad to see him at Watertown.

E. C. Hanford, formerly of the Poughkeepsie Eagle-News, has returned from Uncle Sam's service and has resigned his newspaper work to enter the magazine field with the Physical Culture.

We have several new members since our Utica convention: F. S. Levy, New York Mail; B. M. Preble, Staten Island Advance; N. P. Robbins, who succeeded our former Secretary Taft on the Binghamton Republican-Herald; W. B. Sutherland, the Auburn Advertiser-Journal. Chairman Hixson promises many more before October 20.

At the annual election a president, first vice-president, second vice-president, secretary-treasurer, and five directors are to be elected.

Watertown Promises Warm Welcome

Watertown will give the members a royal reception from what our friend Congdon tells us. He made a strong appeal to the members to come to his city and he is going to show us a good time after the business sessions. He will have to go some to beat Utica—How about it?

The merchants Association of New York has sent out an invitation for our convention next spring. Think it over. Let us go where the largest crowd will be able to attend.

Many serious problems are confronting the publishers and circulation managers today. News-print is not getting any cheaper and it looks as though it is going higher.

Circulation lost since the armistice must be recovered.

Abuses that are coming back in the circulation field.

Labor wages and many other problems that need serious thought must be taken up at this meeting.

You cannot afford to stay away from the next convention. Remember the dates, October 20-21, at Watertown, N. Y.

Committees Appointed

The president has appointed the following committees whose terms will expire with the next convention October 20-21.

Programme Committee—A. W. Cockerill, chairman; William Hoffman, R. B. Gobbi, M. G. Masterson.

Convention Committee—Charles H. Congdon, chairman; D. W. Tanner, A. R. Kissinger, A. J. Archer.

Publicity Committee—J. M. Annenberg, chairman; F. L. Pruyne, Victor Ryberg, Fenton Dowling.

Entertainment Committee—M. D. Treble, chairman; George M. Thereles, Charles Waterfield, M. J. Burke.

Newsboys' Welfare—E. P. McIntire, chairman; S. P. Booth, F. A. McDuff, E. J. Ponds.

Auditing Committee—M. A. Miner, chairman; C. E. Blaney.

Membership Committee—W. C. Hixson, chairman; E. E. Decker, G. S. England, Eugene Cornwell.

By-Laws Committee—Frank Emery, chairman; E. S. Batty, E. J. Barry, G. R. Williams.

Transportation Committee—R. J. Bolger, chairman; James Hennessey, William M. Henry, H. R. Schenck.

Mailing lists of our membership will gladly be furnished to members upon request. Keep in touch with the members and valuable hints will be gathered.

CIRCULATION NOTES

Ray S. South, circulation manager of the Birmingham News, informs Ewing & Purnham that he has just finished a sixty-day cash prize contest among his city carriers, which was in every way a success. All told, there were nineteen prizes, with an aggregate value of $196. Two suits of clothes were offered as special prizes by Victor H. Hanson, publisher of the News, to the carriers making the largest and second largest cash increases, regardless of class. The inducements brought out such spirited competition and fine results that a similar contest has been arranged for the News' country agents. We made wonderful gains for the month of August," writes Mr. South, "and a suggestion of our methods may prove of interest to other circulation men over the country."

Thomas Downey, circulation manager of the Boston Globe, who has been laid up for several weeks by injuries received in a fall, is much improved and correspondingly more cheerful. He was quite mystified about how his friends learned of his accident until one of his callers mentioned that he had seen it printed in Editor & Publisher—and the matter cleared itself.

Thomas H. Beck, second vice-president, has assumed the duties of circulation director of the Crowell Publishing Company, following the recent resignation of Ernest G. Scholz.

Bert Bowman, formerly with the country circulation department of the St. Paul Dispatch-Pioneer Press, has entered the employ of the William L. Betts Company, New York.

Cecil Hockmuth, for several years connected with the city circulation department of the Des Moines Capital, has left that paper and will spend the winter in the South, mostly in the oil well district of Texas. Mr. Hockmuth recently returned from France.

E. R. Ragan, circulation manager of the Omaha Bee, visited Des Moines for several days recently.

C. B. McCauley, assistant circulation manager of the Wichita (Kan.) Beacon, has just returned from a trip which included the leading newspapers of a half dozen middle west cities.

CORRIGAN TO LOS ANGELES

Resigns from Shaffer Papers to Join Hearst Forces

DENVER, Colo., Sept. 3.—Robert J. Corrigan, for four years circulation manager of the Rocky Mountain News and Denver Times, goes to Los Angeles after September 6 as director of promotion for the Examiner. Previous to coming to Denver, Mr. Corrigan was circulation manager of the St. Louis Times, the St. Louis Star, the Indianapolis Star and the Detroit Free Press.



Robert J. Corrigan

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

Newark (N. J.) Ledger's Great Gain

First 6 months 1918 total lineage	1,954,802
First 6 months 1919 total lineage	3,155,962
Total gained in lineage	1,101,160
Per cent. gain	51%

NATIONAL ADVERTISING

First 6 months 1918	18,022
First 6 months 1919	133,148
July (Morning only) 1918—total lineage	356,784
July (Morning only) 1919—total lineage	474,754
Gain for the month	116,970

This is the largest percentage gain in New Jersey in display, Classified and National Advertising.

The Newark Morning Ledger, weekday, is the highest price home delivered paper in Newark, being 14c. per week against 10c. for the next highest priced paper.

Sale price single copy, morning 2c., Sunday 5c.

Only Morning Newspaper in Industrial Center with a million population.

L. T. RUSSELL
Editor and Publisher

Some Vital Facts About "A. B. C." Newspapers of Interest to *All* Space Buyers

MORNING newspaper circulations throughout the United States total 9,948,804 paid copies per day. That is—all of the morning newspapers combined have a net paid circulation of 9,948,804 copies per day.

The cost of a line of display advertising space in every one of these newspapers is known to be in round numbers $22.74. In other words—one agate line in all of the morning newspapers would represent a total investment of $22.74.

Newspapers having "A. B. C." memberships have a total combined net paid *morning circulation* of 7,987,080 copies per day and a joint rate per agate line of $16.15.

All of the evening newspapers of the United States have a total net paid daily circulation of 18,026,323 and a joint agate line rate of $44.30.

"A. B. C." evening newspapers have a total net paid circulation of 12,113,300 and a joint rate of $24.47.

All morning and evening newspapers combined have a total net paid daily circulation of 27,975,127 and a joint rate of $67.03.

All "A. B. C." morning and evening newspapers combined have a total net paid daily circulation of 20,100,380 and a joint rate of $40.61 per agate line.

All Sunday newspapers in the United States have a total combined net paid circulation of 16,617,717 copies per day and a joint line rate of $30.07.

"A. B. C." Sunday newspapers, or rather all Sunday newspapers enjoying an "A. B. C." membership have a total combined net paid circulation of 14,247,204 and a joint agate line rate of $22.38.

The facts speak for themselves. They need no interpretation. It is fair to state that "A. B. C." newspapers deliver the goods in "known quantities"; that "A. B. C." newspapers offer the advertiser, the agent and the space-buyer a "short line" yes a "sure line" to large returns and a large success.

On pages 24 and 25 all "A. B. C. Cities" are visualized for the enterprising space buyers.

On pages 26 to 32 inclusive the name of every daily newspaper member of the Audit Bureau of Circulations has been listed with its net paid average daily circulation for the six months' period ending April 1, 1919, and its minimum 5,000 agate line space rate for all "national" or "foreign" advertising in effect at August 1, 1919.

Some of the listings are in full-face type—which denotes active, vital interest in "A. B. C." membership. These listings speak to you in no uncertain terms of aggressive management and fine cooperative spirit.

For complete list of all English language daily newspapers in the United States with summary showing number of newspapers—Morning, Evening and Sunday—by States, etc., see Editor & Publisher for July 24, and August 7 and 14.

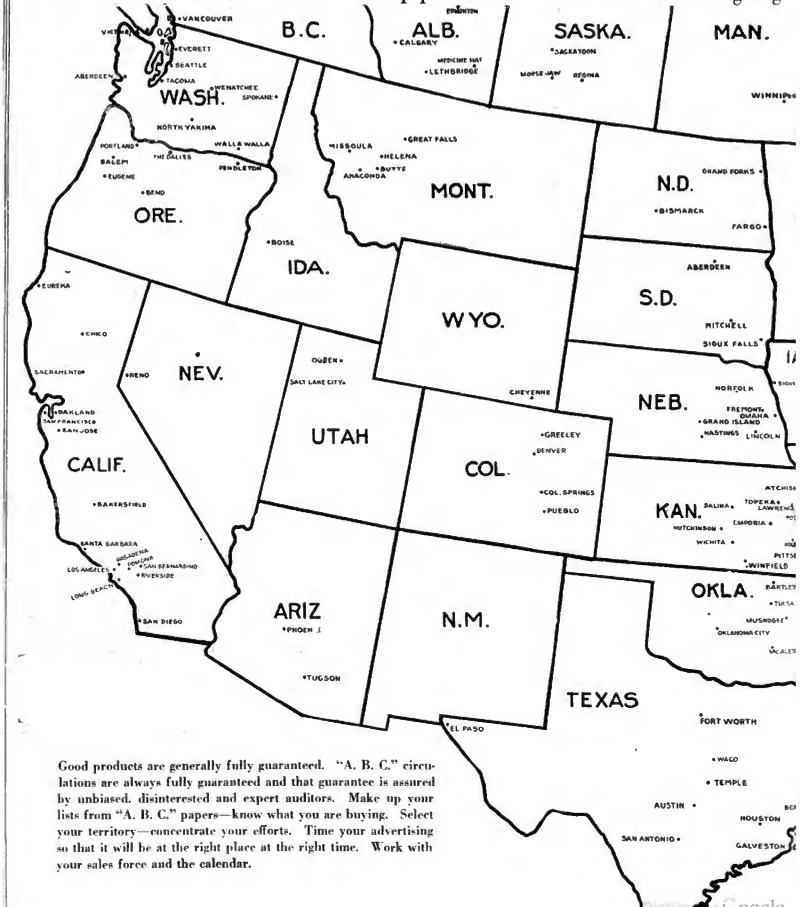
For summary by States of "A. B. C." Circulations and Advertising Rates, see page 26 of this issue.

"A. B. C." Map, Circulations and Advertising Rates appear on the following pages

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NATIONAL ADVERTISERS MAY REACH THE GRE

Here Are the Cities in Which "A.B.C." Newspapers Are Published—On the Following Pages

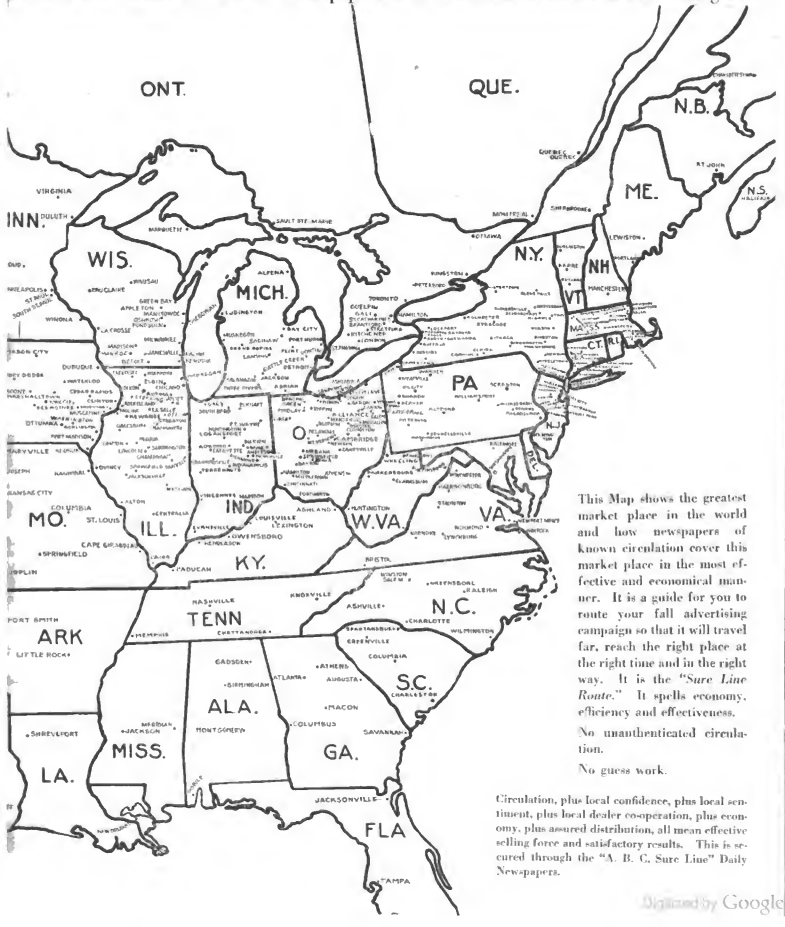


Good products are generally fully guaranteed. "A. B. C." circulations are always fully guaranteed and that guarantee is assured by unbiased, disinterested and expert auditors. Make up your lists from "A. B. C." papers—know what you are buying. Select your territory—concentrate your efforts. Time your advertising so that it will be at the right place at the right time. Work with your sales force and the calendar.

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T BUYING PUBLIC VIA THE "A.B.C. SURE LINE"

ill Be Found Listed All "A.B.C." Newspapers With Their Circulations and Advertising Rates.



This Map shows the greatest market place in the world and how newspapers of known circulation cover this market place in the most effective and economical manner. It is a guide for you to route your fall advertising campaign so that it will travel far, reach the right place at the right time and in the right way. It is the *"Sure Line Route."* It spells economy, efficiency and effectiveness.

No unauthenticated circulation.

No guess work.

Circulation, plus local confidence, plus local sentiment, plus local dealer co-operation, plus economy, plus assured distribution, all mean effective selling force and satisfactory results. This is secured through the "A. B. C. Sure Line" Daily Newspapers.

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"A.B.C. Sure-Line" to American Markets

Many national advertisers think of the letters, "A. B. C.," as standing for "Above Board Circulations." And that is exactly what the Audit Bureau of Circulation does signify.

The Bureau came into existence with the purpose of giving to circulation audits the same credence with business men which are attached to audit reports of banks or other financial institutions.

Newspaper members of the A. B. C. PREFER to have their statements of circulation VERIFIED and AT-TESTED by this impartial, coldly judicial organization, controlled by the BUYERS OF ADVERTISING.

And space-buyers do not undervalue this fact. Being hard-headed business men they appraise it for its full significance to them. It is this attitude of space-buyers toward "A. B. C." newspapers which gives to newspaper membership in the Bureau real "asset-value."

In the pages following appear the names of "A. B. C." newspapers, with their circulation figures as of April 1, 1919, and their advertising rates as of August 1, 1919. The feature is published for the convenient reference of buyers of advertising.

ALABAMA	Net Paid Circulation	5,000 Agate Line Space Rate
Birmingham Age-Herald .....(B)	23,560	.05
Sunday Edition .....(M)	29,795	.06
Birmingham Ledger .....(R)	37,888	.07*
Birmingham News .....(R)	45,967	.08*
Sunday Edition .....(M)	48,055	.10*
Gadsden Journal .....(R)	4,722	.0178572
Mobile News-Item .....(R)	10,766	.05*
Mobile Register .....(B)	25,179	.05*
Sunday Edition .....(M)	35,048	.06*
Montgomery Advertiser .....(B)	.....	.05*
Sunday Edition .....(M)	.....	.06*
Montgomery Journal .....(R)	21,358	.05*
Sunday Edition .....(M)	20,131	.05*

ARIZONA	Net Paid Circulation	5,000 Agate Line Space Rate
Phoenix Arizona Gazette.....(R)	8,244	.04*
Phoenix Republican .....(R)	9,934	.035*
Sunday Edition .....(M)	10,968	.035*
Tucson Citizen .....(R)	4,106	.025*
Tucson Star .....(R)	3,150	.0214286*
Sunday Edition .....(M)	3,609	.0214286*
ARKANSAS		
Fort Smith American .....(D)	13,222	.03*
Sunday Edition .....(M)	13,845	.03*
Fort Smith Times-Record .....(T)	11,470	.025*
Sunday Edition .....(M)	11,217	.025*
Little Rock Democrat .....(R)	22,326	.05"
Little Rock Gazette .....(R)	40,350	.06*
Sunday Edition .....(M)	54,855	.08*

SUMMARY BY STATES OF "A. B. C. CIRCULATIONS"—MORNING, EVENING SUNDAY—WITH ADVERTISING RATES.

State	Population	Circulation Morning	Line Rate Morning	Circulation Evening	Joint Line Rate Evening	Circulation Total M. & E.	Joint Line Rate M. & E.	Circulation Sunday	Line Rate Sunday	Joint Line Rate Sunday
Alabama	2,885,270	69,786	$.15	120,833	$.2478572	190,642	$.3978572	166,280	$.33	
Arizona	272,084	13,205	.0642266	12,230	.065	25,435	.1214286	14,702	.0642266	
Arkansas	1,752,204	52,373	.09	33,798	.071	87,368	.1607143	25,315	.09	
California	3,119,412	401,388	.5014286	521,683	1.0071430	920,652	1.5042516	778,784	1.3136786	
Colorado	1,016,561	61,690	.1492858	136,546	.2892858	202,485	.4385716	112,732	.34	
Connecticut	1,286,298	73,381	.225	116,906	.3428578	190,757	.5378578	84,879	.135	
Delaware	218,041	10,269	.05	31,219	.065	41,515	.065	31,450	.05	
District of Columbia	374,594	88,730	.22	109,104	.31	248,834	.53	220,870	.50	
Florida	968,277	24,045	.15	25,846	.075	49,891	.205	68,456	.145	
Georgia	2,895,617	107,490	.216	172,134	.3225	279,624	.5375	210,171	.53	
Idaho	481,798	16,297	.05			16,297	.05	15,598	.05	
Illinois	6,317,734	772,440	.9471429	1,003,626	1.8899150	1,826,066	2.8767579	1,411,579	1.3821430	
Indiana	2,854,107	257,760	.4257156	332,376	.5971457	590,136	1.0164303	362,011	.5642856	
Iowa	2,224,771	198,841	.3607143	275,757	.5497168	512,396	1.3264288	163,271	.4007143	
Kansas	1,690,949	97,758	.21	113,929	.2800717	211,687	.4780717	102,350	.21	
Kentucky	2,606,374	114,688	.24	130,790	.2671429	245,478	.5071429	146,227	.3057143	
Louisiana	1,884,776	66,267	.150	127,230	.215	222,803	.370	245,372	.415	
Maine	742,191	23,088	.05	57,863	.085	80,951	.135	21,549	.025	
Maryland	1,364,339	160,412	.37	216,150	.52	376,562	.89	321,166	.56	
Massachusetts	3,852,790	737,796	1.34	960,906	2.4857148	1,728,795	3.3727148	1,346,601	1.795	
Michigan	3,135,076	194,446	.417	600,351	1.1175573	794,777	1.5292573	414,426	.595	
Minnesota	2,548,287	148,986	.36	419,731	.7571430	567,397	1.1471430	378,286	.56	
Mississippi	2,091,466	4,772	.025	11,179	.05	15,951	.075	10,951	.075	
Missouri	3,449,498	549,522	.97	757,478	1.7721430	1,326,600	2.2621430	1,083,577	1.985	
Montana	448,976	41,855	.16	27,603	.135	69,338	.293	57,157	.175	
Nebraska	1,281,577	111,797	.26	208,844	.52	318,641	.78	230,317	.40	
Nevada	114,242			6,662	.025	6,662	.025			
New Hampshire	446,382	11,475	.055	13,662	.055	25,137	.11			
New Jersey	3,090,271			253,296	.5071701	253,296	.5071701	54,000	.1135	
New York	10,048,989	1,250,027	2.7014286	1,907,428	3.7003575	3,157,455	6.4617861	2,281,075	3.659	
North Carolina	2,400,023	24,750	.05	85,093	.11	109,843	.16	94,938	.09	
North Dakota	791,437	23,771	.09	27,692	.135	50,449	.225	24,979	.09	
Ohio	5,759,394	1,151,624	.6964286	660,764	1.2360724	1,812,716	1.7360010	859,921	.9071430	
Oklahoma	2,377,629	109,451	.2478572	76,028	.2942858	184,479	.4521430	123,467	.2678572	
Oregon	848,243	143,476	.2928536	142,751	.2915002	286,407	.5843538	177,477	.3742858	
Pennsylvania	8,720,017	993,646	1.9035715	714,184	1.4171452	1,699,532	3.3207167	1,292,582	2.055	
Rhode Island	627,415	28,675	.075	121,947	.28	151,622	.353	61,972	.105	
South Carolina	1,680,324	51,019	.14	58,813	.125	99,832	.255	64,346	.17	
South Dakota	750,434	18,596	.0535572	19,946	.06	34,902	.1135	13,350	.0428572	
Tennessee	2,321,253	182,192	.395	155,603	.345	337,795	.65	248,318	.415	
Texas	4,601,279	236,813	.625	229,360	.455	457,291	1.08	434,324	.86	
Utah	453,646	46,438	.0814286	52,113	.14	98,551	.2214286	75,087	.1614286	
Vermont	366,182	12,154	.0428572	6,761	.0225	18,779	.0653572			
Virginia	2,224,600	109,938	.2928572	131,274	.3742858	240,983	.5442858	139,151	.296	
Washington	1,538,179	113,386	.265	249,247	.47	362,633	.735	270,196	.515	
West Virginia	1,479,105	21,015	.0535572	84,927	.1750001	75,942	.2103573	47,725	.1278572	
Wisconsin	2,553,982	82,697	.1571429	248,041	.3714291	466,738	.5321720	194,538	.3821429	
Wyoming	196,380	.....	.....	5,847	.025	5,847	.025	.....	.....	
Total	104,815,196	7,987,060	$16,1667582	12,132,990	$24.6852570	20,100,350	$40.6170452	14,267,294	$22.3810955	

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"A.B.C. SURE-LINE" NEWSPAPERS SELL KNOWN CIRCULATION

CALIFORNIA	Net Paid Circulation	5,000 Agate Line Space Rate
Bakersfield Californian (R)	6,230	.02*
Bakersfield Echo (D)	3,744	.02*
Sunday Edition (M)	3,961	.02*
Chico Enterprise (R)	1,265	.01*
Eureka Humboldt Times (D)	4,998	.02*
Sunday Edition (M)	5,116	.02*
Long Beach Press (E)	5,728	.03*
Long Beach Telegram (R)	6,424	.03*
Los Angeles Examiner (B)	72,972	.14§
Sunday Edition (M)	146,939	.21§
(12-31-18- 3 Mos. Stmt.)		
Los Angeles Express (R)	55,917	.10*
Los Angeles Herald (E)	127,774	.17
Los Angeles Times (B)	82,796	.12§
Sunday Edition (M)	124,338	.16§
Oakland Tribune (R)	44,154	.09**
Sunday Edition (M)	48,884	.09**
Pasadena Star-News (R)	11,212	.04642866§
Pomona Progress (R)	2,876	.016§
Riverside Press (R)	4,036	.01787572*
Sacramento Bee (T)	35,413	.06*
Saturday Edition (Y)	37,364	.06*
San Fernardino Index (T)	2,102	.02**
Sunday Edition (M)	2,108	.02*
San Bernardino Sun (B)	4,482	.02142866§
Sunday Edition (M)	4,544	.02142866§
San Diego Tribune (R) 15,166 }	**30,471**	**.06**
San Diego Union (B) 15,305 }		
Sunday Edition (M)	24,528	.05
San Diego Sun (R)	15,517	.035*
San Francisco Bulletin (R)	86,886	.18§
San Francisco Call and Post (R)	95,595	.16
San Francisco Chronicle (B)	**15,200**	**.20812 5§**
Sunday Edition (M)	**142,514**	**.23125§**
San Francisco Examiner (B)	115,766	.25§
Sunday Edition (M)	263,784	.45§
San Jose Mercury-Herald (B)	**13,106**	**.04***
Sunday Edition (M)	**14,068**	**.04***
Santa Barbara News-Independent (R)	4,785	.0178572*
COLORADO		
Colorado Springs Gazette (R)	4,446	.025
Sunday Edition (M)	6,704	.025
Colorado Springs Telegraph (R)	5,789	.025
Denver Post (R)	113,526	.13*
Sunday Edition (M)	142,613	.175*
Denver Rocky Mountain News (B)	32,094	.08*
Sunday Edition (M)	54,333	.11*
Denver Times (E)	34,863	.07*
Greeley Tribune-Republican (R)	2,408 }	
Greeley Tribune-Republican (B)	1,309 §	3,717 .0142858*
Pueblo Chieftain (R)	7,944	.03*
Sunday Edition (M)	8,769	.03*
Star Journal (R)	....	....
CONNECTICUT		
Ansonia Sentinel (R)	6,579	.02*
Bridgeport Post-Standard (R) 27,568		
Bridgeport Telegram (B) 17,775 §	**45,463**	**.09***
Sunday Post (M)	**13,205**	**.04***
Hartford Courant (B)	23,767	.05*
Sunday Edition (M)	29,429	.06*
Hartford Times (R)	**36,055**	**.06***
Meriden Record (B)	6,608	.025§
New Haven Journal-Courier (B)	14,714	.035*
New Haven Times-Leader (R)	15,594	.035
New London Day (R)	**10,626**	**.02642866§**
Norwalk Hour (R)	**3,186**	**.02142866§**
Stamford Advocate (E)	7,438	.0214286*
Waterbury American (R)	9,200	.02857158§
Waterbury Republican (B)	10,527	.035§
Sunday Edition (M)	12,238	.035§
DELAWARE		
Wilmington Every Evening (R)	12,711	.03*
Wilmington Journal (R)	18,508	.035
Wilmington News (B)	10,599	.03*
DISTRICT OF COLUMBIA		
Washington Herald (B)	26,882	.07*
Sunday Edition (M)	23,487	.07*
Washington Post (B)	61,848	.15§
Sunday Edition (M)	80,105	.16§
Washington Star (R)	**101,643**	**.17***
Sunday Edition (M)	**82,119**	**.13***
Washington Times (R)	**58,461**	**.14***
Sunday Edition (M)	**45,168**	**.14***

FLORIDA	Net Paid Circulation	5,000 Agate Line Space Rate
Jacksonville Metropolis (R)	19,135	.045*
Jacksonville Times-Union (B)	28,573	.06*
Sunday Edition (M)	36,778	.06*
Miami Herald (B)	6,455	.03*
Sunday Edition (M)	7,524	.035*
Miami Metropolis (R)	6,711	.03*
Tampa Tribune (R)	19,017	.04
Sunday Edition (M)	25,154	.05
GEORGIA		
Athens Herald (R)	2,825	.0125
Atlanta Constitution (B)	51,188	.085*
Sunday Edition (M)	53,999	.085*
Atlanta Georgian (R)	49,441	.08*
Atlanta Sunday American (M)	92,918	.12*
Atlanta Journal (E)	59,223	.09*
Sunday Edition (M)	69,794	.09*
Augusta Chronicle (B)	11,672	.03*
Sunday Edition (M)	10,651	.035*
Augusta Herald (R)	17,413	.035*
Sunday Edition (M)	12,812	.035*
Columbus Enquirer-Sun (B)	3,238	.02*
Sunday Edition (M)	3,232	.02*
Columbus Ledger (T)	7,360	.025*
Sunday Edition (M)	7,268	.025*
Macon News (E)	10,547	.04*
Sunday Edition (M)	17,429	.04*
Macon Telegraph (B)	20,983	.04*
Sunday Edition (M)	18,086	.04*
Savannah News (E)	20,409	.04
Sunday Edition (M)	24,682	.04
Savannah Press (R)	16,315	.04*
IDAHO		
Boise Statesman (B)	16,267	.04*
Sunday Edition (M)	15,589	.04*
Twin Falls News (R)	2,233	.025§
ILLINOIS		
Alton Telegraph (R)	5,054	.01428858*
Aurora Beacon-News (R)	15,743	.04*
Bloomington Bulletin (T)	7,482	.02*
Sunday Edition (M)	9,303	.02*
Bloomington Pantagraph (B)	16,941	.035*
Cairo Bulletin (B)	1,838	.0107143*
Sunday Edition (M)	1,833	.0107143*
Cairo Citizen (R)	2,689	.0125*
Canton Ledger (R)	6,433	.01214292*
Canton Register (E)	3,450	.015*
Centralia Sentinel (R)	4,836	.1764*
Champaign Gazette (R)	4,605	.01285728*
Champaign News (T)	6,916	.02142866*
Sunday Edition (M)	6,918	.02142866*
Chicago American (R)	330,216	.40*
Chicago Herald & Examiner (B)	289,094	.34§
Sunday Edition (M)	596,851	.49§
Chicago News (R)	386,498	.43*
Chicago Post (R)	51,023	.18§
Chicago Tribune (B)	434,026	.45§
Sunday Edition (M)	693,895	.55§
Danville Commercial-News (R)	15,036	.06*
Dixon Telegraph (R)	5,027	.02*
Elgin Courier (E)	8,153	.02*
Freeport Journal-Standard (R)	6,648	.01785728*
Freeport Bulletin (R)	4,428	.01785728*
Galesburg Mail (R)	8,548	.02*
Galesburg Republican-Register (R)	8,777	.01785728*
Jacksonville Courier (R)	2,884	.00785728*
Jacksonville Journal (D)	5,432	.01642866§
Sunday Edition (M)	5,448	.01642866§
Joliet Herald-News (R)	16,771	.045*
Sunday Edition (M)	16,174	.045*
(3-31-19 3 Mos. Stmt.)		
Kankakee Republican (R)	4,040	.01285728*
Kewanee Star-Courier (R)	3,472	.01285728*
La Salle Tribune & Peru Press (R)	2,108	.0107143*
Lincoln Courier-Herald (R)	1,785	.015*
Mattoon Journal-Gazette (R)	5,213	.01142856*
Moline Dispatch (R)	9,788	.03*
Ottawa Republican-Times (R)	3,673	.015*
Peoria Journal (R)	19,713	.04
Sunday Journal and Transcript (M)	17,282	.055
Peoria Star (E)	23,051	.04
Sunday Edition (M)	14,334	.04
Quincy Herald (R)	10,019	.025*
Quincy Journal (R)	8,275	.035*

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A.B.C. NEWSPAPERS Cover the Country from Hell Gate to the Golden Gate

ILLINOIS—(Continued)	Net Paid Circulation	5,000 Agate Line Space Rate
Quincy Whig .....(D)	7,872	.02*
Sunday Edition .....(M)	9,480	.0235715*
Rockford Register-Gazette .....(R)	**12,911**	**.03***
Rockford Republic .....(E)	7,127	.02*
Rockford Star .....(D)	10,498	.03§
Sunday Edition .....(M)	12,586	.033§
Rock Island Argus .....(R)	8,132	.0214286*
Springfield Journal .....(R)	16,628	.035*
Sunday Edition .....(M)	11,545	.035*
Springfield Register .....(R)	20,031	.04*
Sunday Edition .....(M)	15,930	.04*
Sterling Gazette .....(R)	5,072	.02*
Streator Free Press .....(E) (3-31-19 3 Mos. Stmt.)	3,364	.0121429*
Streator Independent Times .....(R)	2,840	.0121429*
Waukegan Sun .....(R)	**3,490**	**.015**
INDIANA		
Anderson Bulletin .....(R)	6,029	.015*
Anderson Herald .....(D)	6,274	.015*
Sunday Edition .....(M)	7,699	.015*
Crawfordsville Journal .....(R)	3,271	.015*
Elkhart Truth .....(R)	**8,256**	**.0214286***
Evansville Courier .....(E)	24,146	.04*
Sunday Edition .....(M)	21,048	.04*
Evansville Journal-News .....(Y)	15,991	.03*
Saturday Edition .....(Y)	10,282	.03*
Sunday Edition .....(M)	12,179	.03*
Fort Wayne Journal-Gazette.....(R)	**29,091**	**.04***
Sunday Edition .....(M)	**23,706**	**.04***
Fort Wayne News & Sentinel.....(R)	**32,902**	**.055***
Gary Post .....(E)	5,101	.025*
Huntington Herald .....(M)	3,797	.0126572*
Huntington Press .....(D)	3,828	.015*
Sunday Edition .....(M)	3,851	.015*
Indianapolis Times .....(E)	47,883	.07*
Indianapolis News .....(R)	123,404	.16*
Indianapolis Star .....(R)	92,759	.11*
Sunday Edition .....(M)	106,381	.14*
Kokomo Dispatch .....(E)	5,567	.0178572*
Sunday Edition .....(M)	6,010	.0178572*
Kokomo Tribune .....(R)	8,332	.0214286*
Lafayette Courier .....(R)	8,994	.02*
Lafayette Journal .....(E)	**10,415**	**.0214§***
Logansport Pharos Reporter ....(R)	**6,621**	**.015***
Logansport Tribune .....(D)	5,258	.015*
Sunday Edition .....(M)	5,340	.015*
Madison Courier .....(R)	2,820	.0107143*
Marion Chronicle .....(R)	6,769	.0214286*
Marion Leader-Tribune .....(D)	8,301	.0214286*
Sunday Edition .....(M)	8,516	.0214286*
Muncie Star .....(E)	26,853	.05*
Sunday Edition .....(M)	16,818	.05*
Newcastle Courier .....(R)	3,930	.0178572*
Richmond Item .....(D)	8,225	.025*
Sunday Edition .....(M)	8,594	.025*
Richmond Palladium .....(R)	11,096	.03*
South Bend Tribune .....(R)	**16,814**	**.035***
Terre Haute Star .....(E)	27,046	.04*
Sunday Edition .....(M)	19,267	.04*
Terre Haute Tribune .....(R)	24,845	.04*
Sunday Edition .....(M)	19,192	.04*
Vincennes Commercial .....(D)	**3,894**	**.015***
Sunday Edition .....(M)	**3,997**	**.015***
IOWA		
Boone News-Republican .....(R)	3,444	.0121429*
Burlington Gazette .....(R)	10,180	.025§
Burlington Hawk-Eye .....(D)	10,904	.03*
Sunday Edition .....(M)	12,502	.03*
Cedar Rapids Gazette .....(R)	15,978	.035*
Cedar Rapids Republican (D) 11,191 | Cedar Rapids Times .....(T) 3,207 | Sunday Edition .....(M)	14,398	.0357143*
	15,232	.0357143*
Clinton Advertiser .....(R)	8,473	.025*
Clinton Herald .....(R)	6,998	.02*
Davenport Democrat-Leader .....(E)	16,284	.04*
Sunday Edition .....(M)	18,258	.04*
Davenport Times .....(E)	25,642	.05*
Des Moines Capital .....(R)	**60,660**	**.08***
Des Moines Register.....(R) 63,984 |	**111,517**	**.14***
Des Moines Tribune .....(R) 48,133 | Sunday Edition .....(M)	**70,745**	**.12***
Dubuque Telegraph-Herald (E) 6,000 |	16,079	.04*
Dubuque Telegraph-Herald (D) 10,000 | Sunday Edition .....(M)	16,037	.04*
Dubuque Times-Journal .....(D) 5,475 |	**11,025**	**.03***
Dubuque Times-Journal .....(R) 5,550 | Sunday Edition .....(M)	11,029	.03*

IOWA—(Continued)	Net Paid Circulation	5,000 Agate Line Space Rate
Fort Dodge Messenger & Chronicle (R)	8,762	.03*
Fort Madison Democrat .....(R)	3,485	.0214286§
Iowa City Citizen.....(R)	3,195	.015*
Iowa City Press .....(E)	3,139	.015*
Keokuk Gate City and Constitution Democrat .....(R)	5,894	.028§
Marshalltown Times-Republican ...(R)	13,130	.0285715*
Mason City Globe Gazette & Times (R)	9,017	.03*
Muscatine Journal and News Tribune .....(R)	8,331	.02*
Ottumwa Courier .....(R)	13,006	.025*
Sioux City Journal .....(E) 24,707 |	**55,151**	**.08***
Sioux City Journal .....(R) 30,444 | Sunday Edition .....(M)	**27,144**	**.08***
Sioux City Tribune.....(R)	**49,356**	**.08***
Washington Journal .....(R)	**2,827**	**.0128572***
Waterloo Courier and Reporter....(R)	**14,382**	**.03***
Waterloo Times-Tribune .....(D)	11,096	.025*
Sunday Edition .....(M)	12,324	.025*
KANSAS		
Atchison Globe .....(R)	7,126	.02*
Emporia Gazette .....(R)	3,905	.0117857*
Hutchinson Gazette .....(D)	8,095	.02*
Sunday Edition .....(M)	8,337	.02*
Hutchinson News .....(R)	11,471	.025*
Iola Register .....(R)	3,719	.0142858*
Lawrence Journal-World .....(R)	4,592	.0128572*
Ottawa Herald .....(R)	4,326	.0142858*
Pittsburg Headlight .....(R)	2,634	.02*
Salina Journal .....(R)	3,708	.015*
Topeka Capital .....(R)	**35,486**	**.07***
Sunday Edition .....(M)	**33,810**	**.07***
Topeka Journal .....(R)	25,846	.05*
Wichita Beacon .....(R)	**39,322**	**.07***
Wichita Eagle .....(R)	**54,152**	**.12***
Sunday Edition .....(M)	**60,213**	**.12***
Winfield Courier .....(R)	2,180	.0128572*
KENTUCKY		
Ashland Independent .....(R)	4,234	.025§
Henderson Gleaner .....(D)	3,472	.015*
Sunday Edition .....(M)	3,690	.015*
Lexington Herald .....(R)	**11,579**	**.035***
Sunday Edition .....(M)	**11,003**	**.04***
Lexington Leader .....(R)	12,552	.03*
Sunday Edition .....(M)	12,455	.03*
Louisville Courier-Journal.....(R)	**43,319**	**.09§**
Sunday Edition .....(M)	**61,983**	**.11§**
Louisville Herald .....(D)	52,456	.08*
Sunday Edition .....(M)	48,767	.08*
Louisville Post .....(E)	41,952	.08*
Louisville Times .....(R)	**62,871**	**.10§**
Owensboro Inquirer .....(T)	3,925	.0107143*
Sunday Edition .....(M)	4,046	.0107143*
Owensboro Messenger .....(D)	5,820	.02*
Sunday Edition .....(M)	6,136	.02*
Paducah Sun .....(R)	5,256	.0214286§
LOUISIANA		
New Orleans Item .....(R)	**73,528**	**.12***
Sunday Edition .....(M)	**87,347**	**.15***
New Orleans States .....(R)	44,290	.07
Sunday Edition .....(M)	39,304	.07
New Orleans Times-Picayune ....(R)	**78,417**	**.12***
Sunday Edition .....(M)	**94,624**	**.15***
Shreveport Journal .....(R)	9,718	.025*
Shreveport Times .....(R)	**16,850**	**.035***
Sunday Edition .....(M)	**24,297**	**.045***
MAINE		
Lewiston Journal .....(T)	12,600	.035*
Saturday Edition .....(Y)	14,715	.035*
Lewiston Sun .....(E)	8,882	.025§
Portland Express & Advertiser .(R)	**25,263**	**.05§**
Sunday Telegram .....(M)	**21,549**	**.0375§**
(Telegram is the Sunday Edition of Express and Advertiser.)		
Portland Press .....(B)	14,206	.025*
MARYLAND		
Baltimore American .....(B) 64,961 |	102,489	.06
Baltimore Star .....(R) 37,528 |		
Baltimore Sunday American .....(M)	90,991	.16
Baltimore News .....(R)	105,416	.15*
Sunday Edition .....(M)	106,354	.15§
Baltimore Sun .....(B) 95,451 |	**168,637**	**.25***
Baltimore Sun .....(R) 73,186 | Sunday Edition .....(M)	**123,801**	**.25***

For Explanation of Key-Letters and Markings See Foot Note on Page 32.

"A.B.C. SURE-LINE" NEWSPAPERS MEET THE ACID TEST

MASSACHUSETTS	Net Paid Circulation	5,000 Agate Line Space Rate
Attleboro Sun .....(R)	4,415	.0128572§
Boston Sunday Advertiser and American .....(M)	**365,026**	**.35***
Boston Transcript .....(T)	**32,467**	**.20***
Saturday Edition .....(Y)	**49,774**	**.25§**
Boston American .....(R)	**300,878**	**.40***
Boston Globe .....(B) 80,875	293,781	.30*
Boston Globe .....(R) 212,906 Sunday Edition .....(M)	329,446	.35*
Boston Herald .....(B) 122,215	**258,294**	**.35***
Boston Traveler .....(R) 136,079 Sunday Herald .....(M)	**127,520**	**.25***
Boston Post .....(B)	459,643	.45*
Sunday Edition .....(M)	367,074	.35*
Clinton Item .....(R)	2,541	.0215§
Fall River Herald .....(R)	9,419	.025"
Fall River News .....(R)	6,789	.02*
Fitchburg News .....(R)	5,525	.0178572"
Fitchburg Sentinel .....(R)	6,868	.0228572§
Gloucester Times .....(R)	6,851	.0192856§
Haverhill Gazette .....(R)	13,819	.025§
Lawrence Eagle .....(B) 1,826	14,058	.03"
Lawrence Tribune .....(R) 12,232		
Lawrence Telegram .....(R)	7,513	.025§
Lynn Item .....(R)	**15,121**	**.0392856§**
Lynn Telegram-News .....(R)	15,201	.04*
Sunday Edition .....(M)	8,802	.04*
New Bedford Mercury .....(B) 5,382	**26,774**	**.05***
New Bedford Standard .....(R) 21,392 Sunday Standard .....(M)	**21,446**	**.05***
Newburyport News & Herald .....(R)	5,853	.0185715§
No. Adams Transcript .....(R)	7,863	.01714296§
Northampton Hampshire Gazette..(R)	5,710	.0178572§
Salem News .....(R)	**18,851**	**.05§**
Springfield News .....(R) 30,228	44,854	.07"
Springfield Republican .....(B) 14,626 Sunday Edition .....(M)	19,624	.045"
Springfield Union .....(B) 26,554	42,883	.07
Springfield Union .....(R) 16,329 Sunday Edition .....(M)	28,976	.07
Taunton Gazette .....(R)	7,536	.025*
Worcester Gazette .....(R)	**26,121**	**.06§**
Worcester Post .....(R)	22,272	.04*
Worcester Telegram .....(E)	**32,198**	**.07§**
Sunday Edition .....(M)	**36,877**	**.07§**

MICHIGAN		
Adrian Telegram .....(R)	10,420	.025*
Alpena News .....(E)	2,754	.0142858*
Battle Creek Enquirer & News....(T)	**11,102**	**.03***
Saturday Edition .....(Y)	**7,771**	**.03***
Sunday Edition .....(M) (3-31-19 3 mos. stm't:)	**9,511**	**.03***
Battle Creek Moon Journal.....(R)	5,906	.015"
Bay City Times and Tribune .....(R)	16,779	.035
Detroit Free Press .....(B)	134,446	.17
Sunday Edition .....(M)	156,035	.20
Detroit Journal .....(E)	109,024	.175
Detroit News .....(R)	218,543	.25
Sunday Edition .....(M)	182,203	.20
Detroit Times .....(R)	**18,761**	**.06**
Flint Journal .....(R)	**24,398**	**.05**
Grand Rapids News .....(R)	14,727	.04*
Grand Rapids Press .....(R)	78,606	.11
Hillsdale News .....(R)	5,419	.015*
Jackson Citizen Patriot .....(T)	**21,356**	**.05**
Saturday Edition .....(Y)	**17,177**	**.05**
Sunday Edition .....(M)	**19,000**	**.05**
Kalamazoo Gazette Telegraph....(T)	**23,088**	**.05**
Saturday Edition .....(Y)	**19,091**	**.05**
Sunday Edition .....(M)	**22,366**	**.05**
Lansing State Journal .....(R)	26,315	.05*
Ludington News .....(T)	3,339	.015"
Sunday Edition .....(M)	3,396	.015"
Muskegon Chronicle .....(R)	11,962	.03
Pontiac Daily Press .....(R) (12-31-18 3 mos. stm't:)	**10,860**	**.025***
Port Huron Times-Herald .....(R)	11,559	.0285715*
Saginaw News-Courier .....(R)	23,320	.05
Sunday Edition .....(M)	21,912	.05
Three Rivers Commercial .....(R)	2,093	.01"

MINNESOTA		
Duluth Herald .....(R)	**35,283**	**.06"**
Duluth News-Tribune .....(E)	21,355	.04*
Sunday Edition .....(M)	30,854	.05*
Minneapolis Journal .....(M)	98,225	.13§
Sunday Edition .....(M)	89,469	.13§

MINNESOTA—(Continued)	Net Paid Circulation	5,000 Agate Line Space Rate
Minneapolis News .....(R)	61,998	.09*
Minneapolis Tribune .....(B) 66,306	124,074	.14§
Minneapolis Tribune .....(R) 57,768 Sunday Edition .....(M)	132,842	.16§
St. Cloud Times .....(R)	1,762	.0142858*
St. Paul Dispatch .....(R) 77,588	**138,061**	**.18§**
St. Paul Pioneer Press .....(B) 61,613 Sunday Edition .....(M)	**81,289**	**.15***
St. Paul News .....(R)	71,966	.10*
Winona Republican .....(M)	43,102	.09*
So. St. Paul Reporter .....(R)	**5,006**	**.025§**
Virginia Enterprise .....(R)	2,346	.0172572*
Winona Republican-Herald .....(R)	6,544	.03*

MISSISSIPPI		
Jackson Clarion-Ledger .....(R)	4,772	.025*
Sunday Edition .....(M)	5,271	.025*
Jackson News .....(R)	5,424	.03
Sunday Edition .....(M)	4,976	.03§
Meridian Star .....(R)	5,705	.02*
Sunday Edition .....(M)	6,197	.02*

MISSOURI		
Cape Girardeau Southeast Miss'n (R)	**4,755**	**.015"**
Columbia Missourian .....(R)	972	.0178572*
Hannibal Courier-Post .....(R)	5,176	.015*
Joplin Globe .....(D)	26,376	.06*
Sunday Edition .....(M)	27,584	.06*
Joplin News-Herald .....(T)	16,330	.04*
Sunday Edition .....(M)	16,113	.04*
Kansas City Journal .....(B)	48,524	.10*
Sunday Edition .....(M)	46,693	.10*
Kansas City Post .....(R)	**144,985**	**.15***
Sunday Edition .....(M)	**148,010**	**.15***
Kansas City Star .....(R) 224,170	**442,348**	**.35**
Kansas City Times .....(B) 218,178 Sunday Edition .....(M)	**222,766**	**.25**
Maryville Democrat-Forum .....(R)	**3,050**	**.0142858***
St. Joseph Gazette .....(B)	17,648	.06§
Sunday Edition .....(M)	14,216	.06§
St. Joseph News Press .....(R)	**39,636**	**.07***
St. Louis Globe-Democrat .....(B)	172,865	.22
Sunday Edition .....(M)	163,534	.22
St. Louis Post-Dispatch .....(R)	163,261	.26§
Sunday Edition .....(M)	339,660	.29§
St. Louis Republic .....(B)	87,040	.15
Sunday Edition .....(M)	77,200	.15
St. Louis Star .....(E)	100,270	.16*
St. Louis Times .....(R)	70,089	.15§
Springfield Leader .....(R)	14,595	.03*
Sunday Edition .....(M)	13,662	.03*
Springfield Republican .....(D)	13,891	.03*
Sunday Edition .....(M)	14,119	.03*

MONTANA		
Anaconda Standard .....(B)	10,676	.04*
Sunday Edition .....(M)	14,747	.045*
Butte Miner .....(B)	**14,765**	**.04***
Sunday Edition .....(M)	**23,657**	**.05***
Butte Post .....(E)	13,248	.045§
Great Falls Leader .....(R)	4,043	.025*
Great Falls Tribune .....(R)	12,489	.04*
Sunday Edition .....(M)	12,661	.04*
Helena Record-Herald .....(R)	7,848	.025
Missoula Missoulian .....(B) 4,469	**6,733**	**.04§**
Missoula Sentinel .....(R) 2,264 Sunday Missoulian .....(M)	**5,449**	**.04§**

NEBRASKA		
Fremont Tribune .....(R)	6,618	.025*
Grand Island Independent .....(R)	5,907	.02*
Hastings Tribune .....(R)	7,084	.025*
Lincoln Star .....(R)	31,267	.06*
Sunday Edition .....(M)	16,844	.06*
Lincoln Journal .....(B) 22,173	33,618	.07*
Lincoln Journal .....(R) 11,445 Sunday Edition .....(M)	19,668	.07*.
Norfolk News .....(R)	9,920	.03*
Omaha Bee .....(B) 45,731	63,981	.09*
Omaha Bee .....(R) 18,250 Sunday Edition .....(M)	60,900	.09*
Omaha News .....(R)	79,904	.10*
Sunday Edition .....(M)	63,154	.09*
Omaha World-Herald .....(B) 43,893	80,342	.10*
Omaha World-Herald .....(R) 36,449 Sunday Edition .....(M)	69,751	.09*

NEVADA		
Reno Gazette .....(R)	4,632	.025"

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A.B.C. STANDARDS OF PRACTICE Are Fair, Straightforward and Businesslike

NEW HAMPSHIRE	Net Paid Circulation	5,000 Agate Line Space Rate
Manchester Leader .....(E) 13,662		
Manchester Union .....(E) 11,475	25,137	.055§
NEW JERSEY		
Asbury Park Press .....(R)	7,242	.0225§
Sunday Edition .....(M)	8,755	.0225§
Elizabeth Journal .....(R)	17,517	.0414286§
Hoboken Hudson-Observer .....(E)	42,110	.07
Jersey City Jersey Journal.....	38,152	.08
Long Branch Record	3,899	.0171429§
Newark Star-Eagle	61,612	.11§
Passaic Herald	8,185	.025§
(12-31-18 3 mos. stmt.)		
Passaic News .....(R)	8,405	.025§
Paterson News .....(R)	10,990	.04§
Paterson Press-Guardian .....(R)	12,050	.03*
Paterson Sunday Chronicle .....(M)	10,026	.03*
Perth Amboy News .....(R)	5,723	.025*
Plainfield Courier-News .....(E)	7,905	.02142866§
Trenton Times .....(R)	28,022	.06*
Sunday Times-Advertiser ....(M)	19,931	.06*
NEW YORK		
Albany Journal .....(R)	16,017	.035
Albany Knickerbocker Press	33,559	.07*
Sunday Edition .....(M)	43,957	.07*
Albany Times-Union .....(R)	34,609	.07*
Amsterdam Recorder & Democrat.....	3,635	.0228572§
(3-31-19 3 mos. stmt.)		
Batavia News .....(R)	8,458	.0225*
Binghamton Press & Leader.....(R)	26,554	.06
Binghamton Morning Sun .....(R)	10,304	.035
Brooklyn Standard-Union .....(R)	53,265	.15*
Sunday Edition .....(M)	58,929	.15*
Brooklyn Eagle .....(S)	45,884	.18
Sunday Edition	68,467	.18
Buffalo Courier .....(B) 40,366	70,626	.12
Buffalo Enquirer .....(R) 30,260		
Sunday Courier	115,359	.15
Buffalo Express .....(B)	37,522	.08
Sunday Edition .....(M)	63,864	.12
Buffalo News .....(R)	103,635	.10*
Buffalo Times .....(R)	55,286	.10*
Sunday Edition .....(M)	69,683	.10*
Corning Leader .....(R)	7,191	.02*
Dunkirk Observer .....(R)	3,561	.01*
Elmira Star-Gazette .....(R)	25,839	.05
Geneva Times	6,399	.03§
Glens Falls Post-Star .....(B)	8,033	.0214286*
Gloversville Herald .....(B)	5,788	.02*
Gloversville Leader-Republican ....(R)	6,005	.02*
Hudson Republican .....(E)	2,313	.0085715*
Ithaca Journal .....(R)	6,544	.025*
Jamestown Journal .....(R)	7,453	.01928586§
Jamestown Post .....(E)	9,129	.0221429§
Kingston Freeman .....(R)	6,831	.01928586§
Lockport Union & Sun & Journal..(R)	7,662	.025*
Middletown Times-Press	5,893	.025§
Mt. Vernon Argus .....(R)	7,193	.02*
Newburgh News & Journal .....(R)	10,878	.04§
New York American .....(M)	301,420	.45§
Sunday Edition .....(M)	930,233	.70§
New York Call .....(R)	20,823	.10§
Sunday Edition .....(M)	14,855	.10§
New York Commercial .....(R)	9,632	.18§
New York Globe & Commercial Advertiser .....(R)	179,906	.38§
New York Journal .....(R)	675,118	.75*
New York Mail .....(R)	102,342	.33§
New York Post .....(R)	32,369	.22§
New York Sun .....(E)	121,221	.38§
Sunday Edition .....(M)	93,666	.38§
New York Sun .....(R)	194,564	.38§
New York Times .....(R)	367,587	.49§
Sunday Edition .....(M)	546,728	.569§
New York Tribune .....(R)	109,629	.30§
Sunday Edition	98,802	.30§
Niagara Falls Gazette.....	12,551	.03*
North Tonawanda News	3,053	.0107143*
Ogdensburg Republican-Journal	3,694	.0142858*
Olean Herald	4,038	.0142858§
Poughkepsie Star-Enterprise	9,918	.02642866§
Rochester Democrat & Chronicle..(R)	65,003	.15§
Sunday Edition	66,340	.15§
Rochester Herald .....(R)	29,327	.06*
Sunday Edition .....(M)	18,827	.06*
Rochester Times-Union & Adv'r.(R)	67,005	.12
Schenectady Gazette .....(B)	21,956	.05*

NEW YORK—(Continued)	Net Paid Circulation	5,000 Agate Line Space Rate
Schenectady Union-Star .....(R)	17,347	.04*
Syracuse Herald .....(R)	44,249	.08
Sunday Edition .....(M)	63,442	.11
Syracuse Journal .....(R)	44,711	.08*
Syracuse Post-Standard .....(R)	51,412	.11§
Sunday Edition .....(M)	46,890	.11*
Troy Record .....(B) 5,838	24,127	.04*
Troy Record .....(R) 18,289		
Watertown Times .....(R)	16,349	.035*
NORTH CAROLINA		
Asheville Citizen .....(B)	11,434	.03§
Sunday Edition .....(M)	9,734	.03§
Asheville Times .....(E)	7,316	.02*
Sunday Edition .....(M)	6,901	.02*
Charlotte News .....(E)	11,275	.025*
Sunday Edition .....(M)	8,428	.025*
Charlotte Observer .....(R)	19,099	.04§
Sunday Edition .....(M)	19,928	.05§
Greensboro News .....(E)	16,788	.035*
Sunday Edition .....(M)	22,293	.035*
Raleigh News & Observer.....(R)	21,699	.04*
Sunday Edition .....(M)	20,717	.04*
Raleigh Times .....(R)	5,055	.025§
Winston-Salem Journal	5,850	.02*
Sunday Edition .....(M)	6,926	.02*
Winston-Salem Twin City Sentinel (E)	6,734	.02§
Wilmington Dispatch .....(S)	5,305	.02*
NORTH DAKOTA		
Bismarck Tribune .....(R)	4,514	.02*
Fargo Courier-News .....(D)	12,867	.04*
Sunday Edition .....(M)	13,830	.04*
Fargo Forum .....(R)	11,292	.035*
Grand Forks American.....(R)	6,032	.03*
Grand Forks Herald .....(D) 10,240	16,132	.05*
Grand Forks Herald .....(R) 5,892		
Sunday Edition .....(M)	11,580	.05*
OHIO		
Akron Beacon Journal .....(R)	29599	.05*
Akron Times .....(R)	19,808	.03*
Sunday Edition .....(M)	18,674	.03*
Alliance Review & Leader .....(R)	9,004	.02*
Ashtabula Star & Beacon .....(R)	5,851	.0178572*
Athens Messenger .....(R)	8,718	.02*
Bowling Green Sentinel-Tribune...(R)	2,570	.0085715*
Cambridge Jeffersonian .....(E)	8,117	.0178572*
Canton Repository .....(T)	23,862	.035*
Saturday Edition .....(Y)	21,036	.035*
Sunday Edition .....(M)	18,761	.035*
Cincinnati Times-Star .....(R)	158,723	.21§
Cleveland News .....(R)	138,534	.20*
Cleveland Sunday News-Leader....(M)	146,036	.21*
Cleveland Plaindealer .....(B)	174,005	.24*
Sunday Edition .....(M)	204,790	.27*
Coshocton Tribune & Times-Age..(R)	6,477	.0178572*
Sunday Edition .....(M)	6,318	.0178572*
Dayton Herald .....(R)	24,100	.04*
Dayton Journal .....(E)	24,057	.04*
Sunday Edition .....(M)	30,302	.04*
Dayton News .....(R)	38,405	.065*
Sunday Edition .....(M)	31,231	.045*
Delaware Gazette	1,908	.0085715*
E. Liverpool Review	5,909	.015*
E. Liverpool Tribune .....(B)	5,730	.015*
Elyria Telegram	5,013	.015*
Findlay Republican .....(B)	6,793	.015*
Fremont News	3,419	.0107143*
(3-31-19 3 mos. stmt.)		
Hamilton Journal .....(R)	7,428	.0175*
Hamilton Republican-News .....(R)	5,873	.0142858*
Lima News .....(R)	12,033	.0285728§
Sunday Edition .....(M)	11,181	.0228572§
Lima Republican-Gazette .....(D)	9,754	.02*
Sunday Edition .....(M)	9,833	.02*
Lorain Times-Herald	7,599	.02*
Mansfield News .....(R)	9,761	.02*
Marion Star	9,833	.02*
Martins Ferry Times	6,522	.015*
Massillon Independent .....(R)	6,416	.0128572*
Middletown News-Signal .....(R)	4,695	.0142858*
Mount Vernon Republican-News ..(R)	3,166	.0085715*
Newark Advocate	5,968	.0145*
Portsmouth Times .....(R)	12,105	.025*
Salem News	2,910	.0085715*
Sandusky Register	5,327	.0114286*
Sunday Edition .....(M)	5,842	.0114286*

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"A.B.C. SURE-LINE" NEWSPAPERS DO BUSINESS IN THE OPEN

OHIO—(Continued)	Net Paid Circulation	5,000 Agate Line Space Rate
Sandusky Star-Journal .....(R)	6,408	.0128572*
Springfield News .....(R)	14,950	.03*
Sunday Edition .....(M)	11,525	.03*
Springfield Sun .....(R)	12,061	.025*
Sunday Edition .....(M)	11,815	.025*
Tiffin Advertiser .....(R)	3,044	.0133715§
Urbana Democrat .....(R)	3,728	.0178572*
Wooster Republican .....(R)	4,270	.0107143*
Xenia Gazette .....(R) 3,058 ‖		
Xenia Republican .....(B) 1,193 ‖	4,251	.015*
Youngstown Telegram .....(R)	21,583	.05*
Youngstown Vindieator .....(R)	24,338	.05*
Sunday Edition .....(M)	22,348	.05*
Zanesville Signal .....(R)	10,702	.025*
Zanesville Times-Recorder .....(B)	20,786	.03*
OKLAHOMA		
Barlesville Examiner .....(D)	2,961	.0128572*
Sunday Edition .....(M)	3,011	.0128572*
McAlester News-Capital .....(R)	3,178	.0142858*
Muskogee Phoenix .....(R)	**12,053**	**.03***
Sunday Edition .....(M)	**12,959**	**.035***
Muskogee Times-Demoerat .....(R)	11,441	.03*
Oklahoma City Oklahoman. (B) 36,772 ‖		
Oklahoma City Times .....(R) 38,639 ‖	**95,411**	**.07***
Sunday Oklahoman .....(M)	**66,443**	**.15***
Tulsa Democrat .....(R) 22,770 ‖		
Tulsa Times .....(B) 16,883 ‖	39,653	.025*
Sunday Democrat .....(M)	22,270	.04*
Tulsa World .....(R)	10,982	.06*
Sunday Edition .....(M)	20,784	.06*
OREGON		
Bend Bulletin .....(R)	637	.0089286*
Eugene Guard .....(R)	3,430	.0142858*
Eugene Register .....(D)	4,151	.0142858*
Sunday Edition .....(M)	4,331	.0142858*
Pendleton East Oregonian .....(R)	2,675	.0107143*
Portland Oregonian .....(R)	75,214	.12*
Sunday Edition .....(M)	101,967	.16*
Portland Oregon Journal .....(E)	66,511	.095
Sunday Edition .....(M)	66,288	.10*
Portland Telegram .....(R)	58,169	.10*
Portland News .....(E)	25,115	.04*
Salem Capital Journal .....(R)	4,834	.0178572*
PENNSYLVANIA		
Allentown Call .....(B)	22,484	.04*
Allentown Item .....(R) 3,619 ‖		
Allentown Democrat .....(B) 4,545 ‖	8,164	.02*
Altoona Mirror .....(R)	23,501	.04*
Beaver Times .....(R)	4,203	.015*
Connellsville Courier .....(R)	**6,436**	**.015***
Chester Republican .....(B)	**2,633**	**.01***
Cheater Times .....(R)	**11,544**	**.025***
Erie Herald .....(R)	**3,775**	**.025***
Sunday Edition .....(M)	**9,466**	**.023***
Erie Dispatch .....(A)	9,874	.025
Erie Times .....(R)	**20,826**	**.06***
Easton Express & Argus .....(R)	**11,096**	**.02***
Harrisburg News .....(R) 26,190	47,010	.065
Harrsburg Patriot .....(B) 20,820		
Harrisburg Telegraph .....(R) (3-31-19 3 mos. stmt.)	29,886	.055*
Meadville Tribune .....(R) ‖	7,339	.0142858*
Meadville Republican .....(B) ‖		
Mt. Carmel Item .....(R)	3,372	.0178572§
New Castle News .....(R)	13,411	.025*
Norristown Times .....(R)	8,543	.025*
Oil City Derrick .....(R)	5,860	.0242857§
Philadelphia Inquirer .....(R)	171,273	.30*
Sunday Edition .....(M)	344,288	.40*
Philadelphia North American .....(R)	143,459	.25§
Sunday Edition .....(M)	197,810	.30§
Philadelphia Press .....(R)	34,969	.12*
Sunday Edition .....(M)	95,385	.20*
Phila. Public Ledger....(R) 113,024 ‖	197,428	.30*
Phila. Public Ledger ....(B) 84,404 ‖		
Sunday Edition .....(M)	134,710	.25*
Philadelphia Record .....(B)	117,651	.25*
Sunday Edition .....(M)	125,758	.25*
Pitts. Chronicle-Telegraph (R) 90,296 ‖	169,588	.125*
Pitts. Gazette-Times .....(B) 79,328 ‖		
Sunday Gazette-Times .....(M)	81,691	.125*
Pittsburgh Dispatch .....(R)	55,823	.09§
Sunday Edition .....(M)	55,402	.16§
Pittsburgh Post .....(R) 74,739 ‖	147,831	.09
Pittsburgh Sun .....(R) 73,092 ‖		
Sunday Post .....(M)	104,506	.12

PENNSYLVANIA—(Continued)	Net Paid Circulation	5,000 Agate Line Space Rate
Pittsburgh Press .....(R)	116,209	.14
Sunday Edition .....(M)	112,112	.14
Pottstown News .....(B)	6,306	.0171429*
Pottsville Republican .....(R)	10,797	.0328572§
Reading Eagle .....(R)	31,191	.06*
Sunday Edition .....(M)	21,578	.06*
Reading News-Times .....(B) 6,036 ‖		
Reading Telegram .....(R) 6,176 ‖	12,212	.04*
Scranton Republican .....(B)	25,433	.07
Scranton Times .....(R)	**35,496**	**.07**
Sharon Herald .....(R)	4,548	.0142858*
Sharon Telegraph .....(R)	**5,022**	**.0171429***
Titusville Herald .....(B)		
Warren Times .....(R)	4,018	.0178572§
Washington Observer .....(B) 9,549 ‖		
Washington Reporter .....(R) 4,478 ‖	**14,027**	**.03***
Wilkes-Barre Record .....(R)	16,707	.03§
Wilkes-Barre Times-Leader .....(R)	19,068	.04§
Williamsport Sun .....(R)	16,110	.035
RHODE ISLAND		
Pawtueket Times .....(R)	23,812	.045§
Providence Bulletin .....(R)	55,300	.12*
Providenee Journal .....(R)	29,875	.075*
Sunday Edition .....(M)	45,322	.10*
Providence Tribune .....(R)	26,725	.07*
Sunday Edition .....(M)	12,305	.07*
Westerly Sun .....(T)	4,222	.015*
Sunday Edition .....(M)	4,345	.015
Woonsocket Call & Reporter.....(R)	**11,888**	**.03**
SOUTH CAROLINA		
Charleston News & Courier.....(B)	10,560	.03*
Sunday Edition .....(M)	12,302	.03*
Charleston Post .....(R)	12,413	.03*
Charleston American .....(R)		
Columbia Record .....(R)	**13,791**	**.03***
Sunday Edition .....(M)	**11,763**	**.03***
Columbia State .....(R)	24,157	.05*
Sunday Edition .....(M)	24,429	.05*
Greenville News .....(B)	**10,054**	**.03***
Sunday Edition .....(M)	**8,547**	**.03***
Greenesville Piedmont .....(R)	8,189	.025*
Spartanburg Herald .....(D) 6,248 ‖		
Spartanburg Journal .....(R) 4,420 ‖	10,668	.03*
Sunday Herald .....(M)	7,307	.03*
SO. DAKOTA		
Aberdeen American .....(D)	5,039	.0214286*
Sunday Edition .....(M)	5,532	.0214286*
Mitchell Republican .....(R) 3,872 ‖		
Mitchell Republican .....(D) 1,376 ‖	5,248	.02*
Sunday Edition .....(M)	5,304	.02*
Sioux Falls Argus-Leader .....(R)	**15,934**	**.04***
Sioux Falls Press .....(D)	8,571	.0214286*
Sunday Edition .....(M)	10,514	.0214286*
TENNESSEE		
Chattanooga News .....(R)	**16,848**	**.04***
Chattanooga Times .....(R)	30,173	.06*
Sunday Edition .....(M)	26,610	.06*
Knoxville Journal & Tribune....(B)	23,461	.045*
Sunday Edition .....(M)	20,594	.045*
Knoxville Sentinel .....(R)	23,783	.045*
Memphis Commercial-Appeal .....(R)	89,209	.12
Sunday Edition .....(M)	118,089	.15
Memphis News-Scimitar .....(R)	50,119	.11§
Nashville American .....(R) 15,196 ‖	54,545	.08*
Nashville Tennessean .....(B) 39,349 ‖		
Sun, Tennessean & American. (M)	34,051	.08*
Nashville Banner .....(R)	**49,657**	**.07***
Sunday, Edition .....(M)	**48,960**	**.08***
TEXAS		
Austin American .....(A)	7,411	.025
Beaumont Enterprise .....(B)	**19,346**	**.05***
Sunday Edition .....(M)	**23,695**	**.05***
Beaumont Journal .....(R)	6,424	.025*
Sunday Edition .....(M)	5,293	.025*
Dallas Journal .....(R)	**39,946**	**.08§**
Dallas News .....(B)	**67,385**	**.14§**
Sunday Edition .....(M)	**100,673**	**.16§**
El Paso Herald .....(B)	24,716	.06*
El Paso Times .....(R)	12,955	.05*
Sunday Edition .....(M)	16,719	.06*
Fort Worth Record .....(B)	24,389	.06*
Sunday Edition .....(M)	21,967	.06*
Fort Worth Star-Telegram.....(R)	61,442	.10*
Sunday Edition .....(M)	62,160	.10*

For Explanation of Key-Letters and Markings See Foot Note on Page 32.

JUST AS A BANK EXAMINER GOES ABOUT HIS BUSINESS SO DOES A.B.C.

TEXAS—(Continued)	Net Paid Circulation	5,000 Agate Line Space Rate
Galveston News (E)	9,372	.09§
Sunday Edition (M)	14,939	.10§
Galveston Tribune (R)	8,831	.04§
Houston Chronicle (R)	**54,204**	**.08"**
Sunday Edition (M)	**58,892**	**.085"**
Houston Post (E)	42,660	.08*
Sunday Edition (M)	47,896	.08*
San Antonio Express (E)	**33,852**	**.07"**
Sunday Edition (M)	**48,067**	**.08***
San Antonio Light (T)	24,797	.07§
Saturday Edition (Y)	18,279	.07§
Sunday Edition (M)	29,518	.07§
Temple Telegram (E)	7,163	.025*
Sunday Edition (M)	7,624	.03*
Waco News-Tribune (E)	12,396	.035*
Sunday Edition (M)	9,450	.035*
UTAH		
Ogden Examiner (E)	5,310	.0214286*
Sunday Edition (M)	5 913	.0214286*
Ogden Standard (R)	7,837	.03*
Salt Lake City Deseret News (T)	19,283	.04
Saturday Edition (Y)	21,637	.05
Salt Lake City Telegram (R)	24,993	.07*
Salt Lake City Tribune (E)	41,128	.06
Sunday Edition (M)	69,174	.08
VERMONT		
Barre Times (R)	6,765	.0225§
Burlington Free Press (E)	10,489	.025*
Rutland Herald (E)	8,025	.0178572*
VIRGINIA		
Bristol Herald-Courier (D)	**9,457**	**.04***
Sunday Edition (M)	**10,186**	**.04***
Harrisonburg News-Record (E)	6,847	.0178572*
Lynchburg Advance (R)	6,514	.015
Lynchburg News (E)	11,119	.025
Sunday Edition (M)	13,100	.025
Newport News Press (D) 7,359	19,956	.04*
Newport News Times-Her'd (R) 12,597		
Sunday Press (M)	9,409	.04*
Norfolk Ledger-Dispatch (R)	43,389	.06"
Norfolk Pilot (E)	33,311	.06"
Sunday Edition (M)	42,697	.07"
Richmond News-Leader (R)	48,681	.07"
Richmond Times-Dispatch (E)	30,082	.07"
Sunday Edition (M)	47,531	.08"
Roanoke Times (D) 6,464	**21,952**	**.04**
Roanoke World-News (R) 11,288		
Sunday Times (M)	**15,249**	**.04**
Staunton Leader (Morn. also) (R)	**5,018**	**.015"**
Winchester Star (E)	3,738	.0114286*
WASHINGTON		
Aberdeen World (R)	6,318	.02*
Everett Herald (E)	12,341	.03*
Seattle Post-Intelligencer (E)	51,040	.09
Sunday Edition (M)	68,477	.12*
Seattle Star (E)	65,246	.095*
Seattle Times (R)	**72,541**	**.11**
Sunday Edition (M)	**94,665**	**.15**
Spokane Chronicle (E)	40,668	.08
Spokane Spokesman-Review (R)	42,823	.085
Sunday Edition (M)	56,779	.119

WASHINGTON—(Continued)	Net Paid Circulation	5,000 Agate Line Space Rate
Tacoma Ledger (E)	14,177	.05*
Sunday Edition (M)	36,594	.07*
Tacoma News-Tribune (R)	**35,433**	**.07***
Walla Walla Bulletin (R)	4,986	.02*
Sunday Edition (M)	4,861	.02*
Walla Walla Union (E)	3,144	.02*
Sunday Edition (M)	3,378	.02*
Wenatchee World (E)	6,123	.025*
Yakima Herald (D)	4,421	.02*
Sunday Edition (M)	5,442	.02*
Yakima Republic (E)	4,591	.02*
WEST VIRGINIA		
Charleston Mail (R)	**8,689**	**.025"**
Clarksburg Telegram (R)	**7,864**	**.02***
Sunday Edition (M)	**8,351**	**.02***
Fairmont West Virginian (R)	5,440	.02*
Huntington Advertiser (E)	8,608	.02*
Sunday Edition (M)	8,556	.02*
Huntington Herald-Dispatch (E)	**10,961**	**.0228572§**
Sunday Edition (M)	**11,671**	**.0228572§**
Martinsburg Journal (R)	3,249	.0128572*
Parkersburg Sentinel (R)	**6,372**	**.0171429§**
Wheeling Intelligencer (E)	9,770	.0325§
Wheeling News (E)	14,705	.04§
Sunday Edition (M)	19,150	.06‡
WISCONSIN		
Appleton Crescent (R)	2,877	.0142858§
Appleton Post (E)	5,010	.0143
Beloit News (E)	6,362	.02*
Eau Claire Leader (D) 5,548	8,813	.0271429§
Eau Claire Telegram (R) 3,265		
Sunday Edition (M)	5,608	.0271429§
Fond du Lac Commonwealth (R)	**5,754**	**.02***
Fond du Lac Reporter (R)	4,525	.0178572*
Green Bay Press Gazette (R)	**11,011**	**.025"**
Janesville Gazette (E)	7,612	.025*
Kenosha News (E)	5,221	.0142858§
La Crosse Tribune & Leader Press (R)	13,302	.03*
Sunday Edition (M)	12,946	.03*
Madison Democrat (D)	5,880	.02*
Sunday Edition (M)	5,975	.02*
Madison Journal (R)	14,689	.035*
Sunday Edition (M)	10,891	.035*
Manitowoc Herald-News (E)	5,023	.0164286*
Milwaukee Journal (R)	113,683	.14*
Sunday Edition (M)	93,830	.14*
Milwaukee News (R)	56,738	.10*
Milwaukee Sentinel (R) 41,269	76,817	.11§
Milwaukee Sentinel (R) 35,548		
Sunday Edition (M)	65,288	.11§
Monroe Times (E)	2,695	.0128572§
Oshkosh Northwestern (E)	13,805	.03*
Racine Journal-News (E)	7,666	.025"
Racine Times-Call (E)	6,079	.024"
Sheboygan Press (E)	6,693	.0214286*
Superior Telegram (E)	15,150	.035*
Wausau Record-Herald (E)	5,337	.0178572*
WYOMING		
Cheyenne Wyoming State Tribune (R)	**5,847**	**.025***

EXPLANATION OF KEY-LETTERS AND MARKINGS IN TABLES PRINTED ON THE FOREGOING PAGES

A—Every morning including Sunday.
B—Morning except Sunday.
D—Morning except Sunday and Monday.
E—Morning and evening week days.
F—Morning and evening week days and Sunday morning.
G—Morning except Monday and Sunday evening.
H—Morning except Monday and evening except Saturday and Sunday.
I—Morning except Sunday and Monday evening except Sunday.
M—Sunday exclusively.
J—Every evening including Sunday.
R—Evening except Sunday.
S—Evening except Sunday and Sunday morning.
T—Evening except Saturday and Sunday.
U—Evening except Saturday and Sunday, Sunday morning.
Y—Saturday exclusively.
*—Following a rate indicates that the rate is flat and not subject to time or space discounts.
"—Less than 5,000 lines.
§—More than 5,000 lines.

‡—Where the publisher's card does not give space rates, but does give insertion rates, the open rate is used and the fact that lower insertion rates may be earned.

Where the minimum space rate is the 5,000 line rate no character is used.

The circulation figures are the average net paid for the Six Months' period ending March 31, 1919, as reported to the Audit Bureau of Circulations.

The advertising rate is the 5,000 line space rate to "foreign" advertisers in effect August 1, 1919.

For Explanation of Key-Letters and Markings See Foot Note on Page 32.

The September Convention Number of
Associated Advertising, We Believe,

Carries More Revenue Than Ever Before Carried by Any Single Number of Any Publication in the Advertising Field

This was possible because the advertisers realized the tremendous value of the magazine, both normally and in this particular issue, and its great editorial content in connection with the A. A. C. W. New Orleans Convention, which gave it a reader interest value hardly ever equalled. Circulation was another factor.

It is one of the best issues of a trade publication ever published. It will be filed for frequent reference during many months to come. Read your own copy and judge for yourself.

NOW FOR THE OCTOBER POST-CONVENTION NUMBER

If it is possible for any number to equal or surpass the September issue in value, the October number will do so.

It will be out in approximately a week after the Convention closes with full and complete stories, reports, events, speeches—the unquestionable high spots—divisional decisions, important departmental discussions and papers, status of standards of practice—matter that will be in importance to advertising men throughout the world similar to the lawyers' statute records.

It is a number that will bring to advertisers actual and publicity results hard to estimate.

Page price remains the same—$150—8 x 10—all full pages right hand, opposite reading. Normal circulation, 15,500 A. B. C.

Reservations assigned as received.

Associated Advertising

A MONTHLY MAGAZINE

Associated Advertising Clubs of the World, Inc., Publishers

H. C. DAYCH
Eastern Representative
110 West 40th Street
New York City
Tel. Bryant 8380

P. S. FLOREA
Business Manager
110 West 40th Street
New York City

STANLEY IKERD
Western Representative
123 West Madison Street
Chicago, Ill.
Tel. Central 3021

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TIPS TO THE AD MANAGER

F. Wallis Armstrong Company, North American Bldg., Philadelphia. Making 5,000-line contracts with Western newspapers for Henry Sonneborn & Co.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with newspapers for U. S. Government.

Barton, Durstine & Osborne, 25 W. 45th street, New York. Placing orders with newspapers for "H.-O." Company; reported about to place copy with newspapers for Upson Company.

George Batten Company, Fourth Avenue Bldg., New York. Reported will make up a list of newspapers during October for Columbia Graphophone Company.

Bennett Company, 19 W. 44th street, New York. Will handle the advertising for Nemours Trading Corporation.

J. H. Cross Company, 214 S. 12th street, Philadelphia. Again placing orders with newspapers in selected sections for United Medicine Company.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Reported will make up a list of newspapers during next sixty days for Sheboygan Mineral Water Co.

Dunlap-Ward Company, Union National Bank Bldg., Cleveland. Making 5,000-line contracts with Pennsylvania newspapers for Cleveland Automobile Company.

George L. Dyer Company, 42 Broadway, New York. Placing copy with newspapers for Regal Shoe Company.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Again placing copy with Philadelphia newspapers for Philadelphia Public Ledger.

Freeman Agency, Mutual Bldg., Richmond. Reported will make up a list of country weekly newspapers this month for F. S. Royster Guano Company.

Fuller & Smith, Guardian Bldg., Cleveland. Making 5,000-line contracts with Pennsylvania newspapers for Glidden Varnish Company.

W. S. Hill Company, Vandergrift Bldg., Pittsburgh. Making contracts with Pennsylvania newspapers for Chmalene Chemical Company.

C. Ironmonger Advertising Agency, 95 Madison avenue, New York. Placing orders with New England newspapers for Morgan Drug Company.

H. B. Humphrey Company, 581 Boylston street, Boston. Placing orders with newspapers in various sections for Raymond & Whitcomb Company.

Lewis Agency, Star Bldg., Washington, D. C. Placing special copy with newspapers for Allen R. Walker & Co.

Ostenfelder Advertising Corporation, 25 E. Jackson Blvd., Chicago. Placing orders with newspapers generally for B. S. Pearsall Butter Company.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Making contracts with Pennsylvania newspapers for Ferrodine Chemical Company.

Frank Seaman, 470 Fourth avenue, New York. Reported will make up a list of farm papers this month for Atlas Portland Cement Company.

J. Walter Thompson Company, 242 Madison avenue, New York. Again placing orders with Pennsylvania newspapers for Piel Brothers; making 5,000-line contracts with Pacific Coast newspapers for Lamont, Corliss & Co.

Wales Advertising Company, 110 W. 40th street, New York. Making 5,000-line contracts with Pennsylvania newspapers for Boston Varnish Company.

LIFE INSURANCE HEAD URGES ADVERTISING

President of National Association of Underwriters Declares It Is Duty of Companies to Educate People—Favors Use of Newspapers

Seattle, Sept. 1.—"Advertise more." This is the keynote of the messages which Jonathan K. Voshell, president of the National Association of Life Insurance Underwriters is hammering home in the speeches he is making to insurance men on a tour of the West.

Success of an insurance company depends upon advertising on a large scale, says Mr. Voshell. And it is the duty of an insurance company to educate the people to the real service to humanity they stand ready to render.

"Every business has now been brought to the realization that advertising is its greatest asset," declared Mr. Voshell in an address to the Puget Sound Underwriters' Association.

"Advertise your business in the daily and weekly papers, city and country. You've got a big message to deliver and the best way you can deliver it is through the advertising columns of the newspapers."

Scranton Plans to Entertain Circulation Managers

Business Men Arrange Sight-Seeing Tours in Automobiles for Members of Inter-State Association

Scranton, Pa., Sept. 3.--The Board of Trade and officials of leading industries of Scranton are co-operating with the newspapers here on plans to give a big time to members of the Inter-State Circulation Managers' Association who attend the semi-annual convention of that organization here, September 10 and 11. Headquarters will be at the Hotel Casey.

There will be several sight-seeing trips in automobiles to industrial plants, including the International Correspondence Schools, where luncheon will be served and a group picture taken, and lace, silk and button factories.

The Association is the largest sectional organization of its kind in the country, having a membership of about 100, being second in numbers only to the International Circulation Managers' Association.

HARVEY JOINS ATLANTA AGENCY

Is Given Testimonial by Co-workers Before Leaving Greensboro

Greensboro, N. C., Sept. 3.—R. Winston Harvey, sales manager of the Vick Chemical Co., leaves September 1 to become associated, in an executive capacity, with the Jacobs Advertising Agency at Atlanta, Ga. As a slight testimonial of the regard and affection in which he is held by his co-workers in the organization, Mr. Harvey was presented recently, at a general meeting of the office force, with a handsome smoking set in copper and gold, suitably inscribed with their well-wishes.

L. Richardson, Jr., a son of the founder of the company, succeeds Mr. Harvey as sales manager.

Appointed to Public Office

Newark, N. J., Sept. 3.--James Morris Jerauld, a member of the News staff, has been appointed secretary to the Director of the Department of Streets and Public Improvements at a salary of $3,500 a year.

St. Louis Boasts a Real Bank Advertisement

Mercantile Trust Company Presents Splendid Piece of Publicity in Post-Dispatch

St. Louis, Mo., Sept. 1.—What is said to be the largest advertisement ever run in the rotogravure section of a daily newspaper by a financial institution is that of the Mercantile Trust Company, which occupied the center spread of the rotogravure section of yesterday's Post-Dispatch. The advertisement pictures some of the building projects which have been financed through the trust company in the last few years.

The advertisement aimed to help the people of St. Louis to "realize how much the Mercantile Trust Company has done to build up St. Louis."

Not only was the exhibit sufficient to give present depositors a thrill of pride in being a part of such an institution, but it was most impressive, showing prospective depositors what could be done with their money.

John Ring, Jr., is advertising manager of the Mercantile Trust Company. He also is president of the Advertising Club of St. Louis.

CHICAGO "TYPOS" WAGES RAISED

Newspaper Publishers Also Offer to Increase Scale of Pressmen

Chicago, Sept. 2.—Through negotiations just concluded between the Chicago Typographical Union and the Chicago newspaper publishers, the union employes have obtained an increase of $4.80 a week for day work and $5.60 for night work, making the wage scale for day work $42 a week and for night work $45 a week—48 hours per week, day or night.

The Chicago newspaper publishers voluntarily have offered their union pressmen a weekly increase of $3 a week, which would make the day wage for pressmen-in-charge $38 a week, and for pressmen $32 a week, and have offered their union stereotypers the same increase, which would make their scale $34 for day work and $36 for night work. They have not acted on these offers.

Fire in N. Y. World Office

A slight fire in the want ad department of the New York World caused excitement on Park Row on the morning of Labor Day. A pile of rubbish had become mysteriously ignited, but firemen extinguished the blaze with slight damage.

Brooklyn is big—as big as Boston, St. Louis and Cleveland rolled into one.

As big as Detroit, Baltimore, Pittsburg and Los Angeles combined.

Over two million people, with several billion wants to be supplied.

The Standard Union can tell them about you.

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Tablet to N. Y. World Men Who Were Killed in War

Unveiling of Bronze Memorial in Arcade of the Pulitzer Building Will Take Place Next Sunday

A bronze tablet, in memory of New York World employees who lost their lives in the war, and in honor of other World men in war service, who survived, will be unveiled by Ralph Pulitzer, Jr., next Sunday. The tablet, designed by Tiffany, will be fixed on a pillar in the arcade of the Pulitzer Building.

One hundred and twenty-five men who worked for the World in various capacities were in active service abroad. Of these, twelve were killed or succumbed to wounds.

The World paid each of the 125 the difference in the amount he earned in its employ and his lesser pay in the service. The free-will offering amounting in all to a little more than $225,000. Besides, every man's place, in whatever department, was open to him when he returned after being honorably discharged.

After young Mr. Pulitzer unveils the tablet, Magr. Luke T. Evers of St. Andrew's Church, Duane street, the priest who had first held early morning services for newspaper night workers, will offer a prayer for the repose of the souls of those who made the supreme sacrifice and for the welfare of those who escaped the perils of war.

President Dobert L. Moran of the Board of Aldermen, representing the city; Dock Commissioner Murray Hurlbert and Police Commissioner Enright, will make brief addresses.

Gov. Smith has written, regretting that a long standing engagement will prevent his attendance on this occasion. In his letter, the Governor speaks of the loyalty and generosity shown by The World's employees in their subscriptions to all the Liberty Loans and says of the tablet:

"It will be a splendid memorial of The World Men who gave up their lives and of those who, fortunately, arrived back from overseas."

After the tablet is unveiled The World men, their families and friends will turn to lighter things and they will board the steamer Hempstead at Dover Street pier and be conveyed to Duer's Pavilion, Whitestone, L. I. There, besides a good dinner, they will enjoy baseball games, field sports, boxing bouts and a musical entertainment.

Veteran Mississippi Editor Dies at Jackson

N. P. Bonney Published Summit Sentinel for 25 Years—Worked with Many Prominent Journalists

JACKSON, MISS., Aug. 30.—Hon. N. P. Bonney, editor of the Summit Sentinel, and one of the oldest newspapermen in Mississippi, died at the Baptist State Hospital a few days ago after an illness of several weeks. Mr. Bonney had edited the Sentinel at Summit since the early seventies when he succeeded his father, the late Henry P. Bonney, as publisher of that paper. He was literally brought up in a newspaper office, having learned the printer's trade when a mere boy, and in the days following the civil war he was the contemporary of such men as Ethelbert Barksdale, Col. J. L. Power, George W. Harper, A. J. Frantz, G. D. Shands, F. T. Cooper, P. K. Mayers and other noted journalists of those days.

Barring only a short period spent as editor of the Daily Corinthian at Corinth, Mr. Bonney had spent his entire life at Summit.

Judge J. H. Dills

Judge J. H. Dills, 84 years old, veteran newspaper man of Sherman, Tex., died at Shreveport, La., August 26. Judge Dills was a native of Arkansas, but went to Texas at the close of the war between the states and settled at Sherman, where he established one of the first newspapers in that section. He also conducted large farming interests and was prominent in politics in North Texas. He moved to New Mexico about twelve years ago and was elected a member of the legislature of that state. He also served in the Texas Legislature.

Frederick W. Watson

Frederick W. Watson, one of the best known men in the newspaper business in New Hampshire, died at his home in Manchester on Aug. 22, at the age of 58 years. He was a native of Tamworth, N. H., and went to Manchester when a boy. Retiring from the express business, in which he was engaged for a time, he entered the circulation department of a newspaper. He was an Odd Fellow, and is survived by a wife, mother, sister and half-brother.

Lunsford Richardson, Sr.

The body of Lunsford Richardson, Sr., president of the Vick Chemical Company, Greensboro, N. C., who died in his 65th year at San Francisco while on a combined pleasure and business trip to the Pacific Coast, was brought to Greensboro, N. C., for interment Aug. 29. He is survived by a widow and five children, among them H. Smith Richardson and L. Richardson, Jr., general manager and secretary, respectively, of the Vick Chemical Company.

Pioneer Engraver Dead

William H. Bartholomew, 63 years old, known as an authority on the halftone process of engraving, died Sept. 2 at the Brooklyn Hospital, after an illness of some time. About 1888 he opened a plant for the manufacture of halftone plates at 18 Spruce street. He was also a pioneer in the three-color process, and is said to have installed the first plant in Canada for the production of these plates.

Frank O. Van Galder

Frank O. Van Galder, for 24 years editor of The Woodman, official organ of the Modern Woodmen of America, died at Rock Island, Ill., Aug. 25, after a short illness due to a breakdown. The deceased was one of the Ford peace party on the celebrated trip to Europe.

Obituary

ABRAM REESE EVERSOLE, former newspaper publisher and attorney, died recently at Columbus, Ohio. For twenty-five years he edited the Fairfield County Republican. He was born in Lancaster in 1850 and was admitted to the bar in 1876.

EUGENE MAYHALL of Oklahoma City, who died recently in a hospital in St. Louis, was a Missouri newspaper man, having conducted papers at Center, New London and Elsberry.

On an average, 1,100 plates are cast daily for the London Evening News, involving the use of some 25 tons of metal.

The advantages of such a territory as West Virginia lie in its easy balance.

If a genius be really a person with one bump over-developed to the exclusion of some other bumps, how much more applicable to territories.

West Virginia's material resources extend from the deep crust of fertile soil that tops its mountains to the bowels of the earth; its mines of coal and iron, its wells of oil and natural gas.

Its factories transform its crude products into merchandise; its farms produce rich crops; its beautiful and luxuriant valleys, with their amazing water ways amidst rich orchards and industrial developments, seem framed by nature for man's highest achievements.

A well balanced territory, solid, permanent, SANE!

And you can advertise to it by its daily newspapers for less money per capita than to any other. Ask the papers.



	Circulation	Rate for 5,000 lines.
Bluefield		
*Telegraph ....(M)	5,463	.02143
Charleston		
‡Gazette .....(M)	11,410	.03
‡Gazette .....(S)	11,700	.02
†Mail .....(E)	9,336	.025
Clarksburg		
†Telegram ....(E)	7,864	.02
†Telegram ....(S)	8,351	.02
After Feb. 1st, 1920.....		.025 flat
Fairmont		
*W. Virginian.(E)	5,192	.02
Grafton		
*Sentinel .....(E)	2,275	.014
Huntington		
†Advertiser ....(E)	8,524	.02
†Herald-Dispatch ....(M)	11,165	.02
†Herald-Dispatch .....(S)	11,599	.02
Martinsburg		
†Journal .....(E)	3,249	.0129
Moundsville		
*Echo	1,730	.0115
Parkersburg		
*News .....(M)	6,239	.02
*News .....(S)	6,239	.02
†Sentinel .....(E)	6,695	.017
Wheeling		
†Intelligencer .(M)	10,139	.0325
†News .....(E)	14,749	.04
†News .....(S)	17,000	.05

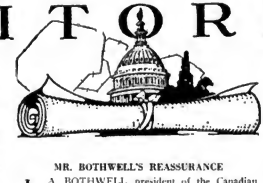
*Government statement, April 1, 1919.

†A. B. C. statement, April 1, 1919.

‡Publishers' statement, April 1, 1919.

File the Facts for reference.

EDITORIAL



A CHALLENGE TO THE PRESS

SENATOR Chamberlain has expressed in the Senate the hope that the newspapers will "without any act of Congress," decline to print the Ludendorff story. Senator Lodge joins in the hope.

The incident is important because it is probably the first time an effort has been made in the Senate to fix for the newspapers an editorial policy in regard to a particular feature. Senator Chamberlain's appeal to the newspapers is of the kind often made by individual readers, who do not approve of editorial features or policies. But this appeal—or protest—carried with it the suggestion of possible congressional action to enforce it. If Congress should respond to the suggestion, and enact a law suppressing the publication here of the Ludendorff story, a precedent would be created for congressional dictation as to the editorial policies of our newspapers which might logically extend to everything printed. The possibilities of such a situation are plain. Under such a system it would be possible for Congress to decide, in effect, what sort of information the newspapers should be permitted to print, what classes of news and feature matter the American people could be trusted to read. Senator Chamberlain has, in reality, uttered a challenge to the press.

Ludendorff, in the general thought of Americans, is a mere evil symbol of a monstrous and defeated governmental system. The hideous things for which he stood have been abolished. The emancipation of mankind from the menace of German militarism has been accomplished through the awful ordeal of sacrifice. That anything which this man could write would have a tendency to palliate the crimes of his late masters or of himself is not thinkable—if we are to credit the American people with either patriotism or common sense.

It remains true, however, that the history of the war from the German standpoint will inevitably be told, in order that the record shall be made complete. A criminal is entitled to a hearing in the courts of even the least civilized countries. A culprit, arraigned for unspeakable crimes, ante-mortem, against him, is not likely to win sympathy for himself or for his deeds by his story of how it all happened. Yet the sum of knowledge is increased by such disclosures, and the world knows better how to deal with kindred problems through the uncovering of the mental processes of criminals.

If the Kaiser himself should decide to tell his story there would be a keen and legitimate public interest in what he might write. Our newspapers would be justified in printing it. That it would serve as a factor in creating a more lenient public opinion as to German crimes under his mad rule is an absurd view. The thought of the people would be to get a close-up view of the mentality of a man who sought to plunge the world into night and chaos, and who succeeded in dotting the face of the earth anew with the graves of men and women who were ready to die in the defense of liberty.

The American people do not need guardians. They may be trusted to read the plea of the accused without danger that they shall develop sympathy for his crimes. We have not come to the time when Congress must edit our newspapers.

THERE is a movement in England for the formation of a Joint Industrial Council for the newspaper industry for the adjudication of all problems arising between proprietors and workers. The item is of interest to all who have eyes to see and ears to hear, and who, when confronted with "a sign of the times" believes in reading and translating it.

ACCORDING to Editor & Publisher's London correspondent, only about a dozen of England's newspaper publishers advertise advertising. American newspaper makers offer a much better record. Yet, even with us, the advertising of advertising is done adequately by only a small proportion of our publishers.

IT is not the simplest matter in the world to advertise your advertising effectively—but it is a vital, urgent matter, and should engage the best brains in your organization.

VIEWS OF INLAND PUBLISHERS

PRESIDENT A. W. PETERSON, of the Inland Daily Press Association is entitled to the thanks of all publishers for his timely effort to obtain definite expressions of views of the members of his organization as to the postal rate situation and their attitude toward the publishers' statements as a service feature of the Audit Bureau of Circulations.

Will. J. Tetford, secretary of the association, has tabulated the answers to seven questions, ninety-six publishers having responded to the questionnaire.

To the first question, "Are you in favor of the postal zone system for all publications as now in force?" forty answered "yes," thirty-seven answered "no," fourteen did not answer and some answers were qualified. This result serves to put the Inland members on record as favoring the policy which has been approved by the A. N. P. A. and the Southern Publishers. These dominant organizations of publishers have not conceded that there is any justification for an increase in the second-class mail rate; but they have asked that an impartial investigation of costs of carrying newspapers shall be made. If this shall demonstrate the need for a higher rate, then they suggest that it should be based upon the zone principle, as applying to newspapers as a whole and not merely to the advertising carried.

In question number three publishers were asked if they favored repealing the present law without having ready for immediate passage a substitute. Seventy-six answered "no"; nine answered "yes." Question number four: "Are you in favor of repealing that portion of the present law which requires publishers to furnish to the Government semi-annual statements of circulation?" Twenty-one replied "yes"; forty-six "no."

In question number 5 publishers were asked if they favored an appropriation to enforce penalties on newspapers that make incorrect statements to the Government. Fifty-nine answered "yes," thirteen "no."

Question six: "Do you think the A. B. C. semi-annual statements of publishers are of use and should be circulated among advertisers?" Seventy-one answered "yes;" eight "no." Twelve qualified the "yes" and ten qualified the "no." This would make the figures stand: affirmative, 59; negative, 18.

Question number seven: "Should publishers' statements be abolished and A. B. C. members depend solely on the annual audits?" Twenty-one answered "yes," forty-two "no." Several answers were qualified.

The result of this questionnaire proves that, as to the chief matters of policy touched upon, the Inland publishers have reached sound and progressive conclusions. Particularly is this true as to the principle of the zone postal rate, and the usefulness of publishers' semi-annual statements to the A. B. C. The even division of opinion as to the present zone law applying to advertising indicates that the Inland publishers have been influenced somewhat by the contention that this postal rate operates in favor of the small publisher as against the publishers of metropolitan newspapers which may come into his field. Editor & Publisher does not concede the soundness of such reasoning, and believes that the penalizing of advertising which is involved in this law is injurious to all publishers alike. The publisher of a small daily will not find it profitable to try to build a wall around his local territory, to protect it from invasion. Indeed, he need not fear competition from the outside at all if he covers his home city intensively, developing the local field to its fullest possibilities and securing for his paper an ever increasing volume of national advertising.

ADVERTISING must now be classed with editorial and news matter as a force for creating an informed public opinion.

MR. BOTHWELL'S REASSURANCE

J. A. BOTHWELL, president of the Canadian Pulp and Paper Association, feels that Editor & Publisher has shown undue alarm in connection with the newsprint situation. He believes that it is a wrong policy to "play upon the fears" of publishers, contending that this induces would-be hoarders to try to buy up all tonnage now available in order to safeguard their own future needs.

He believes that publishers may be persuaded to realize the need for newsprint conservation without "the accompaniment of alarmist statements." It may be stated for Mr. Bothwell's information—the readers of Editor & Publisher need no assurance on this score—that the only "alarm" sounded in these columns as to possible newsprint shortage in the fall and winter has consisted in the publication of statistical information as to production and consumption, with merely a common-sense interpretation of what the facts have shown.

To relate that production of newsprint has increased over last year only five or six per cent.; that consumption has increased approximately 25 per cent., and that demand is sure to grow within a few weeks, may be "alarming" but it is very necessary information for publishers who are directly concerned. In last week's issue it was shown, by the survey for the month of July by the Federal Trade Commission, that U. S. mill stocks in that month had increased 2,110 tons. This was good news, as showing the balance apparently on the right side. But it is also shown in the report that 84 publishers decreased, during the same period, 5,158 tons, producing a net loss in the available supply for the month of 3,048 tons. If this is an "alarmist report" the fault is with the facts, when it is remembered that the mills usually accumulate substantial reserve stocks during the summer months.

All publishers would be glad to be able to share Mr. Bothwell's optimism and to believe that the manufacturers are going to be able to meet every legitimate demand for paper in the months to come. Editor & Publisher does not believe, however, in ignoring a threatening outlook and preaching hopefulness merely for the sake of furthering optimism. It is necessary to repeat that only sound policies of economy in paper offer a sure remedy for a prospective shortage. In one of his contentions Mr. Bothwell is right: A mad scramble for surplus tonnage, on the part of publishers who think only of their own prospective needs, will contribute to bringing about the very conditions all desire to avoid.

IT is not "possible," from an economic standpoint, for a publisher to meet higher labor scales and other advancing costs without increasing his advertising and circulation rates in proportion. Yet few publishers are doing this. It would be an exceptional advertiser who would fail to take advantage of this situation.

September 4, 1919. Volume 52, No. 14.
EDITOR & PUBLISHER
Published weekly by
The Editor & Publisher Co.
1117 World Building, 63 Park Row, New York.
W. D. Showalter, editor; John F. Redmond, managing editor, Dan F. Miller, News; Ben Mallon, Features.

James Wright Brown, publisher,
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cass.
San Francisco: H. L. Bernstein.
Boston: M. J. Staples.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

PERSONALS

IN THE EDITORIAL ROOM

H. B. R. Briggs, editor of the St. Paul Daily News, is devoting his vacation to automobile trips among the nearby lakes. His duties are meanwhile attended to by W. G. McMurchy, Washington correspondent, home on vacation. Mr. McMurchy was Mr. Briggs' immediate predecessor.

Grover L. Allman of Sherman and Miss Mittie Lou McDonald, associate editor of the Tioga (Tex.) Herald, were married August 24.

Major George Wythe, who was a member of the Dallas (Tex.) Morning News staff when the United States entered the war, is home from France. After his discharge, Major Wythe will enter the service of the Associated Press in Washington. Major Wythe is regarded as an expert on old-world questions, having specialized in foreign history. He was a member of the Ford peace party.

Alvin Steinkopf, formerly with the Milwaukee Wisconsin, has returned from military service overseas and joined the Paul Pulitzer editorial staff.

D. B. Duncombe, former manager of the Seattle Press Club and former newspaperman, who served more than a year with the Red Cross in France, has returned to Seattle.

Dave Irwin, for years a reporter on the Seattle Star and the old Seattle Sun and later connected with Everett papers, has returned from two years' service with the fighting forces overseas.

Fred Earp, former army lieutenant, has returned to the copy desk of the Seattle Times.

Courtland Mayhin, member of the Tacoma News-Tribune editorial staff, was married recently to Miss Venette Kiesler, of Tacoma. They are spending their honeymoon in Oregon.

Marcus E. Sperry of Orange, Tex., has gone to St. Louis to be market editor for Lumber.

Robert F. Wright, news editor of the Des Moines Register and Leader, and a former Topeka newspaperman, has been visiting relatives in Topeka. Twenty years ago Wright was night editor of the Capital, going from there in 1900 to the St. Louis Globe-Democrat. For the last fourteen years he has been in newspaper work in Iowa.

Mrs G. J. Boughner, motion picture editor of the St. Paul Dispatch-Pioneer Press, has resigned to attend the college of journalism in Columbia University. She is fitting herself to teach journalism.

George M. Doyle, of the Springfield (Mass.) Daily News and the Republican, spent part of his vacation in Bridgeport, Conn., with Joseph H. Shea, reporter of the Bridgeport Post.

C. Edgar Persons, news editor of the Associated Press western division, has joined the Sacramento (Cal.) Union.

Miss Russell, the Chicago Daily News Irish correspondent, returned to this country this week.

Captain Andrew P. Keefe and Lieut. James H. Baker, former members of the Minneapolis Tribune staff, who have been in war service in France, have written that they expect to be back in this country early this month.

W. E. Mahoney, for the past ten years marine editor of the Portland Oregonian, has resigned to take a position as publicity agent for the sales and supplies division of the Emergency Fleet Corporation. Fred M. White succeeds him as marine editor.

A. Whisnant has resigned from the staff of the Bend (Orc.) Bulletin to become manager of the Loyal Legion of Loggers and Lumbermen in the Central Oregon district.

Finlay D. McNaughton, recently returned from service, has resigned from the copy desk of the Portland (Ore.) Journal to join the staff of a bond house.

Stewart Hanna has left the Peterboro (Ont.) Review to become editor of the Smith's Falls Record-News.

C. C. Caldwell, city editor of the Cleveland Plaindealer, has returned from a fishing trip in Canada with a story about a 27-pound muscallonge he captured and left in Canada to be mounted by a taxidermist.

Goode M. Guerry, a well-known Tampa newspaper man, has bought the Palatka (Fla.) News from Senator W A. Russell.

Roy T. Burke, formerly of the editorial department of the Milwaukee Sentinel, has been made associate editor of newspaper publicity for Thomas A. Edison, Inc.

IN THE BUSINESS OFFICE.

Victor F. Lawson, publisher of the Chicago Daily News, now has very nearly recovered from all adverse effects of his attack in New York several months ago, and for the past couple of weeks has been coming down to his office every day.

E. H. Baker, president of the Cleveland Plaindealer Publishing Company, has returned with Mrs. Baker from a visit of several weeks at Tacoma, Wash., and other Pacific Coast cities.

Rodman Wanamaker, executive of the New York Herald and owner of the Philadelphia Press and Evening Telegraph, has fully recovered from a minor operation undergone two weeks ago in the Pankenau Hospital, Philadelphia.

Robert Liggitt, who has been overseas in the Y. M. C. A. service, has resumed his former work with the display advertising department of the St. Paul Dispatch-Pioneer Press.

Fred Lovell, who left the advertising department of the St. Paul Dispatch-Pioneer Press for a soldier's life in France, has returned and joined the advertising force of the Daily News.

John H. Miller, who has been appointed manager of the Ledger Photo Services, with headquarters at Philadelphia, formerly held the position of librarian on the New York American and not assistant Sunday editor.

WITH THE AD FOLKS

G. B. Smith, for over 18 years Sunday editor of the Philadelphia North American, has resigned to go with the Foley Advertising Agency, that city.

O. S. Bruck, vice-president of the Southwestern Advertising Company, Dallas, Tex., was the principal speaker at the Get-Together Club luncheon in Sherman, Tex., last week.

Fred S. Skeen, formerly secretary of the Becker-Moore Paint Company, St. Louis, and who had charge of advertising and sales for many years, is now connected with the Ross-Gould advertising and sales promotion staff, St. Louis.

Alan R. Wile, for a number of years with the Lord & Thomas Advertising Agency, having had charge of sales promotion and investigation and a year and a half with Knill-Burke, Inc, publishers' representative, has returned after two years' war service abroad and has again become identified with Knill-Burke, Inc., organization.

James A. Young, for the past two years Western manager of the Illustrated Review, a monthly rotogravure pictorial publication, has resigned that connection and has become Western manager of the Graphic Newspapers, Inc., in Chicago.

C. F. Chapin, who has just returned from artillery training at Saumur, France, has rejoined the Vick Chemical Co., of Greensboro (N. C.), in the capacity of first assistant to the advertising manager, Richard B. G. Gardner. Mr. Chapin will be in charge of space-buying and the general detail work of the department.

SPORT WRITER HAS NOT BEEN FIRED SINCE HE WAS PRINTER

SOMETIME ago, George H. Evans, proprietor of the Chickasha (Okla.) Express was introduced to H. C. Hamilton, then sporting editor of the United Press, while on a visit to New York City.



H. C. HAMILTON

"Say, your stuff is going fine down our way and we have a lot of people who swear by your sporting dope," remarked Mr. Evans.

"I am awful glad to hear you say that — for you fired me once," replied Mr. Hamilton.

It then developed that Hamilton, as he is generally known, had once been a tramp printer and during his wanderings had covered most of the Southwest and regardless of his confession that he had been fired from the Express he claims to have been a good printer.

He graduated from printer to reporter on the St. Joseph (Mo.) Gazette and was finally made sporting editor. Then he drifted up to Minneapolis and from there down to Indianapolis, where he worked on the Star.

Three years ago he came to New York as sporting editor of the United Press, and with the exception of a few weeks last spring when he went South with the New York Yankees on their training trip for the New York Mail. He is a great friend of Jack Dempsey and had a great deal to do with a story of his life being printed.

While with the United Press he covered practically every big sporting event in the country. Now he has left them to join the sporting department of the Cleveland (Ohio) Plain Dealer. For the present he will specialize on football.

Hugh Farrell, formerly of the sports department of the Columbus (Ohio) Citizen, is now handling sports in the New York office of the United Press.

The Haskin Letter records and seriously interprets, day by day, those events which mark the progress of the world.

BRING $250,000 LIBEL SUIT

Complainants Say Palmer and Garvin Accused Them Falsely of Disloyalty

The Attorney General, A. Mitchell Palmer, and the Alien Property Custodian, Francis P. Garvin, have been made defendants in a suit filed in the United States District Court for the Southern District of New York to recover $250,000 damages for libel, brought by Julius Forstmann and the Forstmann & Huffmann Company, of Passaic, N. J.

The complainants allege that in a series of articles written for the Saturday Evening Post and Munsey's Magazine by Attorney General Palmer, and for the New York Tribune by Mr. Garvin, they were charged with disloyalty during the war and with owning and operating an industry in the interests of Germany. They declare these charges were false.

One H. N. Moore Goes to London

H. N. Moore, the Washington correspondent of the Montreal Star, has been transferred to London, England, as correspondent of the same paper. It will be his first experience in the British capital, but he covered the opening sessions of the Peace Conference in Paris. In the meantime, H. N. Moore, no relation, New York correspondent of the Star, is slightly worried, for H. N. Moore of Washington was to have relieved him on his vacation.

Young Bingham Tennis Champion

ASHEVILLE, N. C., Aug. 30.—Robert W. Bingham, Jr., son of the publisher of the Louisville (Ky.) Courier-Journal, won the championship of North Carolina in the open tennis tournament here today by defeating Eugene Jones of Asheville by scores of 6—1, 6—0, 6—1.

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LETTERS OF AN EDITOR TO HIS SON

About six months ago a young newspaperman undertook the management of a somewhat slow going country town daily. His father, an experienced editor, has written him many letters of practical advice. EDITOR & PUBLISHER *has secured extracts from these actual letters for publication in several chapters, the fifth and last of which follows:*

I HAVE just received your letter and a copy of the paper in which I note certain changes. Evidently the editor is going to have trouble in adjusting himself to the new conditions, but it will be entirely up to him to choose his course. If he will be good and go along it is possible he might become a fair to middling newspaper man, but I doubt it—he is so much sot in his ways. Of course, it is only natural that he should be peeved, anybody would be, but it may be that he will come to his senses before it is too late. If he is going to hold back and make the change as hard as possible he will be worse than useless and will have to go. However, give him time enough to show his cards. Always when you have occasion to give him instructions make them so plain that he cannot claim a misunderstanding.

I am glad you got that new reporter. Get him broken into your way of doing things and see that he is given a full understanding of the editorial department, because when your editor does leave it will probably be in a hurry.

In the paper I see the beginning of a sports department, and it should be built up as rapidly as possible. Put a two or three-column head over the news, and keep it on the same page, preferably the sixth. Can't you get hold of a high school boy to help you with sports?

Always Encourage Suggestions

And, by the way, impress on everybody around the shop that you want suggestions and lots of them, not that you can act on all of them, but try out as many as you can, even if you are doubtful as to some of them. There is nothing that makes more for *esprit du corps* than to have every man and woman feel that they are an important part and that their ideas are wanted. So I say encourage the whole staff to come to you with advice and criticism. If you can get them all together occasionally to talk things over you will be surprised to find how many good ideas are brought out.

Running short news stories without heads gives the paper a careless look, a fault the editor can easily remedy. Then I see sometimes telegraph stories with no head but the word "bulletin." That's a lazy man's way.

Tell the make-up man never to run an item from one column to the next breaking on a paragraph, for the reader may think that is the end of the story. Nor do I like to see breaks from one page to another on a paragraph. And, speaking of runovers, I am sorry to see that you have a good many carry-overs of only a few lines. It is troublesome enough for the reader to run to another page for the completion of the story, but decidedly irritating to him to find that he has gone to so much trouble to get a few lines that could have been worked into the first page somehow. Runovers are annoying at best to the readers, so better not make them any worse than absolutely necessary.

Another kind of sloppy make-up is apparent too often in the using of personals to justify a column. If the editor would edit some small stories justification would be easier, of course, but still many times the make-up will pinch off lots from a department because that is the easiest way out.

While I am on the subject of make-up let me make another suggestion or two, this time as to the first page. Day after day you have been running a two-column news picture at the top of the first two columns and a double-column head in the last two, all of which is well enough until it becomes tiresome. Try some of the other tops of columns for the cut. Nowadays it seems to be necessary for a paper to have a streamer head across the top of the first page whether the news is worth it or not, but even so, can't you vary the style of type occasionally?

Variety in First Page Makeup

Let me tell you again to watch your column and other rules. Some of them are decidedly ragged and without connections. If the make-up will take a little more time and care the rules will be all right. If you have to buy some new ones the money will be well spent. Look out, too, for worn-out ads, for some of them have been running so long that they are almost illegible. If I were the advertiser I would not pay you a red cent for the space they occupy, little as the amount might be. Be careful, too, about broken letters both in ads and in heads, and broken news dashes. These are all small things, but they count for a lot in the general appearance of the paper. And, besides, in many cases the remedy costs nothing but carefulness and the exercise of a sharp eye.

I hope you prove to be one of the rather rare men whose eyes become trained to catch errors almost without looking. I worked for a man once who was almost uncanny in his ability to see mistakes, even those buried in the solid text of the paper. And incidentally I never knew a man who was such a stickler for keeping the paper clean typographically and mechanically. He did not assume, either, that anything was good enough for the reader, nor that the reader did not notice carelessness and dirtiness.

"Well, I guess that will be about all for this time. Don't get discouraged because you cannot do all you would like to do all at once. I have crowded a good many things on you, I know, but do the best you can. And, above all, don't get fussed. Do your darndest, and you will be in the class with the angels.

St. Louis Endorses Indianapolis

ST. LOUIS, Mo., Sept. 1.—The Advertising Club of this city has gone on record in favor of Indianapolis for the 1920 convention of the Associated Advertising Clubs of the World. This action was taken at the regular weekly luncheon meeting of the club last Tuesday, following an address by Charles A. Bookwalter of Indianapolis. The weekly meetings of the club have been resumed after having been suspended for the summer.

Newsprint Companies to Merge

WATERTOWN, N. Y., Sept. 2.—Negotiations are pending toward the merger of the St. Regis Paper Company and the Remington Paper and Power Company, the two largest newsprint manufacturing concerns in this section. If the deal is consummated it will mean a concern with more than $25,000,000 in assets.

—Oh, Yes, they DO build ocean carriers in Wisconsin.

They built two miles of *ocean ships* for the *war*, in fresh-water shipyards—and did it on time, too!

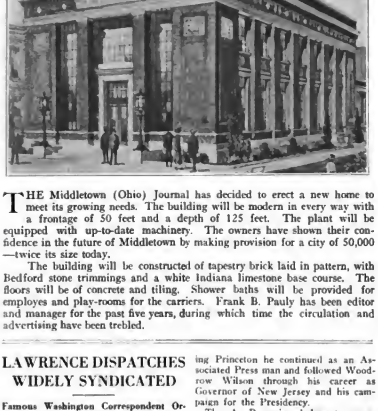
YOU CAN SELL THEM almost anything that is used in the home, the office, or in the factory, if you present it right and call attention to it by advertising in the daily papers. There are ONLY fifty English language dailies in Wisconsin. They reach the readers on the farm and in the ...ies, *at ho...*; and your adverti... for a w... year in all of the... need not cost you much more than the price of a stamp to mail a letter to each family head in the state!

NO, you can NOT beat it! The proof is these papers:

Papers	Circulation	Rate for 5,000 lines
Appleton Daily Post (E)	5,010	.0143
Beloit News (E)	6,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E)	6,017	.025
Green Bay Press Gazette (E)	11,011	.025
Kenosha News (E)	5,221	.0129
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,891	.03
Milwaukee Wisconsin News (E)	*68,431	.10
Milwaukee Journal (E)	113,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.025
Sheboygan Press (E)	6,698	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1, 1919.
*Publisher's Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919

NEW HOME FOR FAST GROWING OHIO DAILY



THE Middletown (Ohio) Journal has decided to erect a new home to meet its growing needs. The building will be modern in every way with a frontage of 50 feet and a depth of 125 feet. The plant will be equipped with up-to-date machinery. The owners have shown their confidence in the future of Middletown by making provision for a city of 50,000 —twice its size today.

The building will be constructed of tapestry brick laid in pattern, with Bedford stone trimmings and a white Indiana limestone base course. The floors will be of concrete and tiling. Shower baths will be provided for employes and play-rooms for the carriers. Frank B. Pauly has been editor and manager for the past five years, during which time the circulation and advertising have been trebled.

LAWRENCE DISPATCHES WIDELY SYNDICATED

Famous Washington Correspondent Organizes Company for Wider Distribution of His Interpretative News Articles—Has Won Laurels

David Lawrence, who has won a place of special distinction among Washington correspondents through his interpretative dispatches on national and international problems, has broadened the scope of his activities. He has organized "David Lawrence, Inc.," with headquarters in Washington, to facilitate the distribution of his dispatches to a list of leading newspapers now numbering about sixty-eight and increasing constantly.

This organization took control of the dispatches on July 1, and the New York Evening Post—for which newspaper Mr. Lawrence had been special Washington correspondent for several years—continues to print them on the same basis with the other newspapers. These dispatches are being printed by republican and democratic newspapers alike, as they are non-partisan observations by a man trained to analyze significant news without bias.

The Washington Feature Service is a subsidiary company, and EDITOR & PUBLISHER is informed that its plans include the development of a wide range of distinctive matter, under the general direction of Mr. Lawrence.

Mr. Lawrence obtained his first training as a newspaper man on the Buffalo Express. When he became a student at Princeton he represented the Associated Press there, and among his achievements is recorded a beat on the death of Grover Cleveland. Upon leaving Princeton he continued as an Associated Press man and followed Woodrow Wilson through his career as Governor of New Jersey and his campaign for the Presidency.

The A. P. assigned him to cover many big news events, such as the McNamara trial and the Mexican revolutions of 1910 and 1912. He is considered as a leading authority today on Mexican affairs.

When the great war broke Mr. Lawrence was White House correspondent of the A. P. and was placed in charge of the international news department of that organization at Washington, supervising the gathering of news throughout the Lusitania controversy. His accurate forecasts of diplomatic moves attracted nation-wide attention. In December, 1915, he became correspondent of the New York Evening Post and his dispatches appeared exclusively in that newspaper for about two years. The demand for the rights to print them in other newspapers induced the Post to arrange to telegraph them simultaneously to a large list of papers.

DAVIS BACK FROM WAR WORK

Again with Morgan Agency After Serving K. of C. Abroad

BOSTON, Mass., Sept. 3.—John A. Davis, after a year's service as a Knights of Columbus secretary in France, has returned to this country and resumed his duties as vice-president of the John J. Morgan Advertising Agency.

Besides conducting two clubs, a theatre, a warehouse and an amusement park at La Rochelle, as head secretary in that area for the K. of C., he had supervision of twelve other sections of welfare work.

ILLINOIS

There are seventy-three incorporated cities in Illinois each having a population in excess of 5,000.

Seventy-three worth while trading centers in 58,980 square miles, giving each city an average of over eighty square miles of territory to draw from.

There are 250,000 farms in Illinois, every one of them close to some pretty much worth while city—and these are the highest priced farms in the United States.

Illinois is easy to get to, easy to get around in and easy to win in a business way.

Illinois daily newspapers are representative —and localize national advertising so that with the cooperation of local merchants, who get their business through their home town daily newspapers, national advertisers get action commensurate with their expenditures.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.04	.04
Bloomington Pantagraph (M)	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M)	289,094	.38	.31
*Chicago Herald-Examiner (S).....	596,851	.53	.46
Chicago Daily News (E).....	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)....	15,086	.03	.03
*Elgin Courier (E)	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,591	.025	.025
Rockford Register-Gazette (E).....	13,477	.03	.03
Sterling Daily Gazette (E).....	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, $2.3304.
Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

BRIEFS

"Valon Tiella" (The Lighter Road), a booklet published by the Finnish Socialist Publishing Company, of Fitchburg, Mass., has been prohibited by the chief press censor for Canada.

Thomas G. Duque, the director of the Star and Herald in Panama, is the successor of his father, Don Jose G. Duque, who died last year.

The Portsmouth (Ohio) Times, an evening paper, will issue a morning edition this fall.

First annual golf tournament of the Des Moines Advertising Club commenced Friday, Aug. 29. The daily papers of the city are offering cups and members of the club and local merchants are offering all sorts of prizes. One feature of the tournament is that, outside of the main prizes, the contestants will not know what prizes they are to receive until the tourney is over.

Lieut. Sewell Collins, who once held positions on the Chicago Tribune as cartoonist and dramatic critic, has been presented with the military cross by Sir Douglas Haig. This served as intelligence officer in London. Lieut. Collins is a successful playwright as well as an ex-newspaper man. One of his latest plays, "Rescuing Annie," will open in New York City this fall.

"Clem" Manning, veteran Chicago newspaper police reporter, who has just returned from overseas, where he served with the U. S. Coast Artillery, was married to Miss Sadie Agnes Gill, of Chicago, at St. Andrew's Church this week.

Wallace ("Wallie") Smith, creator of the popular "Joe Blow and Bitter Bill" daily illustrated dialogue feature in the Chicago Evening American, is representing his paper on the Mexican border during the operations of the Eighth Cavalry in pursuit of the Rentarias bandit gang. All of "Wallie's" news stories appeared signed nowadays.

Jackson J. Donovan, former sporting editor of the Bridgeport (Conn.) Post, is now employed at the Lake Torpedo Boat Company plant.

Robert Farrell has resigned as sporting editor of the Bridgeport (Conn.) Sunday Herald. Editor Richard Howell is temporarily getting out the sporting section.

Victor W. Ferris, city editor of the Norwalk (Conn.) Hour, recently took a party of friends in his yacht Dink to Oyster Bay, Long Island, to visit Roosevelt's grave.

Gordon Ertz, of the Palette and Chisel Club, Chicago, and former newspaper and magazine illustrator, who recently was discharged from U. S. Army camouflage service, has just been appointed to the art department of Selznick motion pictures, and will shortly leave to assume his new duties in the New York City studios.

During the seven months ending July 31
614,922 agate lines
of national advertising were published in
The Clarksburg Telegram
a gain over the same period of 1918 of
74.5%
It pays to advertise in "West Virginia's Leading Newspaper."

Announcement has been made of the engagement of Francis Ida Beardsley, of Stratford, Conn., to Herbert P. Plank, special writer for the Bridgeport Sunday Herald.

Albert W. Fell, general manager; Harry M. Nelson, treasurer, and Franklin I. Jordan, plant manager of the Pilgrim Press, Boston, are enjoying a hiking trip in the White Mountains.

PAPER ADS AID FLORISTS

Are Least Expensive and Most Efficient Boosters, Convention Hears

Detroit, Mich., Sept. 2.—Newspaper advertising as the least expensive and most efficient medium for spreading the gospel of "Say It With Flowers" was advocated at the convention here of the American Florists and Ornamental Horticulturists, by Payne Jennings, of Chicago.

He recommended an advertising appropriation of 5 per cent of the annual sale, emphasizing the fact that this was money invested rather than spent and the best form of business insurance.

Albany Soldiers Return

Albany, N. Y., Sept. 3.—Albert H. Easingwood, who was with the British army in France, and Jerome L. Smith, who was attached to General Pershing's headquarters in Paris, have joined the staff of the Knickerbocker Press. James H. Mansell is the latest addition to the reportorial staff of the Albany (N. Y.) Argus. William Marlette has returned to the staff of the Schenectady (N. Y.) Union-Star.

Combines Athletics and Publicity

Chicago, Sept. 3.—James Leonard Lee, for seven years editor of the Evanston Daily News-Index, and former member of the editorial staff of the Chicago Herald and Examiner, has been elected director of athletics and publicity of Northwestern University at Evanston. His appointment makes him a voting member of the faculty.

Issues Bankers' Edition

The Twin City Sentinel of Winston-Salem, N. C., issued a special North Carolina Bankers' Convention Edition on August 20, in celebration of the opening of the annual gathering which was held in that city this year. The convention number was made up in four sections and contained 36 pages.

The Religious Publications are
COMING BACK with their
far-seeing general advertisers.
THE CONGREGATIONALIST
14 BEACON ST., BOSTON

U. S. P. O. Report
For the period ending April 1, 1919, Average Daily and Sunday Circulation
76,652
New Orleans Item
Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South

A VANDERBILT ENTERS NEWSPAPER WORK

(*Continued from Page 5.*)

cided on than for the place in the world that his family would have him take.

His family has agreed, however, that he shall have his room at home and he can drop around when he cares to, or is hungry, for a meal. That promised assistance is not helping him a great deal right now for his father is in Europe on business, his mother and sister are out of town, the house is boarded up and as a result he is bunking on his 29-foot racing sloop down on Long Island Sound.

He still has his little roadster, a gift of allowance days but is already finding it expensive on his salary. As a matter of fact since becoming a newspaper reporter he has for the first time in his life enjoyed that rare experience of having his banker call him up and tell him his account was overdrawn.

Many Untrue Things

There are some things that have been said about young Mr. Vanderbilt that are not true; his often referred to yacht is not the little sloop on which he sleeps at the present time, and to say the very best the quarters are cramped; he spends his day off racing on Long Island Sound and not at Newport, a place he does not think much of and which he has visited only once this year and then for but two days; his favorite part of the world to see world is the Pacific Northwest, and especially the Puget Sound country; he is not covering his assignments in a high-powered touring car and does not expect to in the future.

He confesses that his principal assignments to date have been with "office pests" and some rewrite thrown in. His ambition is still to cover a real big happening of importance from the scene of activity.

He has always been interested in newspaper work. For some time he attended Lake Placid Academy and while there was interested in school journalism. He was for a time business manager and later editor of the Migrator, a semi-monthly school paper. He has been unable to develop any great interest in finance or mathematics. The only studies that have interested him greatly are history, politics, languages and first of all the other people in the world.

Will Own Paper

There is no indication that the social whirl will draw him into it and dancing —well, he says that's all right if you can't think, have nothing else to do and time is the only thing that is worrying you.

While in the army he did some work for such well known publications as Stars and Stripes, the Gas Attack and Trench and Camp. Politically he professes independence, on the big questions of today his mind is open.

This does not mean that he has not opinions on present-day events and their possible results, but he is young and out to learn and it would be unfair to him to set them down here.

Mr. Vanderbilt believes that the newspaper is the greatest agency for good in the world. He believes that its importance will grow each day and that it must take the leadership in world remaking for betterment to all people.

His only concern at present is to learn all about the newspaper business from the sub-basement to the roof.

His ambition of the future is editorship or ownership of a big newspaper and a place in helping to influence all mankind for better things.

Mrs. Hearst Heads Committee

Mrs. William R. Hearst has been appointed by Mayor Hylan, of New York, as chairman of the Mayor's Committee of Women Recognition to Distinguished Guests in connection with the approaching visit of the Prince of Wales.

dominance
You can absolutely dominate one of the most easily cultivated markets in U. S. A. through its dominant paper.
The Indianapolis News
Chester Mosher A. B. C.
Foreign Representatives
Dan A. Carroll, Tribune Bldg., New York
J. E. Luca, First Nat. Bank Bldg., Chicago

The Detroit News
published more Department Store advertising on Sundays than its only Sunday competitor. Week days, it carries more than all its competitors combined. In total advertising it is First in America.

Photogravure Advertising 25c line
8 page supplement Every Sunday
Des Moines Sunday Register
70,000 Net Paid Circulation
I. A. Klein, New York—John Glass, Chicago

The circulation of
The Evening Star
in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

The Pittsburgh Post
has the second largest morning and Sunday circulation in Pittsburgh.

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EDITORS DEFEND POLICY OF BIG SPACE FOR BASEBALL NEWS

Many Contend That Topic Is Rarely Over-Played Because of Its Intimate Interest to All Men—Others See Need for Curtailment.

EDITORS in various cities who have been interviewed by representatives of EDITOR & PUBLISHER on the subject of proper and reasonable space for baseball, in the face of a need to economize in the use of newsprint, generally concede that this topic should be confined to its news value.

However, no editor will admit that his own newspaper is overplaying the news appeal of the national game, insisting upon its strong hold upon the mind of the average reader.

Plain Dealer Averages Six Columns a Day

W. G. Vorpe, Sunday feature editor and now acting managing editor of the Cleveland Plain Dealer, does not think that "baseball news is generally over-played at present."

Discussing the question of conserving news space in big dailies, Mr. Vorpe said:

"There may be individual cases of newspapers giving it more space than is necessary. Baseball, during the season, is perhaps the largest single item of news that appears daily and has a larger class of readers looking for the information than is given by the baseball reporters. As newspapers are issued primarily for the dissemination of news, it is highly important that sufficient attention be paid to a news item of so extreme importance to a large class of readers.

"The question of reasonable space depends upon the definition of reasonable as applied by various managers and publishers of newspapers. The Plain Dealer, which carries baseball news of the American League, the National League, the American Association and some of the smaller leagues which are pertinent to this territory, gives to professional baseball an average of six columns a day; that is, when the teams are generally all playing. This space will run lighter or heavier, as the occasion may demand. Newspapers in cities having two of the major leagues represented will occasionally have to give a little more space.

"Amateur baseball, which is a very popular sport among all red-blooded boys, is a considerable item in the news of Cleveland newspapers, especially on Saturdays and Sundays, and the Plain Dealer is in the habit of carrying something around 50 to 70 scores of amateur games on Monday morning, many of which are box scores."

Hopes for Concerted Action

The St. Paul Dispatch Printing Co. has no cause to worry, as it has its own paper mill. C. K. Blandin, publisher of the Dispatch-Pioneer Press, says: "I do not think too much space is being given to baseball. When you consider that 30,000 people witnessed a recent game here your can readily perceive what the readers want."

M. R. Galt, managing editor of these papers, thinks that while the amount of space devoted to local games is not too large in cities that have a big team, altogether too much is given to outside games. "The box score and play by innings are sufficient, in my opinion," he says. "The space could easily be cut to two or two and one-half columns. But nothing can be done unless the papers take concerted action. I hope that EDITOR & PUBLISHER will succeed in getting something started."

Opinions of St. Louis Editors

B. F. Bradley, general manager of the St. Louis Star, says: "There is a tremendous popular demand for baseball news, and I do not see how the newspapers can get away from meeting that demand. Personally, I think baseball is a clean, healthy sport, and ought to be encouraged. We aim to regulate the amount of news space devoted to baseball according to the interest and enthusiasm of the public, which in turn is regulated by the standing of the local teams in the percentage columns. Generally speaking, no newspaper can run counter to a popular demand in news classifications, and baseball is one of the sports that are of paramount interest to the public."

Homer Bassford, general manager of the St. Louis Times, observes: "The St. Louis Times treats baseball news exactly as it treats any other news. If the teams are playing and the interest is large, it gives a proportionately larger amount of space to this department. When interest in the home team falls off, space is reduced correspondingly and attention is given in an increased degree to the leading teams in other cities."

Sam Hellman, managing editor of the St. Louis Republic, offers some advice to the editor: "If the editor of EDITOR & PUBLISHER would ride in street cars and mingle with the people on the street corners, he would know that baseball is so widely read and discussed that any amount of news space given to it would not be overplaying it. The one thing a newspaper has to do is to sell its papers, the baseball news does sell papers. If the people want baseball, and they do, baseball news is not overplayed. In my opinion, the big waste in space is in market news. Not 1 per cent. of a newspaper's readers are interested in market news. I have yet to hear an argument on the street corner as to why Bethlehem steel went down two points, but you can always get up a conversation on whether the Cincinnati Reds will win the pennant."

No Interest in Off-Season

George W. Norton, editor, Portland (Me.) Express-Advertiser, says:

"The same general rule should be applied, in my opinion, to the space devoted to baseball as to all other matters. It should be given space according with news value. In the off season it has none, and it seems to me a waste of space to use any so-called 'dope' when there is actually no news in it. When the season actually begins the stories become of news value, and are entitled to just so much space as this requires.

"The habit of trying to keep up an interest in this particular sport by printing gossip that is not news is not good journalism. Wheo things are happening then it becomes the province of the newspaper to tell all there is to tell."

E. R. Russell, editor of the Portland Argus, comments:

"In our opinion baseball is one of the very 'live' items of news. It may be overplayed by a few newspapers, but ordinarily we believe it it given little more than its true value. By that we mean few newspapers furnish more information, or occupy more space than their readers demand.

"During play season from three to six columns appears like a reasonable average, dependent largely upon local conditions, while between seasons from half to a full column, we believe, will fully 'cover' most publications."

H. M. Bigelow, editor of the Portland Press, has this to say:

"I regard baseball as more than a sport; it is an institution, and its educational influence on the American people is a power for good. The newspapers should give it all the space they can, although, of course, it is possible to overdo it. I am not a baseball fan, either, and rarely attend games."

W. H. Cowles, publisher of the Spokane (Wash.) Spokesman-Review, says:

"Baseball has been overplayed in the past. It still is in some centers. A half or three-quarter column introduction to a ball game is absurd. Box scores outside of local clubs are unnecessary. The Associated Press reports to the Spokesman-Review are first class."

Des Moines Ad Men Elect

The Des Moines Advertising Club will send a delegation of thirteen to the Associated Advertising Club Convention at New Orleans. All the officers of the club were elected as delegates, with Harter Hull, president, as delegate at large. Money to defray the expenses of the delegation was raised last winter at the annual Ad Club Show and Frolic.

The delegates elected are W. S. Arant, Chester Cogswell, Byron H. Dawson, Clifford DePuy, C. W. Graham, Harold Holmes, Harter Hull, Geo. A. Jewett, T. W. Le Quatte, E. P. Schwartz, Paul B. Talbot, E. Allen Walker, and Fred Wiley.

Charles M. Flandrau has resigned as dramatic critic of the St. Paul Dispatch-Pioneer Press and will spend the winter on the Pacific Coast.

PREMIUMS

That Are Real Subscription Producers

S. BLAKE WILLSDEN

Manufacturers and Publishers Representatives,
1606 Heyworth Building
29 E. Madison St. CHICAGO

WE SPEND MORE THAN

$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Hall Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

New Era Features

30 East 42nd St., New York City

Forty Leading Papers Print Our Service.

Send for our Headline History of the World War

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.

If your city is open, you may join at the same proportionate rate and secure the greater value they have already built up.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The True News
FIRST

Always—Accurately

International News Service
World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 38TH ST. NEW YORK

TAKING RUMELY CASE EVIDENCE IN BERNE

U. S. Government Agents Examining Figures in Noted New York Evening Mail Case—Dr. Albert Admits Handling Money for Germany

BERNE, Switzerland, Aug. 29.—Evidence is now being taken on commission before Francis Stewart, United States Consul at Berne, in connection with charges against Dr. Edward A. Rumely as purchaser of the New York Evening Mail, and against the New York lawyers, Lindheim and Kaufmann, who advised Rumely in transactions with Dr. Albert, formerly German agent in New York and now German Under-Secretary of State.

The charge against the defendants is that the Evening Mail was purchased by Dr. Rumely with money supplied by Albert, who was head of the German Government's propagandist organization in the United States.

Albert, giving his evidence in English, admitted that he had advanced money for the purchase of the Evening Mail from funds in his hands—funds resulting from the raising of German loans in the United States and from certain other sources.

He said that he had advanced this money somewhat against his own judgment, but his objection had been overruled by Dr. Dernburg, who assured him that advancing this money was proper, and that Hermann Sielcken, the German-American coffee magnate, who had been living many years in Germany, would assume responsibility for the transaction.

Dr. Albert said he had never received any money or had any kind of communication with Mr. Sielcken and knew of no communication by Dernburg to Sielcken. All Dr. Albert knew or cared to know about the transaction was that Dernburg had told him to act as he did.

Albert gave his evidence with great apparent frankness and directness, but explained that the matters about which he was examined happened so long ago, and that he had since passed through such troublous times, that his recollection of many details was necessarily very vague.

Schultze-Gaevernitz, a former member of the German Reichstag, is expected to give evidence before the commissioner concerning his connection with the purchase of the newspaper.

Will Meet Next in Quanah

QUANAH, Tex., Sept. 1.—This city has been selected by the executive committee of the Northwest Texas Press Association as the place for holding the next annual meeting. The Northwest Texas Press Association includes all territory north of the Texas & Pacific Railway and west of Fort Worth and has a membership of several hundred. The time of the meeting has not been selected.

BECOMES ATHLETIC DIRECTOR

Portland Sport Writer Resigns to Accept Position with State College

PORTLAND, Me., Sept. 3.—Woodbury F. Howe has completed his duties as assistant sporting editor of the Express-Advertiser, in order to at once take up his new duties as assistant athletic director of New Hampshire State College at Durham.



WOODBURY F. HOWE

Howe is a graduate of Westbrook Seminary, and has taken an active interest in all kinds of athletics there, in the Deering High School and in the Maine colleges. He has served as baseball, football and basket-ball official several years. He also has coached at Westbrook Seminary.

He served in the United States Naval Reserves in this district during the war. He has been engaged in newspaper work in Portland since leaving the seminary.

MARYLAND WEEKLY SOLD

Wicomico News Acquired by F. P. Adkins and Associates

SALISBURY, Md., Sept. 2.—Brewington Brothers' Company, owners of the Wicomico News, a weekly newspaper, have sold out to interests represented by Fred P. Adkins, Dale Adkins and Amos W. W. Woodcock, who will organize a new corporation known as the News Publishing Company.

Ex-Senator Marion M. Brewington several years ago, with his brother, Harry L. Brewington, established the Wicomico News and developed the newspaper and printing business from a very small enterprise to one of the leading publications and largest printing establishments on the Eastern Shore. The Brewington brothers have for several months been in ill health.

Pity the Poor Newsprint Paper Manufacturers

Spanish River Mills Announce an Increase in Annual Earnings of Merely 12.6%—Hopes for Better Times

MONTREAL, Sept. 3.—The annual report of the Spanish River Pulp & Paper Mills, Ltd., just issued, covering the year ended June 30, 1919, is the best in the company's history.

It shows net revenue of $2,757,000, an increase of over $1,028,000, or nearly 60 per cent over the figures for the previous year. After making generous allowance for depreciation, deducting interest charges, putting aside large sum for contingencies, there remains available for dividend purposes the sum of $1,296,000, against $577,000 last year. This surplus is equivalent to 22.6 per cent on the outstanding preferred stock, compared with 10 per cent earned last year.

After allowing for a full year's dividend requirements on the preferred, there remains a balance equal to 11.1 per cent on the common stock against 2.2 per cent the last year. The record of the Spanish River company will be best shown by a comparison of the surplus of six years' ago and today. In 1914 the surplus was $157,000; in 1916, $431,000; last year, $577,000, and in the year just closed, $1,296,000.

President George Mead, in his annual report to the shareholders, says:

"The result of the past twelve months' operations, while showing substantial increase over the previous year, does not, however, in the opinion of your directors, yet represent adequate returns upon the very favorable resources of the company, or the large amount of capital invested."

UNITED PRESS MAKES CHANGES

Karnes Goes to Pittsburgh and New Bureau Is Opened at Hartford

Paul H. Karnes, formerly on the "embassy run" of the United Press at Washington, and more recently manager of the Philidelphia bureau, has been appointed manager of the Pittsburgh bureau, succeeding Guy W. Seem, who has joined the New York staff of the Associated Press.

S. P. Hollingsworth, a California newspaper man, recently discharged from the army, succeeds Karnes at Philadelphia. The United Press has opened another bureau in New England, at Hartford, Conn., with E. E. Thompson, formerly of the Hartford Post, in charge. Other recent United Press changes include: H. E. Caylor, of the Chicago bureau, to the Des Moines bureau, as manager; B. A. Hoffman, from the Madison to the Milwaukee bureau, as manager; J. F. Kolbert, who covered the Winnipeg strike, to the Cleveland bureau, as manager; Charles Leith, of Pittsburgh, to the Harrisburg bureau, as manager; Hal Thompson, formerly manager of the Milwaukee bureau, but who has recently been working vacation tricks in the Middle West, transferred to the Chicago bureau.

Boys Like Books on Writing

SYRACUSE, N. Y., Sept. 3.—The management of the Syracuse Public Library reports that the youth of this city are most interested in books on technical subjects and among the first eleven such subjects in point of popularity are newspaper writing and editing and advertising.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

A Steady Increase

in the volume of advertising appearing in THE PLAIN DEALER not only indicates new advertisers, but an increased amount of advertising from old ones who have learned by actual experience that they get the best returns from

The Plain Dealer

Largest Morning Circulation Between New York and Chicago

A. B. C. Figures Are Wrong

as of TODAY. Our circulation as of April, however, is correctly reported. But the circulation has increased to 7,212 net paid—nearly 1,000 better than in April. The rate is 25c. per agate line.

Beloit is "the best town of the country" for the national advertiser.

BELOIT NEWS

Dominates Its Field
LOS ANGELES
EVENING HERALD
Circulation
127,773
DAILY
Member A. B. C.

After the War—and on a 2c Basis

The circulation report of the Louisville Herald to the U. S. Postoffice Dept., as of April 1, 1919, shows the following.

DAILY . . . 52,456
SUNDAY. . . . 48,767
Average Daily & Sun. 51,930

Use of premiums and reduced rate offers to mail subscribers were all discontinued in August, 1918.

The Herald has the largest daily (morning) and the largest daily-Sunday average circulation in Louisville.

Herald circulation is concentrated in the Louisville trading territory.

The Louisville Herald
Kentucky's Greatest Newspaper

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Pittsburgh Dispatch
is a capable and welcome salesman in thousands of good homes.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD PARSONS CO.,
People Gas Building, Chicago
H. C. BOOK
Real Estate Trust Building, Philadelphia

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prosperous in the best territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

BRIDGEPORT POST HITS AT WRITERS' UNION

Co-operates with Its Own Staff Men in Organizing Mutual Benefit Association—Won't Agree to "Closed Shop"—Union Starts Paper.

BRIDGEPORT, Conn., Sept. 3.—Following the organization here of the Bridgeport Newswriters' Equity Association and adoption made by it for affiliation with the American Federation of Labor, as announced in last week's issue of EDITOR AND PUBLISHER, the management of the Post Publishing Company, which issues the Post, the Sunday Post, and the Standard-Telegram is co-operating with its editors and writers in forming a mutual benefit association within its own organization.

A proposal that such an association be formed was made at a meeting of all the employes of the editorial departments of the three newspapers mentioned by George Waldo, Jr., editor-in-chief. The employes immediately endorsed the plan and appointed M. T. Hettinger, sports editor of the Standard-Telegram, temporary chairman, and Lee M. Pasquin, rewrite man on the Post, temporary secretary.

Earl C. Donegan, editor of the Sunday Post, and Mr. Pasquin were appointed a committee to confer with six members of the Standard-Telegram staff who left the paper when the Newswriters' Equity Association was formed and to invite them to return to work and join the mutual benefit association.

"We are willing to let bygones be bygones," said Mr. Waldo.

It is said that the Post Publishing Company would not agree to a "closed shop" for its three papers and that there was no need of a "union invasion" of them. He cited increases in pay and improvements in working conditions that had taken place on the papers since he and Edward Flicker bought them.

The organization of a mutual benefit association within the Post Publishing Company's organization may have the effect of limiting membership in the Newswriters' Equity Association to staff men of the other two Bridgeport newspapers—the Herald, the Sunday Herald, and the Times-Farmer—whose number is less than one-half of all the editors and newswriters at work in Bridgeport.

Denies "Strong Opposition"

The Newswriters' Equity Association long reflected its organization and is now issuing a weekly paper called the Bridgeport Newswriter. In a letter to EDITOR AND PUBLISHER, A. F. McCrea, city editor of the Bridgeport Herald, which, with the Sunday Herald and the Times-Farmer has endorsed the Equity, denies a report that there is "strong opposition" to the union, as a dispatch from Bridgeport stated.

"I also wish to deny, as spokesman for the Equity," he writes, "that four men on the Standard-Telegram resigned when they joined the union. They did not. They were given a chance to resign from the Equity and when they refused, they were discharged. No demand for an increase in pay had been made and none was planned. The workers simply wanted the right to organize."

Annual Picnic Helps Hold Newsies on the Job

Des Moines Capital Finds Plan a Rousing Success—Whole Circulation Department Motorized

DES MOINES, Ia., Aug. 29.—The Capital will soon hold its annual carriers' picnic. The affair is usually attended by over four hundred. As the boy situation in Des Moines is of such nature that many carrier changes occur about State fair time, the Capital started advertising the picnic to its carriers early and as a result so much interest was aroused that hardly a boy quit at fair time this year. One of the parks is secured and the city furnishes help as well as wood for the grand fires.

The Sunday Capital on August 10 issued a great Iowa State Fair number. It carried special news and feature matter, including two pages of fair pictures in its rotogravure section.

The Capital has secured a totally new fleet of delivery trucks, completely motorizing the circulation department. During the Iowa street car strike the Capital was able to serve every section of the city on scheduled time. The new trucks are of one and one-half ton capacities. The motor truck fleet is proving of especial help to the new Sunday edition.

Alex Fidler, city circulator of the Cedar Rapids Gazette, has been visiting the plant of the Capital. He was particularly interested in the new arrangements for handling the Sunday Capital, particularly the belt conveyor for lifting the papers from the mailing room to the loading platform.

Arthur F. McCrea, assistant city editor of the Bridgeport (Conn.) Herald, has married Miss Helen Plumley, daughter of a Bridgeport physician.

STAHLMAN ANSWERS 2ND CLASS INQUIRY

Legislative Committee Chairman of S. N. P. A. Emphasizes Policies of His Body, A. N. P. A. and I. S. P. A. in Replying to Post Office

Referring to the recent communication of second-class mail sent out by Postmaster-General Burleson, over the signature of Congressman J. J. Mansfield, Major E. B. Stahlman, chairman of the Southern Newspaper Publishers' Association legislative committee, advises that his reply to the inquiries would be substantially as follows:

"(a) I favor a zone system, with rates based on the cost of transportation to the Government.

"(b) I am opposed to the flat rate on news matter plus zone system on advertising, embodied in the Revenue Act of 1917.

"(c) I favor an amendment to the Act of 1917 by substituting the zone system such as is embodied in what is known as the McKellar Amendment, the only plan or system which, in my judgment, was ever submitted to Congress that had in it the merit of establishing rates on second-class matter based upon the cost incurred by the Government in carrying such matter.

"The McKellar Amendment fixed the rate at one cent per pound on the three first zones of three hundred miles. Based on the actual cost of carrying these papers the rate of one cent per pound is excessive, and yet in order to indicate a spirit of entire fairness to the Government, I from the start favored that provision of the McKellar Amendment along such rates on the other zones beyond the three hundred mile zone, and for the same reason I favor the McKellar Amendment now.

"The views expressed by me in this connection are entirely in accord with the various declarations unanimously made by the Southern Newspaper Publishers' Association on this subject, and I may say also in accord with the unanimous expression of the sentiment of the members of the Inland Press Association and by practically the unanimous vote of the membership of the American Newspaper Publishers' Association."

REST FOR WOMEN WRITERS

Mother of the Late Inez Milholland Boissevain Given It as Memorial

In memory of her daughter, Mrs. Inez Milholland Boissevain, the well known suffrage worker, who died in California more than a year ago, Mrs. Jeanne R. Milholland has set aside a cottage on the country estate of the family near Elizabethtown for a vacation and rest resort for women newspaper and magazine writers of New York.

The place is beautifully located, with 6,000 acres of land in meadows, forests and with springs and bathing pools, an elk and deer park.

SURVEY OF THE RUBBER OVERSHOE MARKET

(Continued from Page 7.)

"Newspaper rates per line per thousand circulation are the lowest of all printed mediums. They vary in cost from one-half to one-fifth of the cost of other kinds of advertising.

"National or general advertisers are using the newspapers at the present time on the basis of more than $100,000,000 per year.

"But the newspaper is especially the medium for localized effort and for this reason its value to an industry surrounded by such peculiar conditions as the manufacture and sale of rubber overshoes is self-evident.

"Its aid to the manufacturer who wants to concentrate in logical markets and to work with the dealers is invaluable."

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.
Sunday Edition, 5c.

The McCLURE Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montanye Glass and Sewell Ford.

N373 Fourth Ave., New York

The NORTH JERSEY SHORE will be larger this winter than ever before. After the summer season enjoyed this year this field will be far more responsive than in the past.

THE ASBURY PARK PRESS
Evening
and
THE SHORE PRESS
Sunday

are the dominating mediums in these resorts. This profitable field can be thoroughly covered by advertising in these papers

Frank R. Northam, R. C. Standard Rate Card
Metropolitan Tower, New York Representative.
303 Fifth Avenue, New York City.
Association Building, Chicago.
J. Lyle Kinsworth, Publisher, Asbury Park, N. J.

The Bridgeport Post
Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
I. A. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

The Dominating Force
in a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post
Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
I. A. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.
More than 50,000 and going strong.
Thoroughly Covered by
Evening News
Member A. N. P. A. A. B. C. A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue New York City

Summer In New London, Conn.
is the season of social activities and big business that insure success for the advertiser who uses
The New London Telegraph
Advertise your goods at dawn and sell them before dark.
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

CLINCHING THE CAMPAIGN
The Merchandising Service Department of the
BOSTON AMERICA
Helps to assure and insure dealer co-operation and the successful clinching of your advertising and sales campaign
Govt. Statement For Six Months Ending April 1st.
301,270

The Pittsburg Press
Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York. Chicago

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SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

ENLARGING IN CAPE CIRARDEAU

Tubular Press and "One-Set" Rollers for Southeast Missourian

CAPE GIRARDEAU, Mo., Sept. 3.—The Southeast Missourian, published by Naeter Brothers, has contracted for a Duplex tubular plate press, with complete stereotyping equipment, to supplant its present 8-page Duplex press. The publishers say theirs will be the first tubular plate press in Missouri. They will also install modern steel-top imposing cabinets, etc., and are considering making extensive alterations in the magnificent building erected a few years ago.

Writing to EDITOR & PUBLISHER, Naeter Brothers say: "We read the advertisement of "One-Set" Rollers in your paper recently, with the result that an examination proves we must have them in our new press."

WILL ERECT NEW HOME

Corpus Christi Times Lets Contracts for Modern Building

CORPUS CHRISTI, Tex., Sept. 3.—W. E. Pope, president of the Times Publishing Company, announces that he has purchased the property on which the Times is at present housed and that the present structure will be razed and a modern three-story building erected on the site. The new building will have a frontage of 27½ feet on Chaparral street and a depth of 120 feet. The first two floors of the new building will be given over to the Times. The improvements planned include new equipment and greater news facilities.

Masonic Paper to Enlarge

DALLAS, Tex., Sept. 2.—The Texas Freemason, state organ of Masonry, has been moved from San Antonio to Dallas. Z. Starr Armstrong, a newspaper man who was engaged in war publicity work, has been made editor. A small corporation, known as the Union Publishing Company, has been organized to finance the enterprise in its enlarged plans.

New Home for Houston Press

HOUSTON, Tex., Sept. 2.—The Houston Press, which began publication in September, 1911, has begun construction of a one-story brick building adjoining the one it now occupies and expects to have it ready for occupancy in November. The Press will add a sixteen-page Goss Quad to its present equipment.

Plaindealer Improves Plant

CLEVELAND, Ohio, Sept. 2.—The Cleveland Plaindealer has improved its plant by installing a new press, has equipped its fifth floor with new wash room and shower baths at a cost of nearly $8,000, and is remodeling its third floor better to accommodate the departments there.

Alliance Publishers Expand

LORAIN, Ohio, Sept. 3.—The Times-Herald has sold to the publishers of the Alliance Review, R. C. and F. A. Heiles. C. A. Rowley, for nine years manager of the Times-Herald, will retire.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

For Sale

At sacrifice for immediate acceptance —Sextuple Goss press with color attachment, eight columns, twelve ems, 21½ inch cut; factory rebuilt two years ago; perfect condition. Also semi-automatic pot and pump. This press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1677, Boston, Mass.

Two Hoe Sextuple Presses

for sale. In excellent condition. Can be bought at reasonable figure. For further particulars write H. D. Bradley, Toledo, Blade, Toledo, Ohio.

Two Model—One Magazine

in good condition, also seven Model-A Perfection Medial Feeders. Make us an offer. News and Sentinel, Fort Wayne, Ind.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

Wanted

to buy second-hand seven columns turtle and chases. Must be in good condition. Fay Florida, Metropolis, Jacksonville, Florida.

INCORPORATIONS

NEW YORK.—Graphic Record Corporation; publishing statistics; $125,000: E. H. Morse, W. J. Schmidt, G. L. Wast, 157 Cedar street.

Double S Paper Supply Company; $10,000; M. Z. H. Schapira, C. Geschwind, L. Blazer, 221 Rivington street.

J. R. Mayers Dealer Service Company; advertising; $50,000; H. H. Vanaken, F. Kaiser, Jr., M. C. Flanagan, 140 Nassau street.

LaFrance Publishing Corporation; 2,000 shares common stock, no par value; active capital, $10,000; S. M. Seymour, C. B. Hughes, C. M. Thorne, 200 West 91st street.

Essential Printing Company; $20,000; W. F. McCarthy, C. Vilhauer, G. Abrahams, 205 Bay 29th street, Brooklyn.

Riverton Paper Company; $100,000; F. B. Oldham, G. Mecarnochen, E. E. Ellsworth, 8 West 40th street.

Classified Advertising Mediums, Inc.; $25,000; W. Hirsch, B. M. Blumenthal, S. Gharnett, 261 Broadway.

DOVER, DEL.—Lithoprint Company of New York; $695,000; M. L. Ross, T. A. Irwin, W. G. Singer of Wilmington.

RICHMOND, N. Y.—Advance Press; printing and bookbinding; $5,000; B. M. Prebee, B. Sayre, B. F. McGuirk, Port Richmond.

SHAWNEE, OKLA.—Litho-Tone Printery; capital, $3,000; C. W. Dobbyn, Burta S. Dobbyn, W. F. Skelton.

BUFFALO, N. Y.—Buffalo Linotyping Company; $10,000; W. J. Kelly, J. R. Souter, H. G. Boice.

Sandusky Star-Journal Builds

SANDUSKY, Ohio, Sept. 3.—The Sandusky Star-Journal has let a contract for four-story building to take the place of its present quarters. It will contain a room for civic and commercial gatherings. A new three-deck printing press will be installed.

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN
TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO.
31 Beekman St. New York City

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.
Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & COMPANY
Plainfield New Jersey

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

GOSS
the name that stands for
SPEED, DEPENDABILITY, SERVICE

THE GOSS
"High Speed Straightline" Press
Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS
Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalogue and Magazine Work.

THE GOSS
"Comet" Flat Bed Web Perfecting Press
Prints 4, 6 or 8-page newspaper from type forms and roll paper.

GOSS STEREOTYPE MACHINERY
A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.
Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any of your mechanical equipment for which you have no printed need. For Sale ad to come—and which several lbs. of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, twenty-five cents per line, each insertion. Count six words to the line. For those unemployed, a list received by publication, two insertions FREE.

r. Publisher or usiness Manager

e you satisfied with your present circu- Do you contemplate a campaign r increased business this fall? This is ur opportunity to engage the services an expert to direct the energies of your culation department. Over fifteen years circulator on morning and evening and inday papers east and west. Experienced every form of circulation development oving newsboys, carriers, and city and untry dealers. Wide experience in R. work and contests of every description. Am seeking permanent connection circulation director, but will consider an opposition for special work in any de- tment. Address A-828, care of Editor d Publisher.

eneral Reporting and port Writing

ung man just returned from foreign ice and for years engaged in sport- porting and sport writing wants perma- nt position on live city daily where ility may find egress. Now temporar- employed as sporting editor of week- t premier consideration if chances of ogress are offered. State particulars d salary in reply. Address A-858, care Editor and Publisher.

usiness Manager

rsonality conversant with all depart- nts of daily papers of from three to ty thousand circulation. Competent vertising solicitor and writer and able take entire charge of the business and vertising departments of daily in the ld up to 20,000 population. Will lease or part interest. Now em- ployed. At liberty September fifteenth or er. Address A-856, care of Editor and blisher.

dvertising Manager

ant-to-date advertising manager of first class newspaper in city of 75,000 to 100,000. Seven years' experi- reign field, four years experience in S. would not accept position unless it on increased business basis. Now- nnected with one of the leading middle- dailies. Address A-854, care of itor and Publisher.

dvertising

ertising copywriting copy that even poor- esmen find it easy to sell. Have been ting it for twenty-five years and ieves fifty per cent time in consid- ring room. Am now advertising man- r of department store but will be open engage. First offer of sixty dollars per k. Address A-857, care of Editor and Publisher.

ewspaperman

ewspaperman, 29 years old, unmarried, st back from Europe, ten years' ex- rience European field, wants position w York daily or news agency. ther writer, editor foreign staff, special Sunday paper magazine section. Best ferences. Would also contemplate signments abroad. R. H. F. 249 care Editor and Publisher.

ewspaperman and Editor

ospective reporter who has demon- rated ability as political correspond- t and editor is looking for connec- ity with Sixth Marines and available responsible work. Personal matter ningly furnished. Address A-850, care Editor and Publisher.

reculation Manager

ve years' lifetime experience in culation work temporarily located, de- es permanent place. Recently dis- rged from military service. Best of erences from former employers. Ad- ss A-845, care of Editor and Publisher.

perienced Copy Editor

ches permanent position in New York ty. Age-limit: 27 years old. Col- ducate; can write heads to suit your te; will come on probation. C. J. T., Editor & Publisher.

rtoonist

ung man wants position with Western ss—highest references—political car- ns and comics. Address A-821, care Editor and Publisher.

ewspaper Man

ewspaper daily newspaper man is on for engagement as editor, editorial writer, managing editor or assistant ere; central or western states. Address 861, care of Editor and Publisher.

SITUATIONS WANTED

News and Advertising Writer

Young man, capable energetic, writer of human copy, experienced in finding human interest in town on newspaper in news or advertising department, or as assistant to editor. Address B. S., care of Editor & Publisher.

General Manager Business Manager or Publisher

An unexpected call of duty of which I have been publisher for four years makes me at liberty October 1 and open for engagement as general manager, business manager or publisher. I more than doubled volume of business and doubled circulation since 1915. Fifteen years' experience on weeklies and dailies. Head full of ideas, chock full of energy, and have the ability and experience to make a success of any paper that deserves it. Editorially, I know how to run the kind of paper people will buy. Business office, mine, covers including ad writing and soliciting, local and foreign; accounting, collecting and circulation methods. Mechanically, understand printing methods without having to learn. I know what ought to be done and how to get it done. All gained from practical experience. I work hard myself and thus inspire my helpers to do likewise. Have reputation for getting most work done with smallest force. Am looking for top paper to dominant position in field where experience and ability to use it are what couldn't be done. Age 35, married, good health. Have saved from my salary and just sold paper for three times what he paid for it. Now city of 40,000, but will consider any size city with possibilities. Can furnish bonds if necessary. Permanent connection desired. Address A-846, care of Editor and Publisher.

All Around Newspaper Man

is looking for a connection on good daily in Pennsylvania outside of New York City. Married, employed. Address A-862, care of Editor and Publisher.

Correspondent

recently out of the service, now employed, would consider change; eight years' experience; married; clean, snap and ambition. Address A-864, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Correspondents

At state capitols and principal cities for leading veterans newspaper. Good space rates. Applications and numbers of vets organizations preferred. Fine side line for right correspondents. Write stating qualifications. News Editor, The State & Savings Merchants Bldg., 1110 F St., N. W., Washington, D. C.

Woman Reporter

Young newspaper woman who takes this job will be thoroughly dependable and able to write interesting stuff. She wanted at once as a feature and straight news reporter on the Sunday edition of an evening paper published in the capital city of Texas. Preferably one will come from a similar city and not more than 25 to 30. She will have a liking for work and an ambition to get ahead. Send full information in first letter, state salary expected and when can come. Address A-825, care of Editor and Publisher.

Experienced Circulation Manager

wanted by Southern publisher of several monthly publications. Present circulation in good shape, maintained by mail and staff and direct from office. The man selected will have the hearty cooperation of the publication in increasing present circulation volume. Address A-855, care of Editor and Publisher.

Advertising Manager

Wanted—a advertising manager for evening daily. Must be able to write strong copy. Opportunity for man young in the game, but willing to work. Splendid chance for man early expected to start in the first letter. P. C. Sparks, Business Manager, Courier-Post, Hannibal, Mo.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Wanted to Buy

Interest in newspaper publishing field. Want not less than one-half interest, by a man that knows a paper when he sees it, understands same, and can take charge of all of it, or less part if desired, and qualified to satisfactorily and successfully. Address A-859, care of Editor and Publisher.

REYNOLDS STAYS IN EUROPE

Founder of Iowa School of Journalism Resigns by Cable

IOWA CITY, Iowa, Sept. 3.—Conger Reynolds, formerly assistant professor of English and head of the department of journalism at the University of Iowa, has cabled from Paris that he will not return in September to resume his position in the university.

During the war Professor Reynolds was on duty with the A. E. F. as a lieutenant in the intelligence service, but was discharged in France last winter to accept a position with the Paris edition of the Chicago Tribune. He had opportunity at that time to assume a post with the Tribune in Paris.

Journalism was first taught at the university by Professor Reynolds four years ago, and the department which he founded has sent out many graduates to good positions in newspaper work.

PAPER'S GUESTS IN AIRPLANE

Des Moines Capital Flyer Drops Free Ride Tickets from Sky

DES MOINES, Sept. 2.—During the Iowa State Fair, which closed here last week, an aeroplane was used daily to the fair grounds with copies of the Capital for distribution there dropped from the sky cards signed by the publisher, Lafayette Young, which entitled the finders to free 15-minutes rides in the airplane.

A few months ago the Capital delivered copies by airplane to Guthrie Center, Iowa—the first time an airplane had been used for that purpose in Iowa.

English Like Mutt and Jeff

Bud Fisher, who has been in England for several weeks introducing "Mutt and Jeff" to the English public through the medium of the London Express, is reported to be meeting with wonderful success. Information received here says the characters that have caused laughter in millions of homes in this country have been very generally received by the English. The London Express has been running the feature about a month.

Fleisher's New Enterprise

B. W. Fleisher, editor and publisher of the Japan Advertiser, the English-language daily of Tokyo, has launched "The Trans-Pacific," an ambitious magazine devoted to international relations and the financial and economic development of the Orient, including the Philippines. The first number, which has just reached America, is filled with special articles of timely importance.

Miss Cary Home

Miss Emile Alice Cary, daughter of Mr. and Mrs. Henry N. Cary—the former of whom is general manager of the Chicago Newspaper Publishers' Association—has returned after eight months' service with the Red Cross in France. She is now assisting in the work of the Red Cross canteen located in Grant Park, Chicago.

To Bring Capital and Labor Closer

SEATTLE, Sept. 1.—A new weekly publication, known as the Square Deal, devoted to the development of Seattle's commercial and industrial interests, made its first appearance this week. In its opening editorial, the magazine announces its function as a means of communication between employers and employees.

Democratic weekly of a far West county neat paid owner $3,675.80 in year ending April 30, 1919, for his personal effort and income on the investment. Can be bought for $8,500; $5,500 cash necessary.

Proposition S. Y.

Charles M. Palmer
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly any line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

WHAT OUR READERS SAY

Washington Publishers Adhere to War Industries Board Paper Rules

Washington, D. C., Sept. 2, 1919.

To Editor & Publisher: Your telegram in regard to local publishers co-operating and my views on the matter during the existence of the print was received during my absence from the city.

The publishers of Washington have by local agreement consistently carried out the principles of conservation laid down by the War Industries Board and the Printing Board. Every publication in all of the old wasteful practices as defined by the War Industries Board. There has also been a great economy followed the limitations of space and particular attention has been given to press room waste.

None of the Washington publishers issue holiday or prelude editions and only one publication puts out more than one daily and that paper prints only two editions.

The Washington publishers do recently considering the matter fully realized the serious situation and will continue to be even more helpful in the general policy of conservation. Every department, however, feels that this cooperative spirit does not relate to the question of publishing and would be glad to see a conference among the publishers of the country to sanction such a policy of newspaper, and the manufacturers in try to work out some practical measures in connection with production and conservation in the use of paper.

FLEMING NEWBOLD, Business Manager, Post.

Meier Leaves Catholic Directory

Joseph H. Meier, for fourteen years editor and business manager of the Official Catholic Directory, has resigned his position with P. J. Kenedy & Sons, New York. The men will succeed Mr. Meier, one as editor, the other as advertising and sales manager, and the announcement of these appointments will be made shortly. Mr. Meier and his family will return to Milwaukee.

Curtis Johnson in Oil Fields

KNOXVILLE, Tenn., Sept. 3.—Curtis B. Johnson, publisher of the Knoxville Sentinel and Charlotte News and Observer, and Cowland Chapman, a large stockholder in the Sentinel, have been visiting the oil districts of Texas. The purpose of their trip has not been announced.

A. P. Promotes Wohlwender

CINCINNATI, Sept. 3.—Fred Wohlwender, Sr., night editor of the Associated Press here, has been promoted to the position of manager of the Cincinnati office, succeeding James C. Hamilton, who has been transferred to the St. Louis office, also a promotion.

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PANGS OF PROHIBITION FELT BY WRITERS

(Continued from Page 9.)

self to one telling and impressive remark. It was: "Ladies and gentlemen, allow me to introduce to you the personal friend of all the drunkards in western Pennsylvania!"

If a dignified, distinguished-looking gentleman, having the appearance of a magnate, or a judge of the Supreme Court, or a great financier, sauntered by, no one ever thought of asking me who he was, but if a rummy-nosed party, all lit up with liquor, happened to wobble down the plaza, there was always some one to inquire, "Who's your friend?"

In my own peculiar vocation I thought I occupied a spot in the sun.

Today that spot is no longer visible to the naked eye.

Prohibition came, and while taking the kink out of stimulants, it delivered a kick which removed from my immediate vicinity a job which I had begun to think was a legacy for life.

In the old days—revered days to the plodding inebriate—it was a common occurrence to see from 40 to 50 drunks pass the judge's reviewing stand in the police court where for years I sat and shined and polished the mahogany in basement of many a pair of trousers.

Now Only Two or Three a Day

With the new order of things the number has diminished to two or three, and one day, recently, there was only one—a woman. Her face was a familiar one in police court circles. She made a confession of which she was ashamed, and said she had sunk to depths of which she never dreamed. Unable to get alcohol, she fell, figuratively and literally, for Jamaica ginger. When plucked out of a doorway by a policeman, she was babbling the miserere of a nun.

Now and again we hear of substitutes for old Home Wreckers Delight. I was informed by one of the most trustworthy and dependable town sots that ether soaked in candy produced one of the finest, high-geared, ball-bearing jags it had ever been the pleasure of any one to organize and put in operation.

Since prohibition came great changes have taken place in the police station. To go there a short time ago was to be greeted by the gentle tumult of disorder emanating from the cell department. Liquor sometimes inspires the inoculated to indulge in song and it is always one who has no ear for melody; again, the saturated individual leans toward oratory. With a concert and an oratorical contest in full swing, the visitor gets a collection of sounds that go well with a college football game or a riot in full bloom.

Old Scenes Are But a Memory

Such scenes have faded into history and are now only a memory.

In the dim future we will hark back and, to paraphrase an old saying, wonder at the charm in third-rail whiskey and the void in a jag withdrawn.

There is nothing in the police station now to recall the old days. A solemn hush hangs like a pall over the place, and in the cell department the faces I knew so well are missing.

What has become of Three-fingered Milligan, who got drunk and arrested every Saturday night? He has not been in his barred bungalow since the prohibition wave swept across the continent.

I could name a score who bowed with alcoholic gravity to the court regularly and often—they are all gone. Strange as it may seem, old-timers are not among the few drunks that get locked up these days. The newcomers are mostly strangers, men from out of town.

I had been wondering what became of the veterans, and one day last week I saw half a dozen of them sitting like a row of crows on the courthouse wall. Apparently they were looking listlessly into space. I passed on, for I knew they were struggling with the awful horrors of sobriety.

Pathos Aplenty

I would like to know what became of Pat Dugan. He was well advanced in years, and had never married. Pat supported his aged mother, but once in a while he went on a little spree and was arrested. When he didn't come home at night, the Widow Dugan knew where to find him, and in the morning, no matter how inclement the weather, she came to the police station, and sitting on a bench, waited for her son to be called up for a hearing. A frail, wan, delicate little old woman, at least 80 years of age, she presented a pathetic figure, and scoffed at surroundings.

She sat with palsied hands clasped, her lips moving as if in prayer. Never once did she have to plead for the release of her grizzled-haired son—still a boy in the mind of his doting mother. To the grim judge, stony-hearted at times, her presence was a pardon for Pat. Gruffly the court discharged the derelict and pointed to his mother.

Feebly the old lady rose to her feet and to the judge made a little curtsy worthy of the days of culture and chivalry, and with the strong arm of her boy about her, she tottered from the courtroom proud and happy. Several months would pass before Pat again fell off the water wagon.

I picture an humble home not far from the police station, and in an old-fashioned rocker, a frail, wan, delicate, little old woman, at least 80 years of age, her palsied hands clasped. If her lips utter a prayer, you can take my bet, Mr. Dealer, that it is a prayer of thankfulness for prohibition.

Saw His Finish Coming

Prohibition had not been effective a week when I saw my finish. I waited several days expecting some one to set finis smeared all over my job, but I heard nothing, not even a word of sympathy or a query as to whether I intended to have my old card in the candy butchers' federation renewed.

Finally, one morning, I walked into the humble office of the managing editor. I found him trying to adjust the head of his chair, one of the spindles having slipped loose and scratched his hide. I told him that the ban on liquor had shot my job to pieces, or words to that effect.

The managing editor had never thought of that, and I could see that he was shocked. He turned slightly and looked toward the street. I imagined that he was trying to hide his grief, but he was only stuffing an old shirt in a place where a window pane used to be.

We had been reporters—street men—together, and friends of many years' standing. After long association, we had come to the parting of the ways. We clasped hands in farewell—words were futile—and, tripping over a loose board in the floor, I stole softly from the sanctum.

A Sad Parting

A minute later I entered my own luxurious office with its Oriental ruggery and Japanese tapestry, and hurling myself nonchalantly into a gaily-caparisoned and magnificently upholstered chair, I realized that the cunning season for my job, like that of tomatoes and peaches, was here. I had automatically retired from office.

For every man, no matter what his business or profession, there is someone, somewhere, who believes in him and speaks highly of his accomplishments. He is an unofficial press agent, singing paeans of praise at every opportunity.

There appeared in police court, one time, a low-set, fierce-looking man, who was reputed to consider assassination in the light of a pastime, and if you met him on a dark night and in a dark alley, your prospects of getting rapped on the head with a sandbag or a piece of lead pipe were very hopeful. Despite this, I heard one of his friends declare that he was a devoted husband and a loving parent.

Tribute of a Great Admirer

Early in my career as a chronicler of police court events I acquired an ardent admirer. I did not seek him; he forced himself upon me. Being of a shrinking disposition, I rather would have remained unhonored, unsung. It was not to be. One day, in speaking of me and my work in the presence of several friends who could be depended upon to pass a good word along, this faithful and loyal admirer of mine said proudly, enthusiastically: "Why, he writes that stuff when he's as full as a goat!"

Thus, fame that was to endure, came to me. That glorified eulogy is still rumbling down the subway of time looming ever and anon with added beauties that come with constant repetition.

Though the police court drunk has vanished from view and my job is only a memory, that touching tribute will stick to my trail in the haggard years to come, clinging to me with the constancy that characterizes the delicious perfume of the toothsome limburger and the fragrant eau de cologne of the garbage wagon.

Food Medium of New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
30 Fifth Avenue NEW YORK
Lytton Building CHICAGO

Canadian Press Clippings
The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 90 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at our lowest rates.
74-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

The New York Times INDEX
Summarizes 100,000 current events a year, published in The New York Times.
¶ These are indexed alphabetically, giving the date of publication.
¶ A master key and index to all newspapers.
ISSUED QUARTERLY; BOUND IN CLOTH.
Subscription Price $8.00 per year
The New York Times
Times Square 1-1 New York

R. J. Bidwell Co
Pacific Coast Representative
Daily Newspapers of "Advertising Value"
Rates, Circulation, Special Data, Promptly Upon Request
PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

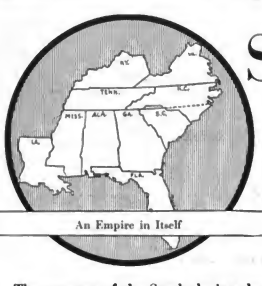
BUFFALO NEWS
EDWARD H. BUTLER
Editor Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK
Lytton Building CHICAGO

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
דער טאג
The National Jewish Daily

Hemstreet's
PRESS CLIPPINGS
Tenth Avenue at 45th Street
New York

Digitized by Google



An Empire in Itself

Southern Opinion

Your average Southerner is intensely loyal to "home folks"—and takes his daily newspaper a heap more serious than does the average Northerner.

Opinions in the South are strong, either for or against any proposition and Southern opinions are formed by reading Southern daily newspapers.

Southern merchants are working hard constantly to get and keep "home trade" at home.

They very much "on the job" all the time and have a splendid appreciation of the value of daily newspaper advertising.

They are willing—and anxious to cooperate with manufacturers in pushing meritorious merchandise of any kind—and are thoroughly awake to the idea of cooperating through the daily newspapers printed in their home cities.

National advertisers can materially increase their Southern business by cooperating with local merchants, through daily newspapers in reaching this great territory.

The progress of the South during the past five years—particularly the states shown on this map is beyond anything ever recorded in the history of the United States.

It is permanent boom too—no sliding back—but, somehow the spirit of the thing has got into these people and the steadily increasing momentum which has been acquired is going to put the South way beyond anything ever achieved, or even dreamed of.

Make your Southern business grow with the South. Identify your product with the local boosters—through local daily newspaper advertising.

Southern Daily Newspapers Going Into Southern Homes Tell Southern People What Southern Merchants Have To Sell Tell These Same People Your Story The Same Way

Southern Daily Newspapers with Cooperative Spirit

		Net Paid Circulation	2,500 lines	10,000 lines
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	9,734	.025	.025
Asheville Times	(E)	10,087	.025	.02
Charlotte News	(EMS)	11,886	.06	.025
Charlotte Observer	(M)	19,217	.055	.06
Charlotte Observer	(S)	16,217	.045	.04
†Durham Sun	(E)	5,000	.02	.02
Greensboro Daily News	(M)	16,925	.045	.035
Greensboro Daily News	(S)	22,485	.06	.04
Greensboro Record	(E)	2,451	.045	.025
Raleigh News and Observer	(M)	21,200	.05	.04
Raleigh News and Observer	(S)	21,200	.05	.04
Wilmington Dispatch	(E)	3,300	.02	.02
Wilmington Dispatch	(S)	3,305	.02	.02
Winston-Salem Journal	(M&S)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,000	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,060	.0173	.0173
Charleston American	(M)	7,236	.025	.025
Charleston American	(S)	10,451	.035	.035
*Columbia Record	(E)	13,700	.04	.03
*Columbia Record	(S)	11,780	.04	.03
*Columbia State	(M)	34,614	.06	.06
*Columbia State	(S)	34,600	.06	.06
*Greenville News	(M&S)	10,518	.035	.03
Greenwood Index Journal	(E)	3,745	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	2,978	.02	.02
Spartanburg Herald	(M)	4,388	.02	.02
Spartanburg Herald	(S)	5,473		
TENNESSEE				
*Chattanooga News	(E)	17,262	.04	.04
*Chattanooga Times	(M)	30,408	.06	.06
*Chattanooga Times	(S)	30,365	.06	.06
Knoxville Sentinel	(E)	24,022	.06	.045
*Knoxville Journal-Tribune	(M)			.045
*Knoxville Journal-Tribune	(S)	24,338		
Memphis Commercial Appeal	(M)	82,278	.14	.12
Memphis Commercial Appeal	(S)	118,148	.17	.12
Nashville Banner	(E)	43,388	.07	.07
Nashville Banner	(S)		.06	.06
Nashville Tennessean	(M)	84,749		
Nashville Evening America	(E)	15,196	.06	.06
Sunday Tennessean & American	(S)	84,581		
VIRGINIA				
†Bristol Herald-Courier	(M&S)	11,004	.04	.04
Danville Register and Bee	(M&E)	10,669	.03	.03
*Newport News Times-Herald	(E)	12,987	.04	.04
*Newport News Daily Press	(S&M)	9,463	.04	.04
Norfolk Ledger-Dispatch	(E)	43,259	.07	.06
Roanoke Times	(M&S)	11,305	.04	.04
Roanoke World-News	(E)	11,288	.04	.04
GEORGIA				
Atlanta Georgian	(E)	48,441	.06	.06
Atlanta Sunday American	(S)	92,878	.12	.12
Augusta Chronicle	(M)	12,245	.05	.05
Augusta Chronicle	(S)	10,681	.035	.035
Augusta Herald	(E)	17,418	.066	.066
Augusta Herald	(S)	12,812	.066	.066
Columbus Ledger	(M&S)	7,366	.0275	.0275
Macon Telegraph	(M)	22,450	.04	.04
Macon Telegraph	(S)	19,521	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,240	.04	.04
ALABAMA				
Birmingham Age-Herald	(M)	23,560	.07	.06
Birmingham Age-Herald	(S)	29,796	.08	.06
Birmingham Ledger	(E)	35,723	.07	.07
*Birmingham News	(E)	46,121	.08	.08
*Birmingham News	(S)	48,556	.10	.10
*Mobile News Item	(E)	10,786	.03	.03
Mobile Register	(M)	14,000	.05	.05
Mobile Register	(S)	23,048	.08	.08
Montgomery Advertiser	(M)	24,758	.06	.06
Montgomery Advertiser	(S)	24,258	.06	.05
LOUISIANA				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	81,445	.15	.15
New Orleans Daily States	(E)	41,994	.10	.08
New Orleans Daily States	(S)	37,875		
*New Orleans Item	(E)	72,906	.12	.12
*New Orleans Item	(S)	67,585	.16	.16
FLORIDA				
Jacksonville Metropolis	(E)	19,117	.045	.045
Florida Times-Union, Jacksonville	(M&S)	20,432	.06	.06
Pensacola Journal	(M)	5,810	.0172	.0172
Pensacola Journal	(S)	6,687	.0172	.0172
Pensacola News	(E)	5,060	.02	.02
KENTUCKY.				
*Louisville Herald	(M)	32,456	.06	.06
*Louisville Herald	(S)	48,707		
Paducah News-Democrat	(M&S)	7,004	.0225	.018

Government Statements April 1st, 1919.
*A. B. C. statement, April 1st, 1919.
†Publisher's statement, April 1st, 1919.
†Includes Bristol, Tenn.

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Mr. National Advertiser

Do you know that you can buy space in 40 great newspapers with 6,300,000 circulation, covering the 35 great centres of industry of the United States, for

$8.40 per line on
5,000-line contract

Such localized national advertising placed in the 35 great national markets is much more economical than paying more money for space in media of only ⅓ the circulation scattered, shot-gun style, all over the country

If you desire to cover the 300 principal markets of the country reaching 13,600,000 circulation it can be done by using 310 newspapers at a cost of **$22.29** a line

LISTS GLADLY FURNISHED

Member A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000 A DAY

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c Per Copy. NEW YORK, THURSDAY, SEPTEMBER 11, 1919 Vol. 52, No.

Follow the Department Stores

Volume of business is the life-blood of the dry goods and department Store. It *must* appeal to the greatest possible audience. It must make this appeal *steadily*, and with virtual certainty of results.

For many years Chicago's leading dry goods and department stores have found the advertising columns of The Daily News the *quickest, surest* and most *economical* avenue of appeal to the great buying populace of Chicago and suburbs. The table shown below gives abundant proof of the supremacy of The Daily News in this field.

Follow these stores! Their advertising is scientifically placed, and *must* prove effective.

Total Agate Lines of Display Advertising used by Individual Dry Goods and Department Stores in Chicago Papers, January 1 to June 30, 1919.

		Tribune		Herald-Examiner				
	The Daily News	Daily	Sunday	Daily	Sunday	Post	American	Journal
Rothschild & Co.	269,782	31,852	129,798	19,348	112,376	10,776	149,788	134,886
Boston Store	245,164	2,472	90,289	29,622	83,172	9,687	118,940	157,757
Mandel Brothers	230,831	128,692	95,678	30,041	40,649	66,316	49,053	119,698
The Fair	228,720	34,143	95,662	26,954	87,626	23,710	117,676	154,147
Carson, Pirie, Scott & Co.	193,705	169,171	....	75,639	....	37,833	65,923	30,359
Marshall Field & Co.	161,604	200,066	....	123,715	....	191,723	134,449	115,458
M. L. Rothschild	150,484	172,206	....	76,782	....	2,386	85,207	49,294
Hillman's	145,404	2,330	66,600	1,960	61,600	....	....	....
Wieboldt's	140,840	....	36,415	....	34,190	....	35,406	....
The Hub	139,979	104,662	28,653	83,986	26,081	19,535	106,029	23,583
Chas. A. Stevens & Bros.	74,582	88,692	52,099	3,654	17,004	6,327	10,213	8,442
L. Klein	49,889	248	17,808	....	....	....	....	....
Twelfth Street Store	46,752	....	....	....	....	....	....	....
E. Iverson & Co.	38,050	....	....	....	....	....	....	....
Weber's	14,780	....	....	....	6,423	....	....	....
Loren Miller & Co.	5,474	....	2,206	....	....	....	....	....
Becker, Ryan & Co.	4,002	....	2,208	....	448	....	....	....
Total	2,140,042	934,534	617,496	471,701	469,869	368,293	872,684	793,624

The Daily News Printed

1,205,508 lines more than the next morning paper.
1,267,358 lines more than the next evening paper.
588,012 lines more than the next daily & Sunday paper combined.
733,807 lines more than all morning papers combined.
1,052,677 lines more than all Sunday papers combined.

THE DAILY NEWS

FIRST in CHICAGO

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SELECT LIST of NEW ENGLAND NEWSPAPERS

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,605,522			
Boston Advertiser and American .....(S)	365,660	.35	.35
Boston American ....(E)	301,270	.40	.40
Boston Globe .....(ME)	293,781	.30	.30
Boston Globe .....(S)	329,781	.35	.35
Boston Post .....(M)	459,603	.45	.45
Boston Post .....(S)	367,014	.35	.35
Boston Record .....(E)	50,650	.15	.15
Boston Transcript ....(E)	29,820	.20	.20
Fall River Herald ....(E)	9,419	.025	.025
Fitchburg Daily News.(E)	5,665	.025	.025
Fitchburg Sentinel ...(E)	6,912	.025	.01785
*Haverhill Gazette ...(E)	13,819	.035	.025
Lynn Item .....(E)	15,121	.05	.0333
Lynn Telegram-News .....(E&S)	15,000	.04	.04
Lowell Courier-Citizen .....(ME)	16,780	.035	.035
New Bedford Standard-Mercury .....(ME)	26,674	.05	.05
Salem News .....(E)	18,355	.055	.04
MAINE—Population, 762,787.			
Portland Express ....(E)	25,263	.06	.045
Portland Telegram ...(S)	21,846	.045	.035
RHODE ISLAND—Population, 591,215			
Pawtucket Times ....(E)	23,752	.06	.04
Providence Bulletin ..(E)	55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun .....(E)	4,223	.02	.015
Woonsocket Call-Reporter .....(E)	11,888	.04	.03
VERMONT—Population, 361,205			
Barre Times .....(E)	6,765	.0214	.0143
Burlington Daily News(E)	8,200	.02	.02
Burlington Free Press .....(M)	10,489	.025	.025
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Standard-Telegram .....(M&E)	45,463	.095	.09
Bridgeport Post .....(S)	13,205	.045	.04
Hartford Courant ...(MS)	24,745	.06	.05
Hartford Times .....(E)	36,055	.07	.07
New Haven Journal-Courier .....(M)	15,101‡	.04	.035*
New Haven Register.(E)	26,959	.065	.055
New London Day.....(E)	11,636	.03	.025
New London Telegraph .....(M)	4,830	.0128	.0128
Waterbury Republican .....(MS)	10,762	.035*	.025

*Rate on 3,500 lines.
Government Statements, April 1st, 1919.
‡A. B. C. April 1st, 1919.

Six Hundred and forty-one places in New England

can properly be termed Manufacturing towns.

They are divided as follows:

Connecticut	103
Maine	131
Massachusetts	195
New Hampshire	96
Rhode Island	44
Vermont	72

Here, industrial nomads find scant welcome; instead, are communities where intelligent, productive people have made permanent homes.

AND no better markets exist for whatever is useful for factory, office or home.

The via Media to New England Good Will!

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The Remarkable percentage gain in

Automobile and Accessory Advertising

on the part of the

NEW YORK MORNING & SUNDAY WORLD

is but a SINGLE instance of advertising SUPREMACY and PRESTIGE for

"The First Paper in the First City"

For August, the World's gain in Auto advertising was 530% against a total gain of 246% for ALL the remaining Morning and Sunday newspapers of New York City.

For July, the World's gain in Automotive advertising was 150%; combined, *all other New York Morning and Sunday newspapers gained* 91%.

For the eight months of 1919, the World's gain in Automotive lineage (over the corresponding period of 1918) totals 120%.

The collective gain of the six remaining New York Morning and Sunday newspapers in the same period totals 59%, or the World doubled the combined metropolitan showing!

To the Manufacturer of Trade-Marked Products and His Advertising Agency:

Why not "Merchandise" your advertising and sales activities in the great twelve - million - New - York - market through the

WORLD'S MERCHANDISING DEPARTMENT?

One who knows and has benefited thereby says: "It's a real *service* aid for *distribution* and the enhancing of dealer influence before release of consumer acceptance advertising to 64% of Greater New York."

The best advertising "buy" in the Metropolitan territory is now supplemented (gratuitously) with genuine *distribution service.* Let *The World's Merchandising Department* know your problem—Address 206 World Building.

The World's Circulation (Average Apr. 1, to Aug. 30, 1919)

Morning	*Evening*	*Sunday*
337,942	341,380	554,105

91% of the World's and 97% of the Evening World's Circulation is *Concentrated in Metropolitan New York*

The New York World & Evening World

BRANCHES:

LONDON
20 Cockspur Street.

PARIS
47 Avenue de l'Opera.

DETROIT
429 Ford Building
(Neil D. McGinn)

CHICAGO
1603 Mallers Building
(J. E. Middleton—A. D. Campbell)

"In lean times, the farmer sows and reaps with superlative care and winnows every grain. With harvests that burst his granaries, he is apt to grow careless. But principles are principles, just the same, and every advertising dollar should be made to do one hundred cents' worth of work, more than ever now that the opportunity is so wonderful."

Richard A. Foley in Newspaperdom

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for August 448,246 *Copies a Day*

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by "The Bulletin."

EDITOR&PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52 NEW YORK, THURSDAY, SEPTEMBER 11, 1919 No. 15

NEWSPAPER'S FIRST DUTY IS TO KEEP FAITH WITH READERS, SAYS COL. HERSHMAN

Man Who Has Made Pittsburgh Press a Leader Among American Newspapers Tells Editor & Publisher Readers Something of His Ideals and Policies—Forty-Eight of His Sixty Years Spent in Newspaper Work in One Field

WHEN a success has been achieved —a big thing accomplished— the world turns its lively attention to the result, and applauds. Then the world asks: "Who is the man? How did he do it?" It insists upon an answer. The answer forthcoming, the man is studied, surveyed, appraised—and something of him, of his forcefulness, of his ideals, of his methods, goes out to other men and becomes, unconsciously, a part of themselves.

In the field of newspaper making there are, in almost every metropolitan community, certain newspapers which stand out, which lead—rearing their heads above their fellows because of the measure of service which they have rendered out to their public and which has been measured to them again in the popular support which is theirs. And the story of a newspaper success is almost always the story of a man.

The Press "Stands Out"

In Pittsburgh the newspaper giant is the Press. EDITOR & PUBLISHER is not advertising the Press in making this trite observation, for the fact is well known to all men in the profession. Nor is there involved any criticism of the Pittsburgh contemporaries of the Press —for the city of steel boasts of admirable newspapers, metropolitan in every sense, each one an institution of which that great community is justifiably proud. But even in such company the Press "stands out."

Among all American newspapers one may count upon the fingers of one hand the year-by-year contestants for the leadership in total advertising volume—and the Press is always included, often standing at the head. During seven months of 1919 the Press printed 13,525,382 lines of advertising—while 176,592 lines were omitted for lack of space.

A Fortune Each Year for News Print

During this year the Press will pay approximately one million and two hundred and fifty thousand dollars for newsprint. Such facts as these attest business leadership, leaving no room for argument. So the reader goes on to the inevitable inquiry: "What manner of man is Colonel Oliver S. Hershman, the president-editor of the Press?"

Col. Hershman has recently passed his sixtieth birthday anniversary. Early this year he celebrated the completion of his forty-eighth year in the newspaper business. During all of this period of service to his ideals Col. Hershman has been growing, setting the pace in the development of forward-looking policies and aims, keeping young through keeping close to the only time-tested fountain of youth—devotion to constructive work.

He has witnessed the evolution of newspapers over a period of half a century, and has himself been a factor in that evolution. He has seen the old four-page paper grow to 40 pages daily and more than a hundred pages on Sundays—the advertising volume grow from thousands to millions of lines. He has seen the passing of the partisan newspaper as a force in our public life—and rise and dominance of the independent paper, acknowledging allegiance only to the public interests. It is related that he was the first publisher in America to make a long-term contract for newsprint. That was in the early nineties and it covered a five-year term. Last fall he made, with the same manufacturer, a contract for a similar period, dating from the first of the present year, aggregating about $6,000,000.

Col. Hershman's Personal Reminiscences

Colonel Hershman was asked by EDITOR & PUBLISHER to relate something of his life and newspaper work. He said:

"I was left an orphan when four years old, my father, Henry Logan Hershman, having been killed in the Civil War. When I was old enough to enter school, I attended the public school for about six years. At the age of 12 I entered a newspaper office, continuing to go to public night school, and later graduated from a business college.



COL. OLIVER S. HERSHMAN

"A daily one-cent morning newspaper was published in Pittsburgh named The Mail, on which I secured employment. After a year or two the paper was moved to the old city of Allegheny and published as an evening paper for several years there. Upon this change, one of the managers of The Mail became interested in the establishment of the Pittsburgh Telegraph, and took me with him to that paper in 1873.

Started as Office Boy

The Telegraph was merged with the Chronicle-in 1884, and I was for nearly 28 years on that newspaper, filling about every position—including office boy, press boy, type setter, clerk, bookkeeper, advertising solicitor, manager—and I finally became the secretary-treasurer-publisher of that institution, conducting its affairs (having previously acquired a large interest in the paper) until January, 1901. Shortly before that time, I, acting for myself, and others interested in the Chronicle-Telegraph, sold it.

"I then purchased The Pittsburgh Press, and Pittsburgh Daily News, combining the two under the name of The Pittsburgh Press. Ever since that time I have devoted my undivided time to the publication of this newspaper, and take a pardonable pride in pointing to the great success it has achieved.

Sunday Papers a Necessity Now

"During the 48 years I have been identified with newspaper work, I have noted a great change in the public's attitude toward daily and Sunday newspapers. Twenty-five years ago the Sunday newspaper was an experiment and an object of criticism. Today it has come to be a fixed institution and an absolute necessity to modern civilization. In fact, I have observed newspaper progress almost from the time of Horace Greeley."

Commenting on the changes in newspaper policies, Colonel Hershman said:

"The first duty of a great newspaper today, is to keep faith with its readers, and serve them in the best possible manner. I believe this is being done today far more effectively than in the 'good old days' when an editor who was a Democrat or Republican carried his paper along with his party regardless of the best fitted man for office. The successful newspaper today must support good men for local offices, regardless of party lines. It must keep away

(Continued on Page 39.)

RETURN PRIVILEGE SCORED AT MEET OF INTER-STATE CIRCULATION MEN

Increased Cost of News Print Makes This Practice Extravagant and Wasteful, Speakers at Semi-Annual Convention in Scranton Declare.

(By Telegraph)

SCRANTON, PA., Sept. 10.—The semi-annual convention of the Inter-State Circulation Managers' Association opened at 9 o'clock this morning in the crystal ballroom of the Hotel Casey. During the day over a train brought in additional members of the association, assuring a large attendance. The men were entertained at luncheon by the International Correspondence Schools and women members of their families who accompanied them here were treated to automobile rides through the fine boulevards of the city.

Because of his absence from the city, Alexander E. Connell, mayor of Scranton, delegated Mark K. Edgar, secretary of the Board of Trade, to welcome the delegates, which he did in a speech noteworthy for its cordiality. E. L. Merriman, president of the Board of Trade, also made an address of welcome.

Conditions Still Call for Practice of Utmost Economy

Circulation managers were urged to conserve newsprint in every possible way by E. J. Lynett, editor and proprietor of the Scranton Times, who welcomed the circulation men on behalf of the newspaper proprietors of Scranton. He said:

"Though the Government has withdrawn its control and left you free to act, I trust that the circulation departments will never relapse into the wasteful practices that prevailed in most newspaper offices before the war. Conservation of paper is a necessity. It is not always the price is high. The chief worry among publishers is that we may not be able to get paper at any price. The newspaper business is at best precarious, and economies are necessary to see the publisher through.

Premiums Unnecessary

"In the old days we used to run the estimated number of papers and let the pressmen go home. As a consequence, on account of the varying demand, there were often over-runs of from five hundred to eight hundred papers, and we rarely ran short. Now we hold the pressmen until about 6 o'clock, when the market is about over, and we run what we require—no more, no less. I recommend that economy to the managers of evening papers where the circulation varies from day to day on account of important news, rainy days, or holidays.

"Premiums and gift enterprises and voting contests were put out of commission by the war, and have not been resumed to any great extent. I am glad of that. I believe the right policy for the publisher and the circulation manager is to sell the paper at the regular subscription price without either premium, quiboby, or intimidation. In the period of twenty-five years in which I have controlled the Scranton Times, we have never had a premium, gift enterprise, or voting contest, and my experience is that this is the best policy to pursue.

Opposes Returns

In discussing the subject, "Is Return Privilege a Benefit When the Price of Newsprint is Considered," James L. Farley, circulation manager of the Philadelphia North American, said that "the practical answer is No."

"Rather," he said, "it is a wasteful extravagance and expense that very few can afford, and that any publisher, with commercial sense, would not tolerate. In discussing the allowance question it might be well to consider how the practice of returns started, what necessity there is for it, and whether the practice is of any benefit to newspaper circulation.

"Years ago when publishers in their great desire to build up tremendous circulations figured it a great many things which, in the light of later experience, has proven financially disastrous, such as special trains put on at a considerable expense, to take advantage of a competitor's delay; the hiring automobile drives to distant points which would not create sufficient revenue to pay the initial cost of the run per day; salaries and bonus given to agents, which, in many cases, exceeded the receipts from the same agents.

"It was not surprising that in line with such practices they should also do other things which have since come to be considered wasteful and non-essential, such as giving the agent the privilege of returning such copies as he cannot dispose of.

A Destroyer of Profits

"If the manufacture of newspapers cannot be looked upon and handled precisely as the manufacture of any other commodity is handled; if newspapers are not the sale of this part at a price which will prove profitable and permit the agent to exercise his judgment as to the quantity he desires, then the publisher is in business for some reason other than the manufacture of newspaper at a profit, and the rules of business and commerce must naturally be suspended and the sky be the limit, as it probably determine the life of his newspaper.

"A publisher who will permit returns today when the price of newsprint is considered is not only an expense to himself but a leech on the publishing business, as he is taking away and wasting newsprint which belongs to the entire publishing fraternity. The only necessity I have ever been able to learn for returns is to hide the inefficiency of the circulation department or to give some new Mossy just one job an opportunity to prove to the publisher that he has been asleep for many years, and that his circulation might be increased 25 per cent in thirty or sixty days by permitting returns.

"Strange as it may seem, there are publishers who will believe this until the treasurer's balance sheet is examined and they find the cost of newsprint wasted, compared with cash receipts, not only alarming but also a delusion and a snare.

"How to Avoid Return Privilege and Still Show Sustained Circulation Growth, in Competition with Newspapers Which Accept Returns," was discussed by A. C. Finley, circulation manager of the Chester Times. He said:

How to Avoid Returns

"When newsdealers, boys and carriers, were clamoring for us to give return privilege because other papers were doing it, we spent part of the money saved in waste which the return privilege creates in prizes for increases by dealers of ten papers a day for two or three weeks, of twenty a day by newsboys for six or twelve days, and of ten a day by carriers during two or four weeks.

"About a week after the first campaign was ended, we started another for a small number increase by each class of distributors, and after another week's interval, we started another. We have kept this scheme up right along, and have shown a satisfactory increase in circulation without accepting returns.

"Newspaper publishers soon will be after us circulation men to conserve paper, and as we will find it hard to meet competition with fewer pages, we will all find it expedient to get along without returns."

Costly Practices

More advice against going back to "returns" and using artificial means of stimulating circulation was given by G. A. Stewart, of the Clearfield Progress, from his own experience. He said:

"The return privilege is costly. Rather than increase circulation we found that it decreased circulation and discontinued the practice two years ago. I can count only from one such limited experience. We found that the people in the community would buy a paper only when there was some most interesting piece of news in it. They would buy it when they were bored while at work or over the lunch table. Five times out of ten the paper was left where the news ended. People when we solicited told us that unless anything was of interest they would buy the paper.

"Under circulation on returns, naturally we had some of the small agencies which could not pay for the paper on a cash basis—of course we take care of the emergency days and on the other days do not wish to be bothered with only a few papers. But notified me paid in advance that was growing. People got bored of their reading and the only way to be sure of getting a paper when news was interesting was to pay in advance and get it the next day.

"We are now delivering papers to our customers hundreds of miles beyond the limits of the circulation we had when we were operating on returns, and we have created this for ourselves without any loss of time by a subscriber in case of being taken care of. We have a competitor who seems to have nothing to do but print a 'hot rate for their papers and retailing them out. We do not know for how long this privilege will be, but will never grant it. If the agencies quit handling the paper we know that their customers will come to us and pay us in advance. With the possible exception of 5 papers I am decidedly and resolutely policy to allow returns.

Service Appreciated

"Service is appreciated. We will be thoroughly loyal to the war with its great opportunities for service. Newspapers and newspaper men have played on a high pinnacle in the public eye. We are very proud of the part we did and the part of it. The value of publicity as an aid to Government activities during the war has never been fully estimated. We claimed the hyphenated Hun was a myth, but the Kaiser's Hun there are other agencies could have done. Our readers know this. We have a right to be in a high regard.

Quit "Cheap John" Methods

"Is it not about time that we quit 'cheap John' methods of merchandising, sell a proper price on our paper and get it? It is purely a business proposition with our paper, and only expect to be gained. We can put out our utility to the community and be well compensated. We can say, 'here's our product, we made it, we have it to sell, we believe it is worth the money we ask for it,' then set about to hold their business and build it up.

"I would have every circulation man a salesman, with authority similar to other salesmen to go to the publisher and say, 'here is a commodity, our commodity, a raw in the workmanship, a necessity in the eye and ear of the public. The customer will not stop with us unless they be convinced on the daily delivery.

"The newspaper industry never had the chance to put itself on a business basis that it has today. Shall we grasp the opportunity or shall we slip back to the old methods, there to protest and sweat until a rising prosperity regenerates us? Let's be men. Let's be U. S. Coin publishers and business salesmen? My judgment and experience is against unrestricted returns."

A net profit of £170.50, 11s. 3d. was made by the Associated Newspapers, Ltd., for the year ended March 31.

PRINTERS CALL STRIKE ON TACOMA PAPERS

They Defy International Union by Walking Out After Demanding $9.25 and $10 a Day for Six and a Half Hours Work

(By Telegraph)

TACOMA, Wash., Sept. 10.—Without the sanction of the International Typographical Union, Tacoma printers employed on the daily newspapers here went on strike last Friday, after demanding $9.25 and $10 a day for six and a half hours work, and the men employed on the News-Tribune and Ledger, owned by Frank S. Baker, are still out, despite emphatic orders from the International Union to return under penalty of expulsion.

The Tacoma Times, a Scripps-McRea paper, was issued yesterday for the first time since the strike was declared, the publishers and the local union agreeing to abide by the decision of a "conciliation board" consisting of two men named by the employers and two named by the printers.

Expect Printers from Chicago

The News-Tribune and the Ledger have not been issued since Friday. Mr. Baker, the owner, declaring that he will stand strictly by a provision for arbitration of difficulties contained in the agreement between the International Typographical Union and the American Publishers' Association.

There was a report today that union printers at work in Tacoma from Chicago to take the places of the News-Tribune and Ledger strikers, so that these papers may resume publication. There seems to be no possibility at present of the strike spreading to other cities in the Northwest, although the Tacoma union says it has received the "moral support" of the Seattle local.

Because of the issue at stake—whether a local union can strike in open defiance of the orders of the International Union—the situation is being watched with keen interest by publishers throughout this section of the country. It is understood that unless the local union complies promptly with the order of the International Union that all the strikers return to work, its charter will be revoked and the union declared outlawed.

The last attempt was made by the Ledger last Saturday to get out a four-page paper, with a few printers, the stereotypers refused to work. The strike was well timed by the printers as it is the season of School and Shipping advertising matter, which had been set up, was all wasted. The loss to the publishers already amounts to many thousands of dollars. Practically all of the papers, except the strikers, have been kept on the payrolls, although idle.

Baker Would Arbitrate

Under an agreement which expired August 1, the printers have been paid $7 and $7.50 for seven hours work, which Mr. Baker, publisher of the News-Tribune and Ledger, declares, is the highest wage scale in the country.

"I stand ready to arbitrate and have the award retroactive to September 1," he said. "The strike is plainly illegal if the men refuse to abide by the rules of the International, we will try to publish a paper anyway."

The strike does not involve a breach of contract as there is none between any of the newspaper publishers and their employes. The printers take the position that inasmuch as they are not under contract, the controversy is not one over which the International Union has any jurisdiction.

WILL PLACE ALL NAVY RECRUITING ADVERTISING IN DAILY AND WEEKLY NEWSPAPERS

Completion of Plans for First Campaign Shows Officials and Space Buying Experts Are Convinced That Newspapers Give Best Results—Use of Several Thousand Publications Will Be Made and Copy Will Be Localized for Each Section

WASHINGTON, Sept. 10.—Virtually all of the $300,000 to be invested by the Navy in advertising for recruits is to be devoted to daily newspapers. Copy is to be placed in several thousand weekly papers. Only two periodicals are on the list and they are publications having a special appeal to men interested in trades from which the Navy desires to draw enlistments.

The campaign which is to begin on or about September 22 is to relate almost entirely to daily and weekly newspapers because of the conviction of all parties to the program that to obtain quick results the newspapers offer the only effective answer.

Copy Will Be Localized

A contract has been drawn by the Navy Department and submitted to the Advertising Agencies Corporation, the composite association of 116 agencies, and while Navy Department officials say that the official red tape required in all government contracts may present some problems to the agency, they have no concern over the prospect of an immediate agreement. The statutory restrictions with respect to vouchers are especially bothersome in this instance.

Instead of national advertising—the same copy being used throughout the country—the program provides for the division of the country into twenty-seven industrial and economic areas. This division has been undertaken with the idea of arranging the various sections according to the dominant industrial or agricultural activities so that the copy may be prepared by the agencies of each district with a view to its special appeal there.

Lieut. Commander Emory Winship, chief of Navy recruiting, is quite optimistic over the campaign, for the very good reason that he is convinced that the Advertising Agencies Corporation desires to make a strong showing for the Navy in order that it may obtain the State advertising of the future.

Officers of Composite Agency

The corporation has submitted to the Navy the following list of officers:

President, William H. Johns; vice-president, Paul E. Faust; secretary, Harry Dwight Smith; treasurer, Walter R. Hines.

Directors, M. P. Gould, Jesse F. Matteson, W. C. D'Arcy, Stanley Resor, Bayard W. Barton, O. H. Blackman, J. Wesley Barber, H. H. Charles, W. R. McLain, William H. Rankin and Jefferson Thomas.

The committee of newspaper publishers to co-operate with the advertising men, follows:

William F. Rogers, Boston Transcript, chairman; G. Edward Buxton, Jr., Providence Journal; Harry Chandler, Los Angeles Times; William Findlay, Toronto Globe; Louis Wiley, New York Times; Lafayette Young, Jr., Des Moines Capital; Fleming Newbold, Washington Star; S. E. Tomason, Chicago Tribune; David B. Plum, Troy Record; John B. Woodward, Chicago Daily News.

The 350 towns where the Navy has recruiting stations and where it is proposed to place copy with all dailies there, in addition to the weekly paper towns to be selected later, follows:

Where Copy Will Be Placed

PORTLAND, ME.
Boulton, Me.
Bangor, Me.
Lewiston, Me.
Augusta, Me.
BURLINGTON, VT.
Montpelier, Vt.
Rutland, Vt.
Plattsburgh, N. Y.
Hartford, Conn.
BOSTON, MASS.
Fitchburg, Mass.
Haverhill, Mass.
Worcester, Mass.
Lowell, Mass.
Springfield, Mass.
Manchester, N. H.
PROVIDENCE, R. I.
Fall River, Mass.
New Bedford, Mass.
Taunton, Mass.
NEW HAVEN, CONN.
Waterbury, Conn.
Bridgeport, Conn.
ALBANY, N. Y.
Glen Falls, N. Y.
Schenectady, N. Y.
Troy, N. Y.
Pittsfield, Mass.
North Adams, Mass.
NEW YORK, N. Y.
Brooklyn, N. Y.
Yonkers, N. Y.
Newburgh, N. Y.
Kingston, N. Y.
SYRACUSE, N. Y.
Watertown, N. Y.
Utica, N. Y.
BUFFALO, N. Y.
Rochester, N. Y.
Elmira, N. Y.
Erie, Pa.
Olean, N. Y.
Binghamton, N. Y.
NEWARK, N. J.
Passaic, N. J.
Elizabeth, N. J.
Jersey City, N. J.
Trenton, N. J.
Paterson, N. J.
Bayonne, N. J.
New Brunswick, N. J.
Hoboken, N. J.
PHILADELPHIA, PA.
Pottsville, Pa.
Harrisburg, Pa.
Wilmington, Del.
SCRANTON, PA.
Hazelton, Pa.
Wilkes Barre, Pa.
Williamsport, Pa.
Binghamton, N. Y.
Allentown, Pa.
PITTSBURGH, PA.
Sharon, Pa.
Beaver Falls, Pa.
Altoona, Pa.
Oil City, Pa.
Steubenville, Ohio.
Connellsville, Pa.
Butler, Pa.
PARKERSBURG, W. VA.
Zanesville, Ohio.
Portsmouth, Ohio.
Charleston, W. Va.
Huntington, W. Va.
Clarksburg, W. Va.
Bluefield, W. Va.
BALTIMORE, MD.
Cumberland, Md.
Hagerstown, Md.
WASHINGTON, D. C.
NORFOLK, VA.
Newport News, Va.
RICHMOND, VA.
Bristol, Va.
Danville, Va.
Lynchburg, Va.
Petersburg, Va.
Roanoke, Va.
Winchester, Va.
RALEIGH, N. C.
Greenboro, N. C.
Newbern, N. C.
Charlotte, N. C.
Asheville, N. C.
Wilmington, N. C.
CLEVELAND, O.
Akron, Ohio
Youngstown, Ohio
Canton, Ohio
Mansfield, Ohio
Lorain, Ohio
Ashtabula, Ohio
East Liverpool, O.
Cincinnati, Ohio
Columbus, Ohio
Lima, Ohio
Dayton, Ohio
Springfield, Ohio
Findlay, Ohio
LOUISVILLE, KY.
Ashland, Ky.
Covington, Ky.
Lexington, Ky.
Paducah, Ky.
Bowling Green, Ky.
Owensboro, Ky.
INDIANAPOLIS, IND.
Indianapolis, Ind.
Evansville, Ind.
Ft. Wayne, Ind.
Richmond, Ind.
South Bend, Ind.
Terre Haute, Ind.
CHICAGO, ILL.
Rockford, Ill.
Joliet, Ill.
DETROIT, MICH.
Flint, Mich.
Saginaw, Mich.
Grand Rapids, Mich.
Toledo, Ohio.
Kalamazoo, Mich.
Bay City, Mich.
PEORIA, ILL.
Bloomington, Ill.
Champaign, Ill.
Danville, Ill.
Quincy, Ill.
Springfield, Ill.
MILWAUKEE, WIS.
Eau Claire, Wis.
Ishpeming, Mich.
Madison, Wis.
La Crosse, Wis.
Green Bay, Wis.
MINNEAPOLIS, MINN.
Duluth, Minn.
St. Paul, Minn.
Fargo, N. D.
Grand Forks, N. D.
Minot, N. D.
DES MOINES, IA.
Cedar Rapids, Iowa
Davenport, Iowa
Burlington, Iowa
Ft. Dodge, Iowa
Waterloo, Iowa
Dubuque, Iowa
ST. LOUIS, MO.
East St. Louis, Ill.
Joplin, Mo.
Springfield, Mo.
St. Joseph, Mo.
OMAHA, NEB.
Lincoln, Neb.
Sioux City, Iowa
Grand Island, Neb.
Sioux Falls, S. D.
Aberdeen, S. D.
Norfolk, Neb.
Watertown, S. D.
KANSAS CITY, MO.
Pittsburg, Kan.
Salina, Kan.
Wichita, Kan.
Topeka, Kan.
COLUMBIA, S. C.
Florence, S. C.
Sumberg, S. C.
Charleston, S. C.
Spartanburg, S. C.
Greenwood, S. C.
NASHVILLE, TENN.
Memphis, Tenn.
Jackson, Tenn.
Chattanooga, Tenn.
Johnson City, Tenn.
Knoxville, Tenn.
ATLANTA, GA.
Augusta, Ga.
Ocala, Fla.
Savannah, Ga.
Valdosta, Ga.
Macon, Ga.
Rome, Ga.
Jacksonville, Fla.
Albany, Ga.
Athens, Ga.
Waycross, Ga.
BIRMINGHAM, ALA.
Mobile, Ala.
Montgomery, Ala.
Dothan, Ala.
Florence, Ala.
Gadsden, Ala.
NEW ORLEANS, LA.
Monroe, La.
Lake Charles, La.
Shreveport, La.
Alexandria, La.
MERIDIAN, MISS.
Jackson, Miss.
Dupelo, Miss.
Vicksburg, Miss.
Laurel, Miss.
Greenville, Miss.
DALLAS, TEX.
Paleating, Tex.
Waco, Tex.
Ft. Worth, Tex.
Abilene, Tex.
Corsicana, Tex.
Paris, Tex.
HOUSTON, TEX.
Austin, Tex.
San Antonio, Tex.
Beaumont, Tex.
Richmond, Ind.
Galveston, Tex.
Corpus Christi, Tex.
LITTLE ROCK, ARK.
Texarkana, Ark.
Ft. Smith, Ark.
Jonesboro, Ark.
OKLAHOMA CITY, OKLA.
Tulsa, Okla.
Ardmore, Okla.
Alton, Okla.
Chickasha, Okla.
Muskogee, Okla.
Enid, Okla.
McAlester, Okla.
EL PASO, TEX.
Marfa, Tex.
Bisbee, Ariz.
Clifton, Ariz.
Albuquerque, N. M.
Roswell, N. M.
Las Vegas, N. M.

UNVEIL TABLET TO WAR HEROES



LAST Sunday morning members of the New York World's great "family" gathered in the main lobby of the Pulitzer Building to witness the unveiling of a bronze tablet, presented by the employees of the World and the Evening World, in honor of their comrades who had served in the great war and in memory of those who made the supreme sacrifice.

The tablet was unveiled by Mrs. Ralph Pulitzer. Robert H. Deery, superintendent of the composing room, opened the ceremony and introduced Mgr. Luke J. Evers of St. Andrews, celebrant of the first early mass for Park Row night workers, who read a prayer. A short address was then made by Ralph Pulitzer, president of the Press Publishing Company.

(Continued on Page 38.)

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REPORTERS WERE FIRST TO GREET PERSHING

Met Him Down the Bay on Army Tug, but Tide Prevents Their Boarding Leviathan—General Submits Good Naturedly to Their Requests

The first of his fellow countrymen to welcome General John J. Pershing back to the United States when he arrived at New York City on the transport Leviathan, Monday, were seventy-five newspaper men and photographers, who went down the bay on the army tug Hulver at 4 o'clock in the morning to meet the transport coming in.

They met the transport off Ambrose lightship and the Leviathan opened a boarding port for them, but the port was swung shut again and the transport sped past on her way into harbor. Her commander had explained to General Pershing that if she were delayed, she would miss high tide and that she could be docked only at the flood.

Couldn't Board Ship

So the newspapermen curbed their impatience to greet the General until the big transport was docked at Hoboken, and then they, and they alone, excepting Captain James Collins, for six years General Pershing's chief of staff, were allowed to board her.

They raced on deck as soon as the gangplank was laid, and the General met them on the lower deck. Thereupon occurred the most amusing incident of the day. The photographers clamored for snapshots, the Commander-in-Chief consented, and then arose a protest from men brhind half a hundred cameras that there wasn't enough light.

"Come with me," Pershing called out, and he started with his long stride through the ship, with the newspapermen and photographers hurrying after. He knew the big transport well and led them through corridors, across decks, and up stairways, while army and navy officers looked on, astounded at first, and then reassured when they noted that both the General and his followers were laughing hilariously.

"Shoot," Said Pershing

At last, in a clear, light space, the General stopped and told the cameramen to "shoot." Someone begged him to stand at salute and he replied, jovially:

"Oh, no; I can't perform!"

There was more bantering and then the General posed with military men who had come over with him. Finally, he tired of posing and he turned to the reporters. One of them, a woman, said:

"General, aren't you going to give us an interview? We stayed up all night to meet you."

Pershing glanced at her keenly and then gallantly replied:

"I can't possibly believe it of anyone who looks so perfectly fresh as you do."

He exchanged a few words more and then the clamor for him from the crowd on the pier became so great that he prepared to disembark.

Received in His Suite

Later in the day, hr met the newspapermen in his suite at the Waldorf-Astoria. The first thing he did when he came into the room where they awaited him was to shake hands with each of them.

"Did you come, expecting me to talk?" he said. "If so, you are going to be much disappointed. But if there is something particular you wishrd to ask me about, strictly within the scope of my military experience, I will be glad to answer.

The General was then asked if there had been any change in the Statue of Liberty since he had seen it last.

"No," said the General. "But it was very foggy when we sailed out of the harbor two years ago. There were no lands playing, no whistles blowing, and no ships dressed. The contrast between my departure and my return is like the darkest midnight and a beautiful noonday.

Nothing on Foreign Affairs

"Npthing could equal the impression made on me of my homecoming. While we were anticipating coming home for months, they told us that we were to be given some kind of reception. I expected nothing like this; but I suppose it's the way New York always does things.

"It is too warm an afternoon to discuss the Mexican situation," was the General's smiling answer when he was asked about the recent troubles across the border. "In fact," he continued, "I don't know anything about the Mexican situation. You see I have just returned from a situation 'over there.'"

After being asked what particular situation he meant, General Pershing said that he had not the time to go into a general discussion of European affairs, and that his work "was purely on the military side."

When he was asked what he thought of the American doughboy, General Pershing's eyes flashed and he hit the table with his fist:

"He is the finest soldier in the world. It didn't take Europe long to find it out."

PALMER MANAGING EDITOR

On Changing to Cohoes Is Succeeded in Troy by C. F. McGrath

COHOES, N. Y., Sept. 9.—Frank S Palmer, for nine years a member of the editorial staff of the Troy Record, and more recently city editor of the evening edition, has assumed the managing editorship of the Cohoes Dispatch. Mr. Palmer was formerly managing editor of the Troy Standard, filled a like position on the Newburgh Register and was at one time associate editor of the Hudson Register. He is a native of Catskill, N. Y.

Mr. Palmer is succeeded on the Troy Record by Cornelius F. McGrath, of Troy, who has been reporter and later copy reader.

Texas Republicans Start Paper

FORT WORTH, Sept. 8.—The Texas Republican Counselor has made its appearance as the state party organ. J. A. Arnold, secretary of the Republican council, is editor.

GENERAL PERSHING ENTERTAINS AMERICAN NEWSPAPER CORRESPONDENTS



Photo by Lucian J. Kirtland.

BEFORE leaving Paris for his return to America General Persbing tendered a reception to the American newspaper correspondents in attendance upon the Peace Conference. It was a happy American family reunion, held in the gardens surrounding the General's Paris home, where be met his guests with the same simplicity that has marked his movements generally.

Everyone quickly felt at home and a delightful hour was spent during which General Pershing was photographed with the American correspondents, as shown in the accompanying illustration.

From his home General Persbing sent the entire party by auto to the Bois de Vincennes, where a special review was held of the "Composite Regiment" made up of special companies from the combat divisions of the American Army of Occupation in Germany.

The French people had also been invited to the review, and this regiment which had already thrilled London and Paris at their Peace Celebrations by their splendid appearance and magnificent marching, were tendered a great ovation It was likewise General Pershing's day, for be was wildly acclaimed by the French.

Reading from left to right—Hedin, Universal Service; Warnick L. Thompson, Universal Service; Florence O'Neill, Pittsburgh Dispatch; Henry G. Wales, Chicago Tribune; Mrs. Helen J. Kirtland, Leslie's Weekly; Mrs. Wilson, Baltimore News; Fred Benham, New York World; General Pershing; Charles A. Selden, New York Times; Charles Thompson, Associated Press; Carlisle MacDonald, New York Herald, Mrs. Lloyd Allen; Miss Catherine Groth, Secretary Press Department, American Peace Commission.

New Owner and Title in Bedford

BEDFORD, Id., Sept. 8.—James M. Pierce, publisher of the Iowa Homestead of Des Moines, has purchased the Bedford Times-Republican and has changed its name to the Bedford Record.

"Salesmanship" Monthly Topic

DES MOINES, Ia., Sept. 9.—The Advertising Club will have one program each month hereafter on the subject of "Salesmanship," under the direction of Vice-President Arant.

Fairbanks Estate Controls Indianapolis News

Former Vice-President Had Three-fourths Interest in That Newspaper at Time of His Death

INDIANAPOLIS, Ind., Sept. 10.—Supplemental inventories filed in the probate court by the executors of the estate of the late Charles W. Fairbanks, former Vice-President of the United States, disclose the fact, hitherto unknown even to heads of departments in the office of the Indianapolis News, that Mr. Fairbanks at the time of his death had a three-fourths intrrest in that newspaper. This is now part of the Fairbanks estate.

The News property includes a one-half interest in the Griffith building, formerly occupied by the newspaper, and the present mechanical building, which is separate from the business building, and is inventoried at $2,000,000. The three-fourth interest of the Fairbanks estate represents, therefore, a valuation of $1,500,000.

When the founder of the paper, John H. Holliday, sold the controlling interest to the late Major W. J. Richards and associates, Mr. Fairbanks, at the instance of Major Richards, became one of the associates. He retained his interest as an investment later at the time of the sale in 1899 by Major Richards to Delevan Smith and Charles R. Williams, but took no part in the conduct of the property and had no voice in the management.

Subsequently, Mr. Smith bought out Mr. Williams and purchased the interest of Mr. Fairbanks, the latter reserving the right of repurchase. The repurchase had been negotiated just prior to Mr. Fairbanks' death, which interrupted the processes of reorganization.

"Letters received from Mr. Smith, who has been ill for a long time, indicate that agreements have been reached on a friendly business and that it is the desire of all concerned that he remain in control of the paper," said Hilton U. Brown, general manager of the News, to the correspondent for EDITOR AND PUBLISHER. "There is to be no change in management or policy."

FRENCH WELCOME VANDERBILT

Paris Figaro Comments Editorially on Cornelius, Jr., Entering Journalism

PARIS, Sept. 9).—The French press has shown much intrrest in the news that Cornelius Vanderbilt, Jr., is now a reporter on the New York Herald. The Figaro says:

"Cornelius Vanderbilt, Jr., one of the wealthiest young Americans, has entered the career of journalism as a reporter on the Herald. What attracts him was the alert spirit, initiative and decision he observed in former newspaper men during his war service in France.

"Obviously there was before him the example of Clemeneeau, Pichon and Tardieu. But all rules are not without exceptions, nor do we wish to conceal from young Vanderbilt that rarely are fortunes made by reporters. In any event we predict for our young confrère a brilliant future."

Grimes Sells to Melcher

DES MOINES, Ia., Sept. 7.—P. T. Grimes, editor and publisher of the Davis County (Ia.) Republican, has disposed of the plant to Carl Melchrr. Mr. Grimes has been connected with the Republican for more than thirteen years.

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ROBBINS MADE EDITOR OF ST. LOUIS TIMES

S. R. Standard Becomes Managing Editor and Manus McFadden News Editor in Appointments which Take Effect on September 15

St. Louis, Mo., Sept. 10.—Henry P. Robbins will be in charge of the editorial page of the Times, effective September 15.

Mr. Robbins has been an editorial writer on the Globe-Democrat for the last six years. He is a native of Missouri, but was reared in Kansas, being educated in the public schools of that state and at Baker University and Southwestern College, whence he was graduated as an A. B. in 1897. After leaving college he started a newspaper at Mexico, Mo. He went to McAlester, I. T., where he was admitted to the bar and practiced for a time. He has done every kind of newspaper work on country weeklies and dailies in Kansas, Missouri and Oklahoma, and has had metropolitan experience in Kansas City and St. Louis.

S. R. Standard, who has been connected with various St. Louis newspapers since 1912, and more recently city editor of the Star, has been made managing editor of the Times, succeeding R. A. Walsh, who has become connected with the good roads work of the Automobile Club of St. Louis. Mr. Standard conducted a daily newspaper at Duquoin, Ill., before coming to St. Louis.

Manus McFadden, formerly with the Chicago American, and lately with the Post-Dispatch, has been made news editor of the Times. During the war he was connected with the Great Lakes Bulletin. J. R. Williams, formerly of the Post-Dispatch, is political writer for the Times, and Edward Logan, well known in Buffalo and St. Louis, is on the copy desk.

HERSHEY JOINS GLOBE AGENCY

Will Have Charge of New Offices in New York

The Globe Advertising Agency, of South Norwalk, Conn., has opened offices at 25 West 42nd street, New York. The Norwalk office will still continue under the management of Thomas H. Canty, Jr. H. H. Hershey, formerly managing manager of the Peruna Company, has charge of the New York office; associated with him is R. J. Duffy, formerly of the Bridgeport Brew Company. Officers of the Globe Agency are: J. J. Cavanaugh, president; T. C. Cavanaugh, vice-president; R. J. Duffy, secretary; T. H. Canty, Jr., treasurer.



H. H. Hershey

Leaves Property to Newspaper

Quincy, Ill., Sept. 9.—For many years agent and correspondent for the Journal at the Soldiers and Sailors' Home Godfrey Loeffler, veteran of the Civil War, left his property, valued at about $600, to the Journal. First, Mr. Loeffler provided that all funeral expenses be paid. Mr. Loeffler died the latter part of August.



E. W. PARSONS

EUGENE W. PARSONS, advertising manager of the Chicago Tribune, is another of the comparatively few one-job men notable in the newspaper profession today, and the work he has done during the past fifteen years justifies one in the belief that the Tribune will see that he continues the singularity of his chosen life-work. Already he has gone far, considering the span of his years.

Born in Cory, Pa., in 1884, he was educated in the public schools of Detroit, Mich., and completed his high school and collegiate training at Lewis Institute, Chicago, graduating with the class of 1904. He went to work almost immediately as a want-ad clerk in the classified advertising department of the Chicago Tribune, shortly undertaking classified solicitation on the street, under Harrison M. Parker. That was the beginning of a career which has carried him through every branch of the advertising department of the paper.

His subsequent transfer to the display advertising department placed him first in the financial field; then the automobile end and general solicitation, until he was appointed Western representative in 1908. He was made advertising manager two years later and has held that position with marked credit ever since.

Mr. Parsons was married in 1906 to Miss Hazel M. Mettler of Chicago. They have two children, both girls. He is an active member of the Chicago Athletic Association, the South Shore Country and the Chicago Advertising Clubs, and is secretary-treasurer of the National Newspaper Advertising Managers' Association.

During E. W. Parsons' term of office, pronounced upward development has been effected in the Chicago Tribune's advertising department. To him belongs the credit for the organization of the Tribune's now nationally-celebrated and nearly unique business research and advertising promotion department, simplifying the selling problems for staff solicitors and affording a detailed, comprehensive purchasing service to advertisers and prospective advertisers such as would have been dubbed chimerical prior to its establishment Mr. Parsons founded this department while he was Western representative for the Tribune and many of its outstanding and less complicated features have since been adopted and put to practical use by other newspapers from coast to coast. Fundamentally the idea was to establish a definite advertising plan for the advertising and promotion of his own (i. e. the Chicago) market as a unit and that end has been accomplished superlatively well, in a way that has been of supplemental benefit to all Chicago publications, not merely the Tribune, which it was intended primarily to serve. It is estimated that the Chicago Tribune will have spent by this Fall $150,000 exclusively for advertising the Chicago market's buying potentialities.

The Book of Facts—an annual publication of the Tribune—was first written and compiled under the direction of Mr. Parsons in 1913. It is by all odds the most comprehensive statement of Chicago buying possibilities ever collected and represents the nucleus of the business promotion idea. The book has increased in size annually until the present 1919 edition runs

BOOST ALASKA PULP WOOD

Seattle Commercial Body Opens Campaign for Territory's Development

Seattle, Sept. 10.—Alaska in the near future will become one of the greatest paper producing centers in the world, according to the predictions of the Seattle Chamber of Commerce and Commercial Club.

Timber in Alaska is much more suitable for pulp and paper than for saw timber.

56 pages of small type, maps and carefully prepared charts.

Statistics thus compiled and put to practical application by Tribune advertising solicitors have vastly simplified their selling problems and enabled them to render a genuine service to every prospective advertiser with whom they enter into consultation. Under the theory thus presented they now are enabled actually to merchandise every piece of copy and campaign they sell, not merely solicit ads in the old, conventional fashion. This naturally has led to the evolution of the Tribune's advertising department into 12 subdivisions, each highly and even technically specialized for the work peculiarly incumbent upon it. Each solicitor is trained as an expert trade advisor in one or another special field, and his fundamental work is first determining the prospective advertiser's own selling problems and then fitting the Tribune's selling service possibilities to them.

These sub-departments are divided as follows: (1) Local stores, (2) financial, (3) movies and amusements, (4) passenger automobiles, (5) trucks, tractors and accessories, (6) western national advertising, (7) eastern national advertising, (8) resort and school bureau, which is included with the railroads and steamship advertising, (9) want ads, (10) business research and general publicity, (11) copy and art departments and (12) special advertising, which comprehends local "specials," the business end of the Tribune's Paris edition and that of the New York Illustrated Daily News.

Intensive Service

It also has been Mr. Parsons' idea for these various sub-divisions of the advertising department to still further intensify the informative advisory service they offer with the periodic issuance of numerous booklets, every item in which is to be taken as authoritative by business men in those fields. These booklets—all beautifully printed and most elaborately and expensively covered and illustrated—are sent on publication to all reputable advertising agencies and a preferred list of regular advertisers. The remainder of each addition are advertised by the Tribune in the advertising trade journals. The most recent issuances of this sort by the Tribune comprehend What's Behind the Want Ad? (a thorough analysis of classified advertising); Pictorial Persuasion (how to use photogravure and color); one of the most sumptuous publications of its kind ever issued in America); Motor Trucks in Chicago Territory; Farm Tractors in Chicago Territory; Why Is an Auto Editor? (the Tribune) stand on the free publicity evil); Time to Come Out (Summer and Winter resort advertising); Prospective Pupils (school advertising); Trust Plan for Farm Land and Real Estate Advertisers; Code of Censorship for Financial Advertising (the Tribune Blue-Sky Law). Still others are in preparation.

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SCORES "BOLSHEVIK" NEWSPAPERS

Montana State Press Association Passes Resolutions at Annual Convention Denouncing Seditious Press—Independent Paper Mill

(By Telegraph)

GREAT FALLS, Mont., Sept. 6.—In discussing recent legislation in North Dakota obtained by the Non-Partisan League, under which that organization controls all the state and county printing, and which already has resulted in putting thirty-three newspapers out of business, F. E. Packard, assistant attorney general of North Dakota, warned delegates to the annual convention here of the Montana State Press Association to prevent similar legislation in Montana.

In a talk on "Loyalty of the Montana Press," J. M. Kennedy of the Libby Times denounced several Montana newspapers, which he accused of seditious and Bolshevik tendencies. Resolutions were passed denouncing them.

J. L. Dobell of the Butte Miner spoke upon "Chances for a Montana Paper Mill" and announced that a plan to build an independent mill was being considered favorably by financiers.

Entertainment provided by the citizens of Great Falls included a banquet, a basket picnic at the Rainbow Falls, a dance, and sightseeing automobile tours.

When the visitors called for their bills at the Rainbow Hotel, they were informed that the local entertainment committee had paid them.

NEW 55-TON NEWS PRINT MILL

Manistique Pulp & Paper Company Expects Operation by March

MANISTIQUE, Mich., Sept. 10.—Rome G. Brown, president of the Manistique Pulp & Paper Company, announces that financial arrangements have been made whereby this company would start work immediately on the construction of a news print paper mill to operate in connection with the pulp mill here. The new mill and machinery are to cost $600,000 and it will have a capacity of 55 tons of news print paper per day. Mr. Brown expects the mill will be running full capacity by March, 1920.

It is expected that the mill will supply paper for a Minneapolis daily and possibly for a St. Paul paper. At the present price of news print the annual output of the paper mill will be worth over $1,500,000.

2½-Year Contract in Baltimore

BALTIMORE, Md., Sept. 5.—After a three weeks' conference between representatives of the Baltimore Typographical Union and the newspaper publishers of the city, an agreement that is satisfactory to all concerned has been signed for the next two and one-half years. The contract will end on Jan. 1, 1922.

Chicago Meeting Postponed

(By Telegraph)

CHICAGO, Sept. 8.—The meeting of the Chicago Newspaper Representatives Association, which was to have been held here today to consider the opening of an office here by the Advertising Bureau of the A. N. P. A., was postponed.

Spoke at Cotton Meeting

Walter B. Brown, associate editor of The New York Commercial, was one of the speakers at the conference of the American Cotton Association in New Orleans on Tuesday. His subject was "Cotton and Prosperity."

BOOK SHOWS WHAT AMERICAN PRESS THINKS OF GENERAL PERSHING



Photos by Curtis.

MISS HELEN C. SCHERMERHORN, DAUGHTER OF THE PUBLISHER OF THE DETROIT TIMES, FINISHING THE GREAT SCRAPBOOK WITH STORIES OF GENERAL PERSHING'S ARRIVAL HOME.

ONE of the favorite stories of James Schermerhorn, editor and publisher of the Detroit Times, has to do with the presentation of a silver axe to a faithful fire chief of a mid-we tern city. The axe had been purchased with money obtained by public collection and the Chief was well aware of what was going on. Nevertheless a great public reception was arranged. The Mayor rehearsed his presentation speech for a week and believed himself to be letter perfect.

The night of the big event, the largest auditorium in the city was filled with admiring friends of the Chief and the Mayor. Named by the chairman each stepped to the front of the platform, the Mayor with axe in his hand. When the cheering had subsided the Mayor held forth the axe, stammered for a moment and then suddenly realized he had forgotten his speech.

"Here's the axe, Jim," he exclaimed, thrusting the gift into the hands if the Fire Chief.

"Hell!" Is that the axe," replied Jim, as he turned it over.

That was the end of the speech making.



THE BIG SCRAPBOOK WHICH WAS PRESENTED TO GENERAL PERSHING.

Something similar happened in New York this week and Mr. Schermerhorn has a greater appreciation of that story now than ever.

He has quite a reputation as a public speaker and he had many things in mind that he was going to say this week on the occasion of the presentation of a great scrapbook, containing most of the things that the American press has said about General Pershing during the last two years, to the General.

When Mr. Schermerhorn met General Pershing face to face, however, and handed over the book the speech making was cut to a very few words, and then the two walked over in a corner, alone, and talked very confidentially. It was later hinted that their conversation had to do with things that happened the last time they met. That was 34 years ago at West Point when Mr. Schermerhorn was a plebe and General Pershing was a first classman. Mr. Schermerhorn says he has forgiven General Pershing for everything that he done to him in those days.

"Unity" Is His Appeal for Christian Science Press

Mrs. Eddy Never Desired Publicity Company to Be Separated from the Mother Church, Says Counsel

(By Telegraph.)

BOSTON, Sept. 9.—Former Governor John L. Bates, counsel for the directors of the Mother Church, resuming his final argument today before Judge Frederic Dodge, as master of the Supreme Court on the bill brought by the Christian Science Publishing Company against the directors, to enjoin the latter from interfering with the affairs of the former, quoted Judge Hanna as saying Mrs. Eddy intended to keep the publishing society under the control of the first members and directors of the Mother Church. He said that Mrs. Eddy believed in unity, and it was impossible to conceive of her intending to have the publishing company separated from the Mother Church.

An attempt made on Monday to introduce a new phase to the legal battle being waged between the trustees and the directors, was frustrated when Judge Loring of the Supreme Court denied with prejudice a motion by Sherman L. Whipple, counsel for the trustees.; that Judge Frederic Dodge be allowed to receive a brief from former U. S. Senator J. D. Works of California in which the latter wished to express the ideas of the Scotch Christian Science Church goers. Claiming that these ideas differ from the views of the trustees or the directors.

Attorney Bates told the court that Senator Works was only one of 100,000 members of the Mother Church and only one of 1,000,000 members of the branch churches and that he, as counsel for the directors, failed to understand why Mr. Works should be permitted to try to express the views of the great number of Christian Scientists.

Price Raised in Springfield, Ohio

SPRINGFIELD, Ohio, Sept. 7.—The Sun has increased its Sunday price from two to five cents and added a 12-page magazine feature section and a four-page comic. For many years it has issued a 32-page Sunday edition at two cents. On September 11 the Sun will observe its 25th anniversary. It was started as a co-operative proposition by union printers. George V. Sheridan now is the publishers.

Lorated War Cross Winner

HOUSTON, Tex., Sept. 9.—A story recently run in the Houston Post was the means of locating Lieut. G. G. Howard for whom a British War Cross was being held by Col. Joseph Gohn, commanding the Houston recruiting station. A letter was received advising Col. Gohn that Lieut. Howard was in Albuquerque, N. M.

The Great Scrap Book is one of the most complete works of the kind ever done. It is bound in khaki calf skin and contains two hundred pages of pictures, stories and tributes to the great American general clipped from the press of the country from 1917 to 1919. Practically every newspaper in the country is represented within its pages, all are given credit. The actual work of listing the material and arranging it in the book was done by Miss Helen Schermerhorn, daughter of Mr. Schermerhorn.

In all, it is a great tribute from the American press to a great American.

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Standardized Rate Cards Are Urged in British Field

Display Advertising Is Used Successfully to Settle Strikes and Sell Airplane Linen

By HERBERT C. RIDOUT, London Editor, Editor & Publisher

THE most recent application of paid advertising in British newspapers is in connection with the strikes that arise every five minutes or so out of the unrest (which resembles here much what Ogden Armour described for the United States as a nation "on an extravagant drunk").

In two or three directions of late employers have put their case in this way to the public, the latest and most successful instance being that of the dispute in the furnishing trades, when the Birmingham Center of the National Federation of Furniture Manufacturers placed a statement of their position in the dispute in the advertising columns of the county newspapers.

In the Birmingham Daily Post, the advertisement occupied half a double column, and it set forth in plain, straight language the employers' views on the dispute. It opened with a definite assertion that the Federation, realizing their position as servants of the public, had been "compelled most reluctantly to lock out their trades unless operatives as a protest against reactionary and profiteering methods of certain of the trades union leaders."

Each point in proof of this assertion was argued in definite terms, one stating that the employers "were faced with a demand that all forms of payment by result shall be done away with. This means in the net result that work would be done at a pace regulated to that of the slowest man in each shop."

The final note of the appeal was interesting as evidencing a confidence in their case, and a belief that publicity would assist in achieving the desired result; it said that the employers "are glad to place their case fearlessly before the public, whose judgment in the end is the deciding factor, asking for the moral support of each and everyone who is a lover of fair play and who will not willingly see the middle class and the working man plundered." It should be added that no reply was forthcoming from the union challenged.

British Publishers as Advertisers

THOMAS H. MOORE'S condemnation at the Southern publishers' convention of the publishers of daily newspapers as "the poorest advertisers to-day" might almost be applied generally to British publishers. With the exception of a few doughty supporters, the British trade press that is championing the cause of advertising and achieving little wonder in its way is very scantily assisted in its work by advertising support. In a previous letter I referred to the panicky and poor quality of publishers' mail solicitation efforts, and this and their failure to advertise in their trade newspapers suggests a lack of confidence in the value of advertising that is strangely at variance with the fact that they themselves live at the receipt of advertising.

When it comes to advertising newspapers in other newspapers there is a marked distinction, at least so far as London is concerned, for week by week one sees the morning and evening papers on Fridays and Saturdays made excellent use of by the Sunday papers boosting their special features. The Daily Mirror and the Daily Sketch, our two picture papers, are frequent users of large spaces to announce special issues, and latterly some of the country papers, including the Glasgow Daily Record, the one day and this turned out to contain some two hundred standardized rate cards of that number of publications. It was by no means complete, of course, but moderately representative and formed a useful guide to many advertisers. But it was never kept up to date by the mysterious sender, with the result that by degrees the information it gave became unreliable and the index had to be discarded.

To-day, there is urgent need for a standardized rate card for British publications both for advertisers who are resuming their activities in greater

British Newspaper Makers Arrange Interchange Details

By HERBERT C. RIDOUT

SPECIAL CABLE DISPATCH.

LONDON, England, Sept. 9.—The special committee of the British Newspaper Proprietors Association headed by Sir George Riddell of News of the World and seventeen other of the leading journalists of the country, today completed its report on the subject of interchange of editors with America and recommends individual action in the matter.

It has been decided, according to Ralph D. Blumenfeld of the London Express father of the movement, that the matter is one for individual determination. A number of British proprietors announce that they are already arranging the details for editorial interchange with American newspapers.

Mr. Blumenfeld says that his representative will leave for the United States within a fortnight to arrange to carry out the movement with one or more American newspapers.

Lord Burnham, confident of the international good that will result from such action, is also arranging to send his representative to the United States within the next few weeks.

The question of interchange of editors between England and the United States as a means to better international feeling was first advocated in a special article by Ralph D. Blumenfeld appearing in the Victory Number of EDITOR & PUBLISHER on May 22. Since then this paper has published the opinions of many American newspaper editors and publishers in which the subject was dealt with from every angle and was generally endorsed.

Leeds Mercury, and the Irish Independent have advertised themselves in the London newspapers.

Perhaps the best exponents of advertising for newspapers are the Amalgamated Press, who periodically use big spaces for their publications in turn, and who never launch a new periodical without a volnminous newspaper campaign. The results are seen in the phenomenal circulations quickly attained by Amalgamated Press issues.

Standard Rate Cards Wanted

SOME years ago there was a movement towards a series of standardized advertisement rate cards for British newspapers. Advertisers received a mysterious package by mail numbers and as a means of practical propaganda among new advertisers.

It seems to be overlooked that definite figures and data relating to advertising media should be made as easy of access as possible rather than as difficult as possible. The more accessible such information is the more likely is advertising to expand.

And it is not an easy task to secure such information at present from British publishers as a whole. Your London editor had occasion less than two months ago to secure specimen copies and advertising rates from British publishers as part of a service of Editor and Publisher in the interests of an American advertiser. Out of a dozen approached, six very promptly responded. Three others took over a week to furnish what was required, two of the remaining three had to be asked again, and one never replied at all.

What is required is action by one of the established newspaper organizations—the Newspaper Proprietors Association, the Newspaper Society, or the Association of Advertisement Managers—to receive from publishers a supply of cards of an agreed size bearing all information relating to their publications, based on an approved schedule, the Association undertaking, as a service to advertisers on behalf of its members, the collection and arrangement of the cards.

They should be boxed in convenient form and the Association should undertake the distribution of the complete index to all advertisers and advertising agents, and hold spare sets at the disposal of all enquirers. At yearly intervals, the index should be brought up to date, cards representing new media and notifications as to discontinued publications being circulated as and when required.

For one thing alone, while American advertisers and advertising agents are so freely discussing the use of advertising to open up the British market such an index would be invaluable. But most of all, the circulation of a mass of reliable data of this character would afford an appreciable impetus to new home advertising.

King's Honors to Newspaper Notables

THE long-deferred list of King's Birthday Honors, delayed by reason of the Prime Minister's visit to the Peace Conference, was issued this week and contains three names of interest to newspaper and advertising circles. One is Sir Edward Russell, raised to the peerage and created as a baron, who is a doyen of the British press, having been editor of the Liverpool Daily Post since 1869 and being 85 years of age.

Another is Mr. George Fenwick, J. P., who becomes Sir George Fenwick, and is the founder and for over thirty years the director of the New Zealand Press Association in London.

The third is Colonel Hall Walker, M.P., who is raised to the peerage and becomes a baron. He is the head of the brewery firm of Peter Walker & Sons, who have been large advertisers of a lager beer identified with a quaint little figure known as "Little Peter."

The advertising caused unusual interest at its beginning, because it was the first to be based upon a weekly series of topical cartoons having a news interest as well as an advertising value.

Government Proposal for Weekly Review

THE Government announced last week that it proposed to issue a "Weekly Review of the Foreign Press" and to employ over a hundred experts to prepare it. This is pre-

(Continued on page 38.)

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N. Y. UNIONS REFUSE $5 WAGE INCREASE

Notify Employing Printers They Stand by Original Demands for $14 Raise and 44-Hour Week, Beginning October 1—Won't Arbitrate

Citing as a precedent the self-announced willingness of New York City newspaper printers in arbitration proceedings last April to "help carry part of the burden caused by the war" by making a "modest demand" for 30 per cent increase in wages—$9—the Association of Employing Printers of the city has offered to pay the union employes in its commercial shops $5 a week more, instead of the $14 increase they have demanded.

Twelve unions are represented in the negotiations and these, through their representatives, have flatly rejected this offer, and likewise have refused to arbitrate the question of a 44-hour week—another of their demands—or to consider arbitration agreements in future contracts unless the 44-hour week is conceded. They also stand by their original demand for double and triple time for overtime.

Levy Strike Assessment

The unions have set October 1 as the date when these demands shall go into effect in all the book and job shops of the Association of Employing Printers of New York City. While discouraging the hope that they will moderate their demands they have agreed to another conference with representatives of the association on September 19.

Since the first conference last Wednesday the members of several of the unions have held special meetings, ratified, unanimously, their original demands in full, and have levied assessments on themselves of as much as ten per cent of their earnings as a fund to be used in case of a strike. The employing printers recognize that the situation is critical and are particularly interested in finding out what stand will be taken by the trade papers they serve if the unions refuse to recede from their present stand.

"Are you willing to suspend publication for several months or indefinitely in order to help us fight the obviously unreasonable demands of the unions?" is, in substance, the question they would like to have answered by the local trade paper publishers, but no concerted expression of opinion has been obtained from the latter.

Trade Papers Affected

If the employing printers yield to the demands of the union it is estimated that the increase in cost of publication to trade papers, when present contracts expire, exclusive of paper cost, will be about 66 2/3 per cent.

"The employing printers are not worried over the situation," said Leon Rouse, president of Typographical Union No. 6 and spokesman for the Allied Printing Trades Unions. "They know that if they are obliged to grant the increase in wages asked by the unions they can pass the buck to their customers."

In a printed statement of their position, the employing printers say:

A Comparison of Costs

"Assuming the increase in scale paid hand compositors to be representative of the percentage increase in cost of labor, it will cost $144.70 in labor to do in New York what it costs $100.00 to do in Chicago—if the wage scales asked for by the unions together with the 44-hour week are put into effect.

"Making same comparisons as in case of Chicago, each $100 worth of labor in the twelve cities would cost in New York $168.50.

"From the standpoint of practical and reasonable business considerations, certainly the union must recognize, unless it is simply a matter with them of force, irrespective of consequences, that these facts must be considered.

"Why Not Arbitrate?"

"Certainly it is reasonable to insist that the unions, if sincere in their desire to use an appeal to reason rather than a resort to force, should recognize the fundamental necessity of having established conciliation and arbitration machinery to deal with controversial issues. If the war has made any lesson plain it is that of the necessity of having machinery for the settlement of controversies through conference and an impartial consideration of the facts, using the resort to force only as the very last measure when the rational process fails. Is the implied threat to use force to gain the 44-hour week when the representatives of both groups in the industry are endeavoring to meet the issue fairly and reasonably on a national basis quite in keeping with the spirit of the hoped for new order which has expressed its disapproval in no uncertain terms of the philosophy that might makes right?

"Employing printers desire to make an arbitration agreement a condition precedent to the entering into of any contracts and to emphasize the importance of having such arbitration agreements expire on different dates from the contracts so that the machinery for dealing with controversial issue will be available at all times."

A SUNDAY BIRMINGHAM LEDGER

New Edition Will Be Started on Ocotber 5 by R. G. Hiden

BIRMINGHAM, Ala., Sept. 9.—After twenty-three years in the daily field, the Ledger will issue its first Sunday edition October 5. The Ledger also announces that it will give a voluntarily 10 per cent flat salary raise to all men employed in the editorial department.

The Sunday Ledger will carry the full leased wire report of the United Press, along with another wire service; the service of the Newspaper Enterprise Association; four full pages of colored comics, and a magazine section. Robert G. Hiden is editor and publisher of the Ledger.

WHEN THE RED CROSS "PAPER TRAIN" ARRIVED AT THE FRONT



AMERICAN RED CROSS DELIVERING NEWSPAPERS FROM HOME ON THE FRONT LINES—NOTE THE SATISFIED SMILES.

NO matter where he goes, the greatest weakness of the American vacationist is his daily newspaper, even men away on business demand the home-town newspaper, so it is not any wonder that the first demand of the average man in khaki uniform, with a dug-out for his home and "eooties" for his bed fellows, should have a craving for the news that he would willingly walk through shell-fire to satisfy.

Also let it be understood here there was no favorite news among the men of the American army. The papers that went to them were the best read of any newspapers that have been distributed in the history of journalism—not once but many times. Every brow-beaten copy reader in the country, every cub reporter and every country correspondent and even "An Old Subscriber" would have swelled up with pride if he could have but watched the doughboy read his thought gems.

Every piece of news and advertisement appearing in the papers that reached the front took on all the importance of a presidential election at home. Tobacco, newspapers and hot chocolate were the great reserve forces of the army that kept up morale. The reports of Col. Harvey D. Gibson, formerly Red Cross Commissioner to France, are replete with gripping accounts of how Red Cross contrived to "deliver the papers on time."

SEATTLE JOB PRINTERS QUIT

Four Hundred Strike—Newspapers Not Affected—Bookbinders Out

SEATTLE, Sept. 7.—Nearly 400 pressmen, press feeders and bookbinders in the job printing establishments of Seattle went out on strike this week for increased wages and shorter working hours. The feeders and pressmen are demanding $7 per day for seven hours, instead of $6 for eight hours. The women binders are asking for $28 a week instead of $21.

Nine shops, which have contracts for publishing weekly magazines and periodicals, have granted the demands. Publishers of Seattle, exclusive of newspapers which are not affected by the strike, are attempting to assist in an adjustment of the differences.

A compromise proposition offering $6.50 to the pressmen and feelers for eight hours has been rejected.

Fitchburg News Purchased by James J. Devine

Leaves Clarksburg, W. Va., After Twelve Years' Association with Telegram—Given a Rousing Send-Off

CLARKSBURG, W. Va., Sept. 9.—James J. Devine, treasurer and general manager of the Clarksburg Telegram Company, has acquired the entire capital stock of the Daily News Company, of Fitchburg, Mass., a $60,000 Massachusetts corporation publishing the Evening News.



JAMES J. DEVINE

The announcement of the intention of Mr. Devine to leave Clarksburg caused many expressions of regret among the business men and others of the city, as he has been active in all business and civic enterprises here during the last ten years. He is a member of the Clarksburg Chamber of Commerce, the mercantile board, the Central West Virginia Association of Credit Men, the Clarksburg Rotary Club, the Elks and the Knights of Columbus lodges, and has been active in the work of these organizations.

In his 12 years with the Telegram Company Mr. Devine helped to make it one of the best and most influential journals in the state.

Just prior to Mr. Devine's departure from Clarksburg, 42 employes of the Telegram attended a banquet, which was given by the company to wish him well in his new business venture. In the course of the evening Mr. Devine was presented with a handsome gold watch and fine traveling bag, gifts of the stockholders and employes, respectively.

Besides being a farewell banquet for Mr. and Mrs. Devine, the affair also was a "get acquainted" meeting of stockholders and employes, the first of its kind ever held by the company, and a successful was it considered that V. L. Highland, a large stockholder in the company, who presided as toastmaster, announced that the banquet of stockholders and employes would be made an annual affair.

C. P. A. AGAIN POSTPONES MEET

Annual Convention Probably Will Not Be Held Until November

TORONTO, Ont., Sept. 9.—The annual convention of the Canadian Press, which was to have been held in June and was postponed until September on account of labor controversies, has been postponed again because of uncertainty regarding the prohibition referendum vote in Ontario, in October.

As a Victory Loan campaign follows it is unlikely that the convention will be held until November.

Will of J. P. Bass Is Filed

BANGOR, Me., Sept. 8—The inventory of the estate of Joseph P. Bass, for many years publisher of the Bangor Daily Commercial, shows estate to be valued at $580,905, the rights and credits at $683,241 and the goods and chattels at $406,668, a total of $1,670,814. The goods and chattels consist of 400 shares of stock in the J. P. Bass Publishing Co., publishers of the Commercial, listed at 68, with a value of $77,350.

HIT THE LINE WITH WARNER

"America's Greatest Football Coach"



1919 will be the biggest year in football history.

Coach Warner's review, released each Friday, starting September 27th, offers you the most attractive sport feature obtainable this season.

Warner will bring to your sport page the judgment of the shrewdest student of football in the country.

Write or wire your reservation for the Warner review today.

UNITED FEATURE SYNDICATE

318 World Building **New York City**

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NEWSPAPER MAKING

A Department of Practical Service for Publishers and Advertisers Conducted by Jason Rogers, Publisher of the New York Globe and Author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising

In most places other than a few of our larger cities there is still too much of the old attitude of thanks for "patronage" among our newspapers. There is no nourishment in such a policy for our newspaper makers who would go farthest. Today the man who advertises for anything else but profit is a chump.

Many a time in approaching an advertiser I have been met with the remark: "Well I suppose I have bought you many an automobile" or other trifling thing, to which I would reply, "We suppose you advertise with me because you like my face" or something of the kind to bring him down to earth where we could talk as business men.

To the experienced advertiser, advertising is the device through which he creates that last fifty per cent of his traffic in which is contained his overhead and profit, with constantly increasing volume from year to year.

Without Advertising

Without advertising he would have to cut down his floor space fifty per cent, take off his coat and help wait on customers and gradually shrink to the proportions of the small retail shops which "do not advertise" but figure for their lives to beat off the sheriff.

Not by a jug-full and then some should we permit our advertisers to patronize us. We render them a vital and most important service and should clearly make them understand that we do not profit all that they pay us, but only a reasonable and fair manufacturer's profit.

Owing to the unsound training of those running them either from the educational or commercial viewpoint our newspapers suffer unfair hardships through ignorance of the true relation which they should seek to establish and which can be done in any city.

Primarily, we must be sound regarding fundamentals or our house may fall about our heads like that built upon sand.

We must realize that if we are going to live and prosper and go forward to constantly greater achievements we must know our costs and demand and secure a high enough rate for our product to meet costs, to pay for production and leave a margin over for profit.

Where Many Fall Down

Here is where many of our small newspapers and quite a number of big ones fall down. Too many of us forget that modern newspapering is different from what it was a century ago when all a man needed to start a paper was a can full of type, access to a hand press and the inclination.

Our modern newspaper is a costly venture in proportion to the population and competition in its city of publication. Unless it is made a successful and profitable enterprise it can never win position of great power and influence.

For purpose of demonstration of what I mean I can only give the case of a high-school student who at his examination passed every subject except French and who was informed that the only reason for his failure was the unsoundness of his elementary training on the subject.

It is just so in newspaper making

COMBINED NEWSPAPER CIRCULATION OF COUNTRY IS 7,003,575 GREATER THAN COMBINED MAGAZINE CIRCULATION

	Population	White Families	Total Newspaper Circulation	*Magazine Circulation	†Total 47 Magazines	‡Circulation List 389 Newspapers
Alabama	2,895,270	268,861	232,181	211,861	143,946	130,084
Arizona	272,034	27,699	51,912	116,864	72,105	18,178
Arkansas	1,792,965	247,581	130,593	180,272	118,567	74,146
California	3,117,412	387,205	1,292,866	1,618,912	957,657	483,329
Colorado	1,014,581	145,903	273,354	361,576	219,198	129,775
Connecticut	1,286,266	171,142	352,051	488,720	305,103	129,630
Delaware	216,941	34,152	41,818	49,240	39,893	29,107
District of Columbia	374,584	47,062	249,834	178,616	117,540	163,491
Florida	938,877	222,416	136,730	91,065	126,440	47,590
Georgia	2,935,617	314,829	312,296	304,928	217,498	203,078
Idaho	461,766	61,954	48,866	152,248	95,190	28,949
Illinois	6,317,734	960,978	2,218,997	1,795,264	1,276,485	959,266
Indiana	2,854,162	551,253	837,720	660,714	510,695	222,233
Iowa	2,224,771	430,157	617,427	661,320	539,845	269,939
Kansas	1,874,195	333,147	333,842	399,960	316,465	182,054
Kentucky	2,408,547	250,040	308,378	244,175	181,067	145,143
Louisiana	1,884,778	199,128	246,063	197,623	131,970	178,513
Maine	742,191	182,000	124,836	139,969	147,054	71,836
Maryland	1,284,539	212,992	422,246	265,560	181,061	394,494
Massachusetts	3,832,790	1,201,128	2,043,912	505,306	815,664	1,311,449
Michigan	3,133,678	486,605	930,019	916,104	737,437	577,271
Minnesota	2,343,287	336,937	627,350	625,400	443,652	395,643
Mississippi	2,001,466	172,605	46,654	143,884	94,469	11,179
Missouri	3,448,498	645,786	1,493,499	714,184	527,780	819,081
Montana	486,376	59,764	111,724	262,987	166,045	50,714
Nebraska	1,296,872	223,306	364,404	326,016	260,835	225,131
Nevada	114,742	12,506	12,648	47,328	27,108	4,632
New Hampshire	446,352	103,472	56,885	74,077	95,477	25,137
New Jersey	3,080,371	397,268	519,966	658,032	576,631	281,432
New Mexico	437,015	62,653	18,149	89,654	51,997	13,048
New York	10,646,980	2,838,064	4,815,308	1,386,127	1,282,152	1,997,986
North Carolina	2,466,025	332,126	166,343	252,944	147,696	68,562
North Dakota	291,437	91,933	62,933	181,752	115,902	39,923
Ohio	5,273,814	901,700	2,075,410	1,506,432	1,176,436	871,924
Oklahoma	2,377,629	312,999	342,718	303,328	234,623	158,558
Oregon	888,243	122,686	280,477	313,976	227,022	199,894
Pennsylvania	8,758,067	1,339,776	2,709,938	1,931,360	1,416,629	1,036,038
Rhode Island	637,415	153,808	172,970	78,770	121,946	120,875
South Carolina	1,660,934	149,579	117,488	157,944	111,403	47,130
South Dakota	735,434	102,921	62,366	177,464	124,260	24,699
Tennessee	2,321,253	376,216	391,216	290,048	178,226	259,289
Texas	4,601,279	658,859	702,613	817,448	550,674	385,940
Utah	453,648	67,375	124,749	154,248	84,299	93,241
Vermont	366,592	67,653	51,235	107,872	79,697	22,090
Virginia	2,234,030	302,929	316,265	362,488	233,660	167,820
Washington	1,660,578	192,869	480,877	655,298	382,479	270,504
West Virginia	1,439,165	244,388	156,573	232,200	156,426	89,107
Wisconsin	2,553,983	401,774	462,870	710,352	415,311	210,122
Wyoming	190,380	25,156	25,374	57,712	44,323	13,585
Total	**105,257,184**	**17,332,260**	**27,975,127**	**21,448,116**	**20,971,552**	**13,650,858**
Cost per line =		**$61.74**			**$122.90**	**$22.29**

* As quoted erroneously by the True Shape Shoe people. These magazines actually have: Good Housekeeping, 454,840, line rate $3.25; Literary Digest, 909,618, line rate, $5.50; Saturday Evening Post, 1,906,638, line rate, $7.0; Vogue, 80,000, line rate, $1.25; total, 3,351,096, line rate, $16.50.

† List of 47 magazines (as shown in Editor & Publisher, April 12, 1919), the line rate for which is $122.90 per line, as against $61.74 for 28,096,869 daily newspaper circulation.

‡ Probably intended to be 246,175.

§ The list will be furnished on request.

Our enterprise must be fundamentally sound. We must lay our own foundation and build brick by brick regardless of imaginary competition.

If our conception of the sort of a newspaper the people want is correct, and we make it that kind, ever seeking opportunity for improvement, success is bound to come to us logically as that day follows night.

Our course must be properly set. We must know exactly what we can afford to spend in making the sort of a newspaper that is demanded. We must not permit competitors to drive us into foolish additional expenses.

We must know how to calculate with accuracy just how much sale of newspapers and advertising space at proper rates we can count upon to be safe. We must realize that everything in life is a battle.

Therefore we must create a budget for promoting the production of our newspaper for its presentation in a circulation way, for promotion of the sale of its advertising space at a rate based on definite costs, and fair profit.

It may be easier to get out any sort of a newspaper as cheaply as we can and to give away space at the low on traffic will bear, but more often than not such policy leads to bankruptcy and the sheriff's sale.

It may take a little more nerve to provide a slightly larger fund for making a better newspaper more entitled to success and to demand a much higher and livable rate for advertising.

It may take a little more capital to promote such a newspaper along sure

(Continued on Page 26.)

MORE THAN 36,000 IN USE

© TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS



The 10-Finger Efficiency Method for Display Composition

SET YOUR DISPLAY DIRECT FROM THE LINOTYPE KEYBOARD

Representative dailies throughout the country are operating Model 20 Display Linotypes—profitably. Successful performance under such a wide variety of working conditions on the every-day run of copy is undeniable proof of the economy of producing display composition with straight-matter speed direct from the Linotype Keyboard. Modernize your methods—install a Model 20

Note:
This advertisement is a specimen of Model 20 "Straight-Matter" produced *direct from the keyboard*. Get acquainted with the Display Liontype—write for Model 20 Literature

MERGENTHALER LINOTYPE COMPANY
New York, U. S. A.

SAN FRANCISCO 646 Sacramento Street
CHICAGO 1100 So. Wabash Avenue
NEW ORLEANS 549 Baronne Street

Canadian Linotype Limited, 68 Temperance Street, Toronto

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WHAT NEWSPAPER MEN SAY ABOUT BASEBALL PUBLICITY

THE following opinions on the question of the amount of space that should be devoted to baseball have been received by EDITOR & PUBLISHER from the editors and publishers of American newspapers during the past week in connection with the symposium recently opened on this subject.

EDGAR B. PIPER

EDITOR, PORTLAND (ORE.) OREGONIAN

There are few, if any, other departments of a newspaper in which it is possible to get the personal-interest element so strongly to the fore as in the handling of sports, especially professional sports, and particularly baseball. On this ground I think American newspapers are justified in giving to baseball the large amount of space that it now occupies in their columns.

It is not sufficient for a newspaper to chronicle events as they happen. A great deal of interest among readers is created and maintained by the element of personality that is brought into the news pages. The ways that this may be done are limited; it is not proper to print gossip about private citizens, their characteristics and the minor events of their lives, nor has the editor the right to make such an invasion of private rights. But the baseball player is, in a way, a public character. It is altogether proper to make him the subject of newspaper comment that will bring his personality strongly before the public. You may, in some instances, make a sort of hero of a man who isn't worth it, and at all times you are increasing the gate receipts of a game that is highly commercialized, but, nevertheless, you are interesting thousands of readers and, in my judgment, it is good newspaper policy to do it.

I think that the actual reporting of games is often overdone, as to space. The games must be reported, of course, but the greater value, it seems to me, lies in the incidental comment that deals with the activities of the ball players. This is conditioned, too, on the necessity for the man who writes the sporting news to be accepted by the paper's readers as an authority.

M. E. FOSTER

PRESIDENT, HOUSTON CHRONICLE

"In my opinion, newspapers generally give too much space to baseball news. I think one-half column a day should be sufficient space for that part of the sporting page devoted to baseball. I think all baseball extras should be discontinued; that newspapers generally should cease to allow space to be used for the purpose of building up baseball organizations, nearly all of which are run for the purpose of profit, and which get such a vast volume of free advertising that they cease to patronize the general advertising columns.

LEON M. SILER

MANAGING EDITOR, HOUSTON PRESS

Baseball news is not overplayed. Political news alone attracts wider interest. I consider that summer sports merit a full page in a metropolitan daily. This space, of course, should not be confined solely to baseball. Between seasons, sports space can be reduced one-half to three-fourths, but the sports feature as a separate news department should be a year-round affair.

JOHN D. WELLS

MANAGING EDITOR, BUFFALO EVENING NEWS

The news value of baseball stories varies, according to the playing ability of the team and the position it occupies, but that in the main baseball news is overplayed and that baseball magnates should be required to do advertising.

HARVEY W. WHITE

EDITOR, BUFFALO (N. Y.) COMMERCIAL

Baseball news should be treated as theatrical news now is treated; that is, give whatever news there is in the activities of a team, but stop filling the paper with a lot of chatter which is nothing more or less than free advertising.

R. G. HIDEN

PUBLISHER, BIRMINGHAM (ALA.) LEDGER

I hardly consider myself competent to answer the question of the EDITOR & PUBLISHER as to whether baseball is an overplayed item of news in view of the newsprint situation, as I am not a baseball fan.

As an outsider, however, I believe that a conservative cut in baseball space would be alright and timely, viewing it as a matter of white paper conservation. How the fans would look at it, I can't say, but it is significant that more people read the baseball page than any one single feature of the newspaper. I believe a column to a column and a half would be sufficient between seasons.

J. E. CHAPPELL

MANAGING EDITOR, BIRMINGHAM (ALA.) NEWS

Baseball news certainly could be held to one or two columns between seasons. During the playing season, however, I am opposed to placing any limit on the space given to the national pastime.

Newspapers have made baseball. Their continual boosting brought it back after the war, and while more money is spent on baseball than any other feature of the newspaper, I believe the public has been so educated by the newspapers to expect it, that it will continue to demand the same amount of space. With all the peace treaty excitement, race riots and labor unrest, nothing has created the same amount of interest as has the several races for the pennant in the big leagues.

W. T. STOTT

MANAGING EDITOR, PORTLAND (ORE.) TELEGRAM

From our own experience I do not believe that baseball is being overplayed by the newspapers. We can judge only from a circulation standpoint, and our circulation department is constantly after us for more baseball, rather than less.

Portland newspapers do not print the box scores of the National and American leagues, carrying the box scores of only the Pacific Coast league. The press associations do not carry the eastern box scores out here. We have been told by men who seemed to be in a position to know what they were talking about that our circulation would be increased from 3,000 to 4,000 if we would bring the box scores out here "over-head."

Baseball has a universal appeal, because every man has been a player or, at least, thinks he has.

DONALD STERLING

ASSISTANT MANAGING EDITOR, OREGON JOURNAL, PORTLAND

Two factors have compelled the newspaper to devote an enormous amount of space to baseball news, viz.: its desire to render its readers the widest possible service and inter-newspaper competition. That there is a great demand among newspaper readers for baseball news is unquestioned and viewed from the news angle that demand has been considered justification for the space devoted to this subject. The normal newspaper ambition to print the news first has created, especially among evening newspapers, a keen and expensive competition in the publication of sports extras.

Especially at this time of high production cost, it is proper to translate the space devoted to baseball into dollars and cents and determine whether the two factors above outlined have led editorial judgment beyond the path of sound business policy.

In view of the admitted demand for baseball news that comes from a healthy interest in clean sports, I prefer to consider the problem apart from the narrow view that points to the exploitation of private business in the news columns.

That the newspaper should carry baseball news is beyond question. That in its enthusiasm to render service it has accustomed its readers to expect too great a volume is apparent to me. That there is a middle ground is clear, but to reach it will be difficult because of the existing competition among newspapers in news service.

BRIDGEPORT, CONN.

J. E. Phelan, one of the publishers, and Augustin P. Maher, editor of the Evening Herald, answered jointly for their publication, as follows:

1. "No. At least one-quarter of the population is interested in baseball.

2. "The varying conditions—morning and evening editions, major and minor leagues, cities with league members and cities without—make it impossible to give any idea of the space which might be called reasonable for all."

Charles J. Haynes, managing editor of the Standard-Telegram, Bridgeport's only morning newspaper, replied:

1. "No.

2. "I believe morning newspapers should give as much space as possible to baseball, using complete box scores, but for evening papers the scores should be skeletonized."

Wilfred D. Bagley, city editor of the Bridgeport Post (evening), declared:

1. "Yes, by 25 per cent.

2. "Four columns in season and one and one-half columns out of season."

The profits for the year ended May 31 of the Edinburgh Evening News, after charging excess profit duty, were £20,536 14s. 9d.

The St. Louis Star's Daily Average Net Paid Circulation for August, 1919:

101,735

The Star's Month by Month Statements of Net Paid Circulation for the Past Six Months are as follows:

March, 1919
94,845

April, 1919
94,833

May, 1919
96,446

June, 1919
97,682

July, 1919
99,265

August, 1919
101,735

In Total Paid Advertising Compared with August, 1918

The St. Louis Star Gained 58,116 Lines

Foreign Advertising Representatives
STORY, BROOKS & FINLEY
CHICAGO, Peoples' Gas Bldg — PHILADELPHIA, Colonial Bldg — NEW YORK, Fifth Ave. Bldg.

Don't Say "Paper"—Say "STAR"
Trade Mark Registered.

First

In eight months of 1919, The New York Times published the greatest volume of advertising ever printed by any New York newspaper in any eight months of any year.

The total was 11,723,314 agate lines, (39,606 columns), more than 27 per cent. of all the advertising published in New York morning newspapers, and a gain of 3,264,568 lines (11,029 columns) over the corresponding period of last year.

In August The New York Times published 1,460,544 agate lines of advertisements—a greater volume and a greater gain over August, 1918, than any other New York newspaper.

The sale of The New York Times daily edition exceeds that of any other New York morning newspaper. On Sunday The Times is purchased by more than half a million persons.

The New York Times

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PRESSMEN TO VOTE ON ARBITRATION CONTRACT WITH A. N. P. A.

Tentative Agreement Already Accepted by Publishers and Union Board of Directors—New Commercial Contract Wage Scale Changes—44-Hour Week Wanted

THE International Printing Pressmen and Assistants' Union of North America will vote in November on the adoption of an arbitration contract with the American Newspaper Publishers' Association.

By action of the convention of 1916 the union's board of directors was authorized to confer with the representatives of the A. N. P. A., looking to the establishment of a contract between that association and the union.

Tentative Contract Agreed Upon, Subject to Members' Vote

In accordance with that authority the board of directors has conferred with the publishers and has agreed to a tentative contract, subject to the approval of the membership of the international body, the outstanding points of which follow:

(a) The contract is to run, if adopted, for two years and four months. This action was taken in order to bring about the expiration of the proposed agreement with that of the expiration of the agreements held by other international printing trades unions.

(b) The question as to whether local unions or local publishers shall come within the purview of the agreement is entirely optional with them; it is not compulsory for any local union or local publishers' association or individual members thereof to take out an agreement unless satisfactory to them.

(c) The agreement provides that when a local agreement is taken out all differences shall be subject to conciliation and arbitration; no strikes, lockouts or other concentrated action shall be taken by either side during the life of the agreement.

(d) Local union laws not affecting wages, hours or working conditions and the laws of the International Printing Pressmen and Assistants' Union of North America in effect July 30, 1919, shall not be subject to the provisions of the arbitration agreement.

New Commercial Contract

The union's board of directors has accepted a contract for closer affiliation between the five International Printing Trades Unions and the employers' associations, which provides:

(a) The means of working out a universal wage scale.

(b) The establishment of joint action in the determination of the price cost of the product.

(c) The establishment of a universal cost finding system.

(d) The creation of conciliation and arbitration of disputes of industry.

(e) The protection of the machinery now in operation in local organizations.

The Board of Directors of the union also reports having met with the employing printers of the country in the matter of a 44-hour week, and has tentatively agreed subject to the approval of the membership to the following:

(a) The establishment of the forty-four week in May, 1921.

(b) The tentative arrangement contemplates the Until Typothetae of America, closed shop division; the Printers' League of America, the Employing Stereotypers' and Electrotypers', and the Employing Photo-Engravers.

The board of directors in order to ascertain the opinion of the membership reports having circulated all sub-ordinate unions and that more than two hundred locals have endorsed the proposition. It is now being submitted for the formal ratification of the International membership.

This contemplates the establishment of the universal forty-four hour week for all of the printing trades unions.

Wage Scale Changes

The pressmen's union reports the following new wage changes:

Lansing, Mich.—Increase of $6 a week for pressmen and $5 for assistants, making the wages $33 and $25 a week respectively.

Rock Island, Ill.—Receiving pressmen over the week scale adjusted between cost of living index, cylinder pressmen and feeders and $6 for platen pressmen.

Keene, N. H.—Increases of $2 a week for cylinder pressmen, $5 for platen pressmen and cylinder feeders and $4 for automatic pressmen.

Evansville, Ind.—Increase of $3 a week for first assistant web pressmen.

Harrisburg, Pa.—Substantial increases over amounts stipulated in the existing agreement which does not expire until September 1920. Cylinder pressmen receive $6.50 a week additional; no change in scale for first assistants; second assistant pressmen $11, web pressmen $8.

Saginaw, Mich.—Union agreement signed with employing printers providing for opening of wage scale after six months from May 1. Provision and arbitration is provided for by settling chairman and minimum scales established of $25 to $27.50 a week for cylinder pressmen, $20 for cylinder feeders and $18 for platen pressmen. Night scale is $2 additional to day scale.

Salem, Mass.—Cylinder pressmen advanced an increase of $3 a week.

Quebec, Can.—Increases of $3 a week for cylinder pressmen and assistants, $2 for web pressmen and providing a scale of $28 a week for offset pressmen.

Pasadena, Cal.—Employes of the Star-News, both newspaper and commercial branches, have received a voluntary increase of fifteen per cent.

Allentown, Pa.—One-year agreement with newspaper publishers establishing a scale of $35 a week for pressmen in charge of press, $28 and $23 for first, second and third assistants, respectively, and double time for holidays. Minimum scale of $30 has also been established for the flatbed branch.

Champaign and Urbana, Ill.—Scale of $30 a week for foreman of newspaper pressroom, $26 and $24 for foreman, $28 for Duplex and Goss pressmen and cylinder pressmen, $24 for supernumerary cylinder pressmen and for platen pressmen, $21 for cylinder feeders, $16 for platen feeders, and for web apprentices $15 a week for first year.

Jackson, Mich.—Increases of $3.50 a week for cylinder pressmen, $5 for web press foremen and offset pressmen, $4.50 for cylinder assistants and web press assistants, $4 for Kelly pressmen, $7 to $8 for platen pressmen, $5 for platen feeders $1.50 for cylinder feeders and making the night scale $2 above the day scale instead of $1.50.

Lewiston, Me.—Increase of $2 a week.

San Francisco, Cal.—Voluntary increase of $1.00 to $3.50 a week granted. Twelve men, others and paper handlers, who formerly received $43.00, $44.00 and $44.00 a day, now have a flat scale of $45.50 a day or $267 a week while men in charge receive $51.

Denver, Colo.—Additional voluntary increases of $3 a week for journeymen and apprentices on the Post and $2 a week for all on the News.

Toledo, Ohio.—Bonuses over the signed agreement of $2.50 a week for men in charge, $0.85 for journeymen, making wages for former $36.00 a week and for latter $35.00 a week.

Baltimore, Md.—Increase of $1 a day for men in charge and other journeymen, 50c. a day for apprentices.

Hudson County, N. J.—Increases of $6 a week for men in charge and journeymen, $5 for feeders making scales $35, $30 and $24 a week, respectively.

An Open Letter to

JOHN SPACEBUYER,
Every Agency,
Everywhere.

Dear Sir:—

When some enterprising Newspaper Manager or Special Representative circularizes you with elaborate broadsides of half truths or attractive phrases having no truth—do you "bite" or do you say "show me?"

Isn't the use of a Newspaper by "home folks" the best measure of its effectiveness—the best proof that it is the best medium for you to use?

Here is what an army of advertisers did during June, July and August in our town, Worcester:

LOCAL DISPLAY ADVERTISING

	Lines
Week day editions of the TELEGRAM	1,878,472
Sunday editions of the TELEGRAM	820,183
Total TELEGRAM	2,699,655
The Worcester Gazette	1,538,967

In addition to the foregoing 126,000 lines of Local Display advertising were published in the TELEGRAM'S Peace Edition July 31st.

Other advertising in the Telegram and the Gazette brought the total for three months to

	Lines
Worcester Telegram	3,245,886
Worcester Gazette	1,996,725

The total number of advertisements published in these Worcester Newspapers during June, July and August is 146,953, of which 76% were placed in the TELEGRAM, and 24% in the Gazette.

That you may form a mental picture of the TELEGRAM by comparison with newspapers with which you may be more familiar we quote from records published by The Advertising Age giving volume of advertising published by leading American newspapers in the first six months of 1919.

IN RELATION TO BOSTON NEWSPAPERS

	Lines
WORCESTER TELEGRAM	5,718,053
Boston Post	5,367,706
Boston Herald and Traveler	4,073,940

IN RELATION TO NEW YORK NEWSPAPERS

WORCESTER TELEGRAM	5,718,053	N. Y. Eve. Telegram	4,624,923
N. Y. American	5,009,058	N. Y. Eve. World	3,677,439
Brooklyn Eagle	5,506,800	N. Y. Eve. Globe	3,677,689
N. Y. Eve. Journal	4,705,600	N. Y. Herald	4,181,960
N. Y. Eve. Mail	2,193,211	Brooklyn Standard Union	3,396,749
N. Y. Eve. Post	2,166,794	New York Sun	2,870,030
N. Y. Eve. Sun	3,858,879	New York Tribune	3,567,220

Only two New York Newspapers, The TIMES and The WORLD carried more advertising than the WORCESTER TELEGRAM.

The Worcester TELEGRAM in one edition prints more advertising than any other newspaper in New England—every line authorized and not a line of complimentary, unauthorized or "stretched" advertising. That kind is relied upon by some Newspaper managers and Special Representatives to mislead space-buyers a hundred or more miles away—though it doesn't influence those near enough to know.

Who are right in their choice—the 2% who buy without first hand knowledge of local conditions, or the 98% who are our neighbors—home folks?

Yours truly,
THE WORCESTER TELEGRAM,
Austin P. Cristy, Publisher.

PAUL BLOCK, Inc.
Representative

New York Chicago Detroit Boston

After Twenty Years

The Sun

BUSINESS
DEPARTMENT

New York, August 12, 1919.

Lanston Monotype Machine Company,
24th & Locust Streets,
Philadelphia, Pa.

Gentlemen:

I have recommended the installation in our new building of eight new Monotype Composing Machines to replace eight old machines which have been in use for twenty years. This means really forty years, since they were used on an average of at least two shifts a day.

We will retain four of our original Monotypes, which are in good condition, making a total battery of twelve Monotypes for use exclusively on ad. work for the Sun and Evening Sun.

When I assumed charge of the Sun Composing Room, I was, to say the least, not a Monotype enthusiast. I had had but little practical experience with Monotypes for Newspaper work, but finding a battery of these machines in our composing room, I observed their operation closely and was decidedly impressed with their performance.

That I am convinced that Monotypes are the machines for our ad. composition, is evidenced by our order for these machines and other equipment for bringing our Keyboards and, in fact, the entire Monotype department up to date.

Yours very truly,

John E. Martin

Superintendent.

LANSTON MONOTYPE MACHINE COMPANY · PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building
CHICAGO: Plymouth Building
TORONTO: Lumsden Building
MONOTYPE COMPANY of CALIFORNIA: SAN FRANCISCO

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U. S. NAVAL CENSORSHIP EXECUTIVE FINISHING FINE WAR RECORD

Lieut.-Commander Baker Will Reach New York Sunday—Made Record in World War in Rushing News From Front—Was Trained in Newspaper Work.

BY HERMAN SUTER

WHEN Lieut.-Commander George Barr Baker, U. S. N., lands in New York from Europe next Sunday, he will have completed two and one-half years of most exacting service for his country. As executive officer of the Naval Censorship in New York for a year and a half and later, upon special assignment, to expedite the censorship of war news from Europe to America, Commander Baker rendered aid of vital importance to the newspapers of America, and through them to the entire reading public of the United States.

Finally as right hand man to Herbert Hoover, Director General of Relief in Europe, he was a big factor in the splendid success of the American Relief organization—a work that has greatly enhanced American prestige the world over.

Has Strong Grasp on International Affairs

Commander Baker's strong and pleasing personality, his broad grasp of international affairs, his tact, perseverance, and ability to stand up and do good work under constant pressure, resulted in a service that was a great credit to the man and his country alike. His record is a compliment to the newspaper profession in which he was trained and in which he promptly attained a notable position. His accomplishments during the war and the armistice period are a striking testimonial to the value of a broad journalistic training in grappling with the heart-breaking problems that arise in war and the chaos that for a time follows war.

Navy's Pride Is Speed

Commander Baker was executive officer of the Naval Censorship in New York from May 2, 1917, until September 24, 1918. At this time there was bitter complaint from the newspapers against censorship of American correspondents with the army in France and also in Paris and London. In addition to censorship and the delays consequent to it, there was a great congestion of cable and telegraphic wires.

The navy censorship had prided itself that insofar as its responsibility lay, the press was receiving its dispatches with greater speed than in peace times. Unlike the European censorships, the United States navy censorship established its officers at the ticker in the cable offices; these officers read the dispatches as rapidly as the operators did, and saw that they were passed on to the short wires without even the ordinary delay of peace times.

Admiral Sims Assisted

Where such dispatches were addressed to papers which could be got on the telephone, the navy censors, instead of cutting out matter as was done in Europe, generally followed the practice of telephoning the editor and discussing with him any objectionable features with a view to securing a more complete elimination and rearrangement of dispatches than would be likely to occur through the individual work of the censor.

This, however, did not cover the European situation, and Baker was detached and ordered to duty with the United States naval forces operating in European waters, under the command of Admiral Sims, for the purpose of securing relief.

Admiral Sims immediately recognized the importance of getting the news of the war quickly before the American public and made it possible for Baker to secure an agreement with the British Government not to divert dispatches from the American front to the British



LIEUT.-COM. GEORGE BARR BAKER

censorship when in transit through England. This was done with the assistance also of Lord Reading, and effected a saving of from two to four hours.

A Great Saving

Arrangements were then made whereby copy filed in Paris was sent over the Signal Corps and navy leased cable direct to Western Union House in London and there put immediately upon the cable without having passed through any censorship.

This was effected through an agreement by which the British and French detailed military censors to act in cooperation with the American military censors at the front, so that instead of three operations there was only one, and that at the source.

This secured a considerable saving, but it then became apparent that telegraphic communication between the American front and Paris was little better than nothing, dispatches frequently lying as long as eight hours before being put on the wires from headquarters. The sympathy of the signal Corps was enlisted, and a genius by the name of Wheat (now Lieut.-Col. Wheat), to whom the press will ever remain deeply grateful, began in the roughest way to say that there was "only a busted clothesline" between the American front and Paris, and that no reliable service could go over "such a fool contraption."

Baker wept on Wheat's shoulder until Wheat, to get rid of him, decided that something had to be done. The busted clothesline ran along poles, ditches, trees, hedges and sometimes nowhere in particular. Through the genius of Wheat this was developed into a wire, with repeaters and accelerators and duplicators and batteries and things which Baker never did learn anything about, except that they had to be got, and that Wheat could get them.

Made New Record

Four weeks from the time that Baker struck London, Wheat remarked to him casually that he had just sent ten words from the American front straight through to London in the space of two or three minutes. Within a week the service between the front and Western Union House in London was as easy as telephone communication between two points in New York.

The French and British censors entered into the spirit of the thing with the American censors, and saw to it that there were no delays at the headquarters near the battle front. The only serious delays thereafter were occasioned by congested cables from London to New York. This was physically impossible to remedy except where the Committee on Public Information came to the rescue and provided facilities for the press through wireless.

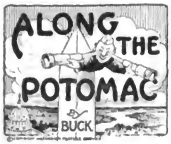
Commander Baker thereafter sat on a diminishing job until January 1919, when Admiral Sims ordered him for extra duty with Mr. Hoover in the Food Administration, after which Baker was fully occupied from 8:30 in the morning until 10 o'clock at night.

The relation of commercial censorship to blockade was a subject of vital interest to American business, and it was Baker who finally secured an agreement with Great Britain by which messages transmitted through Allied countries in either direction were censored only in America instead of by each of the governments into whose custody they passed in transit.

Censorship was declared finally at an end with the lifting of the blockade and the ratification of the peace treaty by Germany. As representing both naval censorship and certain of the Food Administration interests Baker attended the sessions of the Supreme Economic Council of the Peace Conference and was a member of various committees of the Supreme Economic Council. These required continual travel back and forth between France and England, during which time almost the only good sleep he got was in aeroplanes on the journey until the tragic death of his favorite flier broke his nerve.

(Continued on page 37.)





THE KITCHEN SOCIALIST

Am I delirious?
Does my mind roam?
Why this mysterious
Air in my home?

Why this strange atmosphere
Filling each room?
Even the cat must fear
Such a dread gloom!

In all of the dire place
No sign of life!
Why the cold fire-place?
Where is my wife?

What is this document
I read, aghast?
"Prepare for a shock. You meant
Well in the past,

"But, dear, if you're true to me,
You'll stand the gaff;
For overtime due to me,
Time and o half!

"Labor's to share in all
That it produces—
If that isn't fair, in all
Truth, what the deuce is?

"I don't want to trouble you,
Darlingest Frank,
I'm no L. W.
W. crank,

"But you're outa luck for a
While (till you pay).
Dearest, I've struck for a-
'N eight-hour day!"



Work and Save is the cure for the H. C. of L. malady, according to the head of the Federal Reserve Board. That's mighty good medicine, says ex-Sergt. SOL, but hard to take on an empty stomach.

MOANINGS AT THE BAR

"I don't take six drinks a year, myself, so it makes no difference to me, but—"

THE ELASTIC CONSCIENCE

There were some men, o score or more,
Whose conscience kept them out of war.
May I inquire, and not be rude,
If they are buying Army food?

We hear that the Police are agitating for a national Union.
It's a blow, isn't it, to think the cops want to clnb together?

Fall out!

Buck Up!

All Is Not Quiet Along the Potomac

In fact your news dispatches are carrying enough hot and unpleasant news from all parts of these United States to keep your readers unhappy seven days a week.

What they need in addition to the painful truth is a little humor, something to take the sting out of the H C of L, the social unrest, and other unpleasantries.

"Along the Potomac" is a humor column that will stand out in your paper like a rose on a bramble bush—a laugh for your readers about the things that are irritating them.

Good, live topical verse with a lilt and swing and a good stiff punch at the foibles of politicians and parties without preference or partisanship.

Read the sample—get "Along the Potomac" for your paper and see what a bracer it is for the sad news that's breaking all around it!

"Buck"

was the poet-humorist of the A. E. F., on the staff of the "Stars & Stripes," the Army's newspaper.

Now he is back from his job of keeping the A. E. F. smiling—to the new job of making America laugh.

6 Days a Week

If not already appearing in your city, telegraph for terms.

Washington Feature Service

William A. Bird, iv, Business Manager

92 Home Life Building — Washington, D. C.

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Admiral Sims Tells

How close to disaster we were in 1917

His history-making conferences with KING GEORGE, ADMIRAL JELLICOE, BALFOUR, BEATTY, LLOYD GEORGE.

Of the difficulties made by "red tape." How Ships were convoyed.

The romantic story of the British "Q" or "Mystery" ships.

Anti-submarine devices.

The dashing exploits of our submarine chasers.

The Aeroplane war on the submarine.

The construction of a mine barrage from the Orkneys to the coast of Norway.

How Germany was defeated on the high seas.

THE BIGGEST NAVAL

ADMIR

TELLS HIS

GREAT AME

THROUGH TI

"In the latter part of March, 1917, I the Naval War College and there I r ment summoning me immediately to Washington. The form in was pending." These orders were the first move of our activities amazing story from that day to the signing of the armistice. The dously crucial part in the war. Admiral Sims now tells the story

AMONG THE PAPERS THAT HA

PITTSBURG POST	LOS ANGEL
CHICAGO DAILY NEWS	MILWAUKE
ATLANTA CONSTITUTION	CINCINNAT
CANTON REPOSITORY	BOSTON G
MEMPHIS COMMERCIAL-APPEAL	PHILADELI
SALT LAKE CITY TRIBUNE	CHARLOTT
GREENSBORO NEWS	NORFOLK

Most of the important territories are closed, but if yours is open t gigantic undertaking of our naval history. For weekly release be layouts. To run ap

WIRE, OR LONG DISTANCE TEL

THE McCLURE NEWSPAPER SYNDICATE

Digitized by Google

)RY IN OUR HISTORY

L SIMS

RY TO THE

CAN PUBLIC

NEWSPAPERS

ADMIRAL SIMS is more responsible than any other for the present efficiency of our fighting ships. He has always been a naval reformer and advocate of preparedness. His story of our sea war with Germany is such an important document that before our preliminary announcement had been out but a very short time some of the biggest papers in the country had telephoned or telegraphed us to enter their orders. Numerous others have ordered by mail, and a large number are now negotiating for territory.

ADMIRAL SIMS' STORY WILL GO DOWN TO HISTORY FOR FUTURE GENERATIONS TO READ WITH PRIDE AND GRATITUDE TO OUR OWN SAILORS AND OFFICERS AND TO THOSE OF OUR ALLIES IN THE GREAT STRUGGLE.

stationed at Newport as president of
d a message from the Navy Depart-
these instructions were cast showed that something extraordinary
st Germany's submarine warfare. Admiral Sims tells the whole
sh and American navies played a momentously silent but tremen-
ıe first time.

CLOSED FOR THIS STORY ARE

KAMINER	OMAHA WORLD HERALD
IRNAL	PENSACOLA JOURNAL
UIRER	SAN FRANCISCO CHRONICLE
	FORT WORTH STAR TELEGRAM
BULLETIN	KINGSTON BRITISH WHIG
WS AND COURIER	SEATTLE TIMES
NIAN PILOT	NEW YORK AMERICAN

your golden opportunity to give your readers the story of the most
g Sunday, September 21st. Supplied with splendid photographic
nately thirty weeks.

)NE, FOR OPTION AND TERMS

373 FOURTH AVENUE, NEW YORK

Digitized by Google

NEW HAVEN WRITERS DEMAND MORE PAY

Ask for Minimum Wage of $5 a Day, $3 Extra Pay for Additional Night Work and a Six-Day Week

NEW HAVEN, Conn., Sept. 9.—Employes of the news departments of New Haven newspapers today presented demands to the publishers for minimum pay of $5 a day, $3 extra pay for additional assignments at night and a six-day week.

They asked for a reply on or before Saturday and announced that if any employe of a newspaper was discharged because of these demands, the entire news writing force on that newspaper would strike. They say they are 100 per cent organized.

John Flynn, city editor of the Register, was elected president of the new organization; Bob Wilson, of the Courier, secretary, and Gary Finley, of the Times-Leader, treasurer. These three with Michael Finley, of the Union, and D. S. Brown, of the Register, form the executive committee.

Settle the Union Differences in Bridgeport

Equity Members Return to Work on Standard-Telegram and Post on Adjustment of Dispute

BRIDGEPORT, Conn., Sept. 6.—Relations between those men, whose connection with the Post Publishing Company newspapers ceased at the outset of the organization of the Bridgeport Newswriters' Equity Association, and the Bridgeport Standard - Telegram and Evening Post, were resumed last night and today. James H. Shay, James L. McGovern, Jr., W. E. McDonald, H. H. French and Vincent L. Sexton returned to the editorial staff of the Standard-Telegram and John Powell was added to the desk force of the Evening Post. It followed the offer of George C. Waldo, Jr., editor, made a week ago.

President James H. Shay issued the following statement the day following the return of the men to work: "The Equity is gratified to announce that its differences with all publishers have been happily adjusted to the satisfaction of all parties concerned. The six men who were dismissed by the Post Publishing Company have returned to work and are now co-operating with the company to the fullest extent in carrying out its program of justice and equality."

Now Propose Labor Union of Chicago News Writers

Those Who Attend Meeting Are Invited to Sign Articles of Organization —May Ask $35 Minimum

CHICAGO, Feb. 10—Efforts to form a labor union composed of employes of the news departments of Chicago newspapers have been made here this week by men said to be connected with a local labor paper called The Unionist. Twenty-seven reporters attended a meeting at 180 Washington street last Sunday, but none, so far as could be learned, signed the articles of organization. Seven of the men present were from German newspapers.

One speaker at the meeting extolled the benefits to labor obtained through Bolshevism in Russia, and another speaker invited those present to become members of the union immediately by paying initiation fees. One reporter asked what benefits he might obtain by joining, and was told:

"Join and find out."

It is reported that one demand to be made on Chicago newspaper publishers, if the union is formed, is a $35 minimum wage for reporters.

DENVER PRINTERS STRIKE

Tie Up All Smaller Publications to Force $39-$42 Scale

DENVER, Colo., Sept. 8.—Practically all weekly and other small publications in Denver are tied up by a strike of 130 union printers, which has been in progress since September 1. The printers' strike is regarded by the Denver Typothetae as ideal, in that they have been working under a contract with the employers which was to be in force until the end of the year, and that they are alleged to have violated the thirty-day strike notice provision of the state industrial act.

District Attorney William E. Foley has threatened prosecution of the men on the latter ground. The printers are demanding $39 a week for day work and $42 for night work. The present scale averages about $32 a week.

FRENCH REPORTERS ARE OUT

Courrier des Etates-Unis Refuses Raises —Hires New Staff

Five members of the editorial staff of the Courrier des Etats-Unis, the French daily newspaper of New York city, went on strike when their application for an increase in salaries was refused by L. H. Sampers, owner of the paper.

The management of the paper announces that the positions of the strikers have been filled.

Benefit for "Writers' Equity"

BRIDGEPORT, Conn., Sept. 8.—Arrangements are being made by the Bridgeport Newswriters' Equity Association for a big benefit theatrical entertainment. President James H. Shay has announced that the Actors' Equity Association of New York has agreed to provide a performance with many leading stage stars.

Lardner Joins Bell Syndicate

Ring W. Lardner, well-known short-story writer and formerly columnist for the Chicago Tribune will write a weekly letter of comment on current events for Sunday newspapers, which will be syndicated by the Bell Syndicate, beginning October 19. He also is under contract with the Bell Syndicate to report events of national and international interest and his first assignment of this character probably will be the World Baseball Series. He also will write a play for Morris Gest

Change in Gillette Company

BOSTON, Sept. 8.—F. D. Copeland is the new advertising manager of the Gillette Safety Razor Company, succeeding J. T. Ashebrooke, resigned. Mr. Copeland was Mr. Ashebrooke's assistant

The Pulping Technical School at Perth, Western Australia, are experimenting with karri as a paper-making material.

PAPER FOR NEW GOLD FIELD

Manitoba Mines About to Make Appearance in Winnipeg

WINNIPEG, Sept. 9.—A mining journal will be established here to serve the western Canadian field. It will be published under the auspices of the Winnipeg Mining Association, which has become active in recent weeks owing to the discoveries of rich gold areas in Northern Manitoba.

The provisional directors of the paper will be: J. M. Baird, president; John Beekman, vice-president; J. Connor, secretary-treasurer; N. C. Tobias and E. W. Jackson. The new paper will be called the Manitoba Miner.

F. N. Smith Reported Returning

BRIDGEPORT, Conn., Sept. 8.—Word has come to friends of Frederick Nelson Smith, vice-consul to Genoa, Italy, that he will leave his post and return home soon. Mr. Smith was managing editor of the Lynn (Mass.) Telegram when war broke out and after winning a lieutenancy went overseas with the 76th Division. He was appointed to the consular post on return. He was with the South Norwalk Sentinel, the Norwalk Hour, the old Bridgeport Standard, and was city editor of the Bridgeport Telegram during his connection with newspaper work.

New Texas Daily

MARSHALL, Tex., Sept. 10.—A new daily, known as the Marshall Morning News, has been launched in Marshall, the first issue appearing Sept. 7. It is published by Homer Price and Bryan Blalock. It carries the full leased wire report of the Associated Press.

Pleads Truth and Privilege

PORTLAND, Ore., Sept. 8.—The Oregonian has filed a reply to the $50,000 libel suit recently filed against it by Merrill F. Hanville, former school teacher at Astoria. The Oregonian contends that the article objected to by Hanville was both true and privileged.

Greene and Monroe Join Remington

BUFFALO, N. Y., Sept. 9.—Finley H. Greene, who for many years has been secretary of the Buffalo Express and secretary and sales manager of the Matthews-Northrup works, has become general manager of the E. P. Remington Advertising Agency. Clarence J. Monroe, new art director for the Remington Agency, acted in a similar capacity for several years with the Niagara Lithograph Company. Carl J. Balliett will be the directing partner in the organization.

Gibbs Revisiting Old Scenes

LONDON, Sept. 6.—Philip Gibbs is revisiting the Continent in order to describe the changes wrought by war and peace. He will go over the battlefields and districts which he saw laid in ruins and also tour the principal towns of the Allies and their late enemies. The journey will include the chief centers of Belgium, Northern France, parts of Austria and the area occupied by the British troops on the Rhine.

Reporters' Friend Dies

CHICAGO, Sept. 10.—Mrs. Susan Spellman, 62 years old, mother of John L. Spellman of the Chicago Tribune staff, who for many years had Chicago newspaper reporters who were unmarried as her guests at Christmas dinner, is dead, after an illness lasting three years.

Mrs. F. B. Crocker

ST. LOUIS, Sept. 10.—Mrs. Florence Berg Crocker, 33 years old, wife of Herbert C. Crocker, died recently at Edwardsville, Ill., where her husband is representative for the St. Louis Globe-Democrat.

Will Represent St. Louis Times

Payne, Burns & Smith, Inc., New York, have been appointed to handle the foreign advertising of the St. Louis Times in the East and G. Logan Payne of Chicago and Detroit will look after the business in the West.

Newark (N. J.) Ledger's Great Gain

First 6 months 1918 total lineage	1,954,802
First 6 months 1919 total lineage	3,155,962
Total gained in lineage	1,101,160
Per cent. gain	51%

NATIONAL ADVERTISING

First 6 months 1918	18,022
First 6 months 1919	133,148
July (Morning only) 1918—total lineage	356,784
July (Morning only) 1919—total lineage	474,754
Gain for the month	116,970

This is the largest percentage gain in New Jersey in display, Classified and National Advertising.

The Newark Morning Ledger, weekday, is the highest price home delivered paper in Newark, being 14c. per week against 10c. for the next highest priced paper.

Sale price single copy, morning 2c., Sunday 5c.

Only Morning Newspaper in Industrial Center with a million population.

L. T. RUSSELL
Editor and Publisher

Digitized by Google

Adopt this New Roller that gives most in Service

A single set of Goodrich "ONE-SET" Rollers are used by a leading newspaper for a year and a half without any signs of wear

This splendid tribute to the service obtained with Goodrich "ONE-SET" Rollers is conclusive evidence of their superiority—it is evidence that these scientifically built rollers will give you, also, the utmost in service. They have stood the real, actual hard test of practical application.

That one hundred live, progressive newspapers throughout the country have adopted them is further unquestionable evidence that they are a superior roller and have the qualities which will give the most in service.

Goodrich "ONE-SET" Rollers need no washing. They need no re-adjustment from time to time. Winter or summer, hot or cold temperature, slow or fast speed, they remain unaffected and maintain a uniform consistency. They afford perfect ink distribution, because they have the right properties of "tack." They are not affected by water. They are as near a perfect roller as human effort and ingenuity can make them.

The best evidence of their superiority is the calibre of the newspapers that have adopted them.

Write today for prices, specifying core diameter, finished diameter, and length of cover face.

THE B. F. GOODRICH RUBBER CO.
The City of Goodrich—Akron, Ohio

GOODRICH

"ONE-SET"

AUTOMATIC SUCTION ROLLERS

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NEWSPAPER MAKING

BY JASON ROGERS

(*Continued from Page 14.*)

lines and perhaps it may seem foolish to take the longer route in getting there, but it will pay in the long run.

I don't believe that the rate demanded has anything much to do with the majority of people buying advertising in a newspaper. People advertise because they make money by doing so.

tional insurance against the rainy days if they come. A few thousand dollars or many thousand in such an account pleases the banker or friend to whom you show your balance sheet.

One of the great weaknesses of our business is the large percentage of unbusinesslike men who are in it. In some



TOP PICTURE: WHITE PAPER, ITS SIZE FOLDS AND NEWSPAPER CIRCULATION PREPARED BY JASON ROGERS

Because one publication gives away space is no reason why another newspaper should foolishly do the same. We must get cost plus for our advertising space or we will go broke, and yet not one newspaper in ten knows its costs.

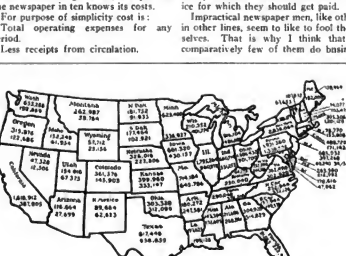
For purpose of simplicity cost is:

Total operating expenses for any period.

Less receipts from circulation.

way or other born newspaper men are impracticable and sanguine dreamers. Too many of them are so satiated with overwhelming hopefulness that they will take promises and a kind word for service for which they should get paid.

Impractical newspaper men, like others in other lines, seem to like to fool themselves. That is why I think that so comparatively few of them do business



HOW the True-Shape dealers had the circulation of magazines used by the manufacturer visualized to them, as compared with the number of white families in the same state. Top figures in each case give total circulation of Good Housekeeping, Literary Digest, Saturday Evening Post and Vogue, while the lower figures in each case give number of white families.

Divided by number of inches or lines of advertising.

Nothing can be easier to find out provided our books reflect true conditions and we are not trying to deceive ourselves.

Commissions to agents on advertising should not figure as an expense to us. Enter all advertising at the net price to us. The advertising pays cost on net rate and the agents' commission. Such a method simplifies process of entry.

Don't be afraid of making a liberal allowance for depreciation and replacement. Because you charge a big figure the money has not gone out over the counter or through the bank. You have simply established just so much additional asset on a strictly business basis and go on deceiving themselves regarding the true conditions of their business.

QUESTIONS AND ANSWERS

(By Jason Rogers)

Question.—In reading your book, "Newspaper Building," I note what you say regarding the saving of white paper by reducing the size of heads, the elimination of cut off rules between ads, etc., but fail to see where this would help a small town daily only printing a six and eight-page newspaper. We could not very well reduce the size below present basis. Would not the adoption of your suggestion inflict a handicap?

Answer.—No, I don't think so. If the smaller newspapers eliminated the waste space they would have room for added variety that would make their publication better newspapers. Every time I pick up one of these little newspapers my hat is off to the man making it, but I am filled with a feeling of regret that he does not cut out the waste and give his subscribers just so much more value.

If in the case of a six-page newspaper, two columns of space now wasted could be saved and the two columns used for a daily comic, a good special article or some regular general interest department, I believe that the trifling extra cost would be more than justified by results.

* * * *

Question.—I am up against unfair competition. Every time a new advertiser appears in the columns of my newspaper my competitor calls upon him and advises him that he is wasting his money and that his newspaper is the only one that covers the field. Even the merchants are disgusted with his abuse. What is my best defense?

Answer.—Give him all the rope he needs to hang himself. There are a number of such men in the newspaper business and they constitute a powerful destructive influence in the development of newspaper advertising.

I should frankly go over the situation with all my customers, tell them frankly regarding the whole situation, explain to them my own strength and weakness and get the business on the views of the case. I should tell them that my competitor was inclined to "knock" and ask them that in case he did so to discontinue his publications.

I have seen many a so-called "star solicitor" of that type shoot his bolt and drop out of sight. In New York City we have had many such aspirants for fame, but they don't last very long.

Advertisers are human and soon get onto a man who is a pernicious knocker by steering clear of him. Every time the representative of another New York newspaper tries to knock the Globe he is boosting us for we stand on the level with those who buy our space.

President Thanks Mr. Ingham

Des Moines, Ia., Sept. 7.—This afternoon President Wilson called upon Harvey Ingham, editor of the Register, and thanked him for his support of the League of Nations "in the name of the country."

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET NEW YORK CITY

Prof. Ronchi Made Editor of Italian Daily

La Voce del Popolo, of San Francisco, Will Work for Americanization of Italians

San Francisco, Sept. 5.—Ottorini Ronchi, for the past two years professor of Italian at the University of California, has assumed the managing editorship of La Voce del Popolo.

Mr. Ronchi is one of the best known figures in San Francisco's art and literary life, and has had experience as a journalist in Milan, Bologna, New York and San Francisco. His first work in San Francisco was as assistant to Ettore Patrizi, editor of L'Italia.

La Voce del Popolo was established in San Francisco sixty years ago and has had some famous editors, among them Felice Ferrero, brother of the historian, and Dr. Arturo Sporzio, who became a captain in the Italian army and was killed in the war. Mr. Ronchi has contributed frequent cartoons to the Bulletin. He announces that the policy of La Voce del Popolo will be independent and devoted to the Americanization of Italians in the United States.

Rome (Ga.) News Starts Sept. 17

(By Telegraph)

Rome, Ga., Sept. 8.—The first appearance of the News, the afternoon and Sunday morning paper being organized by T. E. Edwards, formerly business manager of the Anniston (Ala.) Star, will appear about September 17, according to a statement made to Editor and Publisher today by Mr. Edwards, general manager.

Hudnut Succeeds Miller

Youngstown, O., Sept. 8.—H. B. Hudnut has been appointed assistant advertising manager of the General Fireproofing Company, succeeding D. B. Miller, who has gone with the Cleveland Cadillac Company, Cleveland, as advertising manager.



HILDA M. RICHARDS

Former Chief of the Women's Division, U. S. Employment Service.

is writing a series of practical, helpful articles for the business woman, entitled

"WOMAN AND HER JOB"

This feature has been appearing for more than six months in twenty important papers.

Service three times a week. About 500 words each.

Released by

Thompson Feature Service

No. 443 Fourth Ave., NEW YORK

To Advertisers in the Tacoma Ledger and News-Tribune

Friday afternoon, September 5, the members of the Tacoma Typographical Union No. 170 struck suddenly without the sanction of their International officers and despite the fact that they were already receiving the highest newspaper scale in the country.

In consequence of this strike the Tacoma Ledger and the News-Tribune have not been issued pending compliance by the men with orders of their International officers. Offers of arbitration under the course laid down by the International Typographical Union were refused by the printers who first presented a scale calling for $9.25 and $10.00 for a working day of six and a half hours for day and evening workers respectively, besides working conditions which would impose onerous conditions on the office.

The publishers pointed out that the present Tacoma scale of $7.00 and $7.50 for seven hours for day and night work respectively was already the highest newspaper scale paid in the United States per ratio of working hours. The stereotypers and pressmen later joined the printers in sympathy, although they had no grievance. The men were ordered back to work by their International officials but defied the order.

Conditions which obtained before the presentation of the new demand make the attitude of the men more reprehensible.

On January 1, 1919, the old Typographical scale of $5.00 and $5.50 for seven hours day and night work respectively, expired and a new scale was negotiated by which the men were given an increase of 40 per cent. The new scale of $7.00 and $7.50 was the highest in the United States and 60 per cent higher than the average of all cities of Tacoma's class in the country. The scale has been in effect eight months. The new demands for an increase of 30 per cent would make a total of 70 per cent increase demanded since the 1st of January, 1919.

TRIBUNE PUBLISHING CO.

THE TACOMA LEDGER THE TACOMA NEWS-TRIBUNE

FRANK S. BAKER, President and Publisher.
CHARLES B. WELCH, Editor and General Manager.

AD CLUB SECRETARIES ANNOUNCE PROGRAM

Conference Will Have Sessions on Monday and Tuesday Afternoons of Associated Advertising Clubs' Convention Week in New Orleans

Following is the program for the Conference of Advertising Club Secretaries, to be held in connection with the New Orleans Convention of the Associated Advertising Clubs of the World, September 21 to 25. The club secretaries will hold two sessions, Monday and Tuesday afternoons.

Chairman, C. M. C. Raymond, Los Angeles, president of the Conference of Club Secretaries, Associated Advertising Clubs of the World.

Monday Afternoon, Sept. 22

2 P. M.—Each secretary or club representative to briefly state comparative facts of general informative value concerning his particular club, and in a five-minute speech tell the most notable thing accomplished by his club during the year.

3 P. M.—"Standardizing Office Records," a fifteen-minute address by Norman M. Parrott, secretary-treasurer, Advertising Club of Baltimore.

General discussion.

3.30 P. M.—"Maintaining Interest in Your Club," a fifteen-minute address by George A. Cummings, secretary-treasurer, Pacific Coast Advertising Clubs Association.

General discussion.

4 P. M.—"Limiting Your Membership," a fifteen-minute address by Lincoln G. Dickey, secretary-manager, Cleveland Advertising Club.

General discussion.

Tuesday, Sept. 23

2 P. M.—"Assisting the Small Town Club," a fifteen-minute address by H. William Nelle, manager, San Francisco Advertising Club.

General discussion.

2.30 P. M.—"How to Develop the Real Advertising Club Spirit Among Members," a twenty-minute address by Frank LeRoy Blanchard, secretary, Advertising Club of New York.

General discussion.

3 P. M.—"The Secret of Successfully Collecting Club Dues," a fifteen-minute address by C. M. C. Raymond, executive secretary, Advertising Club of Los Angeles.

General discussion.

4 P. M.—Plans for the coming year and election of new officers.

Adjournment.

McTigue Rejoins Old Friend

ALBANY, N. Y., Sept. 10.—The resignation of Charles H. McTigue as managing editor of the Argus, has been accepted by the owners. Mr. McTigue plans to go to the Syracuse Herald as city editor. Mr. McTigue was city editor of the Knickerbocker Press until a year ago, when he went to the Argus. He lived originally in Buffalo. In going to Syracuse, he rejoins Frank W. Clark, who, as managing editor of the Albany Knickerbocker Press, named McTigue city editor

Reorganization in Vincennes

VINCENNES, Ind., Sept. 8.—Perry D. Green has resigned as secretary-director and editor of the Capital after fifteen years' service because of ill-health. The new officers of the Capital are George W. Stout, formerly of Indianapolis, editor and business manager; Frank W. Curtis, vice-president; John J. Selby, secretary and office manager; Allie A. Arnold, associate editor and treasurer.

Interviewing the Authors of "The House of Mystery, Or the Icy Hand"—and Also Marcellus E. Foster



Photo by Curtis.

MARCELLUS E. FOSTER, president and publisher of the Houston Chronicle, has two bosses. They are Zaidee Lee, aged 13, and Madora Hale Foster, aged 11 years, and both during office hours and in his spare time he works, under their personal, joint supervision, at the life-time job of being a distinguished father.

Partly as a reward for efficiency, and partly because they like to come to New York City for a lark and schooltime is fast approaching, they brought him to the big city last week to see the sights and took him home again with them yesterday, tired but edified.

They sandwiched a call at the office of EDITOR & PUBLISHER in between "Happy Days" at the Hippodrome and a trip to Coney Island, brought their father with them, and permitted him to be photographed with them for publication.

"We must see the proofs, however, before the picture is released for EDITOR & PUBLISHER," said Zaidee Lee, in a positive manner.

(Yes, "released" is what she said.)

"We certainly must," said Madora, nodding vigorously.

"We must!" said Marcellus, thus encouraged.

All three consented to be interviewed and it developed that all three are literary—especially the two youngest members of the family. The latter are collaborating on a bit of fiction, which they may let their father syndicate, if he is willing to pay them what it is worth. Its title is "The House of Mystery, or the Icy Hand" and is full of shivers.

Obviously this was the thing to interview them about, but the interview was interrupted from time to time by questions concerning humdrum newspaper topics put to the elder Foster and his replies thereto.

"The scene of 'The House of Mystery' is laid away out in the country, where it is very lonesome. The wife of the owner of the house was a beautiful artist and she had a secret room on the top floor of the mansion, up a winding staircase," said Zaidee Lee.

"I believe so," said Mr. Foster. "Last July, news print was being offered the Houston Chronicle, freely, in quantities of two, three, or four hundred tons, at $3.75½. I was able to buy stock, in addition to that ordered under contract, from both Canadian and American mills, at $3.68. The best offers now—and they are few—are 4½ to 5 cents."

"The beautiful wife, who was an artist, died after a melancholy illness," said Madora. "Her husband mourned for her unceasingly and could not bear to think of her being put in the cold ground, so he kept the body for several years in the secret studio at the top of the winding staircase."

"That may be," said Mr. Foster. "One way in which to conserve news print is to charge enough for advertising space in newspapers. Advertisers will use their space and more advertisers can be accommodated without printing huge issues.

"We have advanced advertising rates on the Chronicle and have reserved the right to advance them again whenever it may be necessary because of increased cost of production, without giving long notice in advance as has been the prevailing custom."

"Finally, the grief of the lonesome husband became so unbearable that he determined to move away from the mansion with all its tragic memories, but the happy days passed there with his beautiful artist-wife was heart-breaking," said Madora.

"So he rented the mansion to another couple who had just been married and they went there to spend their honeymoon. Soon afterward, as the young wife was ascending the dark, winding staircase to her boudoir, she placed her hand on the balustrade of the winding staircase, and to her horror, an unmanly icy hand—"

"I am planning a new method of profit-sharing for the Houston Chronicle," said Mr. Foster. "I do not favor either the plan of basing profit sharing on earnings, or on both earnings and length of service. The plan I have in mind is to base it on length of service alone—that is, to establish a certain amount as a unit for one year's service —say $10, or $20, or whatever it might be—and pay each employe as many times that amount as he has spent years in the service of the paper. Every one in the service for a year or more would participate in the profit-sharing."

"When the beautiful bride felt the icy hand——" said Madora, "——she fainted dead away. That's as far as we've got," said Zaidee as they took the president and publisher of the Houston Chronicle out of the office of EDITOR & PUBLISHER.

PUTNAM BUYS CONTROL AT OREGON'S CAPITAL

Charles H. Fisher Sells Capital-Journal to Former Owner of Medford Mail-Tribune and Will Give Whole Time to the Eugene Guard

(BY TELEGRAPH)

SALEM, Ore., Sept. 9.—George Putnam, until last April owner and publisher of the Medford Mail-Tribune, yesterday closed a deal whereby he takes over the entire control of the Salem Capital-Journal.

Charles H. Fisher, editor and publisher of the paper since February, 1914, severs his connection with the paper. Mr. Fisher, who is also owner of the Eugene Guard, will hereafter devote his entire time to that paper.

Mr. Putnam, formerly served as private secretary to E. W. Scripps, was employed on the staffs of newspapers in Los Angeles and San Francisco and has been connected with the Associated Press.

Rhodes Made Vice-Consul

HARTFORD, Conn., Sept. 9.—Russell H. Rhodes, a member of the Courant's city staff, has been appointed U. S. vice-consul in London. Rhodes has been with the Courant for a year, having graduated from Dartmouth College with the Class of 1918. In college he was president of the "Jack-o'-Lantern" and took part in dramatics. During the war he served with the Quartermaster Corps at Camp Meigs.

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EXPECT 2,000 PRINTERS AT N. Y. MEETING

Sessions of United Typothetae of America Next Week Are of Nation-Wide Importance Because of Uncertainty of Conditions in the Industry

About 2,000 printers are expected to convene at the annual meeting of the United Typothetae of America in New York, September 15-17. The convention will end on the evening of September 17 with a banquet. The sessions are to be held at the Hotel Commodore.

The attendance is expected to be larger than usual and the importance of the meeting is greater than ordinarily because of the uncertainty in general industrial conditions and the close connection of printing with all other business.

Among the speakers who will address the members of the U. T. A. is Magnus W. Alexander, executive secretary of the National Industrial Conference Board, Boston, whose topic will be "Important Aspects of the Industrial Situation." E. H. Naylor, secretary of the Writing Paper and Cover Paper Manufacturers' Association, will speak on "The Paper Market—A Message from the Interests Subscribing to the Three-Year Plan," a project of the typothetae organization.

A feature of the convention will be a comedy skit by the Franklin Typothetae of Chicago entitled "The Sick Print Shop."

A matter of vital importance to the printing trade is a forthcoming survey in the Boston district, as a part of the three-year plan mentioned above. Edgar E. Nelson, secretary of the Boston Typothetae Board of Trade, announces that this survey probably will be made late in the fall. The objects, as officially stated, are three-fold: to show the magnitude of the industry and the important part it plays in local business activities; to show its condition as a profit-producing and money-making industry, and to show the opportunities it affords to those who use their efforts in the wisest and most practical manner.

Bank Robbery Wrecks Ad Agency

PHILADELPHIA, Sept. 9.—The Fletcher Company, a general printing and advertising concern, of this city, is in the hands of receivers as a result of the looting of the North Penn Bank. It is charged that the Fletcher firm made overdrafts at the bank totalling $275,000. The failure of the concern is the third to follow the crash of the banking institution on July 18.

B. E. Bradley's Father Dead

ST. LOUIS, Mo., Sept. 10.—Benjamin A. Bradley, 87 years old, father of B. E. Bradley, general manager of the St. Louis Star, died recently at Holden, Mo. He was the son of a revolutionary soldier. He is survived by his widow, four sons and a daughter.

The London Times now reaches Paris the same evening of publication.

MISS OHL, DAUGHTER OF N. Y. HERALD'S EDITOR, WEDS



MRS. DAVID F. WEBSTER.

MISS JOAN KINGSLEY OHL, daughter of Josiah Kingsley Ohl, editor of the New York Herald, and Mrs. Ohl, has become the bride of David Frank Webster, son of Mr. and Mrs. James Scott Webster, of San Francisco. The couple are spending their honeymoon in the Berkshires, and will leave soon for Manila, where the bridegroom's business interests will keep him for some time.

Mrs. Webster has pased much of her time with her parent in the Far East, particularly in Manila, in Japan, and at Pekin, as well as in Washington, where she had a large circle of friends in diplomatic and army and navy circles. She was enrolled on the staff of the Belgian Ambassy as honorary attaché during the war, and at the conclusion of her duties was decorated by the Belgian Ambassador on behalf of his government with the Medaille de Son Altesse le Duchesse de Vendome. Mrs. Webster also was a member of Mrs. Larz Anderson's Red Cros canteen unit in Wahington.

Veon Vacationing in Los Angeles

(By Telegraph)

LOS ANGELES, Cal. Sept. 5.—Fred C. Veon, of Detroit, is here on a six months' vacation, helping F. W. Kellogg with his Rural World farm paper, which is owned by the Evening Express. Mr. Veon, who several years ago started the morning Tribune (discontinued) for the publishers of the Express, denied to EDITOR & PUBLISHER a rumor that his present work is to be permanent and declared that he still retains all his Detroit interests.

Resume Canadian Paper Case, Sept. 17

OTTAWA, Ont., Sept. 9.—Paper Controller Pringle has extended the date for the resumption of the Canadian newsprint probe to September 17, when manufacturers and publishers will continue the hearing.

To Publishers of All Newspapers

Help us get a live, responsible local dealer acceptable to us, for the

MUTUAL TRUCK
America's Greatest

and help yourself to a

Handsome Advertising Contract

We are prepared to spend $3,000 in local advertising for the first *ten* Mutual Motor Trucks sold by each dealer.

And we will not look with favor upon the application of any dealer who is not big enough financially and personally to sell ten "Mutuals" in a year.

Nor will the advertising stop after the first ten are sold.

Write for particulars.

MUTUAL TRUCK COMPANY, Sullivan, Indiana

END RUMELY INQUIRY AT BERNE

Prof. Gaevernitz, Member of German Parliament and Formerly of General Staff, Testifies He Recommended Defendant to Dr. Dernberg—

BERNE, Sept. 10.—Assistant Attorney General Brown and Harold Harper, Assistant Attorney for the Southern District of New York, have concluded their inquiry into charges against Rumely, Kaufmann and Landheim before Consul Stewart in Berne.

The last witness examined was Professor Gerhard Gaevernitz, a member of the German Parliament and formerly of the German General Staff. Gaevernitz admitted that Rumely wrote him about financial aid for the New York Evening Mail. Gaevernitz wrote to Hermann Sielcken, a wealthy American citizen, originally German, for financial aid, but Sielcken gave no definite answer, merely saying that he would think it over.

Cross-examination by Mr. Harper elicited the fact that before applying to Sielcken, Gaevernitz conferred with a German Foreign Office official about the possibility of the German Government buying the Evening Mail. Gaevernitz admitted that he recommended Rumely to Dr. Dernburg as a man qualified to assist him in his propaganda work in the United States. Then he entered into explanations of his alleged opposition to unrestricted submarine warfare and his having contended in and out of the Reichstag that America's entrance into the war would be fatal to Germany.

Rumely's life in Germany was described as that of an eccentric man who wore sandals, braved the weather in scanty attire and lived on nuts, herbs and uncooked foods.

Examination of the witness revealed the fact that many German agents, employed in America, received large amounts of German Government money, but instead of using this for propaganda they engaged in stock exchange speculation and thus the German Government was defrauded of millions.

Mr. Brown and Harper later left for Germany to investigate cases connected with the Alien Enemy Property Custodian's Department.

Latest Opportunity Book Deals with Journalism

Fourth Volume in Harper's Series Is by Dean Lee, and Deals with Phases of Newspaper Making

The fourth in a series of "Opportunity Books" being issued by Harper & Brothers, just published, deals with newspaper making. "Opportunities in the Newspaper Business" is the work of Dean James Melvin Lee of the School of Journalism at New York University. The country weekly, small city daily and metropolitan daily are each treated in detail in the order named.

The book with no doubt be read with a great deal of interest by newspaper workers, especially those climbing in the profession. It is filled with helpful suggestions on all branches of newspaper making and is put together in a manner that is sure to hold attention.

Horace Greeley is quoted at length on the making of a country weekly and there are several examples of strong news writing, including Lindsey Denson's story of the rescue of Bill Hoar, Julian Ralph's story of the trial of Lizzie Andrew Borden, and Gilson Gardner's story of the conviction of Charles Becker.

William C. Freeman's fifty qualifications that advertising solicitors should possess are also given.

The appendix contains a list of more than 100 books and publications dealing with every phase of newspaper work, which should prove of unusual value in every newspaper man and woman's library.

A. S. TAYLOR IS SUED

Attorney Demands $11,000 Damages for Sale of Post-Intelligencer

SEATTLE, Sept. 7.—Suit has been instituted in the Superior Court of Kings County by Wilson R. Gay, an attorney, against A. S. Taylor, formerly publisher of the Seattle Post-Intelligencer, asking for $11,000 judgment against Mr. Taylor.

Mr. Gay alleges that Taylor, who sold the "P.-I." a year ago to Clark Nettleton, sold 1,000 shares owned by the attorney in the newspaper and appropriated the money to his own use for five months. Later, alleges Gay, Taylor gave him some worthless promissory notes. The plaintiff further states that Taylor has threatened to go into bankruptcy to avoid payment of the debt.

ST. LOUIS STAFF CHANGES

Shifts on Star and Republic—Benesch in Agency Business

ST. LOUIS, Sept. 10.—Aaron Benesch, long a reporter on the Star, has entered the advertising business with the firm of Nin-Parkell Agency. Frank Sullivan, recently returned from service overseas, has left the Star to become connected with the publicity department of the Southwestern Bell and Telephone Company. Floyd Bell, a sports writer, has gone with the Sporting News.

Tom Dyer, at one time secretary to the Mayor and later Chairman of the Efficiency Board, has left the Republic to become connected with the Star. Joe Carey has succeeded him as assistant city editor of the Republic.

Sheehy Succeeds Sheppard

ALBANY, N. Y., Sept. 10.—After eight years' service as superintendent of the mechanical department of the Knickerbocker Press, John A. Sheppard has resigned and will take up a position in New York. Mr. Sheppard was foreman of the composing room of the Brooklyn Daily Eagle before coming to Albany in 1911. Timothy J. Sheehy will be the new superintendent. Mr. Sheehy has been a printer in Albany and Troy newspaper composing rooms for more than twenty years.

Encouraging Readers to Write Ads

ELMIRA, N. Y., Sept. 8.—The Star-Gazette is conducting an ad-writing campaign open to all readers of the newspaper. All persons who can write a letter are invited to prepare ads for a certain four firms each week, and 200 weekly prizes will be given the successful contestants. Merchandise prizes are awarded weekly, and the grand prizes, to be awarded at the end of the contest, will be in the form of money.

Buy Storm Lake Register

STORM LAKE, Ia., Sept. 10.—E. L. C. White, owner and publisher of the Spencer (Ia.) News-Herald, and Roy A. Jarnagin, advertising manager of that newspaper, have bought the Storm Lake Register from John Bell. Mr. Jarnagin will move from Spencer to Storm Lake and be manager of the Register.

AD CLUB HEAD SPECIALIZES IN HUMAN NATURE



CHARLES W. MEARS

HUMAN nature is the supreme possession of everyone of us, but at the same time it is the most persistently misunderstood of all subjects, according to Charles W. Mears, who in ordinary times devotes his time between the management of Winston Motor Car Company's advertising and making the Cleveland Ad Club an active and much alive organization. Right now he is giving the major part of his attention to the coming convention of advertising men at New Orleans.

Human nature is a hobby with Mr. Mears and recently he spoke for nearly half an hour on the subject at a gathering of the Ohio Piano Merchants' Association. He is so thoroughly imbued with human nature that he has been heard to use such expressions as "Nature permits no man forever," "Men may think what they like, nature still impels them to ends of her own selection," "Living becomes a beautiful dream—simply a product of natural, base human feeling."

Mr. Mears has also expressed the belief that "great men are great because they are sensitive. The man who is not sensitive is already dead and is not aware of the fact."

Now and then intimating that advertising was found in a stepping stone on every highway to success, Mr. Mears, during his address to the Ohio piano men, said:

"I do not happen to know whether during the war-time pianos were classed as non-essential. But I do know this, that music makes its appeal to human feelings and as such is tremendously fundamental. A world without music would be a world not fit for human habitation. In the sale of your goods you are promoting human happiness, which, after all, is about as important a piece of work as any mortal is privileged to undertake. And you will be delinquent in your duty if you rest from your labors until every household in your territory has its piano or some other musical instrument, the use of which will insure a happiness that the musie-less home can never know."

Coal Ad Impresses Des Moines

DES MOINES, Ia., Sept. 9.—The Sunday Capital recently printed a special four-page section devoted to advertising by coal dealers, emphasizing the advantage of ordering the winter's coal supply early.

MEN WANTED
by
Southern Newspapers

Opportunities are open on southern daily newspapers for competent newspaper men who desire to come south. Men are wanted for positions in all departments.

Address W. C. Johnson, Sec'y, Southern Newspaper Publishers' Association, Chattanooga, Tenn.

N. Y. Police Reporters Deny Mayor's Aspersions

Ask Him to Name Men He Accused of Being on Payrall of "Gamblers and Vicious Interests"

Reporters for New York City newspapers who are regularly assigned to Police Headquarters have sent a letter to Mayor John F. Hylan asking that he make known by name those of their number he referred to anonymously in an address to patrolmen as "being on the payroll of gamblers and the vicious interests during the previous city administrations." They deny there is any basis for his accusation. He has not replied.

The Mayor was right, the newspaper men say, in another assertion that every effort had been made by his administration in preventing them from getting police news. During former administrations, they pointed out, police commissioners had held daily conferences with reporters, and often obtained valuable information from the latter.

Now the daily conferences have been abolished, and information concerning burglaries and other crimes are concealed from them, they say.

Thomas Young Visiting U. S. A.

Another British newspaper man to visit America on business is Thomas Young, a director and advertisement manager of the publishing house of Cassell & Co., Ltd., London. It is understood Mr. Young will confer with a large number of American publishers, advertising and business men, and will inspect the most up-to-date newspaper plants and the quite similar to discuss advertising with those anxious to open up the British market. Messrs. Cassell & Co., Ltd., are publishers of a big bunch of weekly periodicals and magazines and in addition have one of the finest syndicate and stereo newspaper feature series in the United Kingdom. Mr. Young is a popular figure in British publishing circles and knows advertising and newspaper conditions as few men do.

Maurice Schwartz, who was formerly with the Houston Chronicle, has returned home from six months' service overseas duty.

"Sure of Results"

is the way advertisers express their opinion of the selling power of the

Chester Times & The Morning Republican

An influence which sways the desires and directs by education the purchases of 150,000 consumers. Let our Service Department help you put your product over in Chester, Pa., and Delaware County.

Foreign Representative,

FRANK R. NORTHROP

303 5th Ave., New York City
Association Bldg., Chicago

REDUCES CABLE TOLLS TO THE ORIENT

Cut of 20 Per Cent on Press Messages Announced by Postal Telegraph-Cable Company—29 Cents to China and Japan

SEATTLE, Sept. 10.—The Postal Telegraph-Cable Company announces a new press rate to all points on the Pacific that includes a flat reduction of 20 per cent on all press and urgent press messages.

The new rates from San Francisco to Manila on straight press messages will now be twenty-seven cents a word and a rate of twenty-nine cents to Hongkong and all points in China and Japan.

Prominent Trade Men Aid Red Cross Roll Call

Publicity Campaign to Be Conducted Under Direction of Well Known Publicity Authorities

The Red Cross has fired the opening gun of the publicity campaign for the Third Roll Call. It is announced that this publicity campaign will cover the entire country and will utilize every known medium for reaching the public. The Roll Call will open November 2 and will continue active operation until November 11, the anniversary of the signing of the armistice.

The purpose will be to enroll approximately 20,000,000 members for the Red Cross and also to obtain $20,000,000 dollars to complete their war activities both home and abroad.

The publicity campaign will be sponsored by Frederick C. Munroe, general manager of the Red Cross, with C. S. Clark as executive secretary in charge of the details. Mr. Clark will be assisted by Ben B. Hoover, formerly of the publicity department of the United States Public Health Service, and William J. Benjamin, from the War Savings Department of the United States Treasury.

General publicity will be in charge of M. G. Scheitlin, acting director of the Department of Publicity. Mr. Scheitlin and his assistants will furnish newspaper copy and supply general information and ideas on newspaper publicity to all divisions. Daily and weekly newspaper copy will be furnished by divisional publicity directors and chapter officers.

W. D. Orcutt, of Boston, will be in charge of the bureau of magazines.

Mrs. O. D. Foster has charge of all publicity in technical trade and class publications, assisted by Robert R. Ramsey, editor of Advertising and Selling and president of the House Organ Association.

W. A. Biby, treasurer of the Knights and Ladies of Security and chairman of the Red Cross Committee of the National Fraternal Congress of America, will direct the campaign in fraternal papers. This bureau will not only cover all the technical and trade journals but also includes farm journals, juvenile publications, religious, collegiate and educational papers.

Harry Le Bair, of the Sherman & Bryan Company, New York, is supervising the preparation of advertising copy for magazines and general copy for newspaper display advertisements to be sent to the division headquarters as suggestions for their use. He is assisted by several writers of national advertising copy. Ralph Foote, of the Seaman Company, Inc., is supervising the art work in the preparation of copy. Fred C. Wertz is general adviser on display and outdoor publicity.

Publicity is being directed toward bringing out the value of the peacetime program of the Red Cross.

HAS SPENT 54 YEARS ON PITTSBURGH DISPATCH

AMOS BARBIN, oldest employe of the Pittsburgh Dispatch, who has never lost his "cub-like" eagerness, recently celebrated his eightieth birthday anniversary.

Despite his age, Mr. Barbin continues to get daily pleasure out of his work. He first entered the employ of the Dispatch in 1854 as a route carrier in the District. In 1860 he took charge of the mailing room and one year and a half later resigned to go to war as a member of Company A, Second West Virginia Volunteers, the first organization sworn in under President Lincoln's three-year plan.



AMOS BARBIN

After the close of the Civil War Mr. Barbin did not immediately return to the employ of the Dispatch, but in 1871 he rejoined the organization and has been with it continuously since. In all he has been on the job 54 years and has kept smiling practically all the time. At present he is storekeeper and among all members of the staff is one of the best liked men on the paper.

SHAKE-UP IN PORTLAND, ORE.

Important Changes Occur in Organization of The Telegram

PORTLAND, Ore., Sept. 9.—A sudden shakeup in the Telegram staff includes the resignations of R. D. Cannon and William Raymond, assistant to the publisher and news editor, respectively.

W. T. Stott, who came to Portland from the Chicago Tribune a few months ago, remains as managing editor. H. C. Campbell, who went to the Telegram from the Oregonian a few weeks ago, is the new news editor and Harry C. Fry becomes head of the copy desk. Don H. Thompson of the repertorial staff has left for St. Louis, where he will joint the Star.

Horace Traubel Dead

TORONTO, Ont., Sept. 9.—Word of the death of Horace Traubel, poet, editor and Walt Whitman's biographer, of Camden, N. J., was received here today from Bon Echo, Ontario, a literary colony. Mr. Traubel was 60 years of age and was regarded with John Burroughs as the best living authority on Walt Whitman. He was the author of several books of verse and was editor of The Conservator of Philadelphia.

Erie Times Has 29,826 Circulation

In the "A. B. C." feature published in last week's issue of EDITOR & PUBLISHER, the Erie (Pa.) Times should have been credited with a net paid A. B. C. circulation of 29,826. A typographical error made it appear as 20,826—one wrong figure, but a very material difference of 9,000 circulation.

Aaron Benesch, for ten years with the St. Louis Star, has resigned to become associated with an advertising concern.



35,910 Square Miles 2,854,167 People

Prosperous People—Well Educated

In the Heart of the United States

with the heart to fairly judge manufactured products, and to a marked degree, the typical American spirit and spending capacity to acquire them

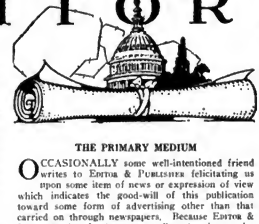
Exceptional Transit Facilities for Distribution of Goods and Excellent Retail Outlets for Their Sale.

The following daily newspapers intensively cover merchandising areas with a potential local sales strength represented in their circulations which is not nearly equalled by any other advertising media.

		Circulation	5,000-line rate
Elkhart Truth	(E)	8,300	.025
Evansville Courier	(M)	*23,893	.04
Evansville Courier	(S)	*20,987	.04
Fort Wayne Journal-Gazette	(M)	29,236	.05
Fort Wayne Journal-Gazette	(S)	24,350	.05
Indianapolis News	(E)	123,473	.16
Indianapolis Star	(M)	92,851	.11
Indianapolis Star	(S)	106,381	.14
Kokomo Dispatch	(M)	5,400	.0171
Lafayette Courier	(E)	*8,994	.02
Lafayette Journal	(M)	10,415	.02143
La Porte Herald	(E)	3,376	.0179
Richmond Item	(M)	8,225	.025
Logansport Pharos-Reporter	(E)	6,621	.015
Muncie Press	(E)	9,646	.01786
Munrie Star	(M)	26,858	.05
Munrie Star	(S)	16,818	.05
Richmond Item	(M)	8,225	.02
Richmond Palladium	(E)	11,096	.03
South Bend Tribune	(E)	*17,436	.035
Terre Haute Star	(M)	26,945	.04
Terre Haute Star	(S)	19,422	.04
Terre Haute Tribune	(E)	24,845	.04
Terre Haute Tribune	(S)	19,192	.04
Vincennes Capital	(E)	1,049	.01071
Total Daily Circulation and Rate		444,261	.71396
Total Sunday Circulation and Rate		297,150	.36
Total Daily and Sunday		651,511	

* A. B. C. Report, April 1st, 1919
Government Statement April 1, 1919.

EDITORIAL



TREND TOWARD ORGANIZATION

IN many cities there are under way efforts to organize news writers for the purpose of affiliating with the Federation of Labor. For many years such a movement has been discussed in general terms by newspapermen, but the majority opinion has been against it. It has always been contended that editors and reporters are in a class by themselves, engaged in work where individual initiative and ability must measure the possible wage; that, to attempt to standardize the earnings and working hours would be to put a premium upon average, rather than exceptional effort and achievement. It has been the accepted view that individualism in this field is the one factor making for constant progress.

It may be said that this view still holds with most newspapermen. But new economic and industrial conditions have developed. In a period of mounting costs of living the news writers and editors have noted that the men in the mechanical departments have had substantial wage increases while, in many instances, their own earnings have not kept pace with changing conditions. It happens that in a great many newspaper establishments the present wages of printers and pressmen are higher than those of editorial men and news writers. In explanation of this situation it is always pointed out to the newspapermen that unionism takes care of these questions and that individualism does not.

So it has happened that the idea of affiliations with organized labor, which once seemed to be fantastic, now appears to many to offer the solution to the question of how to earn a comfortable living in a time when the dollar has lost half of its buying power. Thus we see in various cities efforts among the news writers to organize.

At the convention of the Southern publishers at Asheville this matter of proper pay for men "upstairs" was freely discussed, and prevailing wage scales were admitted to be inadequate. It would, indeed, be hard to find a publisher who does not admit that a capable reporter should receive at least as high a wage as a capable mechanic. The salary increases for editorial and news men have already been granted by many publishers. This course is being followed as a policy of fairness to the men and also as a policy of good management for the newspapers. Dissatisfied or underpaid men on the news staff mean deterioration in the daily product, which menaces the whole investment.

We have long since outlived the day when there was any serious opposition to the principle of unionism. Criticism nowadays is confined to specific demands or particular attitudes of the unions, and to labor leaders who may momentarily disregard the greater public interests involved in pending issues and seek to arbitrarily impose upon communities the will of minorities. Not many publishers would now think of reverting to the non-union shop. Generally speaking it is admitted that organized labor is an asset of great value in the publication of a newspaper. Whether this would be true as to the editorial end, or would tend toward the elimination of individual initiative, is a matter, however, upon which opinion is still sharply divided.

HON. C. F. HIGHAM, who so successfully applied Government advertising to the solution of some of Great Britain's most difficult war problems, is now a member of Parliament. In his first address to that body he commended advertising as the means for solving the unemployment question. It was the first argument of the kind ever heard in that house, and made a deep impression. Will Official Washington please take notice?

"THE corporation press agent and his press matter offer a problem that can only be solved by the waste basket," says the Joplin News-Herald. Happily, therefore, the solution is usually found within easy reach of the editor who accepts this view. The waste basket, indeed, has come into its own in these latter days. It is the Great Preventer. It is the beneficent "slip 'twixt the cup and the lip," whose very proximity to the editorial desk is a reminder that all is not grist that comes to the mill

THE PRIMARY MEDIUM

OCCASIONALLY some well-intentioned friend writes to EDITOR & PUBLISHER extolling or upon some item of news or expression of view which indicates the good-will of this publication toward some form of advertising other than that carried on through newspapers. Because EDITOR & PUBLISHER has for long years adhered to its conviction that the newspaper is the great primary medium for advertising—that all other media and forms of appeal are supplementary or subsidiary—many men engaged in these "side-lines" have assumed our hostility to them. This assumption has no basis in fact.

We have no quarrel with any form of legitimate advertising—magazine, periodical, class journal, painted signs, posters, car cards or direct-by-mail If these various forms of appeal failed to give results they would cease to attract advertisers. Our quarrel —if our attitude could be so harshly defined—is with the man who tries to persuade an advertiser that any or all of these media or forms of advertising may supplant newspaper advertising.

Only newspaper advertising affords to a manufacturer a sure and economical local appeal, involving no waste, no random effort. This fact has been incontestably shown in the tabulations of newspapers, circulations and rates which have been appearing in EDITOR & PUBLISHER. To do not believe that the public interest is served by advertising waste—such as is involved in using mediums of general circulation for the purpose of creating sales in particular zones of distribution. The economic status of advertising must rest upon its usefulness in lowering selling costs—and this is apart from its purely ethical value. Advertising cannot produce results profitable to the advertiser unless it is linked up with his distribution.

Even in the cases where distribution is national the policy of concentrating advertising in the newspapers is still best—for only in this way may the local dealer be fully identified with the sale of the product. If EDITOR & PUBLISHER may be accused of frequent insistence upon these fundamental facts, the plea must be justification—for there are a great many very fine and agreeable men in the advertising business who would be glad to have them forgotten.

THE Vanderbilts are to be congratulated on the fact that Cornelius Vanderbilt, Jr., son of the most distinguished member of that family, has become a newspaper man. All Americans are proud of the fighting patriotism of General Vanderbilt, and all men in the newspaper profession will hope that the young man already exhibiting something of his father's virile independence of family traditions—may win to the top in his chosen work. EDITOR & PUBLISHER is proud to have been the first newspaper to print an interview with him, considering that this was accomplished in the face of strong rivalry on the part of the New York dailies.

September 11, 1919. Volume 52, No. 15.
EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 *World Building, 63 Park Row, New York.*
W. D. Showalter, editor. Guy Richmond, managing editor, Don F. Miller, News; Ben Mellon, Features.
James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowling, circulation.
London: H. C. Bidout.
Paris: F. B. Grandy.
Toronto: W. A. Craick.
Chicago: D. F. Cruse.
San Francisco: R. J. Bidwell.
Boston: A. Steffek.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

AN INTERESTING CONTROVERSY

IN urging editors to economize space—for the sake of more vital matter—on the treatment of baseball, EDITOR & PUBLISHER did not anticipate that this counsel would find general acceptance. The opinions printed have shown a sharp conflict of opinion upon the subject.

In some instances editors are swayed by the convictions of their circulation managers, who seem to be united in the view that baseball is a sure-fire circulation factor. To a varying degree, of course, this must be conceded. The value of that circulation to advertisers—particularly of that secured through baseball extras—is debatable.

Marcellus E. Foster, editor of the Houston Chronicle, is of the opinion that newspapers generally give entirely too much space to this topic, suggesting so small an allotment as half a column a day. He sees the unsoundness of the policy of permitting an enterprise organized for private profit to grow up at the expense of the newspapers, ignoring the advertising columns.

EDITOR & PUBLISHER does not deny the news interest of baseball, nor of the movies or other amusements. It should be apparent, however, that these topics have been greatly overplayed in a period when the conservation of newsprint is of first importance in newspaper management. Indeed, a false standard has long prevailed in the editorial valuation of these things. To contend that, because a news topic is of wide interest it should be played to the point of overexposure, damning the space available for things of equal or greater importance, is not to display balaneed editorial judgment.

This new era in the world's life has brought to the fore new considerations in the treatment of news and feature matter. The old order is passing. It is hardly fair to assume that there is greater interest in two columns of gossip and piffle about ball players than in an address by the President. If that were true most Americans would feel heartily ashamed of it. Yet there are newspapers which, in the matter of space, give baseball gossip and news at least an equal break with the reports of the President's historic message

PERSONALS

COL. C. B. BLETHEN, editor and publisher of the Seattle Times, has been elected director of the National Rifle Association for three years, beginning next January. Colonel Blethen served as artillery liason officer during the war. He was formerly prominent in National Guard activities in the state of Washington.

IN THE EDITORIAL ROOM

Paul J. Hughes, wire editor in the Chicago office of the United Press, has been transferred to the New York office. J. L. O'Sullivan, manager of the Indianapolis Bureau, has been transferred to the Chicago office.

Frederick A. Shepherd, who recently returned from service of more than two years as a Y. M. C. A. secretary in France, has resumed his duties as city editor of the Waterville (Me.) Sentinel.

Harold Putnam, news editor of the Portland (Me.) Express-Advertiser, is visiting the various attractions in the vicinity of Portland as part of his vacation.

Fred K. Owen associate editor of the Portland (Me.) Daily Press, recently returned from a vacation at his old home at Milo, Me., during which he enjoyed an automobile tour to Quebec.

Raymond A. Eaton, familiarly known as "Colonel" and for more than twenty years identified with Denver newspapers, has resigned from the Denver Times to become assistant industrial agent of the city and county of Denver.

Peter McKissock, of the Winnipeg Telegram editorial staff, has been called to London, England, by the publishers of his book, "Fourteen Years in Canada." Mr. McKissock, whose pen name is "Sergt. Rafferty," will sail about the middle of September.

A. W. Mitchell, of the staff of the Houston (Tex.) Chronicle, has been remaining over from the National Editorial Association convention, and visiting the Hood River district and other parts of the Northwest to get story material.

Fred M. White, marine reporter for the Portland Oregonian, and Miss Mary C. Inman of the same city were married on August 29. They kept it a secret for several days before Mr. White announced it to his office associates.

Edward P. Doran, director of the telegraph and news department of the Dallas Morning News and Evening Journal, spent last week in Bangor, Desdemona and Eastland oil districts.

Lieut. Joseph Well, publicity officer at Ellington Field, has been discharged and left for New York this week, where he will become aviation editor for a New York paper.

Charles Edwin Gilbert of the New Orleans Daily States was married to Miss Martha Virginia Weyman of Yoakum, Tex., August 25.

Floyd L. Bell, until recently baseball writer for the St. Louis Star, has become managing editor of the Sporting Goods Dealer, St. Louis. Mr. Bell also will be contributing editor to the Sporting News. From 1915 to 1917, Mr. Bell was sports editor of the St. Joseph (Mo.) News-Press, and prior to that was for five years with the Minneapolis Tribune.

Capt. William J. Tucker, formerly editor of the Brenham (Tex.) Evening Press, has been discharged from service (member of the Rainbow Division) and is visiting old friends in Brenham and Taylor.

Marquis James, who is editing the American Legion Weekly in New York, where he has been employed as rewrite man on the Tribune, hails from Enid, Okla.

IN THE BUSINESS OFFICE

William H. Morrow, business manager of the Philadelphia Record, was a recent visitor at the newspaper office in Portland, while passing his vacation in Maine. He made the trip from Philadelphia by automobile.

P. Benson Oakley has been made advertising manager of the Geneva (N. Y.) Daily Times. He was formerly advertising manager of the Norwich (N. Y.) Sun-Telegraph. After over a year of army service in France he was only recently discharged.

J. Milton Ball, recently on the advertising staff of the Portsmouth (Va.) Star, has entered the life insurance field.

James Bennett and A. Levisch, of the display advertising department of the St. Paul Dispatch-Pioneer Press, are absent on vacation.

Leland M. Wooters, of the Des Moines Register and Tribune copy service department, and his bride, who was Miss Miss Hope Harris, are spending their honeymoon in Chicago.

Morris E. Jacobs has quit editorial work to become classified advertising manager of the Omaha Daily News, succeeding S. S. Conklin, who recently became business manager.

WITH THE AD FOLKS

Bernice S. Blackwood's appointment as manager of the credit and accounting department of Johnson, Read & Co., Chicago, is another evidence of the ever-widening scope of women's activities in the advertising field. Mrs. Blackwood formerly held a responsible position with the Chicago Tribune and has been connected with the advertising departments of several daily newspapers in Iowa. Her most recent work has been as assistant credit manager of the General Cigar Company's Chicago office.



MRS. B. S. BLACKWOOD

Robert E. Thom has become associated with the Walter H. Zimmer Agency, Detroit. He was until recently a member of the Martin V. Kelley Company's organization, New York.

Maxwell Droke, late with the Palmolive Company, is establishing an advertising service of his own in Milwaukee.

G. G. Holmes has been appointed to the advertising and publicity department staff of the Thomas Edison Company, Orange, N. J.

J. Watts, late with the Green, Fulton & Cunningham Company, Detroit, has become associated with the Meinzinger Studios.

H. B. Snyder, late space buyer for Williams & Cunnyngham, Chicago, is now with the Gundlach Agency, that city.

William S. Archibald, late with Vogue and the Hearst newspapers, has become associated with the E. T. Howard Agency, New York.

Wallace B. Blood has changed from the Green-Fulton & Cunningham Company to the Brotherton-Noble Agency, Detroit.

Paul H. Bolton, until recently with Rand, McNally & Co., Chicago, is a new addition to the copy staff of the Frailey Advertising Agency, Youngstown, Ohio.

APPOINTED AD MANAGER OF MORSE DRY DOCK

Bert E. Barnes, formerly an editor on the New York Sun, Detroit Journal, Philadelphia Record and other papers, has been made advertising manager of the Morse Dry Dock & Repair Company, South Brooklyn, N. Y. Mr. Barnes joined the Morse Company a year and a half ago, to edit a plant paper and he produced the Morse Dry Dock Dial, in January, 1918.



BERT E. BARNES.

All of the company's advertising and publicity are now turned over to Mr. Barnes, who is assisted by C. Stewart Wark and Wesley T. Jones, assistant editor and reporter, respectively, of the Dial; Charles W. Bailey and Rolfe Stier as company photographers; Phil A. Hartwell as head of the printing department; and W. B. Prince, formerly of Boston, as an art director and advertising assistant.

The "Morse Dry Dock Dial" is a de luxe publication of twenty-four pages, 9 by 10 inches with two-color covers and profusely illustrated. The employees elect their own association officers once a year and a daily paper is issued during the campaign period, handled by the Dial staff.

Mr. Barnes has built up an organization, which compares with the editorial staff of any small sized paper. In his department he has every facility for handling publicity, art work, printing and advertising matter.

George C. Van de Carr has joined the Vreeland Advertising Press organization, New York. Before entering military service he was on the Wanamaker Store advertising staff in New York.

Thomas F. L. Henderson has been appointed assistant to the managing director of the Agricultural Publishers' Association, Chicago. He was for more than eight years an active personality in the work of the Sheldon School of Salesmanship, serving in the capacities of assistant to the president, sales manager, field organizer and treasurer.

D. B. Miller has been placed in charge of advertising and sales promotion of the Cleveland Cadillac Company, Cleveland, Ohio. His department is a new one in the organization, but already has made itself felt in many ways. Mr. Miller is also identified with other T. H. Towell interests, including T. H. Towell, distributor of Dodge Brothers Motor Cars, and the Eclipse Musical Company, distributor of Victor Talking Machines. He is publishing a monthly house organ for each of these interests.

Paul Sutcliffe, advertising manager of the Edison Storage Battery Company, Orange, N. J., has been appointed manager of the Industrial truck and tractor department of the same company. Mr. Sutcliffe has been connected with the Edison Storage Battery Company for over five years.

E. H. Scott, a Winnipeg and Vancouver newspaperman, has joined the advertising department staff of the T. Eaton Company at Winnipeg.

William L. Roberts, formerly of the Red Cross Magazine, and Louis H. Frohman, who conducted an agency, received a hearty welcome this week when they made their appearance at the New York Advertising Club on returning from overseas war service.

Bertha L. Darling, advertising manager of Plant & Kent, and president of the Buffalo League of Advertising Women, has resigned to take a position with Morris & Co., Baltimore. Mrs. Darling went to Buffalo from New York in September, 1912.

Charles J. Baker, of the copy staff of Erwin & Wasey, Chicago, sails for England September 23 to join the branch office recently established by Erwin & Wasey in London. He will remain abroad indefinitely. Mr. Baker is a son of P. C. Baker, for many years general manager and managing editor of the Detroit News.

C. E. Bogardus has been appointed to the sales department management of the Brandt Advertising Company, Chicago. Mr. Bogardus for many years was connected with the national sales department of the Street Railways advertising company, the Curtis Publishing Company and the Critchfield Company.

The Grand Rapids Press and the Dubuque Telegraph-Herald have each signed a contract for the Haskin Service for one year.

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POSTPONES NEWS PRINT INVESTIGATION

Senator LaFollette Announces Appointment of Four Other Members of Sub-Committe Which Will Hear Testimony Several Weeks Hence

By Telegraph

WASHINGTON, Sept. 10.—Investigation of the news print situation by a subcommittee of the Senate Committee on Manufactures, which was provided for in a resolution introduced recently by Senator Reed, of Missouri, will not begin for several weeks, Senator LaFollette, chairman of the sub-committee, announced today.

"As soon as a meeting of the subcommittee can be held, a plan for conducting the investigation will be decided on and announced," he said. "In the meantime, the data which has been obtained as a result of previous investigations will be supplied to members of the committee."

The other members of the committee appointed by Senator LaFollette, are McNary of Oregon and Gronna of North Dakota, Republicans, and Reed of Missouri and Walsh of Massachusetts, Democrats.

No decision has been reached as to the witnesses to be called.

Proposes That Newspapers Interchange Advertising

Plan of G. M. Burbach Contemplates Use of Paid Space Between at Least Five Cities

ST. LOUIS, Sept. 10.—A plan for the interchange of advertising has been developed by George M. Burbach, advertising manager of the St. Louis Post-Dispatch. It contemplates the use of page space by the Post-Dispatch, Philadelphia Bulletin, Chicago Daily News, Detroit News and Washington Star to advertise the fact that "In each great American city, there is one great afternoon newspaper—one newspaper that stands conspicuously in the foreground as the recognized leader—in circulation —in advertising and prestige. A newspaper dominating the entire territory it serves."

Reproductions are given of the first pages of the publication, with emphasis on the publication printing the advertisement.

PACIFIC AGENCIES JOIN INTERESTS

Izzard, Horsley and Hall & Emory Affiliated and Open Chicago Office

SEATTLE, Sept. 10.—The Izzard Company and the Will H. Horsley Company, of this city, have consolidated and formed an affiliation with the Hall & Emory Agency of Portland. They will establish an office at Chicago in charge of J. A. Grief. Negotiations are also under way for expansion into the California field.

Publicity Man Arrested

David M. Harvey, publicity agent of the George Washington Memorial Association, which was to have held a victory celebration Tuesday night at Carnegie Hall, New York, to be attended by General Pershing, Mayor Hylan, and other officials, was arrested and committed to the Tombs Tuesday by Judge Rosalsky in Part I of General Sessions. The reception was cancelled Monday night. Harvey is technically charged with violating the terms of his probation. On July 31, 1909, he received a suspended sentence following a plea of guilty to larceny. After an alleged violation of his parole a bench warrant was issued for him, but he was not arrested until Monday.

MADE HIS MARK BY SELLING CLAY BRICKS

J. H. PAYNE, who is even now, mentally at least, on his way to the big convention of advertising men at New Orleans, took his first real job with the Sherwin-Williams Company, in Kansas City, as manager of the promotion department at the age of 20 years and since then —he is now 34— real jobs have been a hobby with him.



J. H. Payne

He denies above all other things that he is an advertising man, but adds, very forcibly, that he would not know how to conduct any kind of business without advertising.

Right now he is president of the Dallas Advertising League, which claims to be the fifth largest club of the kind in the world with a membership of 406, and president of the Presidents' Club of Dallas, composed of the heads of the eight important business organizations of the Texas city. He is a vice-president of the Sequin Brick & Tile Company and of the Mercantile Investment and Adjustment Company.

During the two years that Mr. Payne was manager of promotion for the Sherwin-Williams Company, at Kansas City, he won two annual trips-to-the-prizes in competition with all other members of the organization. He was with the same company for a time, on special work, at Dallas, Cleveland, Pittsburgh and Chicago, in the order named, and then in 1910 he resigned to return to Dallas, having acquired an interest in the Fraser Brick Company.

In 1912 he assumed charge of sales and became secretary and treasurer of the firm. It was then that he made his real mark by becoming one of the first in the country to sell bricks by the use of newspaper advertising space.

Clarke and Calder Join Toronto Globe

TORONTO, Ont., Sept. 9.—Andrew Clarke, formerly news editor of the London Morning Advertiser, has been appointed editor of the Retail Merchants' Guide and in charge of the Globe's Promotion Department. Mr. Clarke is a former Globe desk man. E. C. Calder, formerly on the advertising staff of the Montreal Star in Toronto, has joined the local soliciting staff of the Globe.

Rewarded for Saving Paper Mill

RUMFORD, Me., Sept. 5.—In appreciation of excellent work done by the fire departments of Lewiston and Portland in saving their paper mills here when 10,000 cords of pulp wood was burned recently, the Oxford Paper Company has sent checks for $400 and $600, respectively, to the firemen's relief associations of those two cities.

Iowa

The "little pigs that stay at home" are a poor investment compared with those that get to market when the price is right.

Thus Iowa's prosperity has been established, and is CONSERVED by its system of strategic ROADS that never fail to get the "pigs" to market at the right time.

By a New Road Bill, Iowa provides for the expenditure of something over $20,000,000 each year for a decade, to improve and maintain its system of over 104,000 miles. Of this, 6,278 miles is hard surface highway on which about 90% of the people live, and which connects every town and market-place of 1,000 or more inhabitants. Military strategy provided European countries with means to protect forts and battle grounds with men and material, but it never approached the ideal which has brought the farms of ninety-nine counties intercommunication, that they MAY buy and sell and keep in complete touch with the NEWS of the day.

Here CULTURE and INDUSTRY and TRADE walk hand in hand, and furnish a market for national goods that publish their claims to preference in the daily newspapers, of which the following is a select list:

		Circulation	Rate for 5,000 Lines
Boone News-Republican	(E)	3,636	.0143
Burlington Hawkeye	(M)	10,908	.03
Burlington Hawkeye	(S)	12,116	.03
Clinton Herald	(E)	7,553	.02
Council Bluffs Nonpareil	(E & S)	16,228	.035
Davenport Times	(E)	25,643	.05
Des Moines Capital	(E)	60,655	.10
*Des Moines Sunday Capital	(S)	46,668	.10
Des Moines Register and Tribune	(M & E)	111,517	.14
Des Moines Sunday Register	(S)	70,745	.12
Dubuque Telegraph-Herald	(M & E)	16,078	.04
Dubuque Telegraph-Herald	(S)	16,037	.04
Fort Dodge Messenger and Chronicle	(E)	8,762	.03
Marshalltown Times-Republican	(E)	13,781	.028571
Mason City Globe-Gazette-Times	(E)	9,602	.03
Muscatine Journal and News-Tribune	(E)	8,331	.02
Ottumwa Courier	(E)	13,606	.035
Sioux City Tribune	(E)	51,342	.08
Waterloo Evening Courier	(E)	14,484	.03

Government Statements, April 1st, 1919.
*Publisher's Statement.

BUSINESS PAPERS WAIT CHICAGO SESSIONS

Complete Program with Names of Speakers and Participants Announced from Headquarters of Association—Annual Banquet on Sept. 19

Everything is all set for a helpful and an inspiring meeting in Chicago at the Congress Hotel, September 18, 19 and 20. The sessions will be open to all interested publishers, advertisers and others, with the exception of the last half of Friday afternoon and Saturday morning.

As usual the banquet on Friday evening will offer an opportunity for a social get-together-session, for both ladies and gentlemen. Everyone at all concerned with advertising and publishing is cordially invited. E. R. Shaw, Power Plant Engineering, Chicago, is in charge of the arrangements and reservations may be sent either to him or this office. He promises a program which will surpass the notable dinner at Chicago two years ago—"nuff said."

The Program.

Central Theme, "HOW."

Thursday Morning.

September 18, 9:30 A. M.

Chairman—E. R. Shaw, President, Power Plant Engineering, Chicago, and Chairman, Chicago Committee on Arrangements.

Address of welcome by the Chairman.

Response and President's address—A. C. Pearson, President The Associated Business Papers, Inc.

Appointment of Credentials and Resolutions Committees.

10:15 A. M.—"Partners of Business"—H. G. Lloyd, President, The Textile World Journal, Boston and New York.

11:30 A. M.—"How to Make Better Partners of Business"—H. M. Swetland, President, The United Publishers' Corporation, New York.

11:35 A. M.—"An Appreciation by Business"—Charles Piez, President, Link-Belt Co., Chicago.

12:00—"The Significance of the 'Plumb' Movement in Labor Circles and Its Possible Effect upon Business and Business Papers"—Samuel O. Dunn, Editor, Railway Age, Chicago, Non Revoc.

Thursday Afternoon.

September 18, 2:00 P. M.

Editorial Session.

Chairman—H. Cole Estep, Editorial Director, Penton Pub. Co., Cleveland.

Introductory remarks by the Chairman.

2:15 P. M.—"How to Help Solve Present Day Problems" (a symposium of three 15-minute addresses). "Labor"—Harry Thiper, Manager, Automotive Industries, New York. Discussion. "Transportation"—Harry Hillman, Editor, Inland Printer, Chicago. Discussion. "Merchandising"—W. L. Ward, Editor, Dry Goods Reporter, Chicago. Discussion.

4:15 P. M.—"How the Editorial Conference Helps Business Papers"—David Beecroft, Editorial Director, Class Journal Co., New York. Discussion.

4:45 P. M.—"How to Have Your Paper Lead as Well as Reflect Opinion"—R. J. Patterson, Editor, The American Hatter, New York. Discussion.

5:15 P. M.—"How to Get and Train Men for Editorial Work"—Jay Stevens, Editor, Motor World, New York. Discussion.

Friday Morning.

September 19, 9:30 A. M.

Advertising Session.

Chairman—A. O. Duckert, Vice-President and Manager, Penton Pub. Co., Cleveland.

Introductory Remarks by the Chairman.

9:45 A. M.—"How to Make a Service Department Pay"—H. Bigelow Lockwood, Manager, Service Department, McGraw-Hill Co., New York. Discussion.

10:30 A. M.—"How to Hold Advertising When Demand Exceeds Supply"—William T. Lowell, Assistant Treasurer, Rust & Rose Rubber, Boston. Discussion.

11:30 A. M.—"How to Treat the Waste in Advertising"—R. Marshall, President, Comercio, Detroit. Discussion.

11:45 A. M.—"How the Advertising Salesman Can Prove that His Paper Reaches the Real Buyer"—Warren C. Platt, President, National Publishers Service, Cleveland. Discussion.

12:15 A. M.—"The Views of the Business Press in a National Campaign"—E. R. Shuman, Shuman Advertising Co., Chicago. Discussion.

Friday Afternoon.

September 19, 2:00 P. M.

(First Half.)

Circulation Session.

Chairman—F. D. Porter, President, Building & Building Measurement, Chicago.

Introductory remarks by Chairman.

2:15 P. M.—"How to Reduce Circulation Mortality"—L. W. Snedigarie, Vice-Pres., McGraw Hill Co., N. Y. Discussion.

2:45 P. M.—"How the Editorial and Circulation Departments Can Co-operate"—M. C. Robbins, President, The Gas Age, New York. Discussion.

3:15 P. M.—"How to Make Fliers and Boosters out of Subscribers"—Speaker to be announced. Discussion.

Friday Afternoon.

(Second Half.)

Note.—This session and the one Saturday morning are for member organizations only.

Publishers' and Business Session.

Chairman—A. C. Pearson, President, The Associated Business Papers, Inc.

3:45 P. M.—"The A. B. C."—Stanley Clague, Managing Director, The A. B. C., Chicago. Discussion.

4:15 P. M.—"How to Meet the High Cost of Publishing"—J. M. Muir, Vice-Pres., McGraw-Hill Co., New York. Discussion.

4:45 P. M.—"The Advertising Agency and the Business Press"—Robert Tincomb, President Federal Advertising Agency and Chairman of the Business Press Committee of the American Association of Advertising Agencies. Discussion.

Friday Evening.

September 19.

Reception, Congress Hotel, at seven o'clock.

Banquet, Congress Hotel, at 7:30 o'clock. Plates $5.00 each. For ladies and gentlemen. For program, see menu card.

Saturday Morning.

September 20, 9:30 A. M.

Publishers' and Business Session.

(Continued from Friday afternoon.)

Chairman—A. C. Pearson, President, The Associated Business Papers, Inc.

Report of the Committee on Credentials.

The Postal Situation—Arthur J. Baldwin, Chairman, Postal Committee.

Report of the Executive Secretary.

Report of the Auditing Committee—Chairman, Edward Caldwell, Treasurer, McGraw-Hill Co., New York.

Report of the Treasurer.

The question of standardizing circulation reports under our Standard of Practice No. 2.

Report of the Committee on Agency Relations—Chairman, Harry Tipper, Manager, Automotive Industries, N. Y.

Report of representatives on the National Advertising Committee.

The Observance of Postal Regulations Covering Free Copies to Advertisers.

Report of the Resolutions Committee.

Report of the Advisory Committee, acting as a Nominating Committee—Chairman, H. M. Swetland, President, United Publishers' Corporation, New York.

Election of officers.

New business.

GENERAL CONVENTION COMMITTEE.

Roger W. Allen, Chairman.
Harry Chapman,
H. H. Rosenberg,
Geo. W. Sherman,
J. R. Sherman.

Strike of Boston Police Handicaps Papers

Increase of Disorder Makes It Impossible for News Staffs to Cover Police News Adequately

(By Telegraph)

Boston, Sept. 10.—The strike of 1,500 Boston policemen—almost 85 per cent of the force—late yesterday afternoon, and the consequent increase in disorder have made it impossible for the newspapers of the city to cover the news of Boston, even in a general way.

When the police went on strike, every newspaper assignment man that could be spared from his regular work was put on police reporting, but their number was too few to handle the situation.

The strike was precipitated by the suspension of nineteen patrolmen found guilty by Commissioner Curtis against unionizing, and as soon as it began hundreds of young gangsters proceeded to break windows, loot stores, and attack men and women.

Reporters were kept busy throughout the night, hurrying from one section of the city and its suburbs to another—wherever violence occurred.

In the downtown section of the city a roaming gang of boys caused a riot in the Casino Theater, and stopped the show. When elected they smashed the windows and looted the stock of a shoe store next door, and wrecked a cigar store nearby. Many other stores were robbed by boys, who escaped arrest.

Banker Becomes Ad Agent

PORTLAND, Ore., Sept. 9.—H. R. Failing, assistant cashier of the First National Bank, has retired to become treasurer of the Botsford, Constantine & Tyler Advertising Agency. P. S. Tyler, president of the company, who has had his offices in Seattle, is returning to Portland, leaving the Seattle business of the agency in the hands of Mr. Constantine.

The Air Mail Center of The United States

Not content with being the world's greatest playground; not satisfied with being a gigantic seaport; not satiated with its healthy combination of industry and agriculture, New Jersey is to be made the terminal of the Air Mail Service of the United States—perhaps of the Western Hemisphere.

Inside of a month, it is anticipated, the new Air Mail Landing Field at Newark will be ready for use, and the ships now using Belmont Field, New York, will be transferred to Newark.

The national interest centering around a state like New Jersey with its innumerable activities naturally attracts to it people of all kinds from everywhere.

It naturally becomes a trading center of great value — it buys and sells enormously. And being within such easy reach of the mighty centers of distribution it becomes one of the most profitable fields for advertisers of any valuable product or service.

Tell Your Story To Jerseymen

In New Jersey Newspapers

	Circulation.	Rate 5,000 lines
Asbury Park Press (E)	7,122	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A.B.C.)	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken)	43,000	.08
Passaic Herald (E)	8,535	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.

*A. B. C. Report, April 1st, 1919.

South Should Get More Ads, Dallas League Is Told

Liberal Use of Newspaper Space Would Put More Money in Circulation, F. K. Beebee Says

DALLAS, Tex., Sept. 9.—"There is not enough advertising being done in the South," said F. K. Beebee in an address at a dinner of the Advertising League of Dallas. "Much more is being done in other sections of the country.

"Figures show that there is more spending money per capita in the Southwest than in any other section of the United States, and judicious advertising will put it into circulation. Even in the cities of western Canada, such as Winnipeg and Calgary, there is more advertising done, chiefly in the daily papers, which are the best medium, yet there is a greater opportunity here.

"In Canada small grocers insert half-page advertisements at least twice a week in the daily papers, where the cities are far apart, and can not be reached by newspapers. Here they can. More advertisements mean better business as a whole.

"There are at least a dozen big Dallas firms that are not advertising in the daily papers; they should do so. A well-known advertising man has said that advertising is a forethought and not an afterthought, but there is considerable work to be done here yet to bring local ads to such a level for the benefit of the entire section of the country."

LEHRS PLEADS GUILTY

Former Newspaper Correspondent's Trial Closes in Stockholm, Sweden

STOCKHOLM, Sept. 8.—Reginald Lehrs, said to have been an American newspaper correspondent once, pleaded guilty today to taking part in the killing of Col. Hadjelache Ettinger, a former Russian naval officer, and an American citizen named Legros.

A Stockholm despatch of Aug. 8, reporting the killing of Ettinger and Legros, said it was done by a band supposed to be part of an organization known as "The International League of Re-establishing the Russian Monarchy." In previous despatches originating in Stockholm and London, Lehrs's name appeared in connection with the killing of Nikolai Ardasjeff, a prominent member of the Russian colony in Stockholm, whose death was laid to the Russian monarchist movement.

Ohio Women Meet in Cleveland

CLEVELAND, O., Sept. 10.—The Women's Press Club held its 35th annual meeting here September 5, an unusual number of out-of-town delegates being present. Among them were Mrs. Lonie S. Culp of San Antonio, Tex.; Miss Hanna Foster of Berea, Mrs. Virginia Curtiss Smith of Chagrin Falls, chairman of the day's program; Miss Adele Thompson of Middlefield, Mrs. Cora Gaines Carrel, Mrs. Ellen Robertson Miller of Painesville, and Miss Ethel Bryant of Willoughby, with the president, Mrs. Emily D. McBride of Ravenna.

CANADA PAPERS TO PROFIT

Increased Advertising Appropriation Is Announced for New Victory Loan

MONTREAL, Sept. 9.—Canada's new Victory Loan drive is to start October 22 and to last until November 11. The amount to be asked for has not been officially announced, but it is believed that it will be from $300,000,000 to $350,000,000, and that the rate of interest will be 5½ per cent, the issue to be at 99 or par. At a meeting yesterday, Sir Henry Drayton, the new Minister of Finance; Mr. W. J. Taylor, president of the Canadian Press Association and the Provincial Chairman, met the representatives of the press of the Province of Quebec and asked for their co-operation. It was announced that the amount set aside for advertising would be 20 to 25 per cent, greater than last year and that every daily paper and trade paper in the country would carry the advertising.

Editor Commands Troops

PORTLAND, Me., Sept. 10.—The Third Maine Infantry, National Guard, which went into camp at Augusta, Me., this month for a 15 days' tour of duty, is in command of Colonel Harry M. Bigelow, managing editor of the Portland Daily Press. Colonel Bigelow organized the regiment to replace the National Guard units which went into Federal service, and has been largely instrumental in bringing it to its present state of efficiency.

La Republica Editor Held

EL PASO, Tex., Sept. 10.—Luis R. Alvarez and Luis Velasco, editor and manager, respectively, of La Republica, a Spanish language newspaper published in El Paso, have been arrested for the second time on charge of printing discussions of United States Government policies with regard to Mexico without furnishing translations of the same to the postmaster, as required by law.

Maj. Harrison Fuller, city editor of the St. Paul Dispatch, has been elected commander of the Minnesota branch of the Loyal Legion.

The Religious Publications are

COMING BACK with their *far-seeing* general advertisers.

THE CONGREGATIONALIST
14 BEACON ST., BOSTON

During the seven months ending July 31
614,922 agate lines
of national advertising were published in
The Clarksburg Telegram
a gain over the same period of 1918 of
74.5%
It pays to advertise in "West Virginia's Leading Newspaper."

U. S. P. O. Report
For the period ending April 1, 1919,
Average Daily and Sunday Circulation
76,652
New Orleans Item
Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

Canada's Paper Mills Are In Clover, Stock Sales Show

Plans Being Made by Them to Largely Increase Output of News Print—But Not to Decrease the Price of It

MONTREAL, Sept. 10.—For some time the pulp and papers issues in Canada have been occupying a very prominent part on the Montreal and Toronto stock exchanges. The bulk of last week's transactions were in the securities of the paper stocks. Spanish River was traded in to the extent of over 10,000 shares, with a net gain of 4½ points for the common and 4¼ points for the preferred.

Laurentide with over 1,100 shares traded in, showed a net gain of 3¼ points. Wayagamack, with over 3,400 shares, gained 5 points, while Riordin, Howard Smith, Brompton and Abitibi were all active and showed gains from 3½ to 5½ points.

The very favorable reports issued earlier in the week by Spanish River and Laurentide were undoubtedly factors in fresh interests taken in the paper stocks. It is a well-known fact that all the Canadian paper companies are making money. The plants are working day and night to overtake the sales which have been made at figures which net the companies a very handsome margin of profit.

Developments are now under way among the Canadian mills which will largely increase the output of news print paper in Canada, but this is not likely to cause any material reduction in the price at which paper is selling at the present time.

Joins Pensacola Journal

LEWISTON, Me., Sept. 10.—Grover Cleveland Baldwin, formerly of the reportorial staff of the Lewiston Daily Sun, has received honorable discharge from the Navy, and has become managing editor of the Pensacola Journal.

Texas Writer Dead

SAN ANTONIO, Tex., Sept. 10—Sidney R. Maxwell, 52 years old, of San Antonio, well-known newspaper man, who had been connected with the San Antonio Express, Houston Post and other Texas publications, is dead.



The Detroit News
carries 60% of all Want Ads published in Detroit every day—Sunday, too. The News carries 50% more Want Ads than its only Sunday competitor. In total advertising it is First in America.

Reason Results
The merchants of Washington, D. C., usually use more space in
The Evening Star
than in the other three papers combined.

TESTIMONIAL TO R. W. HARVEY

Vick Associates Present Well Wishes—C. F. Chapin Assistant Ad Manager

GREENSBORO, N. C., Sept. 6.—R. Winston Harvey, sales manager of the Vick Chemical Company, Greensboro, N. C., who has resigned to become associated in an executive capacity with the Jacobs Advertising Agency at Atlanta, Ga., was given a testimonial of the regard and affection in which he is held by his co-workers in the form of a handsome smoking set in copper and gold, suitably inscribed with their well-wishes.

C. F. Chapin, who has just returned from artillery service in France, has rejoined the Vick Company as first assistant to the advertising manager, Richard B. G. Gardner. Mr. Chapin will be in charge of space-buying and the general detail work of the department. C. Guy Ferguson, division superintendent of Bradstreet's, with headquarters at Wheeling, W. Va., has joined the company as personnel and office manager—a newly created position.

Captain Keeler Joins Seaman Agency

Frank Seaman, Inc., New York, has just announced the appointment of Capt. Floyd Y. Keeler to the position of assistant to the vice-president. Before entering the Army, Mr. Keeler was vice-president of the I. W. Lyons & Sons Company, New York, and was prominent in the affairs of the Association of National Advertisers, of which he was at one time executive committee chairman and long an officer and director. Recently he organized the Associated Engravers, Inc.

prestige
You buy more than so much circulation when you purchase News advertising. You buy real reader interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.
The Indianapolis NEWS
FOR 50 YEARS A NEWSPAPER.
Charter Member A. B. C.

Photogravure Advertising 25c line
8 page supplement Every Sunday
Des Moines Sunday Register
70,000 Net Paid Circulation
I. A. Klein, New York—John Glass, Chicago

The Pittsburgh Post
has the second largest morning and Sunday circulation in Pittsburgh.

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Banks at Last Awakening to Newspaper Aid

Advertising Manager Tells Dallas Advertising League the War Has Made Them Advertise

DALLAS, Tex., Sept. 8.—It took a world war to wake the banks of this country up to the fact that they needed to advertise to keep abreast of the business procession, George Hearn, advertising manager of the City National Bank, told members of the Dallas Advertising League.

Before the late war, Mr. Hearn said, not more than half a dozen banks throughout the United States were really doing anything along the line of advertising. Some of them carried small business cards in the papers, but just a few of the larger ones were making any comprehensive, systematic effort to advertise their business. Since the war, he pointed out, these institutions have realized the need for advertising, and they are using space in newspapers to inform the people of the good points of their institutions and to attract a larger volume of business.

Banks have goods to sell, Mr. Hearn said, just as the department stores or grocery stores. They sell credit, they sell transmission of funds from one point to another, they sell safety in keeping money for their depositors. These things may be brought home to the minds of people with money through the right sort of advertising.

Operating Job Plant Separately

WILLIAMSPORT, Pa., Sept. 8.—The Sun Printing and Binding Company, which has been run for many years as the job department of the Sun, has been separated from the parent concern, and is now controlled by Arthur A. Mitchell, Thomas R. Bayard and Frank S. Hammer. Mr. Mandell came to Williamsport a little more than three years ago, as manager and will continue in that capacity in the new company. Mr. Bayard, the mechanical superintendent, has been with the Sun for more than 25 years, and Mr. Hammer learned his trade with the Sun more than 22 years ago.

Votes Increases to P. O. Employes

WASHINGTON, Sept. 4.—A flat increase of $150 in the annual wages of all postoffice employes is provided for by a bill passed today by the House and sent to the Senate. The increase is retroactive to July 1 last, and affects approximately 250,000 employes.

Captain Andrews Made Editor

WORCESTER, Mass., Sept. 6.—Capt. Roland F. Andrews, who has served the Times as editorial writer and assistant managing editor during the past six years, is appointed editor.

MRS. ASHPLANT HAS DONE WELL—CONSIDERING

HAVING been born in London—not Canada, not England— schooled, raised and married all in the same place, W. J. Ashplant, believer in advertising, would not at this late date think of going any place in London for any other purpose than to boost that particular spot on the Dominion map. He succeeds at the job, it seems.



W. J. ASHPLANT

The birth event was in 1875. All things considered the school seems to have been sufficient and—well, at the age of 20 he started to work for Hubert Ashplant, shoe merchant; didn't do much good, but stuck around and each week accepted his weekly salary of about $9 per. That continued until he was about 25, and at that age he took unto himself a wife, who, though handicapped with poor material, immediately set about to make something worth while out of her hubby.

To date the results are still in doubt, but through no fault of hers. When he had reached the age of 30 his father and brother decided to admit to the extent of taking him into business partnership with them. He showed plenty of nerve and took over the purchasing end of the business and the responsibility of finding a purchasing market. He took care of the former on visits to the shoe manufacturing centers of Canada and the United States, and the last part of his work he solved by the use of newspaper advertising space.

Mr. Ashplant, as head of the London Advertising Club, has become pretty well known as one of the livest Ad club presidents in Canada. He has a secret for increasing shoe sales. It is: "Increase your volume of newspaper advertising."

Starts Gulf Coast Agency

JACKSONVILLE, Fla., Sept. 9.—T. V. Orr, late of the aviation corps, has launched the Gulf Coast Advertising Agency at DeFuniak Springs, Fla. He plans to handle southern accounts at first, specializing in land development and manufacturing.

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

MEMORIALIZING A PIONEER

"Cradlebaugh and Glacier Day" Proclaimed at Oregon Reunion

Hood River, Ore., Sept. 8.—The Hood River County Pioneer Society, at its annual reunion, September 17, will observe "Cradlebaugh and Glacier Day" in respect to the memory of J. H. Cradlebaugh, first editor of the Hood River Glacier, the fruit valley's pioneer paper. George T. Prather, who was associated with Mr. Cradlebaugh, will read a paper entitled, "How the Glacier Came to be Founded."

Poems by Mr. Cradlebaugh, who before his death was for many years on the staff of the Sales Capital Journal, will be read.

NAVY CENSOR CLOSES FINE WAR RECORD

(Continued from Page 20.)

Of his experiences on the front lines in October, 1918, trying to discover why the correspondents could not secure quicker and more complete battle news, Baker can only repeat that it is better to die in a ship than be spattered all over a field.

Baker's assignment for special duty with Mr. Hoover, the Director General of Relief was natural, in view of his having been a member of the Commission for Relief in Belgium during the entire period from January, 1915, until its close in the spring of 1918. He is an officer of the Crown of Belgium, conferred by King Albert, and accompanied President Wilson as a guest of the Belgian Government during the presidential visit there.

Faith in Annapolis Man

Baker's affiliation with the navy was merely a return to an old service. He started as an enlisted man of the United States navy in the Spanish-American war, and wears the service stripe of Sampson's fleet, as well as of the Cuban occupation. Baker has been an editor, but remains a newspaper man in America, although he has sometimes been obliged to call himself a journalist in foreign countries, in order not to be confused with "pressman" of the English nomenclature.

Baker's fad is a blind faith that if the American people could only once discover the true ability of the modern Annapolis man who has had a few years' experience in the enormous responsibilities of navigation, civil and mechanical engineering, gunnery, ship and port administration, stevedoring, the command of men, diplomacy, and general world knowledge, they would put the same general service throughout the world, wherever the United States has commercial or sentimental interests. And that if the people had Admiral Sims, would be President. The only thing for which Baker can never forgive the admiral is that the latter was born in Antario, Canada.

His Newspaper Work

Commander Baker has had a varied and interesting career as a journalist. He entered the profession as a reporter on the Detroit Tribune, later working on the Detroit Journal and was European correspondent of the latter newspaper in 1900 and 1901. He was for a time connected with the English Office of McClure's Magazine, and art critic of the London "Academy and Literature." Later he was American correspondent of the London Daily Standard and the London Daily Express. For a time he was journalist secretary to the late Joseph Pulitzer. He was associate editor of Everybody's Magazine, 1907 to 1910, and editor of the Delineator, 1911 to 1914.

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

New Era Features
30 East 42nd St., New York City
Forty Leading Papers
Print Our Service.
Send for our Headline History of the World War

Time and Money
Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up *for themselves* a service of increasing value.
Write or wire for terms of membership. Only a few cities now open.
The Associated Newspapers
170 Broadway New York

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOZZO, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 37TH ST. NEW YORK

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Congress Starts Its Inquiry Into P. O. Salaries

Committee Holds First Session in New York—Will Visit Other Complaint Centers Soon as Possible

The Congressional Joint Commission on Postal Salaries held a session Tuesday with employes of the Postoffice Department in New York and New Jersey regarding the readjustment of postal salaries. It also will hold sessions at Boston, Chicago, St. Paul, Cincinnati, Atlanta, Memphis, Kansas City and Washington.

In every case hearings will be accorded all postal employes in the States adjacent to the cities where the hearings are to be held. Every class of postoffice employe is to be represented in the hearings.

The members of the commission are Senator John H. Bankhead of Alabama, chairman; Representative John A. Moon of Tennessee, vice-chairman; Senators Kenneth McKellar of Tennessee, Edward J. Gay of Lonisiana, Thomas Sterling of South Dakota, and George H. Moses of New Hampshire. Representatives Thomas M. Bell of Georgia, A. B. Ronse of Kentucky, Holvar Steenerson of Minnesota, and Martin B. Madden of Illinois; and Cecil A. Beasley, secretary, and Isham P. Byrom, assistant secretary.

STANDARD RATE CARDS IN BRITISH AD FIELD

(Continued from Page 11.)

sumed to be a growth from a similar publication established during the war by the British War Offiee, containing extracts from foreign newspapers, and circulated confidentially each day to interested eireles.

This announeement has raised a storm of protest from the press, which inveighs bitterly against the policy of waste which it betokens, points out the futility and uselessness of such a review, and urges that if a publication of the kind be required at all it should be left to private or commercial enterprise. There have been some ugly revelations of waste in the matter of propaganda leaflets, posters and inter-departmental forms and issued by Government offiees, and the feeling of publishers is undoubtedly a reflection of public opinion.

A "Hush-Hush" Commission Criticised

MUCH RESENTMENT is felt at the attiude of the parliamentary officers responsible for the procedure of a Royal Commission just appointed to investigate our national agriculture.

It has been ruled that the proceedings shall be taken without the presence of representatives of the press. The matter was put in a nutshell by the Earl of Selborne in the House of Lords this week. He said, "Farmer's are accused of making undue profits. I believe that to be wholly unjust. They have nothing to fear from putting their cards on the table. I regret therefore that the Commission is to sit behind closed doors and I hope it is not too late for them to reconider their deeision."

It is being pointed out that the publeity which resulted from the admission of the press to the sittings of the Coal Commission was productive of mneh good, and it is practically certain, unless some concerted action by a press body secures a revision of that intention, that the whole of the proceedings of the Commission on Agriculture will be ignored by journalists.

Selling 6,000,000 Yards of Aeroplane Linen

AN INTERESTING test is being made of newspaper advertising in London just now. The Government has themselves at the end of the war with something like six million yards of surplus aeroplane linen on hand. They mentioned it to the press and the press mentioned it in its eolumns.

But the Government did not advertise it, and it hung fire badly. Then an enterprising man named Leonard Martin came along and bought the lot. And the press chaffed him and gave the deal more publicity than they did the official effort to dispose of it.

There was about a fortnight's silence and then appeared advertisements in the London newspapers announcing that this Government linen was on sale at the various stores; followed this week by some of the stores featuring it for themselves.

It is definitely stated what the linen can be used for and leaflets are available describing how it can be bleached at home. In other words, Leonard Martin is doing through the advertising columns what the Government themselves might have done, but failed to do because they used the news-columns instead of paid advertising.

As enquiries show that the stocks are moving well, it would appear to point the fact that advertising is actually that sells and news publicity is not.

Covering Cleveland

and Northern Ohio is easier than covering any other territory of equal buying power because of THE PLAIN DEALER.

All the prosperous towns in Northern Ohio—and there are a lot of them—depend for their "big city" news on

The Plain Dealer

Largest Morning Circulation Between New York and Chicago

LOS ANGELES

EVENING HERALD

Carries a greater volume of advertising than any daily on the Pacific coast

DAILY CIRCULATION 127,773

Charter Member A. B. C.

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Here is a city rich in factories and agriculture, rich in educational institutions, rich in contentment and Americanism. Workmen own their homes and deposits in banks total $7,000,000.

Beloit has one paper—the Daily News—in which the people have faith.

Circulation over 7,000. Rate, 2½ cents per agate line.

TO ADVERTISE WHEAT FLOUR

Southern Millers to Spend $100,000 in Newspapers of the South

LOUISVILLE, Ky., Sept. 8.—G. A. Breann, of the Ballard & Ballard Company, this city, has been named chairman of a publicity committee which will work out the details of a $100,000 advertising campaign for Southern flour millers to be conducted through Southern newspapers for the purpose of increasing the consumption of wheat flonr.

The executive committees of the Southeastern Millers Association and the Southern Illinois Millers Association met at St. Louis, Mo., on August 27, to discuss plans for a campaign and raising the necessary money. It was decided to pro-rate the cost of the campaign between more than 150 members of the two associations. The members were found strongly in favor of this method, which will aid the Grain Corporation somewhat in disposing of the 1919 wheat crop.

RATES UP 11 TO 48 PER CENT.

Increased Operation Costs Forces Up Washington State Prices

SEATTLE, Sept. 7.—Inquiry made by questionnaires sent out by the Journalism Department of the University of Washington shows that weekly newspapers in this State have raised their subscription rates from 11 to 48 per cent during a period of more than a year on account of the increased cost of newsprint.

Fifty-seven weeklies in the State charge $2 a year, and thirteen papers charge $1. The smallest weekly in the State has a circulation of 250 and the largest of 2,800.

Former Editor Dead

WAUPUN, Wis., Sept. 10.—Rufus H. Oliver, aged 74, who was formerly interested financially in the Waupun Leader and in its editorial department, is dead after several attacks of paralysis.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram Albany, N. Y. Circulation, 28,000

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for Six Months ending Apr. 1, 1919

35,247

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

WHERE NAVY DEPT ADS WILL BE PLACED

(Continued from Page 7.)

DENVER, COLO.
Durango, Colo.
Grand Junction, Colo.
Greeley, Colo.
Pueblo, Colo.
Trinidad, Colo.
Cheyenne, Wyo.
Sheridan, Wyo.
Casper, Wyo.

SALT LAKE CITY, UTAH.
Billings, Mont.
Great Falls, Mont.
Boise, Idaho
Butte, Mont.

S. F. FRANCISCO, CAL.
Eureka, Cal.
Marysville, Cal.
Redding, Cal.
Stockton, Cal.
Watsonville, Cal.
Reno, Nevada
Sacramento, Cal.
San Jose, Cal.
Fresno, Cal.
Oakland, Cal.
Santa Rosa, Cal.
Chico, Cal.

PORTLAND, ORE.
Spokane, Wash.
Eugene, Ore.
Lewiston, Idaho.
Pendleton, Ore.
Klamath Falls, Ore.
Bend, Ore.
Wallace, Idaho.

LOS ANGELES, CAL.
Bakersfield, Cal.
Santa Barbara, Cal.
Flagstaff, Ariz.
Prescott, Ariz.
San Bernardino, Cal.
Santa Ana, Cal.

SAN DIEGO, CAL.
El Centro, Cal.
Riverside, Cal.
Globe, Ariz.
Tucson, Ariz.
Phoenix, Ariz.

SEATTLE, WASH.
Tacoma, Wash.
Bellingham, Wash.
Yakima, Wash.
Chehalis, Wash.
Everetts, Wash.
Olympia, Wash.
Aberdeen, Wash.

Kauffman Advances

WILMINGTON, Del., Sept. 9.—Advertising supervision of the duPont Chemical Company has been placed in the hands of Charles K. Kauffman, heretofore assistant advertising manager of the explosive division of that I. duPont de Nemours & Co. Before coming here Mr. Kauffman was with the New York American and the Arkenberg Special Agency, New York.

DES MOINES, Ia., Sept. 9.—Newspaper men will be the guests of the new Hotel Savery at an informal opening, September 18.

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.

Foreign Representative

171 Madison Ave. NEW YORK

The Pittsburg Dispatch

steadily advances (not spasmodically) as the leading newspaper in its field.

WALLACE G. BROOKS
Brunswick Building, New York

THE FORD-PARSONS CO.,
People's Gas Building, Chicago

H. C. ROOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919

43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economical medium.

Circulation data sent on request.

The S. C. Beckwith Special Agcy.

Sole Foreign Representatives
New York Chicago St. Louis

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TIPS FOR AD MANAGERS

Firey-Hanly Company, 1120 Walnut street, Kansas City, Mo., Has obtained count of New Orleans Paint & rnish Company.

Norris L. Bull Agency, 703 Main reet, Hartford, Conn., Has secured count of Allen Manufacturing Com- ny ("Safety-Set" screws), Hartford.

Eugene McGuckin Company, 105 orth 13th street, Philadelphia. Will ish account for the Dinesenberg Mo- r Corporations, New York.

Wood, Putnam & Wood Company, 8 Tremont street, Boston. Reported ll make up a list of newspapers dur- g the next sixty days for McCormick Co.

Craig & Ward, Monroe Building, Chi- go, are putting out 5,000-line contracts New York, Chicago and other papers r "Virginia Sweet Pancake Flour."

Colcine Agency, Dekum Bldg., Port- nd Ore., local milk distributers and the egon Dairymen's League, the latter or- anization made up of producers, have ired to carry on an extensive advertis- ing campaign. Twenty-five thousand llars, raised by a small assessment on t milk sold, will be used to advertise e merits of milk as a food and to crease its use. Similar campaigns ve been conducted successfully in attle and Vancouver, B. C. Alma D. ith is chairman of the committee in arge.

Advertising Agencies Corporation, 3 Metropolitan Tower, New York nited States Army advertising con- racts now being placed with newspa- rs.

F. Wallis Armstrong Advertising ency, North American Bldg., Phila- lphia. Reported to be renewing con- acts with newspapers for Victor Talk- g Machine Co.

George Batten Company, Fourth venue Bldg., New York. Reported ill make up a list of newspapers dur- g October for Bird & Son.

Calkins & Holden, 250 Fifth avenue, ew York. Placing orders with news- pers in cities where they have deal- s for Sherman & Williams.

Dippy & Aitkin, 12th and Filbert reets, Philadelphia. Placing orders ith same list of newspapers as heretofore for G. H. P. Cigar Company.

George W. Edwards Company, 328 hestnut street, Philadelphia. Again aving orders with some newspapers r H. O. Wilbur & Sons.

Federal Advertising Agency, 6 East 8th street New York. Reported to be placing orders with some Middle West newspapers for Bradley Knitting Com- pany.

Richard A. Foley Agency, Terminal ldg., Philadelphia. Placing orders ith some newspapers for Philadelphia ress and Philadelphia Public Ledger.

F. A. Bray Company, 14th and Oak streets, Kansas City. Renewing some of their newspaper contracts for Barbo Manufacturing Company.

Humphrey's Homeopathic Medicine Company, 156 William street, New York. Renewing their fall advertising with papers generally.

H. E. James Agency, 116 West 139th street, New York. Reported to be again renewing newspaper contracts for Dr. Earl S. Sloan. Placing orders with some New York newspapers for Illustrated Review.

Philip Kohn Company, 208 Fifth avenue, New York. Placing orders with some Southern newspapers for Talcum Puff Company.

Long & Thomas, Mailers Bldg., Chicago. Placing orders with some large city newspapers for Red Book Magazine.

H. K. McCann Company, 61 Broadway, New York. Reported will shortly place a few new contracts with newspapers for Royal Typewriter Company.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Reported will make a list of farm papers during October for Atlas Powder Company.

Mallory, Mitchell & Faust, Security Bldg., Chicago. Again placing orders with large city newspapers for Cornell Wood Products Company.

Paul Nelson & Sprosser, 44 East 23rd street, New York. Placing orders with some New England newspapers for Merck & Co.

Newell-Emmett Company, 129 West 42nd street, New York. Reported will shortly place orders with newspapers that have rotogravure sections for Liggett & Myers Tobacco Company.

Harry Porter Company, 18 East 41st street, New York. Will handle the advertising for Dae Health Laboratories.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Placing orders with a list of newspapers for Physical Culture Magazine.

Russel M. Seeds Company, 330 University square, Indianapolis. Renewing some newspaper contracts for Milks Emulsion Company.

Sherman & Bryan, 79 Fifth avenue, New York. Placing orders with some California newspapers for Luckawanna Mills Company.

Stack & Brown, 303 Fifth avenue, New York. Again placing orders with newspapers for Brown, Durrell & Co.

Tucker Agency, 303 Fifth avenue, New York. Again placing orders with newspapers for National Catholic War Council.

Van Patten, 50 East 42nd street, New York. Again placing orders with newspapers for International Magazine Company.

James T. Wetherald, 142 Berkley street, Boston. Renewing some newspaper contracts for Chester Kent & Co. Renewing some contracts for Lydia E. Pinkham Medicine Company.

NEW N. Y. MANAGER FOR AYER

J. M. Mathes Succeeds R. T. Snodgrass — With Agency for Nine Years

James H. Mathes has succeeded R. T. Snodgrass, resigned, as manager of the New York office of N. W. Ayer & Son. Mr. Mathes has been connected with the Ayer organization for the past nine years, serving in the Cleveland and Chicago offices as well as in the headquarters in Philadelphia.

For the past two years he has been in charge of the entire sales organization. He has obtained and handled some of the most important accounts handled by the Ayer agency.

COL. HERSHMAN TELLS OF PRESS'S DUTY

(Continued from Page 5.)

from political deals, except to expose them, and it must realize that its service to the average citizen is the measure of its success.

"The great growth in advertising illustrates dramatically the mighty factor it has become in the modern business world. It is greater today than it was a year ago, and I believe it will continue to grow and dominate trade.

Advertising as a Growing Force

"Every day emphasizes its great importance, and I feel that this great growth will continue along broader lines than anyone imagined a few years ago. I realize, perhaps as every other editor and publisher of a metropolitan newspaper, that the work has become more exacting and that personal attention and thought are greater requisites than could have been conceived not so many years gone by."

As an example, Colonel Hershman pointed out that daily papers today are issuing 40 pages or more in minutes, if not seconds, to get hundreds of thousands of newspapers distributed before evening dinner time within radius of 100 miles or more.

Colonel Hershman meets and knows a great many newspaper workers, and believes there are just as great opportunities in the profession today for men of brains, as in the past.

Questioned particularly about newspapers in politics, Colonel Hershman explained that The Press, while adhering to Republican party principles, has always maintained an absolutely independent course as regards state or local politics and has thereby acquired the standing and reputation of having at all times served the best interest of the people in the community.

Has Steered Steadfast Course

He recalled the dominant politicians of the time of Mackey, Cameron, and Quay, down to the present time, and while some fierce battles in Pennsylvania have been fought in Pittsburgh by rival factions, The Press stands today in that enviable position, that it is recognized as seeking to serve the people only. A steady course of this kind was planned many years ago, and the paper steered ever since along these lines—that whichever faction or politician succeeded or was defeated, the people were given the whole truth about both sides. To justify the people's belief that they have a safe guide in The Press, has been Colonel Hershman's constant ambition. That he has achieved it seems proven by the success his newspaper has attained.

Colonel Hershman's mastery of details stamps him as a remarkable executive, but personally "you the job" in The Press office every day, excepting a few weeks he spends each season at his summer home in Allenhurst, N. J.; and even there he is in constant touch with the office. His home is in the Bellefield district of Pittsburgh. His personal qualities are best illustrated by the loyalty and affection with which he is regarded by all members of the organization which he has built up to help him make a great newspaper.

THE NORTH JERSEY SHORE
offers a highly diversified market for all products of general demand. The territory is responsive and sales effort produces large returns.
This field is thoroughly covered and dominated by the
ASBURY PARK EVENING PRESS
and
THE SHORE PRESS
Sunday
These are strictly high class papers that go into the homes of both the resorts and the country districts.
Standard Size Circulation Guaranteed
Frank R. Northrop, Special Representative,
701 Fifth Avenue, New York City.
Association Building, Chicago.
J. Lyle Kinstedt, Publisher, Asbury Park, N. J.

"A.B.C."
The Service that—
Guarantees Circulation
For Advertisers
For Advertising Agencies—
Ask for List of Subscribers

"S & M"
The Service that—
Guarantees Payment of Advertising
For *Publishers*
"Proves You Run It"

Consolidated Services of Schwarm-Standel Inc.
450 Fourth Ave. N.Y. 7705-7200 Mad. Sq.

The Dominating Force
in a manufacturing territory famous for its bustle, thrift and prosperity enforces a million-dollar-a-day sales expended weekly in wages.

The Bridgeport Post Standard-Telegram
Not only dominate this field, but their offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
I. A. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.
More than **50,000** and going strong.
Thoroughly Covered by
Evening News
Member A. N. P. A., A. B. C., A. P.
Personable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue
New York City

Summer In New London, Conn.
is the season of social activities and big business that assure success for the advertiser who uses
The New London Telegraph
Advertise your goods at dawn and sell them before dark.
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Paige-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

Reaching the MOST Buyers at the LEAST Cost
Govt. Statement For Six Months Ending April 1st.
BOSTON AMERICA
301,270
The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

The Pittsburg Press
Has the **LARGEST**
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives.
I. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York. Chicago

SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

JESSUP FAMILY PROGRESSIVE

Headed by "Pa Jessup" They Now Run a Daily Paper

BREMERTON, Wash., Sept. 7.—As busy a "centralized family" as there is in the State of Washington is the one headed by W. B. Jessup, publisher of the Bremerton Searchlight. This week Mr. Jessup put the Searchlight on a daily basis. For years it has been published twice a week. Mr. Jessup, of course, is the big chief. His chief assistants in the editorial departments are his sons, John H. Jessup, until recently an ensign in the navy pay corps, and William Jessup, lately discharged as a sergeant in the air service.

His daughters, Miss Cora Jessup and Miss Clara Jessup, are in the business office and Mamma Jessup handles news and business details in her spare time, Jimmy Jessup is the carrier-in-chief.

Mantenach Agency in Buffalo

BUFFALO, N. Y., Sept. 6.—The Mantenach Company of Hartford, Conn., has opened an advertising office in charge of Walter A. Allen, secretary, at 100 D. S. Morgan building. The company is already handling several advertising accounts in the Buffalo field and surrounding territory, and it desires to keep in closer touch with their local clients.

Students Launch New Comic

AUSTIN, Tex., Sept. 8.—The Scalper is the name of a new publication launched at the University of Texas. It is the product of the wit and humor of the school. Jack Hyman, who edited the Daily Texan, the Longhorn Magazine, is editor; Jack Lutter of Temple is the general and business manager, and Edgar Perry of Austin advertising director.

Pacific Agency Expands Eastward

CHICAGO, Sept. 10.—The Hall & Emery Advertising Agency, of Portland, Ore., has opened an Eastern office here, at 440 South Dearborn street. The same firm has formed an affiliation with the Izzard Company of Seattle. The Chicago office will be in charge of Robert Armstrong, who for several years directed the publicity of Armour & Co.

Printing Show for 1920

As the result of a vote taken among exhibitors in past New York printing trade shows, there will be a resumption of the New York exposition, probably in Madison Square Garden, during the 1920 meeting of the American Newspaper Publishers' Association under the management of Harry Cochrane.

New Press in Tampico

HOUSTON, Tex., Sept. 10. The Tampico Printing Company, which publishes the Tampico Tribune is building an addition to its plant to accommodate a new press. The machine has capacity for an eight-page, seven-column paper printed in two colors, pasted, folded and ready for delivery at the rate of 100 copies per minute.

GOBLE BUSINESS MANAGER

Lockport Circulation Man Placed in Charge of Middletown Times-Press

LOCKPORT, N. Y., Sept. 10.—Ralph B. Goble, circulation manager of the Lockport Union-Sun and Journal for several years and an employe of that newspaper since boyhood, has been appointed business manager of the Middletown (N. Y.) Times-Press, succeeding H. H. Knickerbocker, who recently became manager of the Westfield (Mass.) Journal.



R. B. GOBLE.

Mr. Goble is a member of the board of directors of the New York State Circulation Managers' Association.

TRACTION ENGINE RUNS PRESS

When Strike Stops Current, Elgin Courier Builds Make-Shift Plant

ELGIN, Ill., Sept. 8.—When a street car strike shut off the local supply of electric power for a month, the Elgin Daily Courier hired a traction engine and an electric generator, and rigged up a make-shift plant for its presses, which it used until the strike was settled.

While the plant was being installed, the paper was printed in Aurora, fifteen miles distant, by the Beacon-News. Not an issue was missed.

INCORPORATIONS

NEW YORK—National Film Advertising Company; $3,000; F. Davis, M. E. Curry, W. J. Lee, 701 Fifth avenue.

State Pulp and Paper Company; capital increased from $50,000 to $100,000.

Shapiro & Aronson Printing Company; $5,000; A. Shapiro, E. Aronson, M. Hassner, 247 Vermont street, Brooklyn.

New Negro Publishing Company; $10,000; W. A. Domingo, F. R. Crosswaith, G. P. Campbell, 116 West 133rd street.

Current Printing Company; capital increased $3,000 to $30,000.

BOGOTA, N. J.—Bogota Publishing Company; $5,000; William S. Tozer, of Bogota; A. C. Inmig and L. T. Vreeland, of New York.

Greenwich Press Is Sold

GREENWICH, Conn., Sept. 10.—Robert L. Chamberlain and Ralph E. Burch have purchased the majority stock of the Press. Ralph Morrow, who has been in charge since 1914, has resigned as editor-manager and president-treasurer, and has been succeeded by Norman Talrott, formerly of the Press staff.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

Hoe Sextuple Press

Will sell a Hoe right angle sextuple press, which was dismantled some time ago but not re-erected. Has two folders; will print 2 or 8 column papers of 22" column length; 15" diameter cylinders; will print per hour 24,000, 4-6-8-10-12-14-16-18-20-22 or 24 page papers; in excellent condition and can be purchased at a bargain. Address: Mechanical Supt., The Courier-Journal, Louisville, Ky.

For Sale

Three platen or triple Goss steam table with apron and gas heated steam generator, in first class condition, for sale, $225. F. O. B. Scranton. Times, Scranton, Pa.

Two Model—One Magazine

In good condition, one seven Model-A Perfection Medial Feeders. Make us an offer. News and Sentinel. Fort Wayne, Ind.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

Magazine Press Wanted

We are in the market for a magazine press which will print up to 48 pages, size 10½ x 14½ or larger. Press must have capacity of 10,000 to 12,000 or more papers per hour and be equipped with paster or stitcher. Color attachment for 2 colors on cover pages and one or two colors on several inside pages is desirable. If you have such a press communicate with Mechanical Sup't., Courier-Journal, Louisville, Ky.

Perfecting Press.

Want to buy perfecting press to print 16 to 24 pages (including 14 and 15), 3 columns 13 ems preferred. Give full details, price etc. Address A-868, care of Editor & Publisher.

Wanted

A Cox Duplex Flat Bed Press for eight pages, cut off 21 inches. The Herald, Swindon, Wilts, England.

Covering Mine Workers' Convention

CLEVELAND, O., Sept. 10.—Cleveland has had many out-of-town newspaper writers this week in connection with the biennial convention of the United Mine Workers of America, which began a two-weeks' session Monday. The meeting is being attended by over 255 delegates, representing more than 500,000 coal miners, who will formulate a wage scale and decide upon other questions to be submitted to a conference with coal operators, in Buffalo, on September 25.

Asks $30,000 for Alleged Libel

DENVER, Sept. 8.—A libel suit for $30,000 damages has been filed in the Denver District Court against Julius H. Duvall, editor of the Moffat County Courier, published at Craig, Col., by Mrs. Cora A. Baker, as a result of an article published July 24, 1919, which Mrs. Baker alleges to have been false.

A Quadruple Birthday

CHICAGO, Sept. 6.—There was a quadruple birthday celebration August 29 at the home of Peter S. Lambros, publisher of the Greek Star. It was the birthday of Mr. Lambros, of his mother-in-law, of his nine-year daughter Maria, and of his son, Theodore, age 2 years.

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes cast plates 18 x 24 inches. Send for prices

WALTER SCOTT & COMPANY
Plainfield New Jersey

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN
TYPE FOUNDERS CO.
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Printing Plants and Business
BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders' Machinery of Every Description.
CONNER, FENDLER & CO.
96 Brekman St. New York City

Junior Ad Men Begin Fall Meeting

The Junior Advertising Club of New York will open its fall season at the Advertising Club, Friday evening, September 12. The first meeting will be a get-together session to greet old and new members and disclose plans for the coming season.

The Hoquiam (Wash.) Record, published by O. M. Moore, has been changed in name to the Olympic Record.

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any* [illegible] *for mechanical equipment for which you have no present need. "For Sale" ads at* [illegible] *cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, rate is one-half. Not to exceed 50 words, two insertions FREE.

Advertising

Space advertising copy that even poor women find it easy to sell. Have been selling it for twenty-two years. My ads have given fifty per cent time in coming room. Am also advertising manager of Southern daily but wish to make change. First offer of sixty dollars per week, or 1c. per line. Address A-387, care of Editor and Publisher.

Business Manager

Thoroughly conversant with all departments of daily papers of from three to ten thousand circulation. Complete advertising solicitor and writer and able to take complete charge of business and advertising departments of daily in the city up to 20,000 population. Would consider lease or part interest. Now employed. At liberty September fifteenth or after. Address A-886, care of Editor and Publisher.

News and Advertising Writer

young man, energetic, capable, seeks position in Eastern City or town in news or advertising department of newspaper or as assistant to editor. Address S.S.-1, care of Editor and Publisher.

Manager

Now employed, wishes to make a change, has a charge of dying paper five years and has made it big success. Understands game thoroughly. Is aggressive; plenty of initiative and imagination. Wants full responsibility. Prefers paper with 5 to 10,000 circulation that needs to be built up. Married, age 33. Salary expected $60 per. Address A-885, care of Editor and Publisher.

Newspaperman and Editor

Experienced reporter who has demonstrated ability as political correspondent and editor is open for engagement with Sixth Marines and available for immediate home from overseas. Specialty furnished. Address A-850, care of Editor and Publisher.

Editor-Manager

Seeks position on independent or republican daily. Now publisher of afternoon paper in small industrial city. At present position since 1914, except 18 months in service as infantry, officer, 6 months in France. Result getter and business builder. Will produce. Desire to prove it. Can handle job printing department. Will go anywhere. Salary $40 to $4,000, depending on location and future increase upon return from France, but prefer to locate in city of 10,000 to 30,000. Widower. Go anywhere on 6 days' notice, but prefer 30. Write A-871 care of Editor and Publisher.

General Reporting

Graduate Christian young man, 25, one year newspaper, seven years with financial institution, nine months as reported in official publications while in that time, seeks position as reporter on New York daily. Will deliver the goods and any time at all the time, know no hours, can furnish best references. Address: Reporter Wire, care Editor and Publisher.

A Live City Editor

Just out of the service, now employed, would consider change; eight years' experience; married; plenty of pep and ambition. Address A-864, care of Editor and Publisher.

Experienced Copy Editor

Wants permanent position in New York or Philadelphia. 27 years old, college graduate, can write heads to suit your style, will come on probation. C. J. T., care Editor & Publisher.

Cartoonist

Young man wants position with Western daily—Sunday references—political cartoons and comics. Address A-821, care of Editor and Publisher.

Newspaper Man

Experienced daily newspaper man is open for engagement as editor, editorial writer or telegraph editor of Republican daily, central or western states. Address A-841, care of Editor and Publisher.

Circulation Manager

With 12 years' experience desires to make change with daily in middle west by October 1st. Thoroughly experienced in all kinds of circulation work. Married, best of references. Address A-865, care of Editor and Publisher.

SITUATIONS WANTED

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulator on morning and evening newspapers in the east and west. Experienced in every form of circulation development including newsboys, carriers, and city and country dealers. Write results. Circ. Mgr., P.O. Box 1, Station A, Jersey City, N. J.

Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-828, care of Editor and Publisher.

Writer of Daily Feature

which can be elaborated into a "column" desires change January 1; original, strong human interest stories or editorials, matter of serious or semi-comic nature with a "pull"; city of 50,000 or larger; salary, your limit for a producer. Address A-862, care of Editor and Publisher.

Newspaperman—Reporter

seeks position New York or vicinity. Young man—daily and trade journal experience. Address A-829, care of Editor and Publisher.

Cartoonist

and layout position wanted by young man. Experienced; will go anywhere. Address A-866, care of Editor and Publisher.

Webb Pressman

Wanted position as foreman of press room. Thirteen years' experience with known newspapers. Address A-867, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Advertising Man

who can produce business for a fast growing daily in a town of ten thousand guarantees a good opportunity for the right party. State salary desired in first letter. Address A-870, care The Reporter-Star Publishing Co., Orlando, Florida.

Newspaper Man.

Wanted young newspaper man to write local and handle city editor's desk, must be hustler, salary permanent position. Afternoon newspaper. Address High Point Enterprise, High Point, N. C.

Foreman

Wanted, a man capable of holding down foremanship of a city daily, which is a responsible position. Besides the foreman, Eight hour day, and everything done to make work pleasant. State salary desired in first letter. The Reporter-Star Publishing Co., Orlando, Florida.

Job Printer

Wanted a first class job printer, one who is familiar with Miller Feeder preferred. Address Reporter-Star Publishing Co., Orlando, Florida.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Wanted to Buy

Interest in newspaper publishing field. Want not less than one-half interest, by a man that knows every department of the publishing game, and can take charge of all of it, or any part of it, and conduct it satisfactorily and successfully. Address A-859, care of Editor and Publisher.

Publishers—Attention!

We supply Electrical Equipment of all kinds for newspapers or magazines at very reasonable prices. Our service is prompt and by competent writers. No matter what your needs may be, we can help you. Will take advertising in exchange for all or part. Electrical Literary Bureau, M. O. J. 4, Hannibal, Mo.

New Secretary in Buffalo

Buffalo, N. Y., Sept. 10.—Herman H. Graham has been elected secretary of the C. N. Matthews Company (publisher of the Buffalo Express), succeeding Finley H. Greene, who recently resigned to become general manager of the E. P. Remington Advertising Agency.

CIRCULATION NOTES

A sort has been born to Mr. and Mrs. Albert E. Miller at Calgary, Alta., the latter of whom was formerly Miss Carrie Kennedy, for a number of years in charge of an important desk in the circulation department of the Houston Chronicle.

R. B. Gammun, of the Houston Post's country circulation department, was married August 30 to Mrs. L. B. Warren of Houston as the culmination of a 40-year romance.

A. C. Woodside, formerly of Edmonton, has been appointed circulation manager of the Winnipeg Telegram.

The Des Moines Evening Tribune is offering prizes to its readers for the best letters on how to reduce the high cost of living.

The Des Moines Sunday Register announces that the winner of the $100 first prize in its short story contest, open to all Iowa amateur writers, is William Stone, an employe of the government hospital at Fort Des Moines.

The St. Paul Dispatch is conducting a "High Cost of Living" contest. It offers $2 for each letter published and $10 for the best letter of the lot.

John S. Beehm has been appointed circulation manager of the Crowell Publishing Company, New York. There will be no changes in the staff or organization of the circulation department. Mr. Beehm was first assistant to Ernest A. Schulz, who resigned as circulation director on August 31.

Girls and women appeared on Main street and in the lobbies of Buffalo (N. Y.) principal hotels the other day selling newspapers which were donated by the various newspaper offices for the benefit of the Newsboys' Association. Each one wore the official badge. At several stations cans of buttermilk were supplied, the refreshments being served by those contributing to the fund. Flowers were offered for sale at a news stand at Main and Court streets between the hours of 3 and 5 o'clock in the afternoon.

W. E. Dailey, for the past six and one-half years country circulator of the Minneapolis Daily News, has resigned to become business manager and circulation manager for the Alfalfa Farm Journal, recently removed from Sioux Falls, S. D., to Minneapolis. Mr. Dailey is succeeded by Henry N. Swedish, who had been a reporter on one of the Winona papers before entering the publishing business in Minneapolis.

C. K. Jefferson, who has been a member of the road force of the Des Moines (Iowa) Register and Tribune for the past six months, has been promoted to the position of newsdealer circulator to take the place of J. L. Doolittle, who has become circulation manager of the Port Huron (Mich.) Times-Herald.

Cash prizes, valued at $50 have just been given to women readers for the best letter telling of the advertisements in the Peoria (Ill.) Journal or the Transcript, which has interested her the most. There were ten cash prizes.

$50,000 for investment in a good newspaper property, Ohio, Penna., W. Va., Ky., Indiana. Michigan locations preferred. Proposition T. C.,

Charles M. Palmer

Newspaper Properties

225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building New York

NO NEWSGIRLS IN PORTLAND

Banished by Police Department Order—Boys Must Wear Badges

PORTLAND, Me., Sept. 8.—Several hundred newsboys in Portland appeared with their badges on September 1 under the new order of Chief of Police Irving S. Watts that none would be allowed to sell papers without them.

The boys registered and obtained their badges from Superintendent Butler of the Portlander Boys' Club. A number of them labored under the false impression that those who received their badges first would get the pick of the "best customers," but there was a general rush and free-for-all at the start. Superintendent Butler succeeded in pacifying them, however, and they were very orderly thereafter.

Newsgirls in Portland are no more. Chief of Police Watts has given orders that they shall not be allowed to sell papers as they have done to a large extent the past year or two. Hereafter papers will be sold by the younger representatives of the sterner sex and girls will not be allowed to act in competition with them.

Christian Church Authorizes Ads

EUGENE, Ore., Sept. 9.—Full page advertisements will be used by the First Christian church of this city to build up its attendance. The official board has authorized the pastor, Rev. E. V. Stivers, to carry on such a campaign through the fall and winter. Dr. Stivers used this method of advertising his services at Stockton, Cal., with success. His congregations there were built up from a handful in crowded houses every Sunday.

Barnhart Out for Himself

ROCHESTER, Ind., Sept. 9.—Dean L. Barnhart has left the Sentinel to become manager of the Press Club, Ind.) Democrat. He is a son of Henry A. Barnhart, former Congressman and owner of the Rochester Sentinel.

McEndree Elected Secretary

CHICAGO, Sept. 6.—H. G. McEndree has been elected secretary of the Culbliss-Kirk Advertising Agency. He recently resigned as vice-president of Horsting & Co., this city.

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I. E. A. HOME INMATES TO TEACH JOURNALISM

Managing Director Steen Announces Bedford Institution May Be Ready Jan. 1 —Will Conduct Correspondence Study Courses

BEDFORD, Va., Sept. 8.—Managing Director Clyde P. Steen, of the International Editorial Association, which is planning to open a home for newspaper workers here, has announced that the remodeling of the Jeter Institute Building has been placed in the hands of the architect and that the title for the property will pass into the hands of the association within another week. The officers of the association, together with board of directors, will meet in Bedford from September 15 to 18 to ratify this action and transact all other business incidental to opening the Home.

The announcement says:

"Work of remodeling will begin October 1. By January 1, the building will be ready to receive inmates, it is expected.

"The upper floors will be devoted to dormitories and class rooms. Some of the inmates will act as teachers in a school of instruction for young men desiring to enter the newspaper field of work. In addition, these inmates will conduct a correspondence school of instruction.

Officers to Meet Sept. 15-18

"A permanent superintendent for the Home, who will probably be a retired newspaper man, will be appointed at the meeting of the officers on September 15. Several changes in the official staff are being made incidental to the operation of the work here.

"Miss Carol E. Bird, lately of the Detroit Free Press, has been transferred to the New York district office and will be in charge there, while Sam O. Sarokin, who has been in charge of that office, will act as one of the traveling field secretaries.

"Miss Bird has been an assistant in charge of the preliminary work here since the association opened offices in the Jeter Building. She is vice-president of the organization.

"Donald H. Harper, of Mount Vernon, Ohio, will come here to take Miss Bird's position. Harper was formerly editor of the Mount Vernon Daily Banner, and recently returned from service in France.

Opening Branch Offices

"Fred N. Schermerhorn, who has been connected with the Detroit Times, will work Southern territory as one of the field secretaries for some time.

"Managing Director Steen has just received instructions to open southern district offices in Lynchburg. It was decided to have these offices as near the Home as possible and in close touch with the Southern territory. Other district offices have already been established at New York, Chicago and Los Angeles, and another is soon to be opened in Oklahoma City, with Walter M. Harrison in charge.

"C. O. Younger and Charles C. Grant are in charge of the other offices. Mr. Steen will be in charge of the Southern district and will supervise the work at the National Home until a permanent superintendent is appointed.

"All officers have notified Mr. Steen they will be present at the meeting opening the fifteenth."

Elmer Jones of the Denver Post Dies After Illness

Was Business Manager of Newspaper for Six Years, and Connected with It for Over Twenty

(By Telegraph)

DENVER, Colo., Sept. 4.—Elmer Jones, for the last six years business manager of the Denver Post, died at St. Luke's Hospital, in this city, yesterday. Death resulted from a complication of diseases after an illness of six months, during which time a trip to southern California failed to restore his health. He had been connected with the business department of the Post for over twenty years. He was born in Cincinnati forty-two years ago. He leaves a widow and two sons.

His successor has not yet been appointed.

Obituary

MAUDE MEREDITH, wife of H. L. Preston, editor of the New York Produce News, died September 3 from heart failure. The deceased was for years editor of the Housekeeper, at Minneapolis, conducted for 25 years a home department for the Farmer at St. Paul, wrote a number of novels, and was when she died vice-president and director of the P. & D. Publishing Company, owner of the New York, Chicago and California Produce News. She was 71 years old. The interment was at Dubuque, Ia., where she lived for nearly 50 years. She was the wife of Col. D. T. Smith until his death in 1902.

JOHN STARK, a former newspaper man at Orange, Tex., died there August 26.

MRS. MARGARET E. WYLIE MAY, widow of George J. May, who was for many years connected with the Brooklyn office of the New York World, died at Rockville Center, N. Y., on September 7.

JOHN MOORE, editor of the Elmira (N. Y.) Sunday Telegram and former editor of the Albany Sunday Telegram, died in Elmira last week. Mr. Moore was connected with the Elmira paper for several years prior to 1894, when he went to Albany and conducted the Albany Telegram, on which he was associated with the late James Hill. Mr. Moore returned to Elmira after his Albany venture, and conducted the Sunday paper. He was elected a member of the State Board of Regents, holding this position for several years.

MRS. MARIE E. O'REILLY, widow of Edward J. O'Reilly, who was for many years political reporter for the New York Times, died in New York on September 2.

ARNOLD PRINCE, a member of the Jersey City Morning Star staff, died at the Metropolitan Hospital, New York, on September 4.

REV. GILBERT SIMMONS, C. S. P., editor of the Current Events column of the Catholic World, died in New York, September 4.

VAN BUREN CHASE, for 64 years an employe of the Syracuse (N. Y.) Journal, died September 1.

MRS. EDWARD DALTON, mother of James C. Dalton, who is city editor of the Associated Press in New York, died last week at her home in Baldwinville, N. Y., aged 71 years.

REV. J. B. ADAIR, father of Howard J. Adair, of the Dallas (Tex.) Times-Herald staff, died recently of paralysis.

W. J. LACEY, for the last fourteen years editor of the Audubon County Journal, at Exira, Ia., is dead, aged 74 years. He had been ill for several years. He is survived by his wife, five daughters and three sons.

MRS. J. E. MASSENGILL, mother of Fred I. Massengill, editor and publisher of the Terrell (Tex.) Daily Tribune, died at her home in Terrell, August 24, after a brief illness.

PORTER L. BENSON, editor of the Kane (Pa.) Republican and a former Buffalo (N. Y.) newspaper man, died last week after several years' illness.

Reporter Arrests Fugitive

BUFFALO, N. Y., Sept. 9.—While riding on a street car, Roy Albertson, police reporter for the Buffalo Times, saw a man leap from an automobile, reported to have been stolen, and run down the street. Albertson jumped from the street car, pursued the man and caught him. His prisoner was held to the grand jury.

Geo. E. Pollock Left Est Valued at $313,034

Will of A. D. Juillard, Executor of J. Gordon Bennett Estate, Contested by His Niece

George E. Pollock, vice-president the New York Herald Company at time of his death, August 2, 1918, l total estate of $313,034 and a net e of $289,674, according to the appr just filed in the Surrogate's Court, York.

Mr. Pollock died in his sixty-sec year in the residence bequeathed to by the will of the late James Go Bennett. The deed to the property given to Mr. Pollock on the unders ing that it should not be registered u after the death of the benefactor. appraisal value of this property $80,000.

The bulk of the estate is represe by stock and bond investments v at $232,569. Personal property is va at $13,000 and cash in bank tota $13,909.

Attorneys for the executors of late A. D. Juillard, an executor of James Gordon Bennett estate, appea in Goshen, N. Y., Monday and mad motion for an order fixing a date the trial of the action which has b brought by Mary Etta Fauve, of E Wayne, Ind., niece of the deceased, set aside the will on the ground of due influence. The niece by the w gets $10,000 outright and the sum $100,000 is set aside in trust for l

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue, NEW YORK — Lytton Building, CHICAGO

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
hereafter being the most powerful advertising medium in the Jewish field.
The Day
דער טאג
The National Jewish Daily

R. J. Bidwell Co
Pacific Coast Representative
Daily Newspapers
of
"Advertising Value"
Rates, Circulation, Special Data,
Promptly Upon Request
PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue, NEW YORK — Lytton Building, CHICAGO

Canadian Press Clippings
The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 85 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at our head office.
74-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's
PRESS
CLIPPINGS
Tenth Avenue at 45th Street
New York

OHIO FIRST

Your Business Progress Is Dependent On Your Advertising

Newspapers Are First in Creating And Sustaining Progress

"Ohio First" newspapers give both QUANTITY of circulation and QUALITY of circulation—a winning combination—among a population of 5,273,814 (the fourth State in population in the U. S.).

"Ohio First" newspapers have a local dealer influence and a greater local advertising potentiality than any other advertising medium.

Ohio people are always intensely interested in their state, in Ohio products and Ohio business—and local retail merchants reach local buyers of merchandise through their local daily newspapers.

While Ohio's identity is marked by tremendous manufacturing activity, it is well to keep in mind that Ohio's agricultural balance makes Ohio a leading state of the Union.

The following figures are conservative but they indicate a tremendous value of annual crops and therefore suggest an unusual spending capacity of Ohio's population:

150,100,000 bushels corn
99,072,000 pounds tobacco
78,100,000 bushels oats
41,000,000 bushels wheat
16,000,000 bushels potatoes
13,000,000 pounds wool
6,336,000 bushels apples
4,154,000 tons hay
1,093,000 gallons syrup

The following daily newspapers work in harmony with local retailers in their communities, and can do great work for national advertisers in making a mighty worth while market worth a whole lot to them:

	Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	31,110	.05	.05
*Akron Times (E)	20,454	.03	.03
Bellaire Daily Leader (E)	3,446	.02	.0125
*Cambridge Daily Jeffersonian (E)	8,117	.0179	.0179
Chillicothe News-Advertiser (E)	3,055	.00714	.00857
Cincinnati Enquirer, Sc. (M&S)	62,911	.12	.12
Cleveland Plain Dealer (M)	168,440	.24	.24
Cleveland Plain Dealer (S)	208,02-	.27	.27
Columbus Dispatch (E)	75,402	.115	.105
Columbus Dispatch (S)	71,117	.115	.105
Columbus (O.) State Journal (M)	53,155	.10	.09
Columbus (O.) State Journal (S)	37,147	.10	.09
*Dayton News (E)	37,240	.065	.065
*Dayton News (S)	29,533	.045	.045
East Liverpool Tribune (M)	6,138	.015	.015
Lima Daily News (E&S)	12,549	.0286	.0214
Lima Republican Gazette (M&S)	10,008	.02	.02
Middletown Journal (E)	4,174	.0115	.0115
Newark American-Tribune (E)	6,217	.0179	.0179
New Philadelphia Daily Times (E)	4,413	.0129	.0129
Piqua Daily Call (E)	4,019	.0114	.0114
*Springfield News (E&S)	13,838	.025	.025
Toledo Blade (E)	82,973	.17	.15
Warren Daily Chronicle (E)	5,200	.02	.02
Youngstown Telegram (E)	21,601	.05	.05
Youngstown Vindicator (E)	24,558	.05	.05
Youngstown Vindicator (S)	22,223	.05	.05
Zanesville Signal (E)	10,704	.025	.025

Government Statements, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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Distribution and Advertising

Comparatively few manufacturers have sufficient distribution to make it possible for them to use the general medium without waste and to pay for something of little or no value to them

You can cover:

NEW YORK	CLEVELAND
CHICAGO	DETROIT
PHILADELPHIA	PITTSBURGH
BOSTON	BALTIMORE
ST. LOUIS	CINCINNATI

With thirteen newspapers having 3,224,629 circulation for **$4.15** per line on a 5,000-line contract

Here are the newspapers:

New York Globe	Detroit News
New York Times	Baltimore Sun
New York Evening Sun	St. Louis Globe-Democrat
Chicago Daily News	Pittsburgh Press
Chicago Tribune	Cincinnati Times Star
Philadelphia Bulletin	Cleveland News
Boston Globe	

Broader campaigns, including additional territory at approximately same rate per line, can be arranged through the use of newspaper space and in no other way

Member A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000 A DAY

84 Pages, Including Space-Buyers' Charts and Market Survey of Connecticu

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c Per Copy. NEW YORK, THURSDAY, SEPTEMBER 18, 1919 Vol. 52, No.

WHOLESALING NEWS

Distributing Chicago Tribune Stories From Paris to Shanghai



Map showing system of leased wires by which news papers from the Atlantic to the Pacific, and from Canada to the Gulf receive news reports from The Chicago Tribune.

CHICAGO TRIBUNE news and features have a circulation far greater than that of the largest national magazine. The public is familiar with the world-wide organization through which The Tribune *gathers* news, but few think of The Tribune as a *distributor* of news—retail and wholesale.

Through The Tribune Syndicate and The Tribune News Bureau, the influence of the W. G. N. radiates to every section of the United States and even to France, Canada, Cuba and China. The Syndicate sells Tribune cartoons and such features as Dr. Evans, Doris Blake, B. L. T., Tribune comics, etc. Chicago Tribune features are purchased by the Shanghai Times and by El Mundo of Havana, Cuba, and, of course, news is cabled and features mailed regularly to The Paris Edition of The Tribune.

The Tribune Syndicate has made "The Gumps," "Gasoline Alley," "Bobby Make-Believe," "Antoinette Donnelly" and other distinctive Tribune features household words not only in The Chicago Territory, but in every state in the Union.

The News Bureau sells exclusive stories of Tribune local reporters and Tribune foreign correspondents. Certain papers pay The Tribune as much as $1,000 a month for a complete news report nightly. Such reports amounting to 12,000 to 15,000 words each are sent every night from The Tribune office to the following seventeen newspapers over leased wires. The circulation of these papers, together with that of The Tribune, amounts to 2,500,000:

N. Y. Illustrated Daily News
Buffalo Inquirer
Pittsburgh Post
Minneapolis Journal
Kansas City Star
Lincoln State Journal
Denver Rocky Mountain News
Salt Lake Tribune
Seattle Post Intelligencer
Portland Telegram
San Francisco Chronicle
Los Angeles Times
San Antonio Express
Houston Post
Fort Worth Star Telegram
New Orleans Item
Little Rock Gazette

In addition, the news report is mailed from the nearest leased wire relay to the Vancouver (British Columbia) World and to the Great Falls (Montana) Tribune.

The Boston Post buys a full news report, but receives it over ordinary wires, paying regular telegraph rates.

In addition the News Bureau sends out "queries" each night to many other papers, which buy as much or as little as they please, paying for it at space rates. The success of The Chicago Tribune News Bureau is due to the close personal attention given to the needs of every paper served.

Members of The Chicago Tribune staff now stationed abroad as special correspondents include: Floyd Gibbons, Henry Wales, Spearman Lewis and Betty Van Benthuysen in France; Henry Hyde and Arthur Mann in England; Parke Brown and Richard Henry Little in Germany; Thomas Stewart Ryan in Poland; J. H. Clayton in Greece; and Frederick A. Smith in Japan.

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THE EASE OF DOING BUSINESS IN CANADA

and the absence of maritime risks and insurance are factors that should influence American Advertisers to Cultivate the Canadian Market.

Canadians already know and appreciate American goods. Pioneer work is unnecessary.

American manufacturers are missing an opportunity if they are not getting their share of this splendid Canadian market that is concentrated, therefore easy and economical to reach.

Canada is a country of daily newspapers the same as the United States. The newspapers listed on this page reach about two-thirds of the population of the Dominion which has an area larger than that of the United States. This two-thirds of Canada's population is in the provinces of Ontario and Quebec covered by the following daily newspapers.

Suppose you had the tremendous selling force of these daily newspapers working for you; don't you think you would soon feel the benefit?

The advertising manager of any of them or any recognized advertising agency will give information regarding dealers and methods of distribution in Canada.

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	12,403	.03	.03
†Brantford Expositor	10,160	.025	.025
†Brockville Recorder-Times	4,225	.0179	.0107
Chatham Daily News	2,472	.01	.0071
*Galt Reporter	3,955	.015	.0125
†Guelph Mercury	3,877	.015	.01
*Hamilton Spectator	31,058	.055	.05
Hamilton Times	11,200	.035	.03
*Kingston British Whig (E)	5,549	.025	.02
*London Free Press (MN&E)	41,609	.07	.06
*Peterborough Examiner (E)	5,329	.0193	.015
*St. Catharines Standard (E)	7,632	.0275	.0175
*Toronto Globe (M)	80,388	.15	.11
*Toronto Star (E)	86,157	.14	.11
*Toronto Star (S)	75,777	.105	.09
*Toronto World (M)	27,437	.09	.06
*Toronto World (S)	87,655	.12	.09

Government Statement, April 1, 1919.
*A. B. C. Report, April 1, 1919.
†Publishers' Statement, April 1, 1919.

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000
*Montreal Gazette (3c-\$8 yr.) (M)	32,110	.035	.07
*Montreal La Presse (2c per copy) (E)	117,127	.13	.11
*Montreal Star (E)	111,151	.13	.11
*Quebec Le Soleil (E)	39,356	.06	.06

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BASEBALL BUGS

WANT TO READ ABOUT THE COMING WORLD'S SERIES FROM EVERY ANGLE

NEA

AS USUAL N. E. A. WILL GIVE ITS CLIENTS, IN ADVANCE, A WONDERFUL SERVICE OF SMASHING FEATURES, SMART LAYOUTS AND ACTION PHOTOGRAPHS FOR USE NOT ONLY DURING THE WEEK BEFORE THE GAMES BUT ALSO WHILE THE GAMES ARE BEING PLAYED.



FRED TURBYVILLE, famous N. E. A. sports writer, will visualize the coming contests from the standpoint of an expert.



ROY GROVE, clever N. E. A. sports artist, will illustrate the stories in both serious and humorous vein.



BOB DORMAN, On-The-Spot news photographer has spent three months with the big leagues making action pictures for the series.

WRITE OR WIRE

The Newspaper Enterprise Association
(A SERVICE, NOT A SYNDICATE)
Cleveland, Ohio

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The Clyde of America

"The Philadelphia Board of Trade maintains that the Delaware River has earned the right to be called the Clyde of America because of the shipping tonnage which has been and will be launched in its waters before the end of this year. According to the board, more than 1,000,000 deadweight tons of shipping will have been launched in the Delaware by Dec. 31, 1919."

New York Times, August 26, 1919.

Philadelphia Board of Trade Reports
of 1919 Shipyard Tonnage

Clyde (Scotland) Yards	550,000 tons
All United Kingdom Yards	1,500,000 "
Delaware River (Philadelphia) Yards	1,479,000 "

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for August **448,246** *Copies a Day*

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary.

Vol. 52 NEW YORK, THURSDAY, SEPTEMBER 18, 1919 No. 16

WANAMAKER, AMERICA'S MASTER MERCHANT, NEVER TAKES VACATION FROM ADVERTISING

For More Than Half a Century Successful Philadelphian Has Given a Part of Each Working Day to Advertising Thought—Writes Everything Appearing Over His Signature—Puts Faith in Newspaper Space

WHILE the part advertising has had in the success of John Wanamaker, dating from a night in April, 1861, when at the close of the first day's business of Wanamaker & Brown the present merchant leader kept 67 cents for change and invested the balance of the day's receipts, $24, in advertising, there are a great many things that have never been told about the part purchased space has played in building one of the foremost retail institutions in the world.

Wanamaker's is more of an institution than a store, or group of stores, it is generally conceded. Advertising has been one of the dominant factors in its creation.

Advertisements That Live

Wanamaker advertisements are printed words that live, in that they reflect the thoughts and acts of John Wanamaker, aged 81, the creative driving power that has made and is today keeping the stores that bear his name at the forefront in the ranks of dealers with the people of America.

With Wanamaker's, advertising is more than a means to sell goods. It is the courier of a business creed and is representative of but one thing—John Wanamaker, the man, who has something to sell backed by a selling knowledge gained in a business life of 58 years.

Wanamaker's believes in but one kind of advertising media—newspapers.

Books have been written about John Wanamaker—good books and inspiring books—but taken all in all there are many things that have not been disclosed. To advertising men and newspaper owners, his daily work should be a much better heralded lesson of advertising—not only as a stepping stone to success, but as the foundation upon which business can be maintained as a living thing.

Led Pershing Welcome

John Wanamaker celebrated his 81st birthday anniversary on July 11—but years mean nothing to a man like him.

On September 12, Philadelphia turned out en masse to welcome America's great war leader fresh from the battlefields of Europe. John Wanamaker was there. His eyes twinkled in anticipation like those of the school children who tossed $10,000 worth of flowers in the pathway of General Pershing. There was a happy smile on his face, and when all-America's war hero stepped from the shrine of American independence and faced the multitude that filled Independence Square, it's a safe bet that there was a youthful catch in John Wanamaker's throat and that he never really knew whether he shouted nor how long he applauded.

Advertising is the keystone in the creed of John Wanamaker that built business success. That advertising has been kept young and virile and every Wanamaker advertisement is merely a reflection of John Wanamaker's ideas, ideals and beliefs.

In more than half a century of business success John Wanamaker has taken many vacations—he has traveled far in the out of the way places of the world; he has forgotten about "good buys," "easy sales," meetings of bank directors and a hundred other things in which he is vitally interested; he has forgotten all those things that he might play, but never—not for a single day—has he failed to give his personal attention to Wanamaker advertising.



JOHN WANAMAKER.

From that night in 1861, when Wanamaker at the close of his first day's business sat down to write an advertisement that would meet his $24 purchasing power, until the early eighties he wrote all Wanamaker advertisements. For many years those advertisements were written at the close of the day's business on the basis of the purchasing power of the day's receipts, and it is worthy of notice that each day's receipts were always greater than those of the day before.

Today Mr. Wanamaker goes around with his pockets bulging with scraps of paper—not unlike a boy who picks up to keep everything that interests him. Those scraps of paper, torn at random, among them even the backs of envelopes and pages ripped from note books, each holds a thought jotted down immediately when it comes to him, and many of them have to do with advertising.

Pockets Full of Ideas

To him advertising is still the most important of his business activities. He directs all Wanamaker advertising campaigns and criticises, and at times changes and rebuilds, all Wanamaker advertisements because he believes that printed words are the tonic necessary to the success of his vast business.

When you read a statement in a Wanamaker advertisement that is followed by John Wanamaker's signature you can rest assured that he wrote it and it is not often that you will see an advertisement of one of his stores without such a statement.

He writes those statements with painstaking care, the corrections he makes are sometimes many—some are rewritten twenty times or more—but when you read it finally it is all his message to you, even to the most minute corrections.

Contrary to general belief, Mr. Wanamaker does not have a single dollar invested in a newspaper enterprise. The estate of his son, the late Thomas Wanamaker, is interested in several newspapers and that has caused this impression. Early in life, however, he was an editor and publisher of a weekly newspaper called Everybody's Journal. That was before he won the honor of being the first paid secretary of the Y. M. C. A., or had abandoned a career as a lawyer.

Marked New Era

From the beginning, Wanamaker advertising has been used to carry a daily message to the public, except Sunday. On September 26, 1874, Mr. Wanamaker first, in a large way, made a step that attracted the wide attention that he has since been able to hold, when he used a half page to announce a new policy which was set forth as

(Continued on Page 64.)

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PUBLISHERS TAKE OPENING STEP TO OBTAIN ZONE LAW REPEAL

Chairman Victor Rosewater of A. N. P. A. Postal Committee Confers with Washington Leaders on Mondell Resolution —Strong Opposition Reported Developing

(BY TELEGRAPH)

Washington, D. C., Sept. 17.

IN order to acquaint himself with the situation in Washington relative to the second class postal zone system, which Republican Leader Mondell hopes to repeal at an early date, Victor Rosewater, of the Omaha Bee, who is the new chairman of the postal affairs committee of the American Newspaper Publishers' Association, was in the Capital this week.

Mr. Rosewater conferred with a number of House leaders in order to obtain a clearer understanding of their viewpoint on the Zone Law, especially of the members who are supporting the Post Office Department in the fight against its repeal.

Gave Some the Publishers' Point of View

His mission was in some sense an effort to lobby for repeal of the bill, since the publishers will conduct their fight when the ways and means committee of the House begins consideration of the Mondell repeal resolution. But Mr. Rosewater was able to give the leaders with whom he conferred something of the publishers' point of view.

In some of his conferences, Mr. Rosewater drew an analogy between a package of laundry and a bundle of daily newspapers, pointing out that it costs less to ship the former by mail than it does a newspaper under Mr. Burleson's zone system. Although Mr. Rosewater would not commit himself in his conferences, it was plain to the casual observer at the capitol that a very strenuous opposition has developed to the Mondell Bill on two accounts, both of which have been outlined in previous issues of EDITOR & PUBLISHER.

Points of Opposition

They are: First, the belief of some of the leaders, notably Representative Steenerson, of Minnesota, who is chairman of the House committee on Post Office and Post Roads and who is in agreement with Post Office Department officials on the question; and, second, a considerable body of members who do not believe that any revenue yielding legislation can be repealed with safety under the existing financial condition of the Treasury of the United States.

Chairman Good, of the Appropriations Committee, having predicted today that even though Congress does not appropriate another penny, which is highly improbable, there will be a deficit of not less than $500,000,000 at the end of the current fiscal year.

Representative Mondell still is hopeful of getting the Ways and Means Committee to act on his resolution in the near future, and he was understood to have encouraged Mr. Rosewater to do the same, but that this feeling of optimism is not shared by many other Republican leaders, especially in the Senate where Messrs. Smoot and Penrose, both of whom are opponents of the zone law, are not inclined to open the flood gates of tax repeals if there is any way to avoid it.

Objects to New P. O. Ruling

Debates on such measures would be certain to compel confession that reduction of income taxes and repeal of the so-called consumption taxes is not probable during the current fiscal year.

While in Washington, Mr. Rosewater conferred with officials relative to the ruling by the Post Office Department that advertising by a newspaper in its own columns is advertising within the meaning of Zone Law, whereas the copy in the interest of the government or such organizations as the Red Cross is not.

The best that the Post Office Department promises to do is to consider the publishers' argument.

Amalgamated Press Officials Complete American Tour

A. R. Linforth and A. B. Blayney Will Sail for Home Saturday—They Like America

Take it on the authority of no less keen observers than A. R. Linforth, the joint secretary, and A. B. Blayney, the general manager of Lord Northcliffe's Amalgamated Press, which prints so many publications that no one has ever memorized the names of all of them, that the only real difference between Englishmen and Americans is the way Americans have of pronouncing some of their words.

"You'll pull me up a bit on that, Linforth, if I'm wrong," said Blayney, when this matter was under serious discussion at the Biltmore, Tuesday evening, with a representative of EDITOR & PUBLISHER.

"Righto," said Blayney.

The two Englishmen, who are the most likable chaps imaginable, still speak English rather strangely (to the American ear), owing to the fact that they have been in the United States two weeks only.

"A fortnight," said Linforth.

They were sent over here by Lord Northcliffe's big publishing house to prowl around a bit on the American terrain, penetrating as far into the interior as the Chicago river, stopping for several days at the outer shores, and also at a place farther north, named after the shaggy beasts that used to roam the American continent and were killed off by an American who took a Wild West Show to England.

Not Over Advertised

Niagara Falls is only a jaunt away and, take it from Messrs. Linforth and Blayney, it is the finest sight that the United States has to offer a discerning tourist—especially from the Canadian side.

Charles Wiles, advertising manager of London's big store, Harrod's, Ltd., came over here recently, gave Niagara Falls a passing glance, and told EDITOR & PUBLISHER that, in his opinion, the falls had been over-advertised.

"Can you over-advertise a good thing? Rather not!" was Messrs. Linforth and Blayney's comment on this verdict. (The falls are really immense when viewed from the Canadian side.)

So they are going back to London to advertise America, as being so much like England and so much worth while, that it ought to be cultivated. For that matter, many more Englishmen, they agree, come to America, than there are Americans who visit England. If more Americans would visit the mother country, it would be no time at all before the United States would be quite like England.

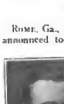
At Philadelphia, Washington, New York City, Chicago and Detroit, the two visitors were entertained in a way that pleased them greatly by the heads of establishments in which they were principally interested—the big printing press, type, type-setting, and publishing houses of this country. Their organization has made large purchases of printing supplies here and is contemplating more. They were sent here to study recent improvements in methods and production. They gained a wealth of information, they said.

They sail Saturday on the Adriatic.

ROME DAILY NEWS OUT SEPTEMBER 20

Manager and Editor T. E. Edwards Announces Make-Up of Staff Polleies and Plans of New Georgia Newspaper

ROME, Ga., Sept. 17.—It was definitely announced today that the Daily News will make its appearance for the first time on September 20. In a statement to EDITOR & PUBLISHER, T. E. Edwards, who will be manager and editor, said:



T. E. EDWARDS.

"We have great plans for our publication here. We are putting in full Leased wire service with the service of the 'N. E. A.,' and expect to cover the local news thoroughly, as well as in the small towns near here. Of course, we are Democrats and our chief policy will be to give Rome and northwest Georgia a long-felt need in the way of a real, live, boosting newspaper.

"W. G. Foster, formerly with the Chattanooga Times, is managing editor; O. McPeat, formerly with the Birmingham Ledger, is circulation manager; C. B. Wright, formerly of the Anniston (Ala.) Star, is advertising manager. I will direct both his editorial and business departments.

"For a town this size, we believe our advance circulation is almost phenomenal. We had expected to get 4,000 bona-fide subscribers to begin with, whereas we will have near 6,500. This we expect to hold, as we are beyond a doubt going to give this section the best local newspaper they have ever had."

New Sunday Editor in Hartford

HARTFORD, Conn., Sept. 17.—Ralph Reed Wolfe, who has been Sunday editor of the Courant since the establishment of the Sunday paper in 1913, has resigned to enter the sales promotion and publicity department of the Aetna Life Insurance Company. Ray T. Tucker becomes Sunday editor. He has been with the Courant as a reporter since shortly after his graduation from Yale in 1915 and was correspondent for the paper at Camp Devens in 1917. He later served in France in the infantry.

McANENY MENTIONED FOR BERLIN POST

Executive Manager of New York Times Mentioned in Washington Despatch as the Choice of President Wilson —No Confirmation Obtainable

A special despatch to the New York World, dated September 14, announced:

"As soon as the Senate disposes of the German peace treaty and opens the way to the restoration of diplomatic relations with Germany, President Wilson will announce the name of his selection as Ambassador to Berlin. There is excellent authority to justify the statement that the President has already selected the man for the most important and difficult post and the delay in the ratification of the peace treaty alone prevents announcement of his identity.

"Unless there are unexpected complications, the name that the President will send to the Senate will be that of George McAneny, former Borough President of Manhattan, and now executive manager of the New York Times.

"The President has had Mr. McAneny in mind for the post of Ambassador to Berlin for some time and there is reason to believe that barring unforeseen developments he will accept it if he has not already done so."

At Mr. McAneny's New York home it was said that he was at his summer home at Bolton Landing, Lake George, on telegraphic inquiry there by EDITOR & PUBLISHER brought the information that he "was out of town."

Mr. McAneny's associates at the Times offices say they know nothing further than what has been printed, and the Washington correspondent of EDITOR & PUBLISHER reports: "Acting secretary of State Phillips says: 'I know nothing about Mr. McAneny in the connection mentioned.'"

Court Refuses Libel Case Based on Dead Man

Unusual Suit Decided in Favor of Kansas City Star—Hyde Case Is Appealed to Supreme Court

KANSAS CITY, Mo., Sept. 16.—There can be no civil libel against the dead. This is the ruling of Judge T. B. Buckner in the case brought by Mrs. Rebecca Fry and two minor children against the Kansas City Star for $50,000 damages. Mrs. Fry's former husband, Rolla Harvey, was killed and in 1913 and in 1916 in telling of the death of Mr. Harvey's brother, the death of the former was recounted. It was on publication of this article that the suit was based. Judge Buckner upheld the demurrer of the Star.

Dr. B. Clark Hyde, whose suit for alleged libel against the Star asking $2,500,000 damages was dismissed by Judge Hall in July because of the statute of limitations, has appealed to the Missouri Supreme Court. The suit is based on publication of testimony in the Hyde murder trial which was not allowed to go to the jury.

G. M. Trowbridge Critically Ill

PORTLAND, Ore., Sept. 15.—George M. Trowbridge, editor of The Portland (Ore.) Journal, recently underwent a serious operation at St. Vincent's Hospital, Portland. Although he rallied from the operation his condition is considered critical. He is one of the best known journalists in the West.

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URGENT NEWS PRINT CONSERVATION APPEAL MADE BY A. N. P. A. BOARD OF DIRECTORS

Following Special Meeting Held in New York to Consider Need of Economy in Consumption, President Glass Says Many Publishers Are Not Awake to Danger of Serious Shortage Even with Mills Working at Full Capacity

DESPITE depreciation by some paper manufacturers of what they have characterized as "alarmist reports" in EDITOR & PUBLISHER concerning a possible shortage of newsprint, the board of directors of the American Newspaper Publishers' Association is agreed that the situation is a serious one and that there is urgent need for conservation in every practical way by every newspaper publisher in the country.

At the instance of Elbert H. Baker, publisher of the Cleveland Plain Dealer and chairman of the Association's Committee on Paper, a special meeting of the board of directors was called by President Frank P. Glass, editor of the Birmingham News, and was held last Thursday in New York City.

After the meeting, in a statement made to EDITOR & PUBLISHER, President Glass said that other topics, such as labor problems, had been discussed by the directors, but that the important subject and the one for which the directors had been called into special conference, was the newsprint situation. He said:

Must Act in Own Interests

"The result of our deliberations was an agreement to use all the moral suasion we could, to persuade all newspapers of the United States to act in their own interests by restricting consumption.

"Many newspapers are not awake to the danger of a serious shortage. These papers are not curtailing consumption of newsprint in ways which would be readily apparent to them, if proper effort were given to the emergency. The directors of the American Newspaper Publishers' Association have no authority to effect restrictive measures—they can only appeal to these newspapers to save all by serving their own best interests.

"There seems to be no doubt that production of newsprint cannot be increased for months and months. On the other hand, there has been in many quarters a feverish demand for paper, which has practically resulted in a run-away market. Fear of the railroad strike caused publishers to scramble for excess tonnage at high prices.

Mills at Full Capacity

"I do not believe that the mill men want a run-away market, and I do not believe they are trying to restrict the output. On the contrary, I am advised reliably that the mills are running to full capacity.

"It is time for the directors of the Association to say or even to suggest in what way or ways each newspaper can cut down its consumption of newsprint most effectively. It has been suggested that one way of doing this is to increase subscription prices and so limit circulation, but I do not believe that any reasonable raise in subscription price has any appreciable effect, other than temporarily, on circulation.

"Another expedient, which undoubtedly will be found more practical, in many cases, is increase in advertising rates, with the intention of limiting the amount of space used by individual advertisers and so increasing the number of these that can be served without greater or even with less consumption of newsprint.

"Another plan that many newspapers can put into effect is to eliminate certain of their special features—especially those in Sunday issues—and print fewer columns of news in proportion to the volume of their advertising."

Method of Conserving

Another method of conserving newsprint was pointed out by the Association recently in one of its bulletins, as follows:

"At a time when every pound of newsprint saved tends to relieve a dangerous situation, it is difficult to understand why the mails are still clogged with the free advertising copy of the press agent. Even though in the days of cheap paper some publishers permitted their news columns to be virtually sold by the press agent to others seeking free publicity, it would seem that the present is a good time to put a stop and a final stop to the practice."

It is understood that the directors of the Association discussed at their special meeting the advantage of having New York City newspapers take the lead in the conservation of newsprint, inasmuch as they were the heaviest consumers of paper, and the example they set in this way would carry weight with other papers throughout the country.

Baker Seeks Action

Elbert H. Baker, chairman of the Committee on Paper, said he had been led to ask that a meeting of the directors be called, because he, personally, was convinced of the urgent need of paper conservation, and because he had received letters and telegrams to the same effect from other newspaper publishers. "Mr. Glass and I are in hearty accord on this matter and we hope our sentiments will bear fruit as soon as possible," he said.

In a statement on the paper situation issued by the American Newspaper Publishers' Association, following the special meeting of the directors, which is printed herewith, it will be noted that there are now wide fluctuations in price for spot paper and that such limited offerings as there have been have ranged from $4.75 to $5.40 a mill.

How prices have increased in the past month is reflected in a statement issued by the Association in its bulletin of August 9, which stated:

How Prices Have Risen

"Publishers are experiencing extreme difficulty in securing additional tonnage above contract, and such as can be found is offered at prices well in excess of $3.75. Some lots have recently been offered at from $4.10 to $4.40 f. o. b. mill, and some small offers are reported as high as $4.65 mill and $5.20 delivered."

The statement of that date continued:

"These extreme demands indicate the danger of a run-away market, resulting in part through the operations of speculative brokers, and the many efforts of publishers to secure additional paper.

"It is reported that the mills now have on hand an average of but four days' supply, or less than at any time during 1918, notwithstanding the fact that during the first six months of this year production exceeded that of the first six months of 1918 by approximately 6 per cent. The Federal Trade Commission reports show that on June 30, there was on hand and in transit an average of about 27 days' supply against the supply of 56 days on June 30, 1918.

"There seems to be less surplus newsprint available for use at the present time than at any time during the war, and any interruption of production or transportation would result in even increased prices because of the absence of reserve stock or any margin of safety.

Economy Is Only Solution

"There seems to be no hope of relief through increased production of newsprint being secured at the expense of the production of specialties, because the specialty market is reported to be at the present time as high or higher comparatively than newsprint.

"There is reason to believe that the quantity of advertising will increase in the near future and the only visible hope of relief for the present seems to lie in universal and thorough economy on the part of consumers.

"It is suggested that publishers immediately co-operate with the publishers in their city with a view to taking steps to reduce consumption, and thereby lessen the danger of largely increased prices and unequal supply."

The statement of President Glass to EDITOR & PUBLISHER that the production of newsprint probably could not be increased for months is concurred in by the Newsprint Service Bureau of the paper manufacturers, which reports slightly less increase in production during the first eight months of this year than for the first six or seven months, as compared with the same periods last year, the increase for the first six and seven months being approximately six per cent. The Bureau does not expect any increase in the present percentage of increase during the fall.

"MOST RIGID ECONOMIES" NEEDED TO INSURE ENOUGH 1920 NEWS PRINT TONNAGE, A. N. P. A. DECLARES

FOLLOWING a special meeting of the board of directors of the American Newspaper Publishers' Association, the following statement, headed "The Paper Situation," appears in a bulletin issued by the Association:

"There has been little if any change in the paper market other than an apparent lessening of demand and wide fluctuation in price for spot paper. Such limited offerings as there have been have ranged from $4.75 to $5.40 mill.

"So far as has been learned, it seems to be the consensus of opinion that unless publishers collectively put into immediate operation the most rigid economies, the demand for 1920 tonnage may be expected to exceed the capacity of the mills with the resulting difficulties of a disturbed market.

"It is obvious that the only method of avoiding the anticipated difficulties of the future market is for publishers to realize that unless immediate reduction of consumption is effected and maintained prices may be expected to be adversely influenced for such paper as may be supplied under contract for 1920, as well as for such spot paper as may be available.

"Publishers are again urged to practice every economy."

SEATTLE TIMES JUMPS ITS PRICES

Management Says Raise to 5 Cents, Daily, and to 10 Cents, Sunday, Was Necessitated by the Increasing High Cost of News Print

(BY TELEGRAPH)

SEATTLE, Wash., Sept. 17.—On the ground that it will have to pay $500,000 more for its newsprint in 1920 than in 1919, the Seattle Times has increased its subscription price from three to five cents daily, and from seven to ten cents Sunday, and has also increased its advertising rates.

The managements of the Post Intelligencer, the Star and the Record say that no advance in the subscription prices of those papers is contemplated.

In a public statement, the Times explains that its Sunday paper weighs a pound and a half and, with newsprint at five cents a pound, costs it seven and a half cents for paper stock alone, although the Sunday issues are sold to vendors at four cents. Its daily papers weigh a half pound each, so the publishers merely break even at the advanced subscription price by selling the dailies to vendors at two and a half cents.

Cost Up Over 100%

"The cost of production has advanced the price of white paper more than 100 per cent," the Times declares. "We can either cease publication and wind up our affairs; call upon advertisers to pay, through advanced rates, this additional cost; can divide this additional cost between the readers, the advertisers and itself; can reduce the cost of publication by printing less news and fewer and less expensive features, or make some combination of these three preceding plans. The Times has selected the last plan."

Newspapers all over the country are confronted by the cold fact that the cost of production has greatly increased and must increase; revenues diminish expenditures or suspend publication, the Times concludes.

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WANTS NAVY RADIO TO CARRY NEWS

Representative Curry Wants Legislation Making Permanent the System Used During War Emergency—5-6 Cent Rate from Far East

WASHINGTON, Sept. 17.—Established charges of 5 cents a word for radio news and commercial messages by Navy wireless from the Philippines, Japan and Korea, and 6 cents a word from China, with the Secretary of the Navy directed to authorize such use of the Navy's system, are provided in a bill to be taken up for consideration by the House Merchant Marine Committee next week.

Secretary Daniels has reported that this press news and commercial service over the Navy's wireless from the Orient, which has been permitted during the war, will be terminated with the promulgation of peace. The existing law and regulations do not authorize such use of the Navy's wireless, according to the opinion of legal authorities.

While this interpretation of the law does not coincide with the views of the House lawyers, Republican Curry, of California, who introduced the pending bill, seeks to overcome the difficulty raised by the Navy and proposes a mandatory direction for continuance of the news and commercial radio service at fixed prices.

Matter of Great Importance

"The proposed legislation is of great importance to the newspapers and commercial interests of this country," said Mr. Curry today. "Unless the Navy wireless continues to carry news dispatches and commercial messages from Asia, Japan, the Philippines, and other Orient points, all such messages will have to come to the United States over the wireless systems controlled by the Japanese and British, and be subject to the censorship of agents of these governments.

"The tolls also will have to be paid to these foreign governments or operating concerns." Such a condition would be "intolerable," Curry added.

Newspaper Relics Burned

KANSAS CITY, Sept. 16.—O. H. Hovey, president of the Southern Printing Company, who has the finest collection of newspaper relics in Oklahoma, suffered almost its entire loss during a fire that destroyed his plant. His collection included autographed photographs of all Presidents from Grant to Wilson, complete first copies of Louisville Conrier-Journal, New York Tribune, New York Sun, Chicago Tribune and many other well known papers.

Portrait of Sibley on Exhibit

BOSTON, Sept. 17.—A portrait of Frank P. Sibley, war correspondent of the Boston Globe with the Yankee Division, by Mary L. Titcomb, is on exhibit in the Copley Gallery. Critics have pronounced it a fine bit of portrait painting that has behind the surface likeness the very spirit of "Sib"—the thing that General Edwards has said "made Frank Sibley an important part of the soul of the Yankee Division in France."

Adopts 12½ Em Column

STOCKTON, Cal., Sept. 15.—The Daily Independent is now being issued in eight-column page form. Twelve and a half ems is the new width of column, but 21½ inches continues as the length.

France Had a Chinese Paper

TROY, Pa., Sept. 16.—James Yen, editor of a Chinese newspaper in France, published during the World War, spoke on his newspaper experiences here recently. He told of the problems confronting him in establishing the paper, which was meant for circulation among the 200,000 Chinese fighters and laborers in France.

Issued Daily for Convention

"Printing," the New York Trade weekly, was issued as a daily during the convention of the United Typothetae this week.

$150,000 Paper Mill Fire

ASTORIA, Orc., Sept. 15.—The plant of the Astoria Pulp and Paper Company was totally destroyed this week with a loss of approximately $150,000. Several barges of paper stock were damaged. The fire is believed to have been caused by spontaneous combustion.

New Manager in Reading

READING, Pa., Sept. 16.—George W. Kunsman, a former business manager of the York Dispatch, has been appointed business manager of the News-Times and Telegram here.

S. J. DUNCAN-CLARK, FROM A NEW SKETCH



THE above picture shows the widely known chief editorial writer and Peace Conference reporter of the Chicago Evening Post, as he looks to Wyncie King, caricaturist of the Louisville Herald and long a close personal friend. The insert is of Mr. King.

Mr. King's type of work is something of a new departure in the field of caricaturing in that eccentricities of face and figure are treated with a moderate emphasis that stops short of grotesque distortion. It has been a feature of the Louisville Herald for the past year, and has been so favorably received by critics that a novel exhibit of sixty caricatures by Mr. King was shown at the Morristown (N. J.) Library between September 5 and September 15. The drawings, all made from life, included sketches of persons prominent in various fields of public life and portraits of physiognomic "types."

The exhibit was brought to Morristown from Louisville, Ky., and it is planned to show it in New York later in the Fall. The sketches shown were both in black and white and in color. In the latter group is a collection of drawings of members of the foreign military missions sent to this country during the war.

Among the sketches of persons more or less prominent at the moment was a caricature in color of Francis Wilson, president of the Actors' Equity Association, and another in color of Henry E. Dixey, also aligned with the striking actors; a black-and-white sketch of Coleman Dupont, and another, in the same method, of Lieut. Gov. James D. Black, of Kentucky.

An interesting and somewhat novel group consisted of a collection of sketches of "types" made by Mr. King at a recent session of the Kentucky Legislature. These are eccentric portraits in black and white of persons who, in the caricaturist's view, run more or less true to types of state politicians, in one way or another.

TELLS OF CARRANZA PROPAGANDA

G. L. Edmunds, Examined by Fall Senate Committee, Discloses Past Relations of Mexican "First Chief" With G. F. Weeks and Himself

WASHINGTON, Sept. 16.—George L. Edmunds, member of the Washington Bureau of the New York Sun, who was press agent for Carranza in Washington in 1915 when the First Chief was vieing with Francisco Villa in seeking recognition from the Wilson Administration, was a witness today before the Fall subcommittee of the Senate Committee on Foreign Relations, which is investigating the Mexican situation.

The appearance of Mr. Edmunds was important to members of the committee because of his ability to throw light on Carranza's propaganda in the United States. It was especially interesting to many newspapermen in that it recalled the famous Press Club controversies which raged between Edmunds and Robert B. Smith, now of the Chicago Tribune bureau, who was press agent for Villa

Edmunds and Smith, who were, and are, warm personal friends, met at the club every night to pay their respects to each other's candidate for recognition.

Calls Weeks Publicity Agent

Edmunds told the Fall committee that the cry of a "plot to force intervention by the United States in Mexico," and submitted documentary evidence to show that this cry was a favorite political expedient in Mexico. He told of the relations between Carranza and George F. Weeks, who had been mentioned in previous testimony as the man who furnished most of the publicity for the propaganda of the League of Free Nations, to the effect that there was a plot to force intervention in Mexico.

Edmunds testified that with Weeks he founded the Mexican Review in Washington in 1915, and that the publication was financed by the Carranza government through Eliseo Arredondo, Carranza's Washington representative at that time.

Only 200 Paid Subscribers

The witness said the Review was distributed to a free list of from 13,000 to 15,000 and had less than 200 paid subscribers. He said Mr. Weeks secured the matter published in the Review largely from Mexican publications favoring Carranza. Both he and Mr. Weeks, the witness said, were in the pay of the Arredondo Embassy.

"Why did you leave the employ of the Mexican Embassy?" asked Senator Fall.

"Mr. interpreter, Luis Cabrera," said Mr. Edmunds, "and published the interview. Mr. Cabrera decided that we had better sever our connection."

Publication of the Review was continued by Mr. Weeks in Washington until 1918, Mr. Edmunds said, and it was then moved to Mexico City.

"Apparently," said the witness, "there has been no interruption in the relations of the Review and the Mexican Foreign Office."

Cold Facts to Smash Bolsheviki

SEATTLE, Sept. 17.—An extensive local newspaper advertising campaign is being conducted by Seattle business men designed to stabilize industrial conditions. Full and half page display ads are being carried in all daily papers containing cold facts aimed to smash at the fanc of Bolshevikism.

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AD MEN WILL ENDEAVOR TO FORM PROGRAM FOR FUTURE INDUSTRIAL PEACE

One of Greatest Triangular Debates in Recent History Promised When Gompers, Wade and Clark Discuss Issues at A. A. C. W. Convention Next Week—New Orleans Promises to Surpass All Previous Attempts at Pageantry, Turning City Back 100 Years

(By Telegraph)

NEW ORLEANS, La., Sept. 17.

NEW ORLEANS, swept and garnished, is ready for the Fifteenth Annual Convention of the Associated Advertising Clubs of the World. The program of convention sessions, general and ,departmental, is now completed under the supervision of Lewis E. Pratt, first vice-president of the A. A. C. of W., who has spent the past two weeks here rounding into final shape the plans of the 1919 convention board of the New Orleans Ad Club. The convention's sessions begin Sunday and will come to a close Thursday afternoon.

The program of entertainment in which the Orleanians have done the heretofore impossible feat of "Turning a city back a century to show its progress," is also ready. In that entertainment, spread over three nights, nearly 2,000 citizens will take part in a pageant historical in all details of costume and staging.

To Stage "Impossible" Features

The city that has made Mardi Gras and its carnivals synonymous with sumptuous revelry throughout the world has thrown itself heart and soul into this task of showing the Ad Club delegates features impossible of duplication by any other city in America.

New Orleans of 1815, of 1860, of 1919 and of the future, will be spread before the gaze of the delegations of advertising men.

There will be more than an entertainment to this convention, however, since the Ad Club delegates are keen to formulate "A program upon which business can stand and under which the people can live" in the business problems of post-war reconstruction.

In one of the greatest triangular debates in recent history, Samuel Gompers will speak for labor; Festus J. Wade, St. Louis banker and member of the financial board of the U. S. Railroad Administration in wartime, will speak for capital and Champ Clark will speak for the consumer.

Historical Debate Promised

On Monday, September 22, the Eighteenth Century Night will be staged in the heart of the old French quarter centering on the Jackson Square that was the "Place d'Armes" in the early days of the colony. Colonel Allison Owen, recent commander of the 141st U. S. Field Artillery and noted New Orleans architect, will be in charge, assisted by the French and Italian societies of New Orleans.

All of Jackson Square and French Market is to be roped off from the public for the evening, admission being only by card. For the evening all modern lighting and transportation will be discontinued. The crude wooden and wrought iron affairs that were street lights of Nouvelle Orleans in the Eighteenth Century will swing above the street and over quaint and ancient doorways.

Ladies in the fascinating garb of that period will step daintily down the narrow banquettes, preceded by servants and torches. Torches will light the French market. As of old, one-mule carts, stage coaches and the vehicles of the Eighteenth Century will supplant today's electric street cars and will convey New Orleans guests from modern Canal street to the heart of two centuries ago.

The puppet shows of that time will stage their entertainments. Spanish soldiers with arquebus and sword will lounge about the gateway of the old military squares or will patrol stiffly up and down the streets. In the confectionery of the chevalier, he who first will receive President William C. D'Arcy, of the Advertising Clubs, with other dignitaries of his staff. The ancient streets that night will sound to the tread of Iberville, Bienville, John McDonogh. The Baroness Pontalba, who built in America its first apartment house, still standing in Jackson Square; Don Andres Almonastery; Rox as her father, Pere Antoine "Bebe," the military dancing master; Jean Lafitte and his brother, Pierre, with their crew of buccaneers and their pirate mate, Dominick You; Louis Phillippe, King of France, and his brothers; Mayor Girod, Baron Carondelett, the "chevalier" himself, and Jean Victor Mircou, Napoleon's rival.



WILLIAM C. D'ARCY.
President of the A. A. of W.

In the throng will be Ursuline Nuns, Jesuits, the "Filles de Cassette," those Casket Girls, King Louis, sent from France with their dowries as colonists' brides, the Natches, Indian basket makers; the "Cadians from the Attakapas," nobles of France and Spain, the Yellow Sirens from San Domingo, peddling merchants, street hawkers, coffee and milk women, gypsy musicians and dancers, flat boat men from Kentucky, the Orleans Guard, the military of that day, bear trainers and fortune tellers and mountebanks.

Orleans Night

Then on the next night, Tuesday, September 23, the wilds of time will roll back nearly a century. It will be "Orleans Night," staged by the Elks with Waldo Pitkin the chairman. The big scene will be laid at the foot of Canal street. There will be shown the period of New Orleans history from the Colonial days, ended the night before, to the days just "befo' de wah."

The delegates will leave by steamer from Jackson avenue and will be given a trip about the harbor by moonlight. They will land at the foot of Canal street. Flatboats, luggers and all forms of ancient watercraft of the river history will surround their landing place.

Whistles and bells will greet their arrival. On the public belt tracks ancient locomotives will snort and puff. Cotton bales will be piled high and torches and candle lamps will illuminate the scene. All will be screened off by a barrier at the foot of Canal street from the Louisville and Nashville station, and admittance from the Canal street end will be only by card.

Gov Claiborne Back to Life

Governor Claiborne is to welcome the ad men, one of his descendants is to impersonate that historic figure. Negro music will sound up and down the levee, plantation dancing to the tinkle and swing of the banjo will vie with the dancing of the famous Bambola and Calinda. Strolling about to greet the city's guests will be LaFayette, Aaron Burr, Dr. Antomarichi, Napoleon's physician, Myra Clark Gaines, Judal Touro, Marshal Ney, Marie Le Veau, the Voudou Queen, General Scott, Henry Clay, Paul Murphy, Adelina Patti, Jenny Lind, Mme. John, Madame Delphine, and James Caldwell, founder of the American drama; all the colorful picturesque groups that through the long dead years knew Orleans as the world knows them.

Negro roustabouts, steamboatmen, mammies with bralines, the cream cheese women, will swirl above with the colored "merchants" whose stock was sold from trays; negroes will tell fortunes as of old; lady folks will bob past in crinolines.

Organ grinders and their trained monkeys will vie in interest with the bottleman, the chimney sweeps answer the clothes line man of old New Orleans life, pickaninnies galore will gambol about the levee.

An oyster roast on the levee will provide refreshments; corn bread and molasses, hot corn, sweet potatoes, molasses gingerbread, mead, all of the old time delicacies and relishes will be offered the guests.

(Continued on Page 77.)

sold the pralines of New Orleans, will be sold again that historic sweetmeat. Coffee houses will have at their tables gallants and buccaneers, adventurers and soldiers of fortune.

In the Place D'Armes Don Alexandro O'Reilly, the Bloody O'Reilly of history,

SPACE-BUYERS' CHARTS AND MARKET SURVEYS OF STATE OF CONNECTICUT IN THIS ISSUE

EDITOR & PUBLISHER presents in this issue—pages 29 to 56 inclusive—the most comprehensive market surveys and space-buyers' charts ever compiled for a state and its principal cities.

In these surveys the resources, industries and market possibilities of Connecticut are set forth in great detail. In a general article the state as a whole is analyzed and in separate chapters the dominant cities are charted, under a standardized plan, by which space-buyers are afforded data of prime importance by the aid of which the value of city market units may be appraised.

This feature, which has entailed extensive research, will be found to be of immediate value to all advertising agencies, national advertisers and space-buyers.

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ENVIABLE CONVENTION MARK SET BY INTERSTATE CIRCULATORS

Splendid Program and Its Conduct Give Members Invaluable Benefits from Two-Day Convention—Visitors Received by Publishers and City Officials.

By Fenton Dowling

THE semi-annual convention of the Inter-State Circulation Managers' Association at Scranton, Pa., was perhaps the liveliest session of that body since its formation. Things began to happen with the remarks of President Fred I. Cook of the Scranton Republican, who opened the business session.

The executives of the local newspapers, Mr. Lynnett of the Scranton Times, Mr. Thompson of the Scrantonian, Mr. Keator of the Times, and Duffy of the Republican, fired enthusiasm in the meeting by their splendid addresses.

Growing Importance of Circulation Managers Evidenced

The reception of the visitors by the publishers, managing editors and representatives of the mayor and the Chamber of Commerce indicated the growing importance of circulation managers and at this particular meeting the spirit of co-operation between publisher and circulator was displayed to the utmost.

A program arranged so that business and pleasure were intermixed and no time lost was cleverly arranged and commented on most favorably. It reflected the studied effort of a most competent committee. The arrangement of this particular program could well be recommended to other associations as a working model for similar meetings.

Early Sessions Described Last Week

It was Editor & Publisher's privilege to be able to print excerpts from several notable addresses of the newspaper executives in last week's issue, our own representative at the meeting having filed by telegraph the opening report, crowding as much of the work of the early sessions into it as was possible.

While the ladies of the party were being treated by the Scranton local committee, consisting of the wives of the home newspaper men to an automobile drive through the residential sections and a visit to the Scranton Lace Mills, the preliminaries of the session were disposed of at the convention hall and all hands joined for a visit to the International Correspondence School.

Visit to "I. C. S."

Here the picture of the members, shown in this article, was taken by the courteous officials of that institution and the members were escorted first to a tasty luncheon and then through that truly wonderful school which has helped to make Scranton famous.

One can go sometimes beyond the great metropolitan cities and find an institution of world-wide prominence which is the outgrowth of a local community idea.

The International Correspondence Schools, of Scranton, grew out of a small "Ask and Answer" column based on the interest in coal mining and development of scientific methods employed in that marvelous industry for which the Lackawanna Valley is noted. The advertising and the publication and printing of the systems for handling the educational ideas of this institution were laid before the visitors and the time was spent most profitably.

Saw How Buttons Are Made

At the button factory, where the visitors next went, an amazing production of not only buttons, but trinkets, souvenirs, useful and ornamental articles running into hundreds of designs were molded and produced in imitation of hard rubber, rare woods, etc. Scranton is proud of that plant and the newspaper circulators were treated to inside glimpses of a very interesting industry.

The theatres of Scranton threw their doors open at the request of the entertainment committee and two evening parties found recreation at Poli's as guests of John M. McCarthy, manager.

Thursday was a busy day from early morning to late at night, some of the members taking midnight trains for home. A wide range of subjects held the meeting at the Crystal Palace Convention till two o'clock in the afternoon. Seven out of the nine papers listed in the program were read and discussed. A general discussion followed the papers and every man had an opportunity to clear up problems to his satisfaction. The chairman had the faculty of drawing out the information needed and the session waxed warmer and more interesting every minute.

Association Making Rapid Strides

The Interstate Circulation Managers' Association is making rapid strides in its membership—eighteen new members having been added to the roll since the last meeting. The list today shows 101 active circulation men in the fold.

Comments on the papers read seem hardly necessary in view of the reproduction of excerpts from them last week and in this issue of Editor & Publisher, but a few notable efforts are worth calling particular attention to.

G. A. Stewart, of the Clearfield Progress, who occupies a unique position, being managing editor and circulation manager of his paper, was able to analyze the needs of both departments and prove the effectiveness of co-operation. Mr. Stewart took the wind out of the premium idea and backed up his contention that a good paper needs no gifts of any other nature by stating that in his community, in a local section, where there are 1,700 homes he sells 1,400 copies.

Goodman's Fine Talk

M. L. Goodman, who is circulator of the Scranton Times and wholesale agent for out of town newspapers and periodicals, handling nearly 100,000 weekly and Sunday publications, told how to control newsboys to secure the best service and how to look after their welfare. It was a practical talk by a man who came up from the ranks and today enjoys a reputation throughout the East in circulation circles for aggressiveness and ability, not surpassed by anyone in his chosen work.

"Mike" told the I. C. M. A. members at the Buffalo meeting to give every attention to the welfare of the boys; find out where they live, what their circumstances were, list them carefully, help them in their misfortunes, teach them to be good business men, buy them a pair of shoes or a coat when needed, show a real kindly interest in them by studying their needs and their characters, never fail to keep track of their progress and their careers; show that you know them intimately; don't permit anyone to cheat them; protect them in law against sickness, render if you can medical and educational assistance—give them your loyalty and they'll give you theirs.

His paper at the Scranton session was full of meat of a similar character.

Much Credit Due Officials

Scranton newspaper men and their associates on the program arrangements deserve more than passing remark in the matter of their devotion to the comfort, entertainment and profit of the visitors. There didn't seem to be a hitch anywhere at any time in the carrying out of the plans, and members generally said they never before went through so much of interest and profit in two days' time.

The next meeting will take place in Harrisburg.

"The Value of Starting the Press on Time and What it Means to the Circulation Department," by E. J. Cullen, circulation manager of the Scranton Times; "Exclusive Agents and Why They are Desirable," by Adam G. Bridle, circulation manager of the Lancaster, (Pa.) Intelligencer & News, and "The Best Way to Control Newsboys and Get Maximum Results," by M. L. Goodman, secretary of The Scrantonian, were interesting and informative addresses delivered in addition to those of Messrs. Lynett, Farley, Finley and Stewart printed in Editor & Publisher last week.

"Among the advantages of starting the newspaper press on time," said Mr. Cullen, "are enabling the mailing force to count, wrap and tie all bundles correctly and accurately, thus preventing shortages; giving the delivery department ample time to make their deliveries to trains, street cars, post offices, carriers, enabling the latter to receive their bundles on the same trains every day and so eliminating dissatisfaction and increasing circulation by educating readers to expect editions at a definite time.

Speeding Up the Press

"Up to five or six months ago, the Scranton Times was accepting local advertising copy up to an hour of press time, with the result that the start of the press was delayed daily—sometimes as much as thirty or forty-five minutes.

"Finally, when advertisers got to waiting until the last minute to turn in their copy, conditions became intolerable, and we printed a notice that all copy for display advertising must be turned in by 3 o'clock on the day preceding publication.

"This seemed a bold move and the management expected that there might be some loss of advertising until advertisers were educated to conform to the new schedule. One of the agencies which handled grocery advertising protested that it was impossible to quote prices until the day of publication, because of rapid fluctuation in the prices of foodstuffs.

"There were other protests, also, but within a week, copy was coming in promptly on schedule and the press was starting on time. It was noted that the grocery advertising was coming in, sometimes, two days in advance. Advertising forms were ready to close two hours before press time.

"What has been done by the Scranton Times can be done by the management of other newspapers which have been experiencing the same trouble."

Getting into a Rut

Mr. Bradle said that the experience of the Lancaster Intelligencer & News caused it to favor the employing of "exclusive" circulation agents, because it had found that the agent who handled all newspapers usually "got in a rut."

"The general agent takes the attitude that he need not go after new business because he represents all the newspapers and anyone who wants to buy must come to him. Neither does he care particularly which paper a reader buys.

"Our experience also has been that agents handling several or many papers are opposed to our working his town

(Continued on Page 28.)



MEMBERS OF THE INTERSTATE CIRCULATION MANAGERS' ASSOCIATION IN SCRANTON, PA.

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DEATH OF BEN ALLEN SHOCKS MANY THROUGHOUT WHOLE NATION

Known and Loved by Public Men and Fellow Journalists, Big Hearted Washington Correspondent Loses Life in Performance of Duty.

Washington, Sept. 15.

NOTHING in recent years has so shocked newspapermen in Washington as the death, Monday, of Ben F. Allen, correspondent of the Cleveland Plain Dealer, in an automobile accident in Portland, Ore., while accompanying President Wilson on he Pacific coast trip in behalf of the treaty of peace with Germany.

Not alone because it was Ben Allen, one of the most upstanding and beloved members of the corps of Washington correspondents, but because it was a member of the craft "killed in action" that the more than 200 newspapermen in the Capital were stunned.

News Overshadowed Even Treaty Story

Washington newspapermen received their first information on the accident from a bulletin to the Associated Press, released to Bond Geddes, the A. P. man on the Senate side of the Capitol. Treaty stories were taboo while every member of the gallery grouped about the operator's table pressing for a "sub-bulletin," saying Ben Allen was not really dead and that "Bob" Small on Stanley Reynolds were not hurt seriously.

The hoped for reassurance in the case of Robert T. Small, correspondent of the Philadelphia Public Ledger, and Stanley M. Reynolds, of the Baltimore Sun, came in an hour or so, but with it came confirmation of Allen's death.

Most Hardy Broke Down

Veteran correspondents, immune to emotion of every sort, whose "cub" days were spent at police headquarters, spoke hoarse comment on the shocking manner in which "thirty" came for the genial Ben. To their tributes were added those of Cabinet officers and other public officials with whom the Plain Dealer's correspondent had come in contact.

Mr. Allen was born at Hannibal, Mo., the son of a Congregational minister and was educated at Oberlin College. He was prominent in every form of athletics and was a pitcher on the Oberlin baseball team. When 21 years old, Allen went to Cleveland and asked for a "job" on the Plain Dealer.

John M. Siddall, now editor of the American Magazine, was a member of the Plain Dealer editorial staff, and he knew Allen at Oberlin. The first vacancy on the reportorial staff went to Allen, and that connection formed in 1899 was broken only by the overturned automobile on Columbia Highway this afternoon.

Intimate Friend of Big Men

As a "cub" on the Plain Dealer, Allen took assignments and occasionally assisted in the sports department. In doing the latter he followed his natural inclination which had been earlier expression at Oberlin, and after he became a Washington correspondent he remained an ardent baseball "fan." When his work would permit he attended the American League games in Washington, "rooting" for Griffith's Nationals, except when the Cleveland club was in town when he would see pennants for none but the Indians.

From a police reporter's beat Allen went to the copy desk, and then became assistant city editor and city political editor. While engaged on the latter beat he met Newton D. Baker, and the two remained warm personal friends. While in charge of the Plain Dealer's Bureau at Columbus, Allen met and married Miss Blanche Drake, of Kimball, O., the daughter of a State Senator. He came to Washington in 1909.

Mr. Allen was a member of the National Press Club and the Gridiron Club. He was a member of the Standing Committee of Correspondents in Charge of the Press Galleries of Congress and was an indefatigable worker for the best interests of the profession. He left a widow and two small children.



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THE LATE BEN F. ALLEN

Among the tributes paid to Mr. Allen by prominent Federal officials were the following by Secretary of War Baker and Postmaster General Burleson:

Secretary Baker Pays Tribute

Secretary Baker: "Ben Allen's death removes one of the veteran newspapermen and journalists of Washington. Although relatively young, he had established himself by character and force as one of the leaders of the group of distinguished journalists kept in the National Capital by the great papers of the country.

"His fidelity to the truth and wise judgment of men and affairs made his work reliable as a matter of news and important as a matter of comment and opinion. In a sense he was a public man, interpreting the life of the Government to the people of the nation. Those of us who knew him personally loved him for his high purposes and the simplicity and sweetness of his life.

He Represented the Best

"Cleveland and the Cleveland Plain Dealer have suffered a great loss, and the profession of which he was an honored and honorable member will miss his strong influence and vigorous personality."

Postmaster General Burleson: "He was one of the finest men in the newspaper profession. I have known him for years and I learned to love and admire that strong virile character, which detested sham and insisted upon truth and square dealing. His life was devoted to fighting for honest politics, and he himself represented the best in private and public life.

"He was a soul of the highest character, a man whose word was golden, a

(*Continued on Page 58.*)

PRES. WILSON SENDS HIS CONDOLENCES

Telegraphs Special Message to Mrs. Allen and Family—How Accident Occurred —Allen Had Been the Life of the Party

(By Telegraph)

PORTLAND, Ore., Sept. 15.—Ben F. Allen, staff representative of the Cleveland Plain Dealer, with President Wilson's party on the Western tour, was killed here today and three other newspapermen were injured when the automobile in which they were riding was overturned. James R. Patterson, Portland realty broker, owner and driver of the car, also was killed.

Besides Mr. Allen, who was one of the best-known newspapermen in the United States, the newspapermen in the accident were Robert T. Small, of the Philadelphia Public Ledger; Stanley Reynolds, correspondent for the Baltimore Sun, and Robert Sullivan, reporter on the Portland News. Mr. Reynolds sustained a broken arm, dislocated shoulder and severe cuts and bruises. He is confined to Good Samaritan Hospital, Portland.

Others Not Seriously Injured

Mr. Small was painfully, but not seriously cut and bruised. He was attended by Admiral Carey T. Grayson, President Wilson's private physician, and expects to continue on the trip. Mr. Sullivan's injuries are not serious.

The tragedy cast a cloud of gloom over the entire party and seriously marred the President's day in Portland. Mr. Wilson, at a luncheon following the accident, feelingly referred to Mr. Allen as a close personal friend, and sent to Mrs. Allen the following telegram:

"Our hearts go out to you in deepest sympathy in the tragical death of your husband, whom we all esteemed and trusted. He will be missed as a true friend and a man who always intelligently sought to do his duty."

The accident occurred when the President and his party were returning from a trip on the Columbia River Highway. Mr. Patterson swerved his car to avoid another machine, which unexpectedly had run out into the road, and left the roadway into a ditch. The machine then traveled 150 perilous way along the ditch for 160 feet. The driver made a final effort to guide it back into the pavement.

Turned Completely Over

The machine catapulted through the air and turned completely over Mr. Allen, who was on the seat with the driver. He was pinned beneath the car and died almost instantly. Mr. Small was thrown first, alighting in the clump of bushes. The driver of the machine that struck into the highway causing the accident was taken into custody.

Mr. Allen's fellow correspondents on the President's special train were grief-stricken when they learned of Mr. Allen's untimely death. He had been the life of the party since they left Washington on the night of September 3. He was a big, strong, good-natured fellow, who always had a kindly word for all, said his fellow correspondents.

WASHINGTON HONORS ALLEN'S MEMORY

Congressional Press Gallery and All Newspaper Associations Take Official Action and Will Have Representatives at Funeral Saturday

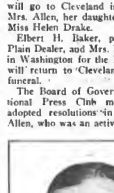
(By Telegraph)

WASHINGTON, D. C., Sept. 17.—Chairman Gus Karger of the Standing Committee on Correspondents has appointed a committee composed of Lewis Strayer of the Pittsburgh Dispatch, chairman; James L. Wright, Mr. Allen's assistant in the Plain Dealer bureau; Robert M. Gunter of the Pittsburgh Gazette Times, Roy A. Roberts, Kansas City Star; Carl D. Ruth, Cleveland News and Leader, and George L. Edmunds, New York Sun, to prepare resolutions on the death of Mr. Allen. A suitable floral tribute will be sent to Cleveland on behalf of the correspondents.

Mr. Allen's body is expected to arrive in Cleveland on Saturday night, and Mr. Wright will attend the funeral as the representative of the Press Gallery. He will go to Cleveland in company with Mrs. Allen, her daughter and her sister Miss Helen Drake.

Elbert H. Baker, publisher of the Plain Dealer, and Mrs. Baker, who were in Washington for the Pershing parade, will return to Cleveland to attend the funeral.

The Board of Governors of the National Press Club met tonight and adopted resolutions in tribute to Mr. Allen, who was an active member of the



ROBERT T. SMALL.

club and a former member of the board.

The executive committee of the Gridiron Club meets tomorrow night to take action and it is expected that Mr. Strayer will be selected as the representative of the club to go to Cleveland to attend the funeral.

A general meeting of the correspondents has been called to be held in the Press Gallery of the House of Representatives Thursday afternoon to receive the report of the Strayer committee in addition to the adoption of resolutions out of respect to Mr. Allen. It is anticipated that a motion would be offered by Chairman Karger to instruct Robert T. Barry to send messages to Mrs. Small and Mrs. Reynolds expressing the regret of the correspondents over the injurying of the Public Ledger and Baltimore Sun representatives and the gratification over their escape from the fate of Mr. Allen.

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NEWSPAPER MAKING

A Department of Practical Service for Publishers and Advertisers Conducted by Jason Rogers, Publisher of the New York Globe and Author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising

IT has been suggested that I devote one of this series of articles to the topic of relations between newspapers and labor unions, and I am doing so with a full knowledge that perhaps I may be getting myself into hot water on account of the liberality of my views.

Admitting in advance that the daily newspapers have often been more afflicted and handicapped by arbitrary and unreasonable demands of labor than most other industries, I nevertheless feel that if we as employers had kept well in advance of best thought on the subject and led the way through progressive practices, we would now be much better off.

A few years ago newspaper publishers felt themselves more largely at the mercy of organized labor than anyone else, for their circulations were largely a matter of popular vote as represented by the pennies paid for papers, and publishers threatened with a strike or a boycott usually conceded the point.

Labor Works with Us

Much of this is now behind us, for organized labor such as we have to deal with has been working with us to establish and maintain the validity of contracts between employer and employe with elaborate formalities for arbitration before a strike is authorized by international bodies.

Organized labor has found that it can never win in a contest against public opinion, and that in the absence of favorable publicity an unjustified strike never can win wide enough popularity to be successful.

The memorable stereotypers' strike in Chicago in 1898 during which no newspaper was printed for over a week and which resulted in complete defeat for the strikers, and the strike of the pressmen there a few years ago with like result showed organized labor that unreasonable strikes produce little nourishment against a united press.

On the other hand, our newspapers as a whole have sought to be absolutely fair in their relation with labor, for the reason that they recognized the great advantage to them of bringing about trade or bargain with responsible organizations free from the petty and selfish demands of small local units, in many cases wholly underpendable and without responsibiliy.

Advertisers Cannot Be Scared

In the old days the department stores and other local advertisers were much weaker and more easily scared than they are today. During an illegal strike in the Globe office last April not a single big advertiser dropped out and we did not have a single demand for rebate on account of loss in circulation.

Advertisers and merchants have learned that business men cannot afford to assist in making illegal strikes effective even though it may cost them a few dollars in the results produced by their advertising.

During the big five weeks' strike of the news dealers in New York during February, 1918, when some of the newspapers circulated less than half of the usual number, there was only a half-hearted suggestion on the part of a few advertisers for a concession, but so far as I know none was made them by a single newspaper.

I merely recite these incidents for their heartening effect, and not because I am not in favor of the highest possible compensation to labor.

I have always maintained the position that the Globe was willing to pay as much money for any service as could be secured by agreement from the New York Publishers' Association, and that in case demands grew faster than my ability to produce revenue to meet them, I would quit.

Enormous Increases

In view of the enormous increases in salaries and wages now paid by the newspapers for services of various kinds, it would seem that before we as manufacturers should carefully study the broad principles being applied by other manufacturers to bridge the unsettled period right ahead of us and readjustments which must come later.

We can hardly expect labor to forego any of the advantages it has secured through necessities of the war period and yet those of us who have given the matter careful study must face with effective work throughout the newspaper factories.

It is easy to conceive how employees view with suspicion and distrust all our arguments that their demands for shorter hours and more pay are impossible. Men who are worrying their heads off trying to make both ends meet readily get an erroneous impression that the concern is making enormous profits.

I have watched with interest the discussions of statesmen, business men and others regarding the impracticability of profit sharing without some device for standing a share of the losses.

Lack of Frankness

The impression it gives me is that of regret at the lack of frankness on the part of employers in dealing with such a situation. If they really were sincere in their effort to solve the problem and could not find the answer I would be sorry for them, which I am not because I think that they are trying to put something over on the producer through pretense of impossibility.

If, for example, every business concern were forced to fix upon itself a valuation worked out on a standardized form applicable to each industry in separate units, we would have a fair basis for arranging a sound profit sharing plan and incidentally a solid base on which to assess city, state, and national taxes.

Rewards and Obligations

Upon the stated valuation it would be fair and equitable to allow the owners say a banking return of 3½ per cent, in addition to an equal fifty-fifty share in the profits with labor after costs of manufacture, selling and reservations for depreciation, replacement and such are provided for.

Profit sharing means participation in losses provided it is properly applied, and labor must in its turn generate recognition and reward forego something today in order to secure greater advantage in years to come.

If, for example, all industry was to start operations on the basis of wages or salaries as they were in 1914 before war inflations, and to determine upon a policy of paying the same rates to all labor as salaries and wages (aside from executive salaries) represented a proportion of the total payroll, everyone would be better off and better paid.

In case for any reason an off year may come, the concern would be on a sound basis to meet the storm. Salaries and wages would be on a normal base. In case operations involved a loss beyond the reserve hereinafter provided to be established by the workers to provide for such a contingency, the concern would borrow money from the bank or elsewhere, with all employees participating in the borrowing, for there would be no profits to divide until it had been repaid.

If it is desired to meet the objections of employers regarding participation in losses, it can be easily accomplished by creating a sinking fund through contributing part, say 25 per cent, of the total profits by both capital and labor before division, until an ample fund is provided, the interest on which fund could be applied for sick benefits or like purposes.

The employees should be entitled to representation in the management so that they through their fellows would have knowledge enough regarding the difficulties of operation and costs, to enable them to inform their fellow workers regarding the fairness or unfairness of demands. Increased responsibility would breed greater interest and co-operation.

Representation in Management

If in the development the employees and employer desire to provide for employees to gradually acquire stock in the enterprise, it could be easily done through provision of partial payments from half of the profits made through profit sharing, employees being entitled to the profits on the shares subscribed for by them, they in turn being charged simple interest on their notes.

The only danger to such an arrangement is failure to provide for a basis of valuation of the stock at the time of purchase, as above provided and for taking it back at a valuation reached when the employee quits or fails to fulfill his obligations regarding payments.

Viewed in the large the problem of relations with labor is more serious in the case of the smaller towns and cities than in large centers of industry, for many reasons, among them being the lack of supply of men to fill positions, the lure of higher scales paid in big cities, and absurd rules adopted by the union prohibiting liberal allowance of apprentices.

End of Labor Agitstors

Profit-sharing and participation is perhaps more practical and easily applied in the case of a small plant than a large one, at least for experimental purposes. It would cement the whole working force of such a plant together for greater success than anything else so far devised.

The plan I am indicating would be opposed by labor agitators, for their services would no longer be required, for most of the disputes would automatically become employers of labor.

Strange as it may seem, the lower the basic scale of wages decided upon as the base, the more widespread the scheme would be. During the season of great prosperity, the profits would be all the larger and during the season of poor business and possible loss, the deficits to be met by borrowed money would be so much less.

To me, the so-called labor problem is more imaginary than real. I would rather deal with it as intelligent units

(*Continued on Page 36*)

American Press Saved Cardinal Mercier Great Belgian Prelate

CARDINAL MERCIER, "great father of all the Belgians," who is now a visitor in this country, gives all credit to the newspapers of America for saving him from the Germans. Speaking to newspapermen at Baltimore a few days ago on his experiences during the war, he said:

"They (the Germans) wanted to lay hands upon me, but the power of the press in your country stopped them. The Germans knew the strength of public opinion in the United States, and they decided that I was not the man they could afford to put in prison."

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A Practical Advertising and Merchandising Plan to Sell Newspaper Space

You are invited to inspect the exhibit of the

Newspaper Division

CONVENTION HEADQUARTERS
Hotel Grunewald, New Orleans

September 22, 23, 24, 25, 1919

This exhibit will be exactly what its name states: "A Practical Advertising and Merchandising Plan to Sell Newspaper Space."

Every newspaper publisher and advertiser can turn to his own advantage ideas from this exhibit.

For those who cannot attend the convention, an endeavor will be made to supply through the mails, as much of the material as possible. Write for it.

Exhibit Originated and Contributed by

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

15 E. 26th St. NEW YORK | Harris Trust Bldg. CHICAGO | Waldheim Bldg. KANSAS CITY | Monadnock Bldg. SAN FRANCISCO

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COVERING PRESIDENT WILSON'S TOUR

Every Facility for Comfort and Happiness Placed at Correspondents' Disposal on Special Train—President and Staff Co-operate

By HUGH BAILLIE
OF THE UNITED PRESS.

(*By Telegraph to* EDITOR & PUBLISHER. *Exclusively*)

DUNSMUIR, Cal., Sept. 16 (Aboard the President's Train).—A combination White House and newspaper office on wheels.

That's a pretty fair description of the special train on which President Wilson, accompanied by eighteen newspapermen, three motion picture camera-men and a staff of stenographers and other attaches, is touring the United States.

Three compartment cars are taken up by the newspaper men and the clicking of typewriters may be heard there in almost any hour of the day or night.

The President resides in his private car, "The Mayflower," which is the last car on the train. Occasionally the President strolls through the cars, looks in at the newspaper men at their work, and takes a seat in the club car up ahead, where he speedily accumulates a "gallery." There he talks about the big issues, spins a yarn once in a while and altogether acts quite human.

President Can Argue

If anyone should disagree with him on any topic the President is quite ready to argue about it. He sometimes tells of his own experiences while running a college newspaper. Mr. Wilson usually shows interest in what the newspaper men have to say with regard to public opinion on various topics.

The principal worry of the newspaper men is with regard to where and when they can file their stuff. On the Pacific Coast where the time is three hours behind New York time, that problem is especially acute. The Western Union has a representative on the train whose job is to arrange filing places and have operators on hand to take care of the filings. After each speech there is a dash back to the train, and the stories are written and handed to the telegraph representative for him to file at the designated point.

The Party's Humorist

Humorists are aboard, whose jests relieve the monotony of the trip. Perhaps the chief among these is Dave Hardester, the conductor, a veteran of many presidential tours. He has a new monologue every morning.

There is an unofficial press club along. It meets in the car up ahead of the diner, and its members talk shop while the plains of Dakota, the mountains of Montana or the orange groves of California roll past the windows. The train carries its own newspaper office atmosphere right along with it and after a day of crowds, cheers and various thrilling episodes when the men get back to their cars—"Home again" they say, and they almost mean it. The train does seem like home, and it's good to get back to the door step of your own car and find your porter, imported all the way from Washington, D. C, waiting there with a grin of welcome.

Although the President is accessible he isn't bothered unless there is something of great importance to take up with him. His secretary, Joseph Tumulty, is his spokesman on most matters.

Dr. Grayson, his physician, is one of the best newspaper men on the train. He has a real nose for news features and ferrets them out almost daily, then hands them over to the correspondents.

Tom Brahaney, a former newspaper man, now of the President's Staff, makes most of the official announcements. These gentlemen reside in the White House car, which is between the newspaper section and the Secret Service men's car. The latter car is next to the President's and newspaper men representing the press associations live among the Secret Service agents.

All Hard Workers

One of the hardest working individuals aboard is Charles Swem, the President's official stenographer. He makes a stenographic report of all Mr. Wilson's speeches and then rushes back to the train to transcribe. This he does in an empty baggage room in the club car, pounding out Mr. Wilson's words on mimeograph stencils, which are run through the mimeograph by his assistants and several hundred copies made of each sheet.

The club car usually is filled with newspaper men during this work waiting for a complete copy of the speech. Sometimes Swem is interrupted in the midst of his transcribing to run to the rear with his notebook when Mr. Wilson shows signs of making a rear-platform speech.

Swem holds the world's record for fast typewriting.

Food is an important item of life on the train and the Pennsylvania Railroad experts who are in charge of the diner are always on the alert for new local dainties. If the special enters a melon country, for instance, some of those melons speedily appear on the menu. The President's meals are prepared by his own cook in his private car. On several occasions the newspaper men have enjoyed extra delicacies from the Wilson kitchen, which Mrs. Wilson wanted passed around.

The Portland Tragedy

Twenty correspondents started the trip. At Portland, Ore., came the tragic accident in which Ben F. Allen, of the Cleveland Plain-Dealer was killed and Robert T. Small, and Stanley Reynolds, injured, the result of an outsider trying to force his auto into the line of press cars following the President.

The automobile arrangements have been very good, each man being assigned to the same numbered car at every stop. The only time this plan was broken up was at Portland, where persons who were not newspaper men usurped places in the press cars and in the parade line-up, until the Secret Service had to be called on to straighten things out.

Levin Agency Officer Goes Abroad

Rene Silz, vice-president of the Charles D. Levin Advertising Agency, New York, and general American representative of motion picture films produced by Les Films Albert Dulac de Paris, has sailed for France, Belgium and Switzerland to make selling connections for several American manufacturers and to place some large advertising contracts in France, and to close some French advertising contracts for his own concern. Mr. Silz recently completed a Franco-American combination for the production of motion pictures.

Will "Clean Up" Music Ads

CLEVELAND, O., Sept. 17.—Attorney Ben C. Hyre, who looks after the legal end of the Cleveland Music Trades Association, has been elected secretary of the Piano Merchants' Association of Ohio, but his principal work will be in the line of "ad-censor" for this statewide organization, 150 strong. The Cleveland dealers have an "ad-censor" in the person of A. L. Maresh.

A Market No Advertiser Can Afford to Overlook

Erie

Pennsylvania

The Market, 157,000

Erie Population, 105,000; Suburban (35 mile radius) 52,000

The exceptional feature is this:

A large, concentrated, prosperous market—dominated by a single newspaper. That means big sales at low advertising cost.

Erie Daily Times

(A. B. C. Member)

Paid Circulation, 27,693

Line Rate 6c. flat. Evenings except Sunday

The Erie Times has 50% *more* than the *combined* paid circulation of its two daily competitors, and over *treble* the circulation of either.

Erie City population is 105,000 (conservative) that means 21,000 homes.

The City paid circulation (A. B. C.) of the ERIE TIMES is 18,939.

Suburban Erie, 35-mile radius, has 52,000 population—10,000 homes.

The suburban paid circulation (A. B. C.) of the ERIE TIMES is 6,718.

You can saturate this big market through The Times alone.

Obviously, Mr. Advertiser, the Erie situation is so exceptional as to be in *every* national campaign. *Net profit*—that's what you want. Select Erie therefore—large population and small advertising cost. You do not have to scatter your advertising funds. The Times dominates and you reap the benefit.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St. New York | Harris Trust Bldg. Chicago | Waldheim Bldg. Kansas City | Monadnock Bldg. San Francisco

The New Friendship in Business

PEOPLE have always bought goods on a friendship basis. They always will. But the kind of friendship changes. Formerly it was a purely local affair between customer and store, between retailer and wholesaler, and thus to the source of supplies—the manufacturer, still invisible and mysterious to the final consumer.

The public now demands that the manufacturer step down from this pedestal into national friendship.

It has become more and more the habit of the American people to consider advertising the proper, natural, and honest way for the maker of an article to ask for their friendship based on the value of the article made. Advertising is thus not alone for the sale of more goods but, also for making those sales give a customer friendship so reasonable and direct that it will survive panics, prosperity sprees, and changing customs.

For twenty-eight years George Batten Company, Inc., has successfully directed this force of advertising for broadening and strengthening customer friendship for manufacturers. Not the least part of this service has been in giving the manufacturer an outside viewpoint, the ability to see himself both as his customers do see him and as they might be taught to see him for better understanding.

For the efficient rendering of such intimate service there must be a friendship also between client and agent, a friendship based on a similarity of tastes and ideals such as direct in the choice of a family physician or a close, legal counselor. Our mental processes, our aims, ideals, and judgments—the very texture of our life—is shown incidentally in our current brochures, called Batten's Wedges, which are timely discussions on subjects of business interest.

Any business executive desirous of judging the value of our acquaintanceship we will gladly add to this mailing list on his writing us on his business letter-head.

GEORGE BATTEN COMPANY, Inc.

WILLIAM H. JOHNS, President

Advertising

381 Fourth Avenue, New York

10 State Street
BOSTON

McCormick Building
CHICAGO

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C. P. A. SETS NOV. 27-28 FOR CONVENTION

Dates Decided by Postal Vote—Fredericton (N. B.) Mail Elected to Membership—Again Will Handle Victory Loan Advertising

TORONTO, Sept. 17.—By a postal vote of the directors of the Canadian Press Association, it has been decided to hold the annual meeting on November 27 and 28. The date was originally set for June but owing to the serious labor troubles prevailing at the time, it was thought wise to postpone the meeting until the fall.

Uncertainty regarding the date of the Ontario prohibition plebiscite and the provincial election has led to further delay and it was only this week that the directors were able to come to a decision.

The latest daily paper to join the membership of the C. P. A. is the Fredericton, N. B. Daily Mail.

Temporary recognition has been granted by the advertising committee of the C. P. A. to the Federal Advertising Agency, London, Ont.

Preparing for New Loan

With a third Victory Loan campaign for Canada looming up on the horizon, steps are now being taken to organize for the necessary publicity. The general plan to be followed will be quite similar to that of a year ago. That is to say the Canadian Press Association will accept full responsibility for handling the press publicity. This work will be divided into two parts, viz., paid display advertising and press news and feature service. Each division is in charge of a special committee, the chairmen of which together with the president of the C. P. A. forming a general executive committee.

The display advertising committee will consist of the following: George E. Scroggie, Toronto Mail and Empire, chairman; W. J. Taylor, Woodstock Sentinel-Review; H. B. Muir, London Free Press; W. B. Preston, Brantford Expositor; Eugene Tarte, Montreal La Presse; Henri Gagnon, Quebec Le Soleil; P. Geo. Pearce, Waterford Star; John Weld, Farmers' Advocate, London; John M. Imrie, Manager, C. P. A., Toronto.

Extended Among Six Agencies

The committee has completed arrangements with six advertising agencies for the preparation and handling of the campaign. A. McKim, Limited; McConnell & Fergusson; Smith, Deune & Moore, Limited, and J. J. Gibbons, Limited, will co-operate with the committee in regard to display advertising in all publications other than those published in French, while Desbarats Advertising Agency, Limited, and the Canadian Advertising Agency, will be utilized particularly in regard to the campaign in publications published in French.

As regards the press news and feature service, W. J. Taylor, Woodstock Sentinel-Review, will act as chairman of the central committee, with headquarters at 34 King Street, West, Toronto. Nelson Wilkinson, an experienced Canadian newspaperman, recently managing editor of the Toronto World, will take editorial charge of the service.

The actual selling campaign in connection with the Loan commences on October 27 and lasts for three weeks. Advertising will start well in advance of the campaign.

Lawrence and Bird Form New Feature Service

Will Handle Only Subjects of National and International Interest—"Along the Potomac" Is First

WASHINGTON, D. C., Sept. 15.—The Washington Feature Service, a subsidiary of David Lawrence, Inc., has been organized to handle newspaper features dealing solely with national and international events, though they will cover a wide range of subjects from humorous verse and comment to serials on governmental problems David Lawrence, the Washington correspondent, is the head and the business manager is William A. Bird, IV., formerly a member of the New York Tribune's Washington bureau and lately editor of Good Government, New York.

The service's first feature is 'Along the Potomac," a unique humor column written by H. R. Baukhage, formerly assistant managing editor of Leslie's Weekly and contributor to Judge. Baukhage has just secured his discharge from the A. E. F., where he served in the artillery.

At the cessation of hostilities, 'Buck" was attached to the Stars & Stripes where his quips and verses were a popular feature of the army's popular paper. In collaboration with LeRoy Baldridge, the Stars & Stripes cartoonist, he published a book of doughboy verse and sketches entitled "I Was There," which ran through two editions in France and which is being brought out in America by G. P. Putnam's Sons.

Baukhage and Baldridge were both "bucks," and Baukhage was finally commissioned in the Field Artillery before he left the service. He comes back to America with the new civilian's fresh outlook on men, women and events.

By coincidence, Lawrence, Baukhage and Bird all are natives of Buffalo, N. Y., and began their newspaper careers there.

VON WIEGAND WITH UNIVERSAL

Will Represent News Service As Head of Berlin Office

Karl von Wiegand, who for ten years has been a correspondent in Europe for American newspapers, has joined the Universal Service as head of the Berlin office. He was formerly the representative of the New York World, the International News Service and the New York Sun.

Among the most notable recent news achievements of von Wiegand have been his interviews with Gen. von Hindenburg, Gen. Ludendorff, Gen. Falkenhayn and Von Moltke and his article about Admiral von Tirpitz.

Recently he spent an entire day with William Hohenzollern at the latter's retreat in Holland and wrote a pen picture of the abdicated monarch. He has also interviewed the former German Crown Prince.

Shuman Agency Moves

CHICAGO, Sept. 17.—The Shuman Advertising Company, located for a number of years past in the Westminster building, Chicago, this week moved to larger quarters at 117 North Dearborn street. R. R. Shuman is president and is well known in the national field, having at one time been advertising manager for the Liquid Carbonic Company of Chicago.



EIGHTY brands of Talcum Powder were found on sale in Baltimore as the result of an investigation recently completed by the merchandising department of The Baltimore NEWS.

Do all of these brands sell? Does Lady Baltimore—or Lord Baltimore either, for that matter—go into a store, throw down a quarter, or a dollar, and say, "Give me a good can of talcum," trusting to luck or the will of the retailer to hand him anyone of the eighty?

Not so you can notice it. Investigation shows that about three-fourths of the purchasers call for brands by name, many dealers placing the specifying purchasers as high as 90 and 95%.

Truth is, the public has been educated in its tastes through advertising and has little time for less known brands, no matter how good they may be, until the name and qualities of such brands are brought effectively and systematically to their attention through advertising. Here and there a manufacturer may kid himself into the belief that special inducements to the dealer will take place of advertising to the public but in Baltimore, and we venture the same is true elsewhere, the dealer himself prefers to handle advertised goods.

With 80 brands to choose from it is significant that 90 stores should show 4 advertised brands as their best sellers. What are these brands? What qualities of merchandise or merchandising make these four the leaders out of the 80 brands sold in Baltimore? How do they rank in distribution? What is the individual percentage of distribution?

The individual reports of 100 stores, with tabulations showing the essential composite facts, will answer most of these questions. The invaluable, intimate view-point of 100 retailers and 7 wholesalers together with their observations and opinions in selling ALL brands of talcums—are embodied in this report.

A copy of which as will be glad to place in the hands of manufacturers, advertising agencies and distributors who are interested in talcum powders in this market.

Last week we outlined briefly some facts uncovered by an investigation and analysis of the sale of chewing gums in Baltimore. Whether you are directly interested or not you will want to read next week's announcement of a report just completed on Jams and Jellies.

The Baltimore News
Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank R. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

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MORNING EDITION.
The World
NEW YORK.

The Key to New York Is Adequate Preparation

An accurate estimate of the difficulties of establishing a new trade mark in New York territory is most unusual. It is customary either to exaggerate or to belittle them.

As a matter of fact, the same general rules obtain here as elsewhere. Before there can be a legitimate advertising prospect, there must be first a good product and proper financial backing. To these add adequate merchandising and adequate advertising and you have spelled SUCCESS.

Map out your New York campaign carefully, and a long time in advance of the date set for its launching. Overlook no smallest detail. Once you have started, work fast in order that you may not go stale. Secure representative distribution. And then, and not until then, release your advertising.

If you have been able to place your goods with every third or fourth or fifth dealer before your advertising starts, you can probably increase your representation to every second or third or fourth dealer during the first thirty to ninety days of your advertising campaign.

If copy, mediums and space are right, you have now only to "stick." Keep after the dealer. Get him to co-operate and his clerks to help. And keep after the public. Advertise, without intermission if possible, for at least three to five years.

If you will follow a program like this you will not only win your market, but you will say at the end of half a dozen years, "New York wasn't so hard. But I would willingly have doubled our appropriation, if I had had the slightest conception of the possibilities of the New York market."

Ask us how to secure distribution for your product by merchandising the demand your advertising will create.

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

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PRINTERS GIVE UP TACOMA STRIKE

Return to Work at Former Wages on Threat of Expulsion by I. T. U.—Publishers Win Fight for Arbitration Principle

TACOMA, Sept. 12.—Facing expulsion from membership in their international unions unless they obeyed orders to resume work, striking news printers on the News-Tribune and Ledger, who walked out a week ago and prevented these two papers from publishing for six days, returned to their posts last night. The stereotypers, pressmen and mailmen who later went ont in sympathy with the printers also resumed work.

The strikers returned at the old scale, which they were receiving under the contract which expired August 31, namely, $7 and $7.50. They demanded $9.25 and $10.

Statements by Both Sides

The only announcement made by the local typographical union on the return of the strikers was as follows: "The men have returned to work and an agreement has been reached satisfactory to both sides. The committee may have some statement to issue later."

The Ledger, which made its reappearance today, issued the following statement:

"The Ledger makes its reappearance after an involuntary suspension of six days. On Friday afternoon the members of the Tacoma Typographical Union went on strike after their demand for a scale of $9.25 and $10 for six and a half hour day had been refused by the Ledger and News-Tribune.

"The printers, stereotypers, pressmen and mail room employees came back to work for the same scale and under the same working conditions which obtained in the Tribune Publishing Company, before the strike.

"The Tribune Publishing Company has, however, given its employees a written guarantee protecting them from any reduction of this scale or change in working conditions during the next six months.

"The contract which expired on September 1, 1919, has been extended for a period of six months from date and a method has been provided in it by which a peaceful and legal method is outlined for settling any grievances which may occur."

Publisher F. S. Baker said that he did not want to expand on this statement at this time.

Victory for Arbitration

The Tacoma situation assumed the proportions of a celebrated case in the annals of the International Typographical Union. It was more complex in its relation to union law than any that has ever developed in the West. The pivotal point upon which the dispute rested was whether or not the controversial matter should be determined by local or international arbitration. The News-Tribune and Ledger management insisted during the strike that their only protection was to stand by the union rules and insist on international arbitration.

"International arbitration has been in practical operation for twenty years, has stood the test of experience, and has been repeatedly approved by an overwhelming majority of the local unions which compose the international organizations," said Mr. Baker.

May Not Be Settled Yet

Printers of the Tacoma Times, Scripps-McRae newspaper, returned to work after being on strike two days on a local arbitration plan, which Baker rejected.

That the last chapter in the Tacoma newspaper strike has not been written is declared certain by close observers of the situation. Communications are still going to and from officers of the International Typographical Union, as Mr. Baker contended from the start that he was abiding religiously by the agreement entered into between the International Typographical Union and the American Publishers' Association, which provided for international arbitration of disputes.

Strike Shuts Off Gas Supply from Seattle Linotypes

Compel Return to Hand Composition and Use of Gasoline Heaters for a While

SEATTLE, Sept. 13.—Strike of gas-workers in the Seattle Lighting Company's plant, with the resultant stopping of the gas flow, gave Seattle newspapers considerable trouble last week in the composing and stereotyping rooms. At the Seattle Post-Intelligencer type that usually came from a battery of twenty-six typesetting machines was set by hand for the first edition on the first evening of the strike when the city was taken unawares by the sudden walking out of the gas company's forces.

Appliances, composed chiefly of gasoline-burning pots to melt the metal, were improvised in the offices of the Times, Union-Record, Star and later at the Post-Intelligencer, and no further interference with publishing resulted.

Gould Made Managing Editor

WICHITA FALLS, TEX., Sept. 17.—John Gould, former Dallas and Wichita Falls newspaper man, has become managing editor of the Record-News, recently purchased by the Fort Worth Record owners.

SPHINX CLUB EXPECTS NOTABLE SEASON

Will Begin 1920 Program with 163d Banquet at Waldorf-Astoria, New York, on Evening of October 14

President George Eihridge announces that the Sphinx Club will hold its 163rd banquet at 7 o'clock on Tuesday evening, October 14, at the Waldorf-Astoria, New York.

The season of 1918 was one of the most successful in the 24 years of the club's history, and 70 new members were added to the Sphinx roster, with promises of many more. Representatives of practically all the foreign governments and the United States were represented at various times, and the Sphinx dinner speeches were quoted by the nation's press and translated into many tongues abroad.

The coming season promises to be especially notable.

Ad Managers in Agency Work

CHICAGO, Sept. 15.—Wendell Walker, late advertising manager of the Wander Company, and H. M. Legler, until recently in charge of sales and advertising for the Open Court Publishing Company, are additions to the copy staff of the Stavrum, Thomson & Bennett Advertising Agency, this city.

Sorensen Moves Up

CHICAGO, Sept. 16.—The Turner-Wagener Advertising Agency announces the election of R. A. Sorensen as treasurer. He has been in charge of auditing and checking

The News Leader Leads

DO YOU WANT TO DO BUSINESS IN RICHMOND—IN VIRGINIA, where the factories are working full time and the stores and shops are crowded?

If you do—these advertising figures from the RICHMOND newspapers for the FIRST SIX MONTHS in 1919 will interest you.

	News Leader	Times-Dispatch	Journal	Virginian
WEEK DAYS	3,998,672	2,086,362	2,067,862	584,584
SUNDAYS	No Sunday	1,834,129	No Sunday	467,904
TOTALS	3,998,672	3,920,491	2,067,862	1,052,488

The News Leader Leads in Advertising —3,998,672 Lines

The News Leader Leads in Circulation—48,681 Last Gov. Report

The News Leader Leads in Contact—3,000 more copies sold in Richmond than there are houses in Richmond.

FOREIGN REPRESENTATIVES:

Marbridge Bldg., New York KELLY-SMITH CO. Lytton Bldg., Chicago

ONE MARYLANDER IN EVERY FOURTEEN OWNS A MOTOR CAR

Maryland's fine system of state roads invites the motor tourist to drive through some of the finest scenery on the continent; naturally, the people of Maryland are motor enthusiasts. They are prosperous. They own cars and they use them on these splendid roads, and they are interested in every development of the motor industry; in every new accessory that will increase the comfort of their car; in every announcement of the tire makers, and they get their motor information from the columns of Maryland's Big Newspaper

THE BALTIMORE SUN

That The Sun is the favorite newspaper of the Maryland motor car owners and prospective owners, and consequently the first choice of automobile advertisers, is shown by the record of automobile advertising published in Baltimore Newspapers.

In August the Sun published in Morning, Evening and Sunday editions, 214,700 lines of Automobile Advertising (display and classified), 120,800 lines more than in same month last year, while the five issues of all other Baltimore newspapers in August carried only 146,800 lines.

The Sun, in other words, carried 67,000 lines of automobile advertising—more than all other Baltimore papers combined.

The Total Advertising Gain of the Baltimore Sun in the Eight Months of 1919 is Almost

4½ MILLION LINES

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TOUR OF SWITZERLAND CREATES INTERNATIONAL FRIENDSHIP

American Newspaper Correspondents, Who Covered Peace Conference in Paris, Are Guests of Swiss Government—Hospitality Showered Upon Them.

SWITZERLAND has recently been quite thoroughly visited by a group of the best known American newspaper correspondents, who have been in Paris covering the Peace Conference.

This visit was the result of an invitation by the Swiss Office du Tourisme, delivered to the correspondents in Paris by Alexander Castell, special delegate selected for the mission.

Through the Famous Simplon Tunnel

Starting the tour at Geneva, future home of the League of Nations, the party visited Lausanne, Vevey, Montreux, Chillon, Viege, and Zermatt. At Zermatt an ascent was made by cog-wheel railway to the "Gornergrat," where the party had a splendid view of the snowy Mattethorn.

From Zermatt the journey led to Brigue and Interlaken. At the latter point the correspondents were taken on mountain coaches to the entrance of the Simplon Tunnel, which is twenty kilometres in length, and which reduces the time of travel from certain parts of Switzerland to cities in northern Italy by twenty-four hours.

At Interlaken an elaborate entertainment was given the party.

Climbed Noted Mountain

On the following day the Americans had a real experience in mountain climbing, when an ascent of the Jungfrau was made. The party left Interlaken in the valley with the sun shining, and at the terminal of the mountain railway its members stepped out into a heavy snowstorm. Mountain climbing shoes and snow glasses were donned and the Americans pushed on to the summit of the mountain.

Next Lucerne and Lugano were visited. At Lucerne many views of the country were possible from convenient high points, and steamer trips were made to nearby resorts on the lake. Lugano, decidedly Italian in customs, language and architecture, was greatly enjoyed. In this picturesque spot the party was invited to the summer home of Mme. Tettrazzini, the famous grand opera star, so well known in America.

Received by President

When Zurich was reached a day's rest was declared as the members of the party had travelled so hard and had been so constantly entertained that a let-up in activity was necessary. Before leaving Zurich several museums, colleges, and other public buildings were inspected; also a silk factory where the entire process of silk-making was seen.

From Zurich the trail continued to St. Moritz and St. Gall, and at the latter place an embroidery factory was visited.

The climax of the visit to Switzerland was at Berne, the capital city of the republic. By special arrangement the members of the party were received by the President at his palace.

Throughout the entire journey hospitality was showered upon the American correspondents by officials and people alike.

Undoubtedly this visit has greatly strengthened the tie of friendship between Switzerland and the United States.

The following correspondents made up the party:

Charles A. Selden, New York Times; Mr. and Mrs. Lucian J. Kirtland, Leslie's Weekly; J. B. Hirsch, New York Sun; Lincoln Steffens, American Magazine; Warnick L. Thompson, Universal News Service; Florence O'Neill, Pittsburgh Dispatch; G. C. Hickok, Brooklyn Daily Eagle; Edward T. Gibbons, Chicago Tribune; Mr. and Mrs. Harold E. Bechtol, Newspaper Enterprise Association; Herbert Bayard Swope, New York World; William G. Shepherd, New York Evening Post; Mrs. Anne Elizabeth Shepherd, Everybody's Magazine; Carlisle Macdonald, New York Herald; Fred Benham, New York World, and S. S. McClure.



Photo by L. F. Kirtland

Right—William G. Shepherd, famous American war correspondent (his friends say it is his best picture). Left—Lincoln Steffens. Yes, the light does seem good, but they say it is breakfast.



Photo by L. F. Kirtland

Florence O'Neill, of the Pittsburgh Dispatch, and one of the Swiss children who, bearing wreaths as gifts, welcomed the American correspondents.



Photo by L. F. Kirtland

An outdoor luncheon of the Swiss journey. Shown in the picture are J. B. Hirsh, of the New York Sun; Fred Benham, of the New York World; Lucian J. Kirtland, of Leslie's Weekly; S. S. McClure and Lincoln Steffens.

Howland & Howland Named

The York (Pa.) Gazette and Daily have appointed Howland & Howland, 303 Fifth avenue, New York, as eastern representatives.

IF YOU NEED THIS KIND OF A SERVICE

—a service, which, entailing an expenditure of many millions of dollars over a period of years, has been amazingly successful, it may be worth your while to consider the

Liberty Advertising Agency,
INC.
149 FIFTH AVE., NEW YORK

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The Pittsburg Press

in the first eight months of 1919
published a total volume of

15,432,284
AGATE LINES

ADVERTISING

Greatest Result Getter

O. S. HERSHMAN, President-Editor.
New York Office, Metropolitan Tower,
I. A. KLEIN, Manager

H. C. MILHOLLAND, V. Pres. & Adv. Mgr.
Chicago Office, Peoples Gas Building
JOHN GLASS, Manager

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"SUSPENSION" REPLY TO STRIKE THREAT

One Hundred and Fifty-Two New York City Periodical Publishers Declare They Will Stop Publication Unless Unions Recede

Answering the threat of twelve unions whose members are employed in the book and job offices of the Employing Printers of New York, to strike on October 1 if an increase in wages of $14 a week, a 44-hour week, and other radical demands are not granted, the Periodical Publishers' Association has announced the decision of the publishers of 152 periodicals to suspend publication indefinitely unless the unions' demands are withdrawn.

Employing printers, periodical publishers, and union labor leaders have agreed that the stand of the publishers foreshadows the biggest fight the printing trade has known since the big strike of 1906 when the International Typographical Union and the United Typotheræ of America went to grips in a nation-wide strike on the eight-hour day. In the present situation about 20,000 union men are involved.

Meeting a Threat

Ninety per cent of the magazines and other periodicals published in the United States are printed in New York City and it is understood that substantially all of the larger publications were represented at the meeting where the decision was reached to suspend publication if the unions persisted in their demands. Newspapers are not affected as their agreements with the unions run until next April.

The announcement of the New York Publishers' Association was made over the signature of John Thayer Adams, secretary of the association and reads as follows:

"The periodical publishers of New York, at a meeting held Sept. 15, 1919, with 152 New York periodicals represented, agreed that, unless the unwarranted and unfair demands made on them by the radical labor leaders of the New York local unions were withdrawn, they would suspend publication until such time as the industry could be stabilized.

"Two publishers of publications of national circulation, now being published in New York, announced at the meeting their intentions to sell out their real estate in New York City, which is an entirely new property, and have ordered manufacturers of printing machinery, which was to be installed in their new buildings, not to ship, as they intended to secure property outside of New York, so that they might be free from the radicalism of local labor unions.

"The publishers of another periodical of more than a million circulation, who are now face to face with renewal of their leases, whose magazine is now paying payroll amounts to more than $17,000 weekly, announced that they will move their entire plant to a Western city rather than submit to Bolshevik rule with profit-sharing and their business.

"We hope that these steps will not be necessary."

The unions have flatly rejected an offer of the Employing Printers to increase wages $5 a week and likewise have refused to arbitrate the question of a 44-hour week. While declaring they will not moderate their demands, they have agreed to another conference with the employers Friday of this week.

Raise Strike Fund

The last conference between the employing printers and the representatives of the unions was held September 3 and at that time it was announced that the unions had levied assessments on their members of 10 per cent of their earnings in preparation for a strike.

While the announcement of the intention of the periodical publishers of their readiness to suspend publication, came a statement from the Printers' League, made up of employing printers who operate closed union shops, analyzing the demands of the unions, as follows:

"Assuming the increase in scale paid hand compositors to be representative of the percentage increase in cost of labor, it will cost $144.70 in labor to do work in New York what it costs $100 to do in Chicago, if the wage scales called for by the unions, together with the 44-hour week, are put into effect. Making the same comparisons as in the case of Chicago, each $100 worth of labor in twelve representative cities in the same competitive zone would cost $168.50 in New York."

Typothetæ's Stand

The question of a 44-hour week came up Monday at an executive session of the United Typothetæ of America, which is holding its annual convention in New York City. At this session it was voted to put the shorter day into effect October 1, 1921, as voted by the International Typographical Union as a whole, and by the other unions of the printing trades.

By accepting the proposition of the International, the employing printers, it is believed, will maintain that a contract binding on the International unions to enforce has been made, and that any strike action in New York will involve only the printers, but any other trades that may strike in support of them, into conflict with their international unions.

To meet the situation thus created, the National Conference Council of the Printing Trades, composed of Marsden G. Scott, president of the typos; Major George L. Berry, International president of the pressmen; James L. Freel, of the stereotypers and electrotypers; William Reddick, of the binders, and Matthew Woll, of the photo-engravers, with a committee of five employing printers, headed by A. G. Kendall, will meet in New York City this week.

This meeting will be followed by a meeting of a committee of the local unions, headed by Leon H. Rouse, president of New York Typographical Union No. 6 ("Big 6") with a committee of the Printers' League, the union shop section of the Employing Printers, of which William Green is chairman.

Pressmen on Strike

The present situation is complicated by a strike of two pressmen's unions at the plant of the Paul Bunyan Printing Company, in defiance of the International Typographical Union.

It is this strike which precipitated the action of members of the Periodical Publishers' Association to suspend publication. The Literary Digest is printed at the plant of the Publishers' Printing Company and is understood to have taken the lead in effecting the agreement. The attitude of the Employing Printers in this strike is explained in a statement issued by William Green, vice-president of the United Typothetæ, which reads, in part:

"The present strike in the printing industry of New York is a strike by the local unions against the disciplinary control of the International body. No question of hours, wages or working conditions is involved. The particular shop in which the strike occurred is a strictly union shop and for years has been operating under union conditions.

"The action of the local seceding union shows utter disregard for contracts for temporary advantage which can only result in industrial instability, in the overturn of collective bargaining, and destruction of confidence in the value of contracts.

"The present strike has a broader significance than merely a strike of the printing unions in New York. It will determine the faith the world can have in unions as to their ability or disposition whether labor is to abide by its contracts backed by a single national union, or whether a group of insurgents can by a promise of gain wreck completely the structure it has taken honest labor years to build.

Aiding Its Advertisers

KANSAS CITY, Mo., Sept. 16.—The Ohmsteze (Okla.) Times, a morning newspaper, is boosting its advertisers by using a small "box" on its front page telling the readers who the leading advertisers are each day and what they are advertising.

Major Asselin Re-entering Montreal Journalism

Founder of Le Nationaliste (Now Le Devoir) Is Starting La Garde Fou, a Weekly

MONTREAL, Sept. 13.—This city is shortly to have a new French-Canadian weekly called Le Garde Fou (The Railing), which will be edited by Major Olivar Asselin, who has just returned from four years of service at the front. In pre-war days Major Asselin was a well-known journalist, being the founder and editor of Le Nationaliste, which eventually became Le Devoir, now a daily and the organ of the Nationalist party.

Major Asselin broke with the Nationalist party over the war, so that his re-entry into journalism as the opponent of the party and paper he founded is likely to provide some sensational copy. He is considered by many to be the ablest French writer in Canada.

Widenberg-Anthony Engagement

NEW BEDFORD, Mass., Sept. 17.—Announcement of the engagement of Miss Anna Elizabeth Widdeberg, of Brooklyn, N. Y., to Edmund Anthony, son of Mr. and Mrs. Benjamin H. Anthony, and secretary and publisher's assistant of E. Anthony & Sons, Inc., publishers of the New Bedford Standard, has been made. During the war Mr. Anthony served in the Naval Reserve Force as seaman, for nine months assigned to duty in foreign waters. The couple met this summer, while Miss Widdeberg was on a visit to New Bedford. Miss Widdeberg is prominent in social work in Brooklyn.

Bryant Going to Philippines

KANSAS CITY, Sept. 16.—Vaughn Bryant of this city, one of the first graduates of the University of Missouri School of Journalism, is slated for appointment as dean of a school of journalism in the Philippine Islands. Dean Walter Williams of the Missouri school has recommended him, it is said, for the place.

Dupree Returns to Seeds Agency

INDIANAPOLIS, Sept. 16.—Lieut. Herman J. Dupree has rejoined the Russel M. Seeds Advertising Agency staff on returning from overseas service. At one time Mr. Dupree was advertising manager of the Remy Electric Company, Chicago.

Joseph Medill Patterson, co-editor of the Chicago Tribune, is confronted with electric signs all over the city announcing the film production of his novel, "A Little Brother of the Rich," which first was published in 1908.

Within One Hundred Miles of Indianapolis

Indianapolis is the commercial center of an agricultural territory of great wealth.

During the year 1918 within one hundred miles of Indianapolis farm crops were produced to the value if $350,000,000.00 and live stock within the same area was valued at $375,000,000.00.

A $625,000,000.00 production of agricultural wealth within one hundred miles of Indiana's capital city.

Are You Sharing in This Prosperity?

Large production means large consumption. The greater the production of wealth, the greater the ability to buy. The best way of reaching the consumers of this prosperous section is thru the advertising columns of the newspaper that goes daily into every one of Indiana's ninety-one counties.

The Indianapolis Star

Largest morning and Sunday circulation in Indiana.

Eastern Representative, Kelly-Smith Co., Merbridge Building, New York.

Western Representative, John Glass, Peoples Gas Building, Chicago.

One of the Shaffer Group of Newspapers.

THE SHAFFER GROUP—
The Indianapolis Star.
The Terre Haute Star.
The Muncie Star.
The Louisville Herald.
The Denver Times.
The Rocky Mountain News.
The Chicago Evening Post.

The Indianapolis Star Gained 1,746,918 Agate Lines During the First Six Months of 1919

Indianapolis wants the 1920 Convention of the Associated Advertising Clubs of the World.



THE NEW HOME OF THE TIMES-PICAYUNE, NEW ORLEANS, LOUISIANA

THE CORNER STONE

Of the New Home of The Times-Picayune, Corner North and Camp Streets, Will Be Laid

Wednesday, September 24th, at 5 P. M.

WILLIAM C. D'ARCY
President Associated Advertising Clubs of The World
Officiating

To which all Publishers, Patrons of The Times-Picayune, and the Public are Cordially Invited

THE TIMES-PICAYUNE

South's Greatest Newspaper

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MAINE MILLS BUILD BIG WOOD RESERVE

Notably the Great Northern Paper Company Overly Supplied for Coming Winter—Costs of Production Thus Reduced

BANGOR, Me., Sept. 17.—The big pulp and paper concerns operating in Maine have piled up pulp wood reserves at such a rapid rate during the past year that, the war being over and the labor market on a downward trend, the necessity for heavy reserves no longer exists. This winter they will curtail their cut 50 per cent or so in some localities, it is understood here.

The Great Northern Paper Company with mills at Millinocket and East Millinocket, on the Penobscot River, and at Madison, on the Kenebec, has so much wood on hand that it will greatly curtail operations this winter, cutting only 60,000,000 or 70,000,000 feet, compared with an average of 110,000,000 to 120,000,000 feet on both rivers, about two-thirds of the whole quantity being cut on the Penobscot waters.

Cut Chiefly by Contractors

The cutting of pulp wood, which is usually small, to medium size spruce, is carried on at all seasons and this past summer the Great Northern Paper Company has piled up a great quantity on the south branch of the Penobscot, close to the Quebec boundary, cut chiefly by contractors.

The contract system is coming into general favor with the pulp companies, as by letting out the cut they know definitely what the wood is to cost them, whereas the expense of maintaining their own camps is variable and uncertain, as well as expensive.

Last year fabulous wages were paid to pulp wood choppers, so scarce were they and the wood crop was a very costly one. This year, however, the labor market is liberally supplied, and wages have taken a decided drop. Hundreds of men are available in Bangor today, where not a dozen could be hired a year ago at this time. Under the contract system of cutting pulp wood, the contractor usually hires his men at so much per cord, and even at the reduced rates a smart, willing chopper can make big wages.

International Union Ousts Striking Pressmen

Will Fight "Attempt to Set Up Soviet Government in New York Shops," Declares McHugh

William McHugh, vice-president of the International Printing Pressmen's and Assistants' Union, issued a statement Monday night denouncing the strike of union employees of the Publishers' Printing Company as an attempt to set up Soviet management of the book and job printing offices of New York. It is the intention of the International to fight the seceding unions to a finish, he said.

A strike was called against the Publishers' Printing company thirteen days ago by local unions which have seceded from the International, a subsidiary of the American Federation of Labor, in an attempt to secure the discharge of pressmen who have remained loyal to the International. The plant has continued in operation.

In his statement Mr. McHugh declares the International is out for the forty-four-hour week and increases of $14 a week for pressmen, but that it will not resort to force when results can be obtained by arbitration. In this demand he asserts the pressmen are backed by the five international unions in the printing trade.

William Green, Chairman of the union shop section of the Employing Printers' Association, said the Publishers' Company was running on normal lines and that no other concerns have been affected by the strike.

Ross and Friedlander Form New Chicago Service

Will Specialize in Advertising of Wearing Apparel, with Office in Auditorium Building

CHICAGO, Sept. 16.—Penny Ross Advertising, a service agency corporation, is about to come into being with headquarters in the Auditorium Building. It will be under the control and direct management of Penny Ross, Chicago Tribune cartoonist and nationally familiar as the creator of "Mamma's Angel Child," who during the past year or so has been lending toward advertising illustrations, and Philip L. Friedlander, who for the last year and a half has been advertising and sales manager for Mayer Brothers, Chicago, manufacturer of boys' and young men's clothing.

According to Mr. Friedlander, the new corporation is capitalized at $25,000, "fully paid up," and a general advertising service will be furnished to retailers, special preference being given those in wearing apparel lines.

FIFTY YEARS PAPER'S OWNER

Col. W. B. Rogers Celebrates With Special Edition of Republican

TRENTON, Mo., Sept. 13.—The Republican has just celebrated the 50th anniversary of its publication under the management and ownership of Col. W. B. Rogers with a special edition of twenty pages.

The Republican, which is the oldest paper in Grundy County, was established as the Grand River News in 1864. Col. Rogers became owner of the paper in September, 1869. Col. Rogers was born in Greene Township, Fayette County, Ohio, February 8, 1835. He first went to Missouri in 1856. He has been active in politics and served as State Senator and during the Civil War was elected sheriff of Mercer County. He served in the Civil War as a captain in the 44th infantry of Missouri Volunteers.

Collins an Owner of Bonham News

AUSTIN, Tex., Sept. 17.—A. C. Wright of the Austin Statesman, has been appointed instructor in the mechanics of printing at the State University. He will direct the laboratory of the School of Journalism, and will have charge of most of the printing, including the Daily Texan. Mr. Wright succeeds W. B. Collins, who has resigned to take active management of the Bonham News, in which he has bought half interest.

In Honor of E. P. Butler

DES MOINES, Ia., Sept. 16.—Ellis Parker Butler, author, will be the guest of the Iowa Press and Authors' Club, September 22. Members of the Des Moines Women's Press Club and of the City Press Club have been invited to be present.

EDITOR AND SON ON LONG HIKE

Have Started to Tour Roosevelt International Highway on Bicycles

PORTLAND, Me., Sept. 17.—T. B. Windross, associate editor of the Sarnia (Ont.) Canadian Observer, and his son, Raymond, have started from Portland on a tour of the Theodore Roosevelt International Highway on bicycles.

They are traveling under the auspices of the Sarnia Chamber of Commerce and will register at every Chamber of Commerce and Board of Trade along the 4,000 miles of their journey, which probably will consume about three months. They will describe their trip in a series of articles.

N. Y. Free Ad Course Opens

The advertising classes of the New York Evening High School opened Monday. Instruction is entirely free, and is open to public school graduates of both sexes. The work is entirely practical throughout. Classes meet Monday, Wednesday and Friday evenings, between the hours of 7:45 and 10, and new students may register at the school building. David S. Mosesson is the instructor in charge.

Two New Journalism Teachers

DENVER Colo., Sept. 16.—Two members of the Denver Times editorial staff have been engaged as instructors in journalism in Colorado universities. Lee T. Casey will be in charge of the course at the University of Colorado, Boulder, Colo., and Willard E. Hawkins will be in charge of the classes at Denver University. Mr. Hawkins is also publisher of the Student-Writer, a journal for literary workers.

Forty Years a Publisher

TROY, N. Y., Sept. 16.—Former State Senator Michael F. Collins, publisher and proprietor of the Troy Sunday Observer, this month rounds out forty years of complete control of the paper. With his two sons, Frank M. Collins and Edward Collins, Mr. Collins has controlled the paper since a few years after its founding.

The Legionnaire Out September 25

FORT WORTH, Tex., Sept. 17.—The first edition of the Legionnaire, official publication for the American Legion of Texas, will be issued September 25. Kent Watson, formerly with the Associated Press, is editor and supervisor.

George A. Cummings of Oakland, Cal., has been elected secretary-treasurer of the Pacific Coast Advertising Clubs Association.

Say "Hello, Brooklyn!" at our expense when seeking any sort of information about this big market. Telephone or telegraph, reversing the charges to The Standard Union. This means you, no matter how far away.

Advertisers and Agencies at Your Service

THE S. C. BECKWITH SPECIAL AGENCY

Established 1880

World Building	Post-Dispatch Bldg.	Tribune Building	Ford Building	Bryant Building
NEW YORK	ST. LOUIS, MO.	CHICAGO	DETROIT	KANSAS CITY

THE MESSAGE

THE history of this agency dates back many, many years—nearly forty—and just as rapidly as newspaper advertising grew in favor, just as rapidly has the Beckwith Special Agency expanded. As a matter of fact, it had a lot to do with the pace with which newspaper advertising popularity grew—for it was not only a pioneer, but its men worked along the high-ways and the by-ways talking horse sense to advertisers about the efficiency that lay back of newspaper circulation as a "teller and seller" that could prove its own efficiency in covering the distance between manufacturer and consumer. Today the Beckwith Special Agency is known from Coast to Coast as an organization that stands for the highest ideals in its business relations between buyers of space and the newspapers that the organization represents. Its policy from its early days has been to give advertisers service in its list of newspapers that would justify confidence year after year.

The Workers

J. T. BECKWITH
R. W. BECKWITH
T. F. FLYNN
J. W. COOPER
P. L. HENRIQUEZ
C. T. LOGAN
S. W. DuBOIS
F. E. FORSHAW
J. R. LISSON
A. SEIFFER
A. MARUCCHI
A. GROSS
W. MARKWIZ
W. M. THOMPSON
G. CINQUE
J. L. MANDABLE
S. C. BECKWITH, Jr.
EARL BECKWITH
J. J. FARRELL
A. W. PINNELL
E. M. ROSCHER
J. CARR GAMBLE
C. O. LANGLOIS
M. H. ROWZEE
S. L. RARIDEN
H. B. RAYMOND

THE BECKWITH SPECIAL AGENCY is equipped to be of real service to advertisers and agencies that require or desire trade information concerning selling conditions or distribution methods that exist in each city in which it represents a newspaper. All publishers represented are believers in the co-operative idea and are glad of the opportunity to strengthen in various ways the effect of the advertising messages placed in their columns. At your service always.

The Beckwith Neo-Latin Division will aid you to establish your business or increase it, in South America, Central America and the West Indies. Write to New York Office for particulars.

THE S. C. BECKWITH SPECIAL AGENCY

Representatives at St. Charles Hotel, New Orleans, La., During A. A. C. W. Convention

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TORONTO TIMES ENDS SHORT LIFE

Six Months Ago It Succeeded the Daily News—Publishers Find It Impossible to Meet Increasing Cost of Production

TORONTO, Sept. 17.—The Toronto Times has suspended publication. A winding up order has been granted and a liquidator appointed. The end has come with unexpected suddenness and practically no one on either the business, editorial or mechanical staffs was aware that suspension was contemplated until the announcement appeared in the morning papers on the day the paper ceased publication.

Approximately 120 employees have been thrown out of work and are now scurrying about looking for new positions. They include composing room employees, 37; stereotype, 3; proof room, 4; press room, 5; mailing room, 7; business staff, 9; advertising, 6; circulation, 8; editorial, 30.

Production Too High of Cost

The statement as handed out on the night of September 11 by C. W. McDiarmid, the business manager, was as follows:

"At a meeting of the shareholders of the Toronto Times, Limited, held tonight, it was unanimously decided to suspend publication. Owing to the enormous increases in the cost of production, it has become no longer profitable to continue the publication of the paper. A winding-up order is being applied for."

It is just six months ago since the Toronto Times, Limited, was formed to take over the Toronto Daily News and the Times has been practically a continuation of the latter paper. The News originated in 1881, being established by the Riordons, who are prominent in the pulp and paper manufacturing industry.

History of Paper

It passed through several hands until 1903, when the property was acquired by Sir Joseph Flavelle, with whom was associated Sir John Willison. Sir Joseph financed the paper for a number of years but it was never a financial success.

Later other interests associated with the conservative party kept it in funds. Two years ago Sir John Willison withdrew He was succeeded as editor by F. D. L. Smith, while C. W. McDiarmid became business manager. The change to the Times was made in an attempt to rehabilitate the fortunes of the paper but evidently without success.

Toronto is now left with three morning and two evening papers.

New Branham Phone List Is Out

The John M. Branham Company, publishers' representative, with offices in New York City, Detroit, Chicago, Atlanta, St. Louis, and Chicago, has just issued a new hanger, similar in form and contents to those that have preceded it, giving the names, addresses and telephone numbers, of the New York City offices of the representatives of newspapers, farm papers, general agencies, magazines, and miscellaneous publications.

Hellmann Is "of Chicago"

In the issue or EDITOR & PUBLISHER of August 7 it was stated that Walter C. Hellmann was of Louisville, Ky. He was formerly of Louisville, but is now, and has been since last April, a Chicagoan. Mr. Hellmann is in Kuppenheimer's advertising department, specializing on dealer help.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



Miss Du Puyster is quite overcome to discover that "Dolly Dimples," writer of such beautiful "Advice to the Lovesick," is not the dainty little blue-eyed fuzzy-haired person she had pictured.



"CLIFF" KNIGHT

LIKE every other cartoonist, "Cliff" Knight hates bouquets—he does. He dodges every one that comes his way—whenever he thinks there is a brick-bat in it. He is always expectant. Anyway, the only bouquet he thinks is really worth while, now that even an artist's clothes cost money, is the one the Boss puts into an envelope periodically—any old kind of an envelope, so long as it isn't blue. That's why this is a plain, straightforward tale.

When "Cliff's" name gets on the top line of the list of cartoonists and the roll is called of the men who "discovered" him, Harry C. Smith's cognomen will stand at the head. Mr. Smith was editor of the Rockville (Conn.) Leader, and he made his discovery when the boy climbed up the old wooden staircase to his office and whisperingly offered him a sketch of a fireman's fair that was being run off in the town.

It got on the first page when the next bi-weekly number of the Leader went to press. Young Knight admired it till he almost burst. Then he ran all the way home with it, and his mother nearly cried with him as she adjusted her glasses to gaze her fill of her son's artistry.

His father ventured the hope that a newspaper career would be a wise choice for a capable young man.

For good or ill, that first page cartoon started Knight. With a "do-or-die" determination he went West, where there was "more scope," whatever that may be. He did pretty well on several newspapers in Ohio, but became peeved because so many city editors seemed to appreciate his reportorial abilities as higher than his artistic talents. So he came back to New England and did a lot of cartoon work satisfactorily for the Hartford Post and the Courant. Then he determined that New York couldn't get on without him any longer, or that, anyway, there he'd have a chance to fight for his head with the best.

That's how he comes to be on the New York Evening Mail, where his clever work on the magazine page is attracting attention. He is nursing along a line of comic strips, too, that are called more than "pretty good," and still finds time to manage the art end of Associated Advertising, for which he also produces a full page cartoon and a number of other sketches every issue. Besides this he contributes cartoons regularly to "The Medical Pickwick" and "Policeman's News" of New York.

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

You will please note that the man who made a better mousetrap incidentally became a pioneer in this good-roads movement by having the world make a beaten path to his door.

In the making of a daily newspaper the owners of

The Denver Post

(F. G. BONFILS AND H. H. TAMMEN)

Have for the past 26 years been actuated by this single motive, viz: To make each succeeding issue the best. They fixed no standard of excellence—fix none now—accepted no models. Betterments must continue. To this and every agency—money, editorial and reportorial ability, news services, artists, cartoonists, mechanical skill, transportation, business department, all—must contribute in fullest measure.

The paid circulation of this newspaper for the past six years is proof that it has created a world of newspaper readers, making paths to them over every highway and byway to the remotest country post office, village, mining camp and community in Colorado—a state where every ninth person—man, woman, boy and girl—and in the City of Denver where every fifth person—is a paying subscriber. Here are the figures.

Year.	Average week-day issue.	Average Sunday issue
1914	70,134	97,637
1915	77,977	104,946
1916	90,398	108,722
1917	98,350	122,209
1918	115,161	139,119
1919 (August)	117,473	147,366

(A. B. C. Audit on Application.)

Advertising

Having made, then, a better newspaper and determined to continue to make that kind only, it is not surprising to find a world of advertisers making much beaten paths into our advertising columns. Here is shown a summary of their requirements for

AUGUST, 1919

Local Display Lines	National Display Lines	Classified Lines
568,312	233,212	219,908
	Total Lines, 1,121,232.	

And for 8 months, 1919

4,589,192	2,002,504	2,286,480
	Total Lines, 8,887,176.	

Number of separate classified or want ads 8 months, 1919

The Denver Post..... 394,874
Next Denver newspaper..... 115,491

Address all communications to

The Denver Post
DENVER, COLO.

Publishers' Representatives,

CONE, LORENZEN AND WOODMAN
New York, 225 Fifth Ave.
Detroit, American Bldg.
Chicago, 12 S. Adams St.
Atlanta, Candler Bldg.

BARANGER-WEAVER CO.
Merchants Exchange Bldg., San Francisco, Cal.

Iowa's "Old Reliable" Sunday Newspaper

THE
Des Moines Sunday Register

is enoying the largest circulation and the largest advertising patronage in its career. The Sunday Register is thoroughly metropolitan and will favorably compare with any Sunday newspaper published in cities twice the population of Des Moines. Its issues have averaged 66 pages a Sunday for the last three months. Eight pages of photogravure on super calendered paper. The only Associated Press Sunday newspaper in Central Iowa.

One Exceeds Any Two

The Sunday Register has a greater paid circulation than any two other Des Moines or Iowa Sunday newspapers. The official statements prove it.

71,963
Net Paid August Average

The Des Moines Sunday Register has gained 4,156 new subscribers since January 1st. The city circulation of 27,295 represents a copy for practically every home in the city.

Sunday Register gains
430,934 lines in 3 months

In June, July and August, The Sunday Register carried 928,256 lines—an increase of 430,934 lines over the same months of 1918.

LOCAL display advertising increased 226,352 lines—National advertising increased 117,076 lines. Classified advertising increased 87,506 lines.

NO medical, speculative, financial or other advertising classed as objectionable by the A. N. A. is accepted by The Sunday Register—all of this remarkable increase is clean advertising.

Representatives

I. A. Klein, Metropolitan Tower, New York

John Glass, Peoples Gas Bldg., Chicago, Ill.

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How the Interstate Circulators Looked to Cartoonist Walsh of the Scranton Times



SPLENDID MEETING HELD BY INTERSTATERS

(*Continued from Page 10.*)

for new business as this may oblige him to change his accounts from one paper to another as well as change his orders for papers.

"On the other hand, our exclusive agents keep us posted on the activities of other newspapers in their towns, such as subscription campaigns that are being planned, and sometimes we are able to start a campaign of this kind before our competitor does.

"At present we have 90 agencies within a radius of about 25 or 30 miles and less than ten of these handle other newspapers. We pay our agents an attractive commission for all new business they obtain and we protect them by sticking fast to a rule that all subscriptions in their towns must be ordered through them."

Praise for Newsboys

The American newsboy is about as bright, capable, quick-witted, ambitious, and resourceful a youngster as it is possible to find anywhere in the country, M. L. Goodman, secretary of the Scrantonian, told his audience at the convention.

"The best way to handle newsboys is to treat them fairly, encourage them to come to you with their troubles and advise them to go to school and save their money, and show them that you are really interested in their success. You'll get top-notch results from such boys.

"Giving prizes for good work is a good plan, too. There are a number of prosperous business men in Scranton today who wear watches that were won in contests conducted by us and they are mighty proud of them.

"Newspaper selling is fine training for any boy. There are lots of lawyers, doctors, and successful merchants in Scranton who got their start selling papers. Some of our newsboys start to college every year."

Col. L. A. Waires opened the tower of his beautiful mansion, permitting the automobile party which had just returned from a trip around Lake Scranton, to view the surrounding country. The mansion is 1,600 feet above the level of the sea and the tower commands a view for twenty miles around.

A special performance at the Majestic Theatre was tendered Manager Louis Epstein, Thursday night.

GIANT FLAG GREETED PRINCE

Toronto Mail and Empire Had 80x40 Foot Flag on Building

TORONTO, Ont., Sept. 16.—During the visit of the Prince of Wales to Toronto the city was lavishly bedecked with flags and mottoes on the most elaborate scale, but the colossal Union Jack displayed by the Mail and Empire on the front of the Mail building so far transcended all others that it was the theme of amazing admiration. It is doubtful if his royal highness ever saw the flag of the British Empire with such gigantic dimensions.

The flag itself was of canvas, 80 feet by 40 feet, and was suspended from the top of the Mail building. It quite covered the whole front in width, and from top to bottom, leaving just enough space for the public at the steps of the main entrance. This enormous Union Jack was painted in one piece, and was absolutely exact and correct in all colors and proportions.

"Press Day" in Oklahoma

OKLAHOMA CITY, Okla., Sept. 16.—President J. W. Kayser of the Oklahoma Editorial Association has announced September 26 as "Press Day" for the Oklahoma State Fair here. President Wilson may speak, and a large attendance of state publishers is expected.

Free Press Exhibit Wins Again

WINNIPEG, Man., Sept. 16.—Employes of the Free Press were awarded first prize at the Greater Winnipeg Garden Show for an exhibit of vegetables entered in the class for industrial and community clubs displays. This is the second year they have won in this section.

Editor Mysteriously Attacked

EL PASO, Tex., Sept. 15.—C. H. Griffith, editor and publisher of The Comet, in which attacks have been made on several well-known persons, including city official, was found unconscious and bleeding recently in a lonely spot down the valley from El Paso.

NEIGHBORS

BY BENNET KING

The Girl Who Dreams

Yesterday I saw a girl who stands or sits all day behind a small machine which addresses envelopes. Young she is in years, with an eager vital youth that spills all about her an atmosphere of romance and mystery. Swiftly her hands move to adjust her machine, then languidly she leans far back in her chair with her arms stretched high above her head. Always her wide eyes dance with a hidden meaning, the age-old challenge of the women of all the ages, and she shakes herself a bit, rises to dance a few steps to cast off the fatigue of confinement. But she is never tired, it is only the irksomeness of restraint that wearies her, the impatience of youth that eternally wars with close application to the monotony of labor. But her spirit seems always untamed, and always she smiles on the verge of laughter, except when pensive-eyed she gazes out of the window for long moments and dreams—of the shipping clerk on the floor below who expects to make those dreams of hers come true.

Six times a week.

Released by

Thompson Feature Service

No. 443
Fourth Ave.,
NEW YORK

FIRST

In August The New York Times published more than thirty per cent. of the total advertising appearing in New York morning newspapers in each of the nine classifications listed below. The Times ranked first in each classification.

	Total in 6 New York Morning Newspapers. Agate Lines.	The New York Times. Agate Lines.	Percentage.
Boots and Shoes	30,160	13,292	44
Financial	454,490	158,618	34
Men's Furnishings	132,674	60,346	45
Office Appliances	15,202	7,248	47
Periodicals and Publishers.	108,440	62,976	58
Schools and Colleges	67,102	27,202	40
Automobiles	380,350	121,274	31
Hotels and Restaurants	38,714	16,692	43
Real Estate	419,840	134,282	32

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EDITOR & PUBLISHER'S Space-Buyers' Charts and Market Survey of the STATE OF CONNECTICUT

PAGES 29 TO 56 INCLUSIVE

CONNECTICUT HAS REDUCED THE PRODUCTION OF WEALTH TO A SCIENTIFIC SYSTEM

Industrial Greatness of State Analyzed for National Advertisers Who Seek Greater Markets for Their Products—A Leader in Many Important Lines of Manufacture—Readjustment from War to Peace Basis Accomplished Without Serious Consequences

CONNECTICUT is a state of surprising contrasts.

In size it is forty-sixth, in population thirty-first, in density of population it is fifth among the states of the Union.

Within its landed area of 4,820 square miles (gross area 4,965 square miles) are more than four thousand manufacturing industries, some of these being the most extensive of their kind in the United States, their products having world-wide distribution.

Connecticut is essentially a state of cities. According to census reports of 1910, 89.7 per cent of her people lived in incorporated towns and cities of 2,500 population and upward. Ten years previous this urban population was 87.2 per cent of the state's total, which indicates the steady drift toward the cities—centers of wealth production.

This is accounted for by the fact that Connecticut's major sources of wealth are found in her industries, agriculture being subordinated. Statistics show that there are 231.3 inhabitants to the square mile. These figures are of the last census, and of course are larger now by a substantial margin.

In 1914 there were in the state 17 cities having estimated populations of 10,000 or more. These cities alone, with an estimated population totaling 61.1 per cent of that of the state, reported, in 1914, 71.6 per cent of the value of Connecticut's manufactured product.

In 1914 the steam railway mileage in the state was 999; electric railway mileage, 963.

Demobilization of War Industries

Coastwise commerce is served by numerous good harbors on Long Island Sound. Bridgeport, New Haven and New London are ports of entry of no mean importance.

In quoting official statistics covering the volume and nature of Connecticut's manufactured products it is necessary to mark back to 1914. From that year until 918 the state's manufacturing plants were in a very large measure diverted to war production, and no figures are obtainable at this time showing the volume of this work. Immediately after the signing of the armistice, however, and because of the cancelling of large government orders, Connecticut's manufacturers went about the difficult task of readjusting industry to a peace time basis. Many had anticipated a general disruption of business while this process was going on. There had been drawn to the state many thousands of workers for the great emergency. Plants had been especially created for the production of arms, ammunition and war equipment. Men and women had been drawn from other vocations to carry on the necessary work of the nation. The "work or fight" order had been instrumental in giving to thousands of people their first experience of industrial life.

What happened, at the close of hostilities—and what is happening now, when the state's industries are again winning to a sound and stable peace basis—forms an interesting chapter of industrial history.

The thousands who had been drawn to war work, for the most part, returned to their peace time labors. The armies of emergency men from other states returned home. There was no panic, no sudden shock to the industrial life of the state such as had been feared.

No Unemployment Problem

Today Connecticut has no "unemployment problem" in any large way. There are a certain number of drifters, strikers and other disturbing elements in the leading cities, but they do not constitute a special problem due to the transition from peace to war. Rather they indicate the inevitable factors of unrest present always in industrial communities.

It would be strange if the matters of wages and of working conditions were not to the fore at this time of unstable living costs. They are present in Connecticut as in every other state—but in no menacing sense. This little but mighty commonwealth, dating its free life back to the day of the "Charter Oak," prides itself upon the poise and conservatism of its people—and particularly upon their undiluted Americanism. It is the conviction of her people that Connecticut may always be trusted to solve every industrial or political problem in the good old American way, without resort to revolutionary ideas or policies.

So that, while Connecticut workmen do react naturally to the world-wide undercurrent of unrest; while they do aspire to still better wages and living conditions, no industrial crisis is in sight. The state is prosperous, busy, growing steadily in industrial greatness and is keeping its eyes turned to the future with 100 per cent confidence and faith.

No Clouds Visible

In many talks with men representing industrial interests in the state, a representative of EDITOR & PUBLISHER has been impressed with their view that the danger point in the transition period has been safely passed. Has there been profiteering in war supplies? These men say yes, perhaps, in isolated cases. They claim no super-moral virtues for Connecticut people. But they point out a fact which means much to them and which has not been sufficiently emphasized: Many Connecticut manufacturers turned the resources of their plants over to the government at an actual sacrifice of usual profits. They did this unGrudgingly, in the same spirit which actuated the state's young sons in flocking to the colors. It was national service—and Connecticut, which did not falter when she constituted one of the original group of thirteen states, whose people have always been "minute men" in their spirit of service to the union, met every test in the great crisis and carried their part of the common burden.

It is no small source of pride to the people of the state that Connecticut's genius in the industries, Connecticut's organization for emergency production and Connecticut's army of skilled workmen proved a veritable strong right arm to Uncle Sam and aided mightily in the working of the miracle of preparation which amazed the world.

Daily Newspapers of Connecticut

City	Newspaper	
Ansonia	Sentinel	(E)
Bridgeport	Post	(E)
	Sunday Post	(S)
	Standard-Telegram	(M)
	Herald	(E)
	Timos and Farmer	(E)
Bristol	Press	(E)
Danbury	News	(E)
Hartford	Times	(E)
	Courant	(M)
	Sunday Courant	(S)
	Post	(E)
Manchester	Herald	(E)
Meriden	Journal	(E)
	Record	(M)
Middletown	Press	(E)
New Britain	Herald	(E)
	Record	(E)
New Haven	Register	(E)
	Sunday Register	(S)
	Journal-Courier	(M)
	Times-Leader	(E)
	Union	(E)
	Sunday Union	(S)
New London	The Day	(E)
	Telegraph	(M)
	Globe	(E)
Naugatuck	News	(E)
Norwalk	Norwalk Hour	(E)
	South Norwalk Sentinel	(E)
Norwich	Bulletin	(M)
	Record	(E)
Stamford	Advocate	(E)
Torrington	Register	(E)
Waterbury	Republican	(M)
	Sunday Republican	(S)
	American	(E)
	Democrat	(E)
Willimantic	Chronicle	(E)
Winsted	Citizen	(E)

(E)—Eve. (M)—Morning (S)—Sunday

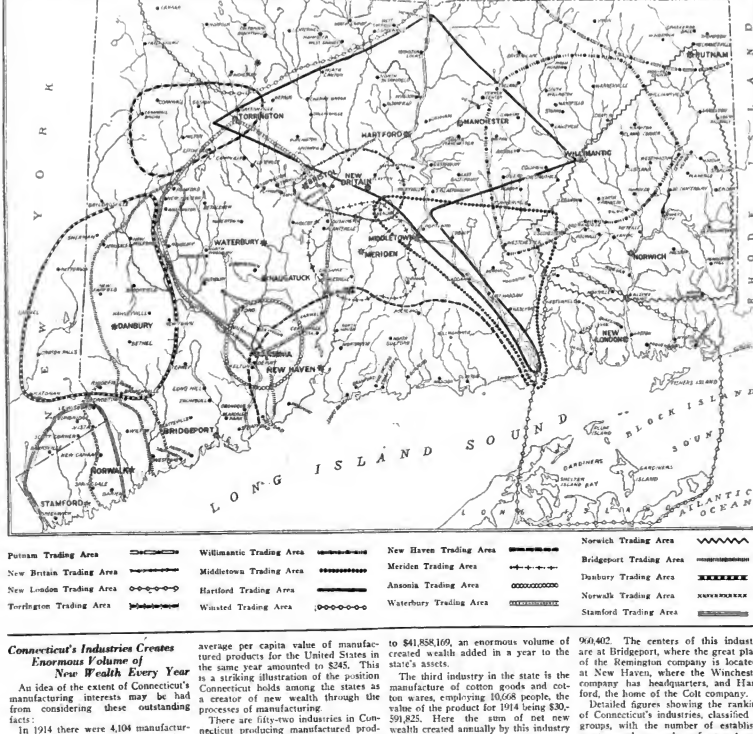
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Middletown	54	Waterbury	41-43
New Britain	54	Willimantic	55

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TRADING AREAS OF CONNECTICUT VISUALIZED

This map shows the boundry lines of territories from which each of the large cities of the state attracts business.



Putnam Trading Area
New Britain Trading Area
New London Trading Area
Torrington Trading Area
Willimantic Trading Area
Middletown Trading Area
Hartford Trading Area
Winsted Trading Area
New Haven Trading Area
Meriden Trading Area
Ansonia Trading Area
Waterbury Trading Area
Norwich Trading Area
Bridgeport Trading Area
Danbury Trading Area
Norwalk Trading Area
Stamford Trading Area

Connecticut's Industries Creates Enormous Volume of New Wealth Every Year

An idea of the extent of Connecticut's manufacturing interests may be had from considering these outstanding facts:

In 1914 there were 4,104 manufacturing establishments in the state, employing 254,499 people and having a total payroll of $160,731,359. Of the employes, 236,204 were wage earners. These establishments turned out products to the value of $545,471,517. The materials used cost $288,510,886. The value added by the manufacturing process—and thus the new wealth created by these industries in one year—was $256,960,631. Thus we are considering, as a market unit for advertised goods, a state in which machinery, brains and labor create, each year, more than a quarter of a billion of net wealth!

The per capita value for products for the state amounted to $454, while the average per capita value of manufactured products for the United States in the same year amounted to $245. This is a striking illustration of the position Connecticut holds among the states as a creator of new wealth through the processes of manufacturing.

There are fifty-two industries in Connecticut producing manufactured products in excess of one million dollars a year each. These range from the brass, bronze and copper products, amounting to $69,353,103 in 1914, to toys and games, with an output valued at $1,089,205. In the first industry named there were employed 16,781 people, and in the latter 527.

Metal Products the Dominant Industry

Metal industries, of one class or another, lead all manufacturing lines in the state. Foundry and machine-shop products amount in value to $67,009,127, employing 39,369 people. The value added to costs of materials by the manufacturing processes in this line amounts to $41,858,169, an enormous volume of created wealth added in a year to the state's assets.

The third industry in the state is the manufacture of cotton goods and cotton wares, employing 10,668 people, the value of the product for 1914 being $30,591,825. Here the sum of net new wealth created annually by this industry is $13,473,000.

Silk goods rank fourth among the industries, employing 10,668 people, with a total annual product valued at $30,591,918. Of this total the new wealth added by the manufacturing processes amounts to $12,185,573.

The fifth industry of the state is the manufacture of firearms and ammunition—a peace-time industry in which Connecticut has long been the leader among the states. This industry employs in peace times more than ten thousand men, the value of the annual product in 1914 was $25,657,797 and the value created by manufacture was $13,960,402. The centers of this industry are at Bridgeport, where the great plant of the Remington company is located; at New Haven, where the Winchester company has headquarters, and Hartford, the home of the Colt company.

Detailed figures showing the ranking of Connecticut's industries, classified in groups, with the number of establishments, employes, value of annual output for 1914—the last census reports that are reliable—and the amounts of new wealth created by these industries are shown in this issue in a separate tabulation. These statistics were issued in 1917 by the Department of Commerce, and it is the opinion of Connecticut manufacturers that the figures shown will approximate very closely to those covering operations for 1919.

Rich Market for Worthy Products

While the variety of Connecticut manufactured products is bewildering, the facts show that Connecticut is a rich market for all standard products adver-

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Survey in Two Parts .....PART 1

EDITOR & PUBLISHER — SPACE BUYERS CHART —

New Haven, Conn.

Population

1910 Census	133,605
A. B. C. April, 1919	160,800
A. B. C. City and Suburban	257,000
Chamber of Commerce Estimate, City	180,000
Chamber of Commerce, City and Suburban	225,000

Native whites.	74%	English reading...	85%
Foreign born.	23%	Industrial workers.	25%
Negroes	3%	Home owners....	23,000
Students	4,000	Summer residents.	5,000

Suburban and Farm Residents

in territory within ten-mile radius...Branford...10,000. Wallingford... 12,000. North Haven...6,000. Derby, Ansonia and Seymour...40,000. Milford...16,000. Many large produce farms and a few dairies which send practically their entire output to the markets of New Haven. The greater part of the farm products are brought to a large central wholesale market which numbers among its regular patrons many dealers who come from points as far distant as Bridgeport and New York.

City Classed As

Manufacturing and educational center. Also the business center of a popular and prosperous Summer resort section extending about ten miles east and thirty miles east of the city.

Location

On the shore line and five other divisions of N. Y., N. H. & H. R. R., including the New York, Hartford, Springfield and Boston division of the same line. Two steamboat lines to New York. Connecticut Co. trolley lines throughout the city and suburban territory west to Bridgeport, east to New London, north to Waterbury, Derby and Ansonia.

Banks

Savings	3	Resources...$52,323,646
State Banks and Trust Companies	5	" .. 21,546,152
National	5	" .. 42,205,641

The banking resources of the city are considerably over $116,000,000.

Theatres

16 Moving Pictures exclusively.
2 Vaudeville and Motion Picture combined.
2 Legitimate Houses.
Seating capacity of these houses averages 1000 seats; the largest house has 3,200.

Schools

47 Public grade schools	No. of pupils.....22,100
1 High school	No. of pupils.....3,219
2 Trade schools	No. of pupils.....376

There are 5 business schools, 8 Catholic schools, a boys' preparatory and a girls' preparatory school, school of gymnastics and one of the largest grammar schools in the east in addition to the Yale University with its varied associate schools. There are two orphan asylums with total registration less than 500 and 28 private schools.

Churches

8 Baptist. 1 Christian Science. 18 Congregational. 14 Episcopal. 3 Jewish. 6 Lutheran. 17 Methodist. 1 Presbyterian. 18 Roman Catholic. 1 Second Advent. 1 Seventh Day Advent. 1 Universalist. 1 Undenominational.

Principal Industries

Firearms and ammunition (a leading industry in peace or war time), rubber shoes and other rubber goods, household and builders' hardware, clocks and watches, plumbers' materials and sanitary appliances, corsets, hosiery and underwear, automobiles, auto accessories, carriage and automobile bodies, concrete stone, electric elevators, dies, chucks, screws, geometric tools, machine tools, hack saws, saddlery specialties, printers' machinery, safes, caskets, wire, paper wares and boxes, drop forgings, pianos, organs, oyster growing and cigars.

Special Information

Manufacturing industries employ more than 35,000 people.

Yearly volume of business estimated by Chamber of Commerce at $60,000,000. Several prominent business men place figures at $75,000,000.

The variety of industries results in a high wage scale and demand for skilled mechanics.

Educational opportunities, private home awning and social surroundings are of such a high standard that desires and purchasing characteristics of all classes are varied and alert. Number and standard of stores indicate general prosperity and natural demand for everything of merit from latest laundry soap to gorgeous gowns and palatial touring cars.

NOTE: Sources from which the above figures and facts and those of Part 2 were secured.—Chas. E. Julin, secretary of the New Haven Chamber of Commerce, the latest A. B. C. report to date, several recently compiled bank statements and interviews with reliable business men, educators and others.

tised and sold through her splendid stores. In other words, Connecticut does not consider herself self-sufficient. Selling to all the states—and to all the world—her people buy the products of all the states and of all the world. The majority of her people being producers, they are appreciative critics of worthwhile products. More than that—they are able to buy whatever they need or desire, either of necessities or of luxuries.

A state in which there are more than a quarter of a million wage earners employed at good pay in the factories presents market possibilities easily understood and appreciated by national advertisers. All sorts of food products find a ready market in the state; clothing, automobiles, tobacco products, furniture, in fact, almost every line of standard goods finds a market place in this wealth-producing corner of the union.

If we are to group under textiles the manufactures of cotton goods, silks, woolen, worsted and felt goods, hosiery and knit goods, cordage and linen, this industry would rank second in the state only to metals manufactures. The textile group gave employment in 1914 to an average of 36,765 wage earners and reported products valued at $84,633,997.

Connecticut in 1914 ranked first among the states in the value of her metals products, with 42.8 per cent of the total for the United States. The state leads the nation in the manufacture of hardware. The value of this product is $28,808,363, which in 1914 amounted to 39.3 per cent of the total hardware products of the United States.

Lines in Which Connecticut Leads

Connecticut ranks first in the manufacture of firearms and ammunition. In silverware and plated ware the state also leads the country, producing nearly forty per cent of the total output. Meriden is the center of this great industry, and here it had its origin more than a hundred years ago in the manufacture of pewter utensils, which pioneer effort led to the development of process plating as invented by the famous brothers Rogers, whose initial work was done in Hartford, but whose larger development was carried on at Meriden and now constitutes a part of the great International Silver Corporation of that city.

In the making of corsets Connecticut stands first. In the manufacture of cutlery and tools the state ranks second. In rubber goods her rank is sixth in value of products. One-quarter of the fur and felt hats made in the United States are made in Connecticut. In this industry the state stands second. In clocks and watches, including cases and materials, Connecticut stands first among the states.

Since the advent of the national child labor law children under sixteen have disappeared from the ranks of wage earners in the industries. Women, however, have found their places in the various lines of manufacturing and since the war their number has largely increased. There are but two classes of industries in the state in which women are not employed—iron and steel forgings and gas making.

In the industries of box making, buttons, clothing, corsets, furnishing goods, hosiery and knit goods the women employees outnumber the men. In all other lines men predominate.

Stability of Employment

The four largest cities in the state are New Haven, Bridgeport, Hartford and Waterbury; but in respect to the number of wage earners employed in 1914, these cities ranked in the following order: Bridgeport, New Haven, Waterbury and Hartford.

Among Connecticut's industries those affording the most nearly uniform employment are the manufacture of cotton goods and printing and publishing. March is usually the month of maximum employment in a majority of the industries, and August the minimum. The dominant cities, named above, show the greatest stability in employment, taking all industries into consideration, the fluctuations in the number of wage earners employed from month to month being slight.

The working week in Connecticut industries, as of 1914, varies greatly. There were but 18,850 wage earners working 48 hours or less per week; 27,929 working from 48 to 54 hours; 38,856 working 54 hours; 121,717 working from 54 hours to 60 hours, and 16,067 working 60 hours each week. It will be seen that the eight-hour day does not prevail very generally in these great industrial centers.

However, the tendency is toward a shortening of the working day, and the figures here given, it is claimed, do not fairly represent working hours of today. They show, however, a considerable variance from prevailing working hours in cities which are highly unionized.

The cities of Connecticut, having between 10,000 and 25,000 inhabitants, ac-

(*Continued on Page 38.*)

MARKET GARDENING AT STRATFORD



Intensive farming is carried on in every part of the state. Scores of busy manufacturing cities afford ready markets for all garden products.

THE FAMOUS YALE CAMPUS



Since 1701 this has been a center of American educational progress and culture, drawing to itself ambitious youth from every country of the world, and playing a mighty part in the drama of world progress.

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ONE PAPER COVERS NEW HAVEN
CONNECTICUT

The New Haven Register.

Daily Paid Circulation Over 27,000 Copies

Practically Double Any Other New Haven Paper. The major part of the advertising of New Haven Merchants appears in the Register—They know the field.

Actual Advertising Lineage Carried by New Haven Newspapers First Six Months of 1919

Register	5,939,152
Union	2,790,012
Journal Courier	3,301,145
Times Leader	2,191,088

80% More Advertising in The Register Than in Any Other Paper.

The Register printed in this period in automobile and accessory advertising 155,138 lines more than its nearest competitor.

Advertisers who have conducted concentrated campaigns in The Register have secured tremendous results.

IN NEW HAVEN–THE REGISTER DOMINATES

92% of Circulation Within 15 Miles of City Hall.

THE REGISTER IS OVERWHELMINGLY AHEAD

of all New Haven Papers in circulation and in advertising. It is the quantity and quality paper of New Haven. The paper with the prestige.

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EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Two Parts ..... PART 2

New Haven, Conn.

Wholesale Houses

Beef and provision dealers	11
Butter, cheese and eggs	9
Tobacconists	8
Confectioners	15
Druggists	3
Fish dealers	3
Flour dealers	9
Fruit dealers	12
Grocers	18
Commission merchants	24
Shoe dealers	3

They supply retailers throughout the city and suburban territory as far distant as Milford on the west, Waterbury on the north, and the Connecticut River valley on the east. These points are supplied daily and on a few shore resort routes every other day by auto delivery and trolley express lines in addition to the regular railroad express and freight service.

Retail Section

The principal shopping center is about a mile on Church and Chapel streets. Here are located the large department stores, specialty houses, etc. On Orange and Elm streets within a block of this business heart are women's wear, millinery and other exclusive and specialty shops.

On State street and Grand avenue is found another business center about a mile long, the latter street passing through the Italian section.

For about a half-mile on Broadway and Dixwell avenue there is a prosperous neighborhood shopping section.

For a distance of more than a mile and a quarter on Meadow street and Congress avenue there is a thriving business district of small shops of every description. The Congress avenue section is for the most part the Hebrew quarter.

Residential Features

There are three small tenement sections, but 1 and 2-family houses predominate, even in the poorer wards. The private homes of the working class and the wealthy are of a character that denotes prosperity and desire for the better things in home life and education.

There are a few apartment houses of the better grade and several in course of construction. However, the tendency of the people is toward owning their own homes.

Trading Area

Westville and Fair Haven are part of the city. West Haven and East Haven are so close to the city lines that their population is sometimes considered as New Haven residents. The same is true of Hamden and Hightwood.

On the west the towns are not of vital importance to the shopping interest of New Haven but on the east and north the shoreline towns as far east as Saybrook are prosperous and because of excellent trolley and train service they swell the buying standards of New Haven by thousands of dollars every week. The bulk of this business comes to the city on Friday and Saturday.

The trading boundaries to the northeast and north extend just beyond Derby, Ansonia and Wallingford. These prosperous towns are within the New Haven area and contribute generously to the retail business of the city.

Beyond these towns the Waterbury, Meriden and Hartford merchants attract about as much business from the territory as the New Haven houses.

Retail Outlets for Nationally Advertised Products

Automobile (Passenger) Agencies	46	Delicatessen stores	42	Garages	66	Milliners and Millinery Goods	69
Automobile (Truck) Agencies	43	Dress-makers	304	Grocers (Retail)	793	Opticians	6
Automobile (Tire) Agencies	36	Druggists (Retail)	94	Hardware and Cutlery	30	Piano stores	16
Automobile (Parts) Agencies	77	Dry Goods stores	67	Hats and Caps	31	Photographers	33
Bakers	77	Department stores	5	Jewelers	66	Plumbers, steam and gas fitters	114
Cigar stores	65	Electrical Supplies	10	Ladies' Tailors	46	Restaurants and Lunch Rooms	147
Cloak and Suit stores	43	Florists	30	Meat Markets	161	Shoe Dealers	96
Clothiers	46	Furniture stores	40	Men's Furnishings	52	Sporting Goods Stores	14
Confectioners	288	Furriers	24	Merchant Tailors	58	Stationers	21

Morning Newspapers	Evening Newspapers	Sunday Newspapers	Weeklies
New Haven Journal-Courier.	New Haven Evening Register. New Haven Times-Leader. New Haven Union.	New Haven Sunday Register New Haven Union.	The Commercial Record. Connecticut Labor Press. The New England Farms.

Miscellaneous Publications

Foreign Language Newspapers: Corriere Del Connecticut (Italian), L'Parola Cottolica. **West Haven has two weeklies:** Town Topics and West Haven Life. **Leading Yale University Publications:** Yale News (daily during college term), Yale Alumni Weekly, Yale Divinity Quarterly, Yale Law Journal (monthly), Yale Literary Magazine, Yale Review (quarterly), Yale Record.

The New Haven Journal-Courier

Member A. B. C.

Only Morning Newspaper published in New Haven—covers alone a field divided between three local evening newspapers.

Best edited newspaper in New Haven—admittedly the cleanest and best newspaper from news as well as typographical standpoint.

Appeals to New Haven's greatest purchasing power, enjoys fullest confidence of readers.

Offers efficient co-operation with Advertisers in the placing and marketing of their merchandise in the New Haven territory.

As evidence of the dominant position The Journal-Courier occupies in New Haven, and the strong appeal which it makes to the great buying population of that city, the following GAINS in CIRCULATION qualify The Journal-Courier as New Haven's One BEST Newspaper for the National Advertiser:

Over 86 per cent of The Journal-Courier's Circulation is within the City of New Haven.

Over 96 per cent of The Journal-Courier's Circulation is within the acknowledged trade zone of New Haven's merchants — practically no waste circulation.

The Journal-Courier has the largest direct home delivered circulation of any newspaper in New Haven.—It Covers New Haven ALONE!

DAILY AVERAGE

April 1, 1916 to April 1, 1917

11,781

April 1, 1917, to April 1, 1918

13,440

April 1, 1918 to April 1, 1919

15,101

The *Journal-Courier* through the vast buying power of its readers offers to National Advertisers the greatest single selling force in New Haven.

These figures are not paid and are from A. B. C. Auditor's statements.

The New Haven Journal-Courier

"New Haven's One Best Newspaper"

THE CARRINGTON PUBLISHING CO.

Tribune Building CHICAGO

GILMAN AND NICOLL, Representatives

World Building NEW YORK

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Don't Take Anything For Granted In New Haven!

When you consider newspapers in the metropolis of Connecticut you should

Demand the A. B. C. Figures

Not those which include the inflated sales of September, October and December, 1918, but figures based on 1919 only. If you will do this you will find that

The Times-Leader has by far the largest net-paid, proven, A. B. C. circulation in the New Haven field.

Net Paid Six Months A. B. C. Statement Ending March 31, 1919—15,584

Present Circulation Exceeding - - - - - - 16,400

New Haven Times-Leader

The S. C. Beckwith Special Agency

Sole Foreign Representative

New York Chicago St. Louis Kansas City Detroit

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in 2 Parts.....PART 1

Bridgeport, Conn

"THE PARK CITY"

Population

1910 Census 102,054
A. B. C. Estimate City March 31, 1919..... 150,000
A. B. C. City and Suburban..... 225,000
Chamber of Commerce Estimate, City..... 180,000
Chamber of Commerce Estimate, City and Suburban 250,000

Native whites..63% English reading....80%
Foreign born.35½% Industrial workers 33 1/3%
Negroes .... 1½% Homes owners....20,200
Students .....none Summer residents. 1,000

Suburban and Farm Residents

In territory extending twenty miles north, eight miles east and fifteen miles west, are Stratford...15,000, Huntington, Monroe, Shelton, Stepney...14,000, Westport...6,000, Fairfield...6,000, Newton...6,000, Milford...16,000, Bethel...6,000, New Milford...8,000. While Danbury has trading identity of its own, it contributes business to Bridgeport.

City Classed As

Industrial community with a summer resort territory extending about 8 miles east and 10 miles west along the shores of Long Island Sound.

Location

On main line of the N. Y., N. H. & H. R. R. Terminal Naugatuck and Berkshire lines. Connecticut Co. trolleys throughout city and connecting with New Haven, Norwalk and other points. Steamboat line to New York. Two boat lines to Port Jefferson, L. I.

Banks

Savings	4	Resources	$46,126,738
State Banks and Trust Companies	6	"	15,890,000
National	5	"	34,756,600

Increase in deposits for three months since the April, 1919, statement, more than $6,000,000.

Theatres

17 Moving Picture, 1 Motion Picture and Vaudeville, 1 Legitimate, 1 Stock, 1 Burlesque. Average seating capacity 600. Five houses more than 1,000. The largest 3,300.

Schools

35 Public grade schools..... No. of pupils.... 22,881
1 High school ..... " " " 2,400
1 Trade school ..... " " " 250

There are 5 business schools, 8 Catholic schools and 19 private schools.

Churches

Baptist...11. Congregational ...8. Episcopal...7. Lutheran ...7. Methodist Episcopal...11. Presbyterian...3. Roman Catholic...20, and 19 other churches.

Principal Industries

Electrical specialties, oil engines, shears and scissors, fabric machinery, aluminum castings, guns and ammunition, paper boxes, hardware, steel tubing, steam and gas fitters' tools, screw machine products, cabinet hardware, corsets, pasteboard, gas engines, automobile bodies, dolls, stained and art glass, bed springs, boilers, brass tubing, wire, coach lace and trimmings, cans, babbitt metal, drop forgings, webbing, electric water heaters, clock dials, malleable castings, mattresses, neckwear, leather specialties, silver plated ware, moulder rubber goods, cutlery, sheet metal goods, graphophones, tents, awnings, sails, marine boilers, carpet sewing machinery, varnish, welding machines, cement pipe, sheet metal, insulated wire and cables, typesetting machines, soap, rolled steel, acid and chemicals, trucks and wagons, carbonated beverages, laces, toys, metal novelties, torpedo boats, steel chains, underwear, leather belting, auto tires, lathe tools, typewriting machinery, plushes, velvets, printing presses, cardboard, cut cards, car couplers, notions.

Special Information

Bridgeport undoubtedly has more varied industries than any other city in Connecticut.

There are 60,000 industrial workers, and the character of the leading products manufactured calls for mostly skilled mechanics.

The average weekly wage for unskilled labor is $20.50.

The average weekly wage for skilled labor is $35.50.

The character of homes and stores denotes an unusual spending capacity of the public. In this respect amusements indicate a similar feature as shown by the many yacht clubs, three country clubs, eight community golf clubs, etc.

The fact that most of the products manufactured in Bridgeport are staples rather than luxuries is guarantee of permanency of occupation and unhampered spending ability.

Under all conditions of national business the city as a whole is busy and prosperous.

NOTE: *Sources from which facts and figures of Bridgeport Survey were secured:* M. B. Russell, assistant secretary of Chamber of Commerce, latest A. B. C. reports to date, bankers, tax collectors, manufacturers' associations and others.

Bridgeport Post and Telegram

Dominating Newspapers in the Most Easily Cultivated Market of the East!

Prosperity and the "free dollar" are synonymous. Where there is prosperity look for spending power—look for spending power and you will seek out Bridgeport, Conn., as your field. Bridgeport is New England's foremost industrial center. Its varied industries (211 mills and factories) include the manufacture of graphophones, sewing machines, automobiles, machine tools, hardware, corsets, textiles, brake lining, toys, brass goods, electric light sockets, firearms, cartridges, submarine boats, etc.

And Bridgeport keeps its skilled labor because it supplies exceptional housing facilities, recreational facilities, and other features that make the workman contented and glad to live in such a city as this. It boasts of 15 parks and playgrounds comprising 300 acres, 66 public schools, 87 churches.

Many factories are working on day and night shifts. They are back on the pre-war basis, making peace-time products.

Bridgeport ranks second in New England in the relative low average cost of forty food articles. The entire pay envelope is not appropriated towards living alone.

Bridgeport is progressive—it is busy and it is prosperous. It is your field regardless of what you have to sell. The Greater Bridgeport market radius teems with communities that spend their every dollar in Bridgeport. The highest wage scale ever paid in this territory is now in effect. Property value per capita $976.49.

A large proportion of the family income is spent for products that are put on the Bridgeport market through advertising. Bridgeport is the home of over 60 nationally advertised articles.

350,000 people in this flourishing community shop in Bridgeport and you can thoroughly cover the Bridgeport field with your advertising campaign in the

Post and Telegram

only papers in 36 manufacturing New England cities showing increase in circulation since the armistice was signed.

Greater Bridgeport—recognized the world over by its perpetual industrial prosperity—is a remarkable try-out field. It has wonderful possibilities.

JOHN GLASS, People's Gas Bldg., Chicago, Ill.

I. A. KLEIN, 254 Metropolitan Tower, New York N. Y.

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Survey in 2 Parts.....PART 2

Bridgeport, Conn.

"THE PARK CITY"

EDITOR & PUBLISHER
SPACE BUYERS CHART

Wholesale Houses

Beef	4
Butter, eggs and cheese	7
Confectioners	13
Flour, grain and feed	7
Fruit	4
Grocers	7
Oyster dealers	2
Stationers	3
Tobacconists	7

These wholesalers distribute throughout the trading territory of Bridgeport as outlined in this survey. Several are branch houses of New York establishments, while others maintain branches in the smaller cities. Transportation is ideal by railroad and trolley express and in the case of the larger houses, motor truck delivery to shore resorts and distant points.

Retail Section

The principal shopping district is about two miles long on Main street, Fairfield avenue, Broad and State streets. Here are located the large department stores, specialty houses, etc.

In the foreign settlement there is a shopping section about a mile and a half long.

The West End section and Black Rock district is a neighborhood center a mile in length.

Fairfield, which is so close to the city lines as to be considered a part of the city, has a busy trading center typical of such localities.

Residential Features

The houses for the most part are one and two family structures. Detached houses are a feature. There are few apartment houses and only a limited tenement district in the poorer quarter.

The United States Housing Corporation has just completed what has been adjudged by experts as the finest housing system in the world. These homes of the industrial workers are permanent in construction and the total value of the entire system is close to $7,000,000. These houses are mostly detached. There are a few semi-detached and terrace style homes. The houses are built of brick, slate and concrete and have kitchen gardens and playgrounds.

Trading Area

Fairfield and Stratford are considered part of the city. Two boat lines to Long Island bring business from across the Sound. To the west the trading area extends to Saugatuck and then north to Branchville. From this point north out of town trade is shared with Danbury. However, a large amount of business comes from points as far north as New Milford and New Preston to the northeast. Towns along the Shepaug River contribute to Bridgeport business. The trading territory boundaries on the east extend from Roxbury Falls to Southbury and through Ansonia south to Milford. In this area out-of-town business is shared with Waterbury and New Haven.

Fine railroad systems, trolley lines and good automobile routes have done much to develop the business in this trading area. Many Bridgeport houses maintain motor delivery throughout this entire section.

The shore resorts contribute a great amount of business during the summer months.

It is very necessary for the national advertisers to use the Bridgeport newspapers to completely cover the Bridgeport trading area and secure the desired distribution of goods.

Retail Outlets for Nationally Advertised Product

Automobile (Passenger) Agencies	22	Delicatessen	39	Garages	59
Automobile (Truck) Agencies	16	Dressmakers	159	Grocers	733
Automobile (Parts) Agencies	21	Druggists	59	Hardware	18
Automobile (Tires) Agencies	9	Dry Goods	7	Hats and Caps	11
Bakers	59	Department stores	3	Jewelers	48
Cigar stores	59	Electric apparatus	11	Ladies' Tailors	26
Cloaks and Suits	23	Florists	21	Meat Markets	127
Clothiers	44	Furniture	44	Men's Furnishings	31
Confectioners	104	Furriers	5	Merchant Tailors	24
				Milliners	35
				Optimists	24
				Photographers	24
				Pianos	11
				Plumbers, steam and gas fitters	80
				Restaurants	157
				Shoe Dealers	65
				Sporting Goods	7
				Stationers	12

Morning Newspapers
Standard-Telegram

Evening Newspapers
Bridgeport Post
Bridgeport Herald
Bridgeport Times

Sunday Newspapers
Bridgeport Post
Bridgeport Herald

Weeklies
Labor Advocate
Bridgeport Life
The Bridgeporter (Hungarian)

Miscellaneous Publications
Milford Citizen (Weekly), Stratford Times (Weekly), Westporter Herald (Weekly)

"The Miracle Paper"—Bridgeport, Conn.

BRIDGEPORT EVENING HERALD
AN INDEPENDENT NEWSPAPER

Established in March, 1919, and Four Months Later Passed the Circulation Mark of the 129-Year-Old Times-Farmer, Safely Entrenching Itself as

Bridgeport's Second Evening Newspaper

As this advertisement is being written (August 27, 1919) the Evening Herald is working out the sixth month of its career with increased popularity, important daily growth in circulation, and making serious inroads on The Post. The Evening Herald—Bridgeport's "Miracle Paper"— is

Fast Changing the Entire Newspaper Complexion of Bridgeport

In its overnight growth of circulation and the influx of advertising (a million and a half lines were contracted for before the first issue) both people and advertisers have spoken with force against their common enemy—a controlled press.

HERE IS A BIG EVENING NEWSPAPER CIRCULATION THAT IS SOLD CLEAN AT A FAIR PRICE, WITHOUT FORCING THE ADVERTISER TO BUY A COMBINATION OF NEWSPAPERS IN THE TRANSACTION.

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts ....PART 1

Hartford, Conn.

Population

1910 Census	98,915
A. B. C. April, 1919	150,000
A. B. C. City and Suburban	173,000
Chamber of Commerce Estimate, City	160,000
Chamber of Commerce, City and Suburban	375,000

Native Whites	72%	English reading	80%
Foreign born	24%	Industrial workers	25%
Negroes	4%	Home owners	12,000
Students	1,000	Summer residents	few

Suburban and Farm Residents

In territory within twenty-mile radius..New Britain..60,000. Middletown..22,000. Manchester..15,000. Rockville..20,000. Thompsonville..4,000. Windsor Locks..5,000. Bristol..20,000. Farmington..4,000. Unionville..4,000, and ten smaller towns and villages. Hartford is also in the heart of a rich tobacco district where crops last year were valued at nearly $25,000,000. There are several large produce farms in the same territory but hardly enough dairy farms to supply the average demands for milk, eggs, etc.

City Classed As

Manufacturing and Insurance center. Is Capital of Connecticut and the business center of a rich tobacco growing territory. Also big convention center for this part of New England.

Location

On the main line of the N. Y., N. H. and H. R. R., via New Haven, Hartford, Springfield and Worcester to Boston. Also the Valley and Central New England divisions of the same road. Direct boat line daily to New York City. Connecticut Co. trolley lines throughout city and suburban territory.

Banks

Savings	4..	Resources..	$67,189,980
State Banks and Trust Companies	11..	"	" 52,140,300
National	4..	"	" 55,592,735

The importance of Hartford as an Insurance center is evident in the report for 1918. Twenty-three companies had a total capital of $35,010,000; Assets of $653,928,555; Surplus of $81,834,962 and Premium Income of $247,292,683.

Schools

14 Public grade schools	No. of pupils	18,400
1 High school	No. of pupils	2,600
7 Catholic schools	No. of pupils	5,000

Trinity College averages 400 students and the Catholic Seminary and Catholic high school attract students from all parts of the country. There are five business schools and two large private schools.

Theatres

7 Moving Pictures exclusively. 1 Vaudeville and Motion Picture combined. 1 Legitimate House. 1 Burlesque.

Seating capacity of these houses averages 1,200 seats; the largest house has 2,300

Churches

1 Advent Christian. 1 Seventh Day Adventist Society. 8 Baptist. 1 Catholic Apostolic. 12 Chapels. 11 Congregational. 11 Episcopal. 1 Universalist. 1 Unitarian. 1 Swedish. 6 Hebrew. 9 Lutheran Evangelical. 8 Methodist Episcopal. 1 Presbyterian. 15 Roman Catholic. 2 Scientist.

Principal Industries

Two of the largest typewriter factories in the United States, ball bearings, tools, revolvers, automatic machine guns, belts, iron and edge tools, water supply outfits, gas and gasoline engines, lathe and drill chucks, ice-making systems, feed-water heaters, driving chains, iron and steel valves, incandescent lamps, nails, valves and pipe fittings, gas supplies, drill chucks, railway supplies, drilling machinery, blowers and blower systems, towers and windmills, sheet copper works, high speed drilling machines, marine engines, auto radiators, marine and stationary boilers, horse goods, church organs, bicycle sundries, and small tools.

Special Information

The manufacturing industries employ an average of 30,000 people.

The volume of business per year is estimated by the Chamber of Commerce at $50,000,000.

Practically all the factories demand the most skilled mechanics obtainable. The wage scale is high.

The hundreds of offices in the business center, especially the large insurance companies, employ thousands of well paid clerks and office forces which rank with the finest. Their demands for nationally advertised goods are varied and exacting.

NOTE: **Sources from which the above figures and facts and those of Part 2 were secured.**—W. L. Mead, secretary of the Hartford Chamber of Commerce; Thos. S. Weaver, superintendent of schools; the latest A. B. C. report to date, recently compiled bank statements and interviews with reliable business men and others.

THE HARTFORD COURANT

MEMBER AUDIT BUREAU OF CIRCULATIONS

Few communities in the United States enjoy as high a per capita wealth as Hartford. The above figures show this conclusively, as well as the unusually large percentage of houses owned. The people of Hartford are in position to satisfy desires created by advertising.

The Hartford COURANT is able to deliver the advertiser's message to the most important and vital element in Hartford. You want to reach the business executive, the home owner, the woman of the home. They have all found the COURANT a newspaper in which they may safely place the utmost confidence.

The results of over a hundred years' careful newspaper making are concentrated in the columns of the Hartford COURANT.

Advertising today has been reduced to an almost exact science, and appreciates quality circulation rather than quantity. The COURANT furnishes a quality market that has demonstrated over and over again its responsiveness and stability.

No matter what you advertise, the quality of your audience governs your results. If you have securities to sell, reflect on the fact that the Hartford COURANT carries annually over a million lines of financial advertising—the second largest volume of any newspaper in the United States.

If you sell automobiles, tires or other accessories, it is interesting to know that the Hartford COURANT leads all other Hartford papers in this classification by hundreds of thousands of lines each year.

Food, clothing, furniture—all these have been advertised in the Hartford COURANT with most gratifying results. It is a simple matter to "make good" in Hartford. Tell your story consistently to this worth-while audience delivered to you at small cost by the Hartford COURANT.

GILMAN, NICOLL & RUTHMAN

WORLD BUILDING
NEW YORK

SPECIAL REPRESENTATIVES

TRIBUNE BUILDING
CHICAGO

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(*Continued from Page* 31.)

cording to census estimates of 1914, were: Ansonia, Bristol, Danbury, Middletown, Naugatuck, New London, Norwich, Torrington and Willimantic; those having between 25,000 and 100,000 were Meriden, New Britain, Norwalk, Stamford and Waterbury; and those having more than 100,000 inhabitants were Bridgeport, New Haven and Hartford. These census estimates do not represent the actual figures of population of today, as some of these cities have enjoyed wonderful expansion. The estimates published in connection with the city surveys in these pages may be relied upon as showing more accurately the present populations.

The Connecticut Tax Commissioner's report for 1917-18 shows 2,768,129 acres of taxed land, the average assessed value for the state being $35 per acre. There are 209,407 dwelling houses in the state, with an average assessed value of $2,539. The largest number of houses in any city in the state is in New Haven—16,326. There were assessed for taxes in 1917-18 5,675 mills and manufacturing establishments; total assessed value, $155,788,163; average assessed value, $27,451.

Vast Number of Automobiles

The total number of motor vehicles, traveling to and from business. Even wage earners in the industries are getting the habit more and more, it is said, and it is significant that they are able to afford it.

Savings Accounts Indicate Thrift and Prosperity of Connecticut People

The prosperity of Connecticut's wage earners is indicated also by the volume of business done by the savings banks Bristol, is illuminating. Here are made: Silver-plated flat ware, clock springs, glass cutters, knit underwear, elastic goods, sheet brass and tubing, machinery and tools, electric power and light, shears and belts, screw machine products, house finish, trucks and wagons, clock machinery and dies, steel fishing rods, clocks, nuts, gongs, hardware, paper boxes, marine lanterns, ball bearings, cyclometers, trolley wheels, auto trucks, circular saws, brass hinges, iron and building and loan associations. In 1917 there were 81 savings banks in the state, with total deposits of $366,740,691.-93. The total number of depositors was 700,367, or perhaps more than half of the state's inhabitants! Depositors having less than $1,000 to their credit numbered 588,744; the total amount of their deposits being $122,930,696.64. Those having from $1,000 to $2,000 to their credit numbered 69,898, with total deposits of $92,902,840.98. Depositors having from $2,000 to $10,000 to their credit numbered 41,078, with total deposits of $142,261,763.25. Depositors having more than $10,000 each to their credit numbered 657, their total deposits amounting to $8,645,391.00.

The assets of the building and loan associations of the state amounted in 1914 to $3,581,777.99.

The State Bank and Trust Companies on October 1, 1917, had total assets of $134,651,891.69.

Connecticut's leadership in brass, bronze and copper products is indicated by the comparative values for 1914 of these products for the following states: Connecticut, $69,353,103; New York, $23,964,582; Michigan, $16,868,725; Pennsylvania, $9,779,626; Ohio, $7,843,092.

Great Variety of Products

To visualize the great variety of manufactured goods produced in Connecticut, a list of lines turned out in one of the medium-sized cities of the state, castings, cabinet hardware and stamp trade specialties..

The Department of Commerce reports show that in 1914 New Haven had 450 manufacturing establishments, Hartford 350, Bridgeport 340, Waterbury 162, Norwich 102, Meriden 87, Stamford 91, New London 67, New Britain 65, Danbury 81 and South Norwalk 62.

The value of farm crops, according to the last federal census, was $22,487,999.

Creation of a New Industry

One of the amazing farm industries of Connecticut is the shade-grown leaf tobacco crop, which it is estimated will this year have a value exceeding $15,000,000. This development in tobacco growing is less than twenty years old. In 1900 one-third of an acre was devoted to this crop. In 1918 the acreage for the state was 6,100. The crop is grown under cover, and the white tents dotting the Connecticut valley above Hartford afford a spectacle unique in farming developments. This tobacco is considered of the highest quality grown in the United States, and is used for wrappers for many fine grades of cigars. The industry is expanding by leaps and bounds and forms one of the great sources of potential wealth in the state. Soil and climate both favor this crop in the Connecticut river valley, and the industry has spread into western Massachusetts. It is no longer an experiment, but represents a romance of industrial development, justifying those who in the experimental days pinned their faith to a new idea.

One of the great sources of Connecticut wealth consists in the entertainment of summer visitors. Her long shore line is a succession of pleasure resorts, attracting city-tired people from New York and other cities; and her trim and attractive farm houses invite the vacation-seeker from everywhere. There are no estimates ventured as to the value to the state of this summer vacation travel, but it is generally agreed that it is an enormous wealth-asset.

Corporations owned, in 1914, 38.6 per cent of the total number of manufacturing establishments, producing 91.4 per cent of the total factory products of the state.

The "melting pot" functions in Connecticut. Americanization work is linked with the school system, and also is carried on through welfare associations, such as the Y. M. C. A. There is in Connecticut such a dominating spirit of Americanism that alien sentiment does not thrive in such an atmosphere.

Fisheries a Source of Wealth

The shell-fish interests of the state are important, the products of her shell fisheries placing Connecticut second among the states in this industry. In 1918 about 840 men were employed in the different fisheries. In the lobster fisheries alone there are employed 238 power boats and 339 row boats; $4,928 shad were caught in 1918, exclusive of those caught by hand line or by trawl fishermen. Alewives, blue fish, butter fish, black fish, cod, flounders, flatfish, frost fish, mackerel, sea bass, striped bass squid and scup are abundant. The catch of these and miscellaneous varieties in 1918 total 1,191,852 pounds. The state maintains numerous game preserves.

The City of "Yale"

New Haven, Connecticut's largest city, is known wherever civilization has a foothold as the seat of one of the greatest of universities—Yale—which

(*Continued on Page* 40.)

GENERAL VIEW OF THE REMINGTON ARMS PLANT, BRIDGEPORT



The site of this great plant was an open field in 1914. War needs brought it into being, and peace needs keep it busy. It is one of Bridgeport's greatest industries.

PANORAMA OF NEW HAVEN'S "GREEN," CENTER OF THE CIVIC LIFE AND COMMERCIAL ACTIVITIES OF THE STATE'S METROPOLIS



The two beautiful structures to the left are the Public Library and the Superior Court. Modern office buildings, including the Chamber of Commerce and the old City Hall, follow in order, and the magnificent new Post Office and Federal Building—a veritable "Greek Temple"—which has but recently been completed, give to this city center a distinctiveness and impressiveness hard to match. The buildings to the right are office structures and retail establishments.

TYPICAL QUARRYING PLANT



Connecticut has a substantial quarrying industry, through which her "rock bound hills" are converted into building material. This is the plant of the New Haven Trap Rock Company, near that city.

WHERE WORKMEN LIVE



This section of Mill Green development at Bridgeport shows the types of homes available for wage-earners. Playgrounds and parks are provided for in each of these developments.

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts .....PART 2

Hartford, Conn.

Wholesale Houses

Beef	11
Butter, eggs and cheese	21
Tobacconists	6
Tobacco leaf	20
Cattle dealers	14
Commission merchants	5
Flour dealers	5
Dry goods	6
Fruit	19
Grocers	20

These wholesalers have excellent delivery facilities via motor truck, steam trains and trolley express. In their territory there are several large towns and cities of 15,000 to 60,000 population. Several of these houses have branches in New Haven, Springfield, Waterbury and other distant points. The system of wholesale distribution is so fine that Hartford is considered one of the most prosperous jobbing centers in New England.

Retail Section

Asylum, Pratt and Main streets are the principal retail thoroughfares. These streets combine in making a shopping center nearly two miles in total length. In this part of the city are found the large department stores, specialty stores and exclusive shops. In size and character of stores the Hartford shopping center compares favorably with many larger city retail sections.

On Park street there is a fine neighborhood shopping section about a half-mile in length.

Front street is a half-mile trading center of the Italian and Hebrew sections and boasts of several thriving stores of every kind.

Windsor street is another busy neighborhood shopping center for the foreign population although it is only about one-quarter of a mile in length.

Residential Features

Hartford has a large residential section composed of fine one and two-family homes. Some of these are the finest in the state. During the past year there has been only a slight increase in this class of homes. Fine apartment houses seem to be the favorite choice of new arrivals in Hartford and several of largest and most exclusive apartment houses are in course of construction.

The strictly tenement section of the city is small, even in face of the fact that Hartford has a large foreign population. These new citizens seem to prefer their own individual homes and wherever possible a small farm or garden plot.

Trading Area

Hartford undoubtedly has a larger and perhaps more prosperous trading area than any other city in Connecticut. The nearness of such large cities as New Britain, Middletown, Rockville and other prosperous manufacturing centers is a benefit to the merchants of Hartford who have exerted every influence to maintain fine transportation facilities.

The prosperous towns of the Connecticut valley prefer Hartford for their out-of-town shopping center and from the north and east there comes a big trade from such centers of industry as Thompsonville, Windsor Locks, Rockville, Manchester and Willimantic. New Britain, one of the most prosperous manufacturing cities in the state contributes largely to the income of the Hartford merchants each week. Trolley and special train service at low fare is responsible for this tremendous trade from the south.

Within this trading area which extends fully twenty-five miles east, thirty-five miles southeast on the Connecticut valley, twenty miles west and fifteen miles north, there are twenty prosperous villages, and in addition to several large product farms there are hundreds of acres of valuable tobacco land that each year makes its returns felt in the shopping center of Hartford.

Beyond these boundaries the cities of Springfield, Waterbury, New Haven and New London attract the really important out-of-town shopping.

Retail Outlets for Nationally Advertised Product

Automobile (Passenger) Agencies	37	Delicatessen stores	19	Garages	99
Automobile (Truck) Agencies	40	Dress-makers	213	Grocers (Retail)	462
Automobile (Tire) Agencies	33	Druggists (Retail)	74	Hardware and Cutlery	24
Automobile (Parts) Agencies	74	Dry Goods stores	57	Hats and Caps	12
Bakers	32	Department stores	5	Jewelers	54
Cigar stores	21	Electrical Supplies	15	Ladies' Tailors	14
Cloak and Suit stores	30	Florists	30	Meat Markets	119
Clothiers	27	Furniture stores	33	Men's Furnishings	32
Confectioners	45	Furriers	13	Merchant Tailors	13
				Milliners and Millinery Goods	40
				Opticians	20
				Piano stores	6
				Photographers	28
				Plumbers, steam and gas fitters	84
				Restaurants and Lunch Rooms	96
				Shoe Dealers	76
				Sporting Goods Stores	6
				Stationers	12

Morning Newspapers
Hartford Daily Courant.

Evening Newspapers
Hartford Times.
Hartford Post.

Sunday Newspapers
Hartford Sunday Courant.
Hartford Sunday Globe.

Weeklies
Catholic Transcript.
Labor Standard.

Miscellaneous Publications
Connecticut Staatszeitung (weekly), Fraternal News (monthly), and several Trinity College publications.

THE PUBLIC OF HARTFORD, CONN.

DEMANDS

THE HARTFORD POST

Your Newspaper

As It Is Today — The Fastest Growing Daily in the State

With Hartford's rapid development as an industrial and financial center, there has come a constantly growing demand for *all the news* in concise, well-edited form—the best news features—live sport pages and editorial columns that are not bound to a political party, but to the big 75 per cent of the people.

Increasing circulation makes the Post increasingly attractive to both local and foreign advertisers.

BOTH RATES AND RETURNS ARE PROFITABLE

SPECIAL NOTE—The Advertising Department of the Hartford Post will co-operate with all national advertisers seeking introduction among the varied and numerous distributing outlets classified in the chart above.

THE HARTFORD POST PUBLISHING CO.
HARTFORD CONN.

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(Continued from Page 38.)

for two hundred years has touched and colored the cultural life of the world. The pride of Connecticut people in the fame of Yale is shared equally by all Americans. Here every worthy and useful feature of university life and effort is found. From this historic institution radiates an influence upon American life and progress which cannot be measured.

New Haven is about seventy-two miles northeast of New York City. It is a city which has long since outgrown the status of a "college town," ranking second only to Bridgeport in the value of its manufacturing interests. Its

TRANSFORMING RAW MATERIAL INTO WEALTH



Machine room of the Billings & Spencer Co., Hartford, showing the construction of giant drop hammers.

largest industry is the manufacture of firearms and ammunition; its second largest industry is the railroad business. Here are located the general offices of the N. Y., N. H. & H. Railroad. Out of the city radiate six divisions of that system. About five thousand people are employed here in this one line of industry. There is now under construction at New Haven the most extensive freight classification yard in the east, covering one thousand acres. From this point all freight for New England points is to be routed. Ten miles of trackage for switching purposes have already been completed.

The Winchester Arms Company employ about 7,000 people; Sargent & Co., hardware, about 3,000; New Haven Clock Co., 2,200. It is estimated by the Chamber of Commerce that New Haven industries employ at the present time between 35,000 and 36,000 workmen.

Bridgeport, Industrial Marvel

Bridgeport, first city in the state in value of manufactured products, has enjoyed throughout the period of the war an amazing degree of activity. The city's contribution to the cause of the allies and to that of the United States in the matter of war equipment, arms and ammunition has been notable. Her industries, expanded in many cases to enormous proportions to meet the war emergency, are once more getting grounded upon a peace basis and the transition has been accomplished without panic or disaster.

There is little unemployment. Wages are high. Labor troubles are few. This may be accounted for by the attitude of dominant manufacturers toward their employes. One of these men remarked recently: "I know what living costs are now in comparison with what it cost me five years ago. I know that the same conditions face our wage earners, and I have tried to put their present wages upon a basis which will amply cover this added living cost."

In 1914 Bridgeport ranked twenty-ninth among American cities in the value of her manufactured products. Her comparative standing today should be much higher. The city is one of the busiest spots in America. Her business streets are so congested with traffic that there is a general call for relief measures. Her stores are busy, modern, progressive. New construction is in evidence on every hand. Within a few years there have been completed many beautiful business structures, giving to the business section a metropolitan aspect.

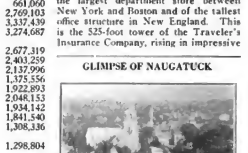
In solving the housing problem for her enormous army of wage earners, Bridgeport has created a precedent for other cities. Housing developments have been completed in many sections which afford to workmen comfortable and even luxurious homes, with park-like surroundings and every modern convenience—including janitor service for each group of houses or apartments. The rentals average $5 per month per room. Thus a six-room house or apartment costs but $30 per month. This housing development was conceived several years ago by Bridgeport business men who foresaw the inevitable industrial expansion to come and realized that homes must be provided for the extra population. They formed a company, with a working capital of a million dollars, and proceeded to the construction of what have been termed the most attractive types of homes for workmen in America. When the war-time needs required immediate extension of Bridgeport manufacturing plants, the Government co-operated in the housing development, spending great sums in the construction of groups of modern apartments, two-family houses and detached houses. Needless to say, this constructive work has played a most important part in the industrial life of the city.

Aside from the great arms, ammunition and metals industries of Bridgeport, there are many other manufacturing lines in which the city is a leader. These include automobiles, graphophones, silk goods and gold and silver refining.

The Insurance Center

Hartford, the state capital, is a city of distinctive beauty. The city boasts of the largest department store between New York and Boston and of the tallest office structure in New England. This is the 525-foot tower of the Traveler's Insurance Company, rising in impressive

GLIMPSE OF NAUGATUCK



Naugatuck factories produce rubber goods of all kinds, brass, cutlery, knit goods, buttons, machinery and malleable iron.

beauty from the midst of the great group of granite buildings comprising "Insurance Row." This structure cost $3,000,000.

Hartford is the insurance center of the United States. Twenty-two underwriting concerns have their home offices in this city. These companies represent a capital investment of $32,500,000. They have assets totaling $536,716,110. Their net premium income for 1918 was $92,683. The largest corporation in New England is the Aetna Life Insurance Company. The banks reflect this insurance importance and have approximate resources of $170,000,000.

Hartford's manufactures include the famous Colt firearms and the Underwood and Royal typewriters. Hartford's industrial output is estimated at $70,000,000 annually. This is an unofficial estimate of the local Chamber of Commerce. Five types of skilled mechanics are employed in its factories, and prevailing wages are high. It is a city of homes, rich in historical associations. The Americanism of its people is indicated by the great pride they feel in Hartford's part in shaping the political life of the Republic. It was the constitution drawn and adopted by the Hartford colony in 1639 that was used as a model one hundred and fifty years

(Continued on Page 44.)

CONNECTICUT'S MANUFACTURING INDUSTRIES

CENSUS OF 1914

Industry	Number of establishments	Wage earners Average number	Value of products Amount	Value added by manufacture Amount
All industries	4,104	226,264	$545,471,517	$256,960,631
Brass, bronze and copper products	67	16,781	69,353,103	15,467,331
Foundry and machine-shop products	388	39,369	67,009,127	41,858,169
Cotton goods, including cotton small wares	50	15,466	30,808,918	13,474,040
Silk goods, including throwsters	44	10,658	30,591,825	12,185,573
Firearms and ammunition	13	10,863	25,657,797	13,960,402
Woolen, worsted and felt goods	53	7,350	17,128,975	6,365,465
Silverware and plated ware	33	6,465	15,238,821	7,857,204
Electrical machinery, apparatus and supplies	43	5,059	14,330,156	6,894,026
Corsets	21	7,298	12,935,805	5,361,242
Cutlery and tools, not elsewhere specified	76	7,568	11,541,307	7,573,158
Rubber goods, not elsewhere specified	18	2,485	10,187,757	4,542,915
Hats, fur-felt	58	5,461	9,475,778	4,842,504
Automobiles, including bodies and parts	28	2,223	8,050,692	4,281,531
Bread and other bakery products	467	2,014	8,005,138	3,344,158
Clocks and watches, including cases and materials	15	6,599	7,927,011	5,497,634
Printing and publishing	364	2,838	7,712,615	5,517,400
Typewriters and supplies	7	4,662	7,178,293	5,717,078
Lumber and timber products	295	2,336	6,966,352	3,200,902
Furnishing goods, men's	17	3,142	6,434,933	2,345,723
Paper and wood pulp	44	1,898	5,968,797	1,961,803
Musical instruments, pianos and organs and materials	19	2,267	5,229,954	2,659,457
Hosiery and knit goods	25	2,904	5,221,683	2,495,112
Slaughtering and meat packing	26	453	5,216,272	661,060
Needles, pins and hooks and eyes	12	1,068	5,108,556	2,769,103
Liquors, malt	18	539	5,029,541	3,337,439
Gas, illuminating and heating	27	1,209	4,745,720	3,274,687
Iron and steel forgings, not made in steel works or rolling mills	17	1,573	4,559,897	2,677,319
Gas and electric fixtures and lamps	16	2,476	4,076,227	2,403,259
Copper, tin and sheet-iron products	65	2,465	3,818,012	2,137,996
House furnishing goods	5	1,233	3,818,969	1,375,556
Boxes, fancy and paper	42	1,963	3,741,235	1,923,893
Dyeing and finishing textiles	12	1,764	3,503,139	2,048,153
Tobacco manufactures	256	1,570	3,149,301	1,934,142
Screws, wood	4	2,266	2,842,798	1,841,540
Clothing, men's, including shirts	28	1,305	2,628,149	1,308,336
Patent medicines and compounds and druggists' preparations	43	327	2,062,727	1,298,804
Paper goods, not elsewhere specified	10	762	1,993,700	948,156
Fertilizers	10	329	1,971,991	494,779
Sports and shoes	9	567	1,957,709	619,649
Flour-mill and gristmill products	85	113	1,881,481	250,665
Soap	7	258	1,672,123	901,260
Bookbinding, including boat building	37	514	1,665,293	1,323,092
Fancy articles, not elsewhere specified	12	521	1,615,381	723,415
Clothing, women's	19	1,337	1,596,888	896,628
Hat and cap materials	15	400	1,593,895	310,251
Buttons	18	1,063	1,498,002	884,694
Wirework, including wire rope and cable	20	646	1,329,713	667,064
Blacking and cleansing and polishing preparations	19	173	1,316,926	880,830
Furniture	22	783	1,156,652	501,969
Marble and stonework	80	538	1,056,846	703,672
Iron and steel, bolts, nuts, washers, and rivets, not made in steel works or rolling mills	14	606	1,048,197	557,495
Toys and games	14	527	1,039,705	659,424
Carriages and wagons and materials	84	452	995,508	584,896
Paints and varnish	13	126	951,241	537,636
Confectionery (ice cream)	46	194	925,048	494,132
Leather, tanned, curried and finished	7	185	905,961	270,242
Screws, machine	8	571	906,177	549,743
Cordage and twine, nets and seines and linen goods	13	377	882,596	247,627
Hats, straw	3	302	800,408	363,007
Confectionery	27	227	783,560	301,785
Grease and tallow, not including lubricating greases	9	166	798,271	254,017
Leather goods	15	216	672,775	276,977
Cutlery and clothes	24	63	624,286	97,137
All other industries	748	26,143	74,575,302	35,267,274

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts.....PART 1

Waterbury, Conn.

"The Brass City"

Population

1910 Census	73,141
A. B. C. March 31, 1919. City	115,000
A. B. C. City and Suburban	140,000
Chamber of Commerce Estimate, City	117,025
Chamber of Commerce, City and Suburban	150,000

Native whites	66%	English reading	82%
Foreign born	33%	Industrial workers	35%
Negroes less than	1%	Home owners	10,000
Students	200	Summer residents	200

Suburban and Farm Residents

Within a fifteen mile radius are many prosperous manufacturing centers and rich farms. Among these towns Bristol..20,000, Thomaston..5,000, Watertown..4,500, Southington..6,316, Naugatuck..10,000, Beacon Falls..3,000, Cheshire..3,000, Torrytille..4,000 and twenty smaller towns and villages.

City Classed As

One of the largest and most important manufacturing cities in New England.

Location

On the Waterbury division of the N. Y., N. H. & H. R. R. Connecticut Company trolley lines throughout the city and interurban lines connecting with New Haven, Bridgeport, Hartford, Meriden, Bristol and New Britain.

Banks

Savings	3	Resources	$24,172,666
Trust Companies	3	"	14,677,589
National	3	"	15,519,932

Schools

33 Public grade schools.....No. of pupils....13,242
3 High schools.....No. of pupils.... 1,720

There is a large Trade School which conducts day and night classes and is generously patronized due to the fact that many local factories send their employees there for advanced preliminary and technical training. There are six Catholic schools, two private girls' schools, one private boys' school and three business schools.

Theatres

10 moving pictures, 1 vaudeville and motion pictures (also road shows), 1 stock house, 1 burlesque. Average 900 seats. Four houses have more than 1,200 seats and the largest house seats 1,700.

Churches

Baptist..4. Congregational ..5. Episcopal..4. Jewish ..2. Lutheran..3. Methodist..5. Roman Catholic..11. Russian Greek Catholic ..1. Undenominational..1. Second Advent..2. Christian Scientist..1.

Principal Industries

Brass goods (several large factories), dress fasteners, knives, suspender webbing, pins, hooks and eyes, stamped brass goods, machinery and tool, wire goods, upholstery, brass and iron hardware, recording instruments, seamless brass tubing, brass and ingot, exhaust tumbling barrels, silverware, chemicals, clocks, furnaces, metal buttons, castings, sheet metal, handcuffs and chains, watches, hardware specialties, brass novelties, rolled links and eyelets, hot water boilers, automatic machinery, shoe buckles, rolled sheet brass and copper, stamped metal novelties, electric batteries, brass hardware, hose and metal buttons, watch jewelry, belting, paper boxes and lamps.

Special Information

Waterbury has annually the second largest freight tonnage in New England. (Mere than Cleveland, Ohio and second to Boston, Mass.)

There are more than 35,000 industrial workers.

The average weekly wage for unskilled labor is $24.

The average weekly wage for skilled labor is $40.

The annual output of the Waterbury manufacturing interests is more than $80,000,000 in value. The demand for skilled mechanics is great and the class of workers' homes indicate prosperity and great spending power.

Waterbury has the largest brass manufacturing industry in the United States and the largest clock manufacturing business in the world.

It is the home of the Ingersoll Watch.

NOTE: *Sources from which figures and facts of Waterbury Survey were secured:* Thos. F. Moore, assistant secretary Chamber of Commerce, Board of Education, bank statements, A. B. C. Reports and other reliable sources.

The Waterbury American

(Member A. B. C.)

Has long been recognized as one of the first papers in Connecticut and also in New England. Its standing in character and influence is unchallenged.

Has always been a three-cent paper.

The use of the American is necessary to cover Waterbury and western Connecticut effectively.

It is the only paper in this center to reach the homes of a wide constituency.

REPRESENTATIVES OF NATIONAL ADVERTISING

FRANKLIN P. ALCORN COMPANY

Marbridge Building
New York

Marquette Building
Chicago

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PHENOMENAL UNDISPUTED

PROSPERITY PLUS SUPREMACY

OF TRADING TERRITORY CIRCULATION—CITY—COUNTRY

Guarantee Results to Advertisers and Explains the Tremendous Volume of Advertising—Local, National—Printed by

Waterbury CT. Republican



—Circulation data from August A. B. C. record.

NET PAID CIRCULATION

(Representative Days in August, 1919)

	Daily	Sunday
City of Waterbury (73,141 population)	8,091	8,596
Town of Naugatuck (12,700 population)	745	840
Town of Torrington (12,500 population)	526	606
Town of Thomaston (3,300 population)	471	410
Town of Watertown (3,900 population)	361	404
City of Bristol (12,500 population)	320	120
Town of Woodbury (1,860 population)	236	33
Town of Plymouth (5,000 population)	132	30
Town of Litchfield (3,000 population)	112	53
Town of Beacon Falls (1,150 population)	68	40
Town of Cheshire (2,000 population)	87	75
Town of Southbury (1,200 population)	70	41
Town of Southington (6,500 population)	69	10
Town of Winchester (6,700 population	65	70
Town of Seymour (4,000 population)	63	60
Town of Middlebury (650 population)	54	22
Town of Wolcott (500 population)	40	20
Town of Prospect (520 population)	29	15
Totals	11,434	11,975

1910 Census figures used.

REPUBLICAN LEADS EVERYWHERE

8,091—City circulation nearly as great as total circulation second paper.

3,733—Within radius of 30 miles—more than combined suburban circulation of competitors.

11,824—Nearly 40% more circulation than second paper.

facts

factories throughout Waterbury trading territory working to capacity, labor at a premium, earning more, spending more than ever before.

department stores, specialty shops, shoe and furniture stores, books, all report exceptional increase in business since January 1.

automobile dealers cannot obtain cars rapidly enough to supply the demand.

national advertisers have recognized the advantage of placing "try out" campaigns in this extraordinarily prosperous territory and as a result:

old advertisers have doubled and trebled their contracts in The Republican.

new advertisers with the cooperation of the well developed Service Department of The Republican have obtained efficient distribution and opened constructive campaigns—and at minimum expense.

More than double the number of classified ads are printed in The Republican than in both competitors *combined.*

More than 90% of all automobile and accessory advertising, local and national, in this territory is printed exclusively in The Republican.

More national advertising is printed in The Republican than in both competitors combined.

THE Republican Leads

IN CIRCULATION—IN ADVERTISING

City—Suburban—Mail Local—National & Classified

The Waterbury Republican, Inc., Waterbury, Conn.
Daily, 3c. Sunday, 7c. Wm. J. Pape, Publisher.

The Julius Mathews Special Agency—Representative.
Boston New York Chicago

EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Two Parts.....PART 2

Waterbury, Conn.

"The Brass City"

Wholesale Houses

Beef and Provisions	7
Tobacco	2
Confectionery	5
Druggist	1
Dry goods	3
Fruits	8
Grocers	8
Stationer	1

These houses supply the retail trade throughout the Waterbury trading area and several maintain branch offices in the largest of the nearby towns. Excellent freight facilities, both trolley and steam road, assure prompt shipping. Motor truck delivery is also developed to an important degree. Nationally advertised goods are thereby assured exceptional distribution.

Retail Section

The main shopping center totals nearly three miles and is located on Bank, West Main, East Main, North Main, South Main, Grand, Center and Leavenworth streets.

These streets branch out and after passing through residential sections terminate in prosperous neighborhood trading section.

Bank street in the Brooklyn section has a shopping district nearly a mile long in the Lithuanian neighborhood.

North Main street in the North End section has a small trading center about a quarter of a mile long.

East Main street, West Main street and South Main street each have neighborhood sections near the three boundary lines of the city in the directions indicated.

On Baldwin street there is another small neighborhood business section.

Residential Features

Waterbury has many of the finest residences in the state. The homes of the mechanics are for the most part one and two family structures. There are a few large apartment houses of the best design.

Twenty per cent of the foreign population is housed in tenements.

Three housing projects will soon be completed with a total of 300 houses of permanent character of one and two family design.

Trading Area

Waterbury has one of the largest and most prosperous trading areas in the state. Within its boundaries are several of the largest towns and villages, each with one or more thriving factories employing well paid mechanics whose families come to Waterbury to trade.

On the south this territory extends to Seymour. At this particular point business is shared with Ansonia and New Haven. To the east the territory extends to Cheshire, Southington and Bristol.

On the west the area extends beyond the Shepaug river. In the case of such towns as New Preston, Washington and Roxbury out-of-town business is shared with neighboring territory.

The northern boundries extend to Torrington.

The farms are prosperous and the per capita wealth is very high.

The people of these farms and towns are liberal spenders and contribute many thousands of dollars each week to the business of the Waterbury merchants.

Excellent motor roads, trolley connections and express routes throughout the section are responsible for the steady increase in Waterbury business from the area and the rapid growth of Bristol and other towns within a few miles of Waterbury assures greater business in the future than has been experienced in the past.

Retail Outlets for Nationally Advertised Product

Automobile (Passenger) Agencies	52	Delicatessen	9	Garages	22	Millinery	30
Automobile (Truck) Agencies	16	Dressmakers	66	Grocers	427	Opticians	11
Automobile (Tire) Agencies	25	Druggists	42	Hardware	16	Photographers	14
Automobile (Parts) Agencies	47	Dry goods	55	Hats and caps	6	Pianos	22
Bakers	46	Department stores	5	Jewelers	30	Plumbers	43
Cigar stores	23	Electrical supplies	6	Leather Tailors	13	Restaurants and lunch rooms	80
Cloaks and suits	23	Florists	14	Meat Markets	144	Shoe dealers	68
Clothiers	36	Furniture	14	Men's furnishings	40	Sporting goods	4
Confectioners	72	Furriers	6	Merchant Tailors	19	Stationers	6

Morning Newspapers	Evening Newspapers	Sunday Newspapers	Weeklies
Waterbury Republican	Waterbury American Waterbury Democrat	Waterbury Republican	La Verita (Italian)

An Industrial City—and—Essentially An Evening Newspaper City

This is the collective judgment of the largest, most representative and successful merchants of Waterbury.

Of the 5 leading Department Stores
2 use the morning paper; 4 the competing evening paper, and *all 5* of them use the Democrat.

Of the 6 leading Furniture Stores
four use the morning paper while all six use the Democrat.

Of the 8 Leading Shoe Stores
The Democrat carries as much as both other dailies combined.

Of the 7 Leading Men's Wear Stores
the first and third in importance do not use the morning paper. All of them use both evening papers.

The 2 leading Grocery Stores
do not use the morning paper—both use the evening papers and give *the Democrat the most space.*

The 2 leading Dress Goods Stores
do not use the moning paper—both use the Democrat exclusively.

The local merchants recognizing the value of the Democrat pay it a highest rate per inch per thousand of circulation.

The Democrat is the most progressive and fastest growing newspaper in Waterbury. It maintains a promotion department that performs 100 per cent.

Applicant for membership in the A. B. C.

THE WATERBURY DEMOCRAT

KNILL-BURKE, Incorporated

New York, 110 West 40th St. *Manager of Nat'l. Advtg.* Chicago, 122 So. Michigan Blvd.

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(*Continued from Page 40.*)
later for the national constitution. So, when you mention "Amcricanism" to a Hartford man, he replies: "Here is its birthplace."

Hartford claims the title, "The City Beautiful," and tries to live up to it. It was one of the first of American cities to adopt a permanent City Planning Commission. The great park system—comprising sixteen hundred acres—is an evidence of Hartford's civic pride.

Hartford has contributed to the world many notable people, including Noah Webster, Mark Twain, Harriet Beecher Stowe, Charles Dudley Warner, Edmund Clarence Steadman, George D. Prentice, John Fiske, Emma Willard, Rose Terry Cooke and Theodore Dwight.

Waterbury a Leader

Waterbury ranks third in the value of products among the cities of Connecticut. Its dominant industries are the manufacture of brass, bronze and copper products. In these lines Waterbury maoufactures one-fifth of the total volume for the United States. There are many other important industries, including watches, foundry and machine shop products, buttons, needles and pins, hooks and eyes and lamps. Waterbury's growth has been steady and rapid. Today the city is considcred one of the centers of American industry, while as a city it has kept pace in every way with its great expansion industrially.

Meriden's Great Industry

Meriden, the Silver City, while cherishing that proud title, manufactures about one hundred different lines of products. These include gas and electric fixtures, the Angelus Piano Player

CHURCH STREET, HARTFORD



Connecticut's chief cities boast of department stores equal in every respect to those of New York and Boston. The Fox store, at Hartford, is one of these.

and Aeolian talking machines, the Parker shotguns, etc

The International Silver Co., an amalgamation of the principal concerns engaged in the manufacture of silver and silverplated ware in the state, and whose

INSURANCE ROW, HARTFORD, SHOWING THE NEW SKYSCRAPER TOWER OF THE TRAVELERS' INSURANCE CO., WHOSE GOLDEN SPIRE REACHES 525 FEET ABOVE THE SIDEWALK



Hartford, "the Insurance Center of the United States," is proud of this newest symbol of Connecticut's leadership in this line. To the right of the tower are shown glimpses of the home offices of the Aetna and other great insurance corporations.

general offices and central groups of factories are in Meriden, is the dominant concern io this line of manufacture in the United States. The art of electroplating, developed by the three Rogers brothers in 1847, was the real birth of this great industry. although as early as 1808 Meriden had an establishment devoted to the manufacture of Britannia ware. It was the vision of these Britannia makers, later to be joined with the genius of the brothers Rogers, that created an industry whose products now find their way to the remotest corners of the world. It is to be noted that in late years the Meriden manufacturers have been engaged in the manufacture of sterling silver products on a growing scale, while retaining their supremacy in plated ware production.

New London an Important Port

New London, on the main line of the N. Y., N. H. & H. Railroad, midway between New York and Boston, has one of the finest harbors in the world. It has three steamship lines to New York. It has a 1,000-foot state pier and freighter and lighter service of the Central Vermont as well as of the "New Haven" railroad. The city has 3,866 homes, valued at $13,962,900. Of its population, but 10 per cent is foreign born. It is the chief trading center between New Haven and Providence. The total money transactions for the year 1918 in banking, manufactnring and jobbing for New London County amounted to $669,405,812. The manufacturing business for the same year amounted to $36,323,295, and the total jobbing business $8,549,000. Ship building is an important industry, while textiles and metals products add to the sum of the city's wealth.

Norwich, the City of Roses, situated thirteen miles north'nf New London, is an important manufacturing center. Firearms, cotton goods, rubber goods, stoves, locks, trunks, corks, velvet goods, etc., are the chief products.

Stamford, nearest to New York of Connecticut's important cities, is both a residential and manufacturing ccoter. Locks, dyestuffs, chocolate, pianos are the chief products.

New Britain is noted for its manufactures of hardware, cutlery and tools. Ansonia is a large producer of brass and bronze products, while Torrington's chief industry is the rolling of brass and copper. This city also manufactures motorcycles and sewing machine needles. Danbury is the center of the fur-felt hat industry of the state. Naugatuck produces rubber boots and shoes and other rubber goods. Willimantic is noted for its thread manufactures, cottoo cloth and silk mills. Norwalk manufactures hats, corsets and hardware, while Middletown concentrates on suspenders, garters and elastic woven goods, cotton, silk, rubber boots and shoes, foundry and machine shop products. Bristol is noted for the extent and variety of its metal products. New Britain has for its chief industries hardware, cutlery and tools.

Summary of State's Wealth

The Group Interests of Connecticut may be summarized roughly as follows:

Trade and Commerce—Number of retail proprietors, 15,892; number of wholesale firms, 500; investment, including buildings, $250,000,000.

Maoufactures—Company proprietors, 3,468; personal proprietors aod salaried officials, 19,611; capital invested, $517,547,000.

Insurance and Banking—Insurance companies, 30; assets, $577,627,000; banks, all classes, 215; assets, $712,848,000.

Agriculture — Proprietors or operators, 26,815; investment, $159,339,771.

Public Utilities—Electric companies, 31; assets, $21,056,000; gas companies, 12; assets, $19,026,000; gas and electric, 16; assets, $16,494,000; railroads 5; assets in Connecticut, $61,000,000; street railroads, 20; assets, $121,133,000; telephone companies, 7; assets, $18,081,000; water companies, 82; assets, $27,194,000.

Total assets of groups, $2,501,345,000.

Newspapers Reflect State's Prosperity

The newspapers of Connecticut reflect in striking fashion the general business prosperity of the state. Dailies in the larger cities are running from twenty to thirty-eight page issues, carrying an unprecedented volume of local and foreign advertising. The amount of store advertising running in these dailies just now affords an impressive testimonial to their effectiveness as advertising mediums and to the flourishing trade conditions prevailing throughout the state.

Connecticut people are producing

THIS PICTURE IS NOT WHAT IT SEEMS—NOT AT ALL!



This sylvan lake, bordered by semi-tropical foliage, is not a pleasure resort. *It is a powder magazine!* Screened by the trees are scores of concrete and steel structures for the storage of powder. It is the property of one of Connecticut's great industrial concerns.

wealth at a steady and increasing pace. and they are buying everything they want. That, in effect, is the answer to the national advertiser who is considering an expansion of his distribution in this busy state.

PANORAMA OF CITY AND HARBOR OF NEW LONDON



At the left is shown the $1,000,000 state pier which has contributed so greatly to the development of the port. The harbor of New London is one of the largest and finest in America.

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EDITOR & PUBLISHER — SPACE BUYERS CHART —

Stamford, Conn

Population

1910 Census	25,636
A. B. C. Mar. 31/19	40,000
A. B. C. City and Suburban	75,000
Chamber of Commerce Estimate, City	40,000
Chamber of Commerce, City and Suburban	75,000

City Classed as Industrial center and summer resort.

Native Whites	78%	English Reading	90%
Foreign Born	22%	Industrial Workers	25%
Negroes	3%	Home Owners	2,536
Students	None	Summer Residents	3,000

Banks

Savings	2	Resources	$13,944,409
Trust Companies	2	Resources	7,350,585
National	1	Resources	4,861,330

Schools

Public grade	12	Pupils	4,096
High	1	Pupils	1,200
Trade	1	Pupils	100

2 Catholic schools, 2 business colleges, 6 private schools.

Theatres

4 motion pictures, 1 legitimate and burlesque, 1 vaudeville and moving picture. Seating 5,000.

Churches

Baptist 2, Italian Baptist 1, Congregational 5, Episcopal 4, Roman Catholic 3, Methodist 5, and 11 other churches.

Location

Main line N. Y., N. H. & H. R. R. New Canaan Branch same road. Connecticut Co. trolleys to Norwalk and New York. Boat line to New York City. Auto freight to New York City.

Principal Industries

Chemicals, Children's Clothing, Iron Fences, Carpets, Wire and Cables, Bronze, Score Boards, Typewriters, Thread, Artificial Leather, Brass, Celluloid, Women's Waists, Electric Specialties, Carriages, Pumps, Pianos, Awnings, Shoes, Steel Boats, Marine Motors, Fur Cloth, Machinery, Toys, Rubber Goods, Oil Engines, Rolled Plate Metal, Motorcycles, Chocolate, Gloves, Dresses, Yale Locks, and Paper Boxes.

Special Information

One of the fastest growing industrial centers in New England. High wage scale.

Stamford being a city of beautiful homes undoubtedly has a greater wealth per capita than any other city in its size in the state.

The homes and the atmosphere of the business section are of such character that the visitor immediately realizes that the city is a live center of industry. The opportunities for the conduct of successful local advertising campaigns are many and foreign advertisers are generous users of the local paper.

Suburban and Farm Residents

Within twelve mile radius Darien, 4,000, Greenwich, 18,000, New Canaan, 4,000, several New York State towns and villages, prosperous farms and live shore resorts.

Wholesalers

Beef	1
Butter, Eggs and Cheese	1
Confectioners	2
Grocers	4
Meats	2
Paper	2

Excellent delivery service throughout Stamford trading territory. Nearness to the New York markets enables them to be completely stocked at all times.

During the summer months a big business is done among the nearby shore resorts.

Retail Section

Principal shopping section about a mile and a half on Park Row, Atlantic St., Main St. and Bank St. One of most interesting sections of kind in state.

Small neighborhood centers in exclusive residential sections of Springdale and Glenbrook. One Italian and one Polish neighborhood section.

Residential Features

Mostly one family houses. Few apartment houses. One of most beautiful and wealthiest residential sections in state. populated principally by business men of New York and their families.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	34	Delicatessen	2	Garages	7
Auto. (Truck)	6	Dress Makers	25	Grocers	44
Auto. (Tires) Agcys.	22	Druggists	11	Hardware	7
Auto. (Parts) Agcys.	7	Dry Goods	31	Hats and Caps	4
Bakers	16	Department Stores	2	Jewelry	11
Cigar Stores	13	Electrical	3	Ladies' Tailors	6
Cloaks and Suits	11	Florists	7	Meat Markets	12
Clothiers	16	Furniture	10	Men's Furnishings	7
Confectioners	34	Furriers	2	Merchant Tailors	9
Milliners	10
Opticians	4
Photographers	6
Pianos	4
Plumbers	21
Restaurants	41
Shoe Dealers	20
Sporting Goods	2
Stationers	4

Trading Area

Stamford's trading area extends to the state line on the west and then north well into New York state. Lewisboro, Vista, Poundridge, Scott Corner and Banksville are all New York towns contributing business to Stamford.

On the east the territory extends to Darien. Bridgeport shares some of the Darien business. There are about twenty-five prosperous towns in the Stamford territory and several live shore resorts.

To cover this section it is necessary for national advertisers to use the local publications, as the territory CANNOT be classed as suburban New York.

NOTE: *Sources from which figures and facts were secured*—Chamber of Commerce, tax collector, board of education, banks and other reliable sources.

Newspapers { The Daily Advocate (Evening) / Free Press (Weekly Labor Paper)

National Advertisers MUST Use

THE DAILY ADVOCATE

To Reach the Homes of Stamford, Conn.

The idea of trying to "cover" this city of wealth, beautiful homes and giant factories through the use of New York newspapers has been PROVEN FALSE AND UNPROFITABLE.

The people of Stamford are "FOR" Stamford in every respect; including trade for the Stamford merchants who advertise in the Stamford newspaper—The Daily Advocate.

Scattered circulation of many New York dailies does not have the "pulling" power of CONCENTRATED effort in the ONLY DAILY in this territory.

Stamford stands out as an individual city of wealth and industry—a fertile field for National Advertising.

Its well patronized columns are the best arguments in favor of national advertising concentration in—

THE DAILY ADVOCATE

Member of A. B. C. The Gillespie Bros., Inc., Publishers

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EDITOR & PUBLISHER
SPACE BUYERS CHART

WELCOMED BY THE MEN WHO CONTROL BIG APPROPRIATIONS

"This chart is going to help us answer quickly and reliably many a question that heretofore has required time to look up.
"All that we can say is keep up the good work be cause it is really worth while."

F. M. Lawrence, Secy.
George Batten Co., Inc.

"I did not realize how much help it would be to an agency until I saw the finished product today.
"I want to congratulate you—we will most decidedly keep it on file."

Charles Presbrey, Vice-Pres.
Frank Presbrey Co.

"—are, in our opinion, of value to space buyers and will be of assistanee to us in the preparation of newspaper lists and estimates."

Calkins & Holden

"—you may be sure every one of these analyses will be much appreeiated. The more you give us and the faster they come, the better.
"The newspaper advertisements that run on these pages will be sure to have a good long life.
"EDITOR & PUBLISHER is to be highly commended for the way in which they have gone after this as well as other necessary improvements in the business."

A. M. Lewis,
Mgr. of Media Dept.
J. Walter Thompson Co.

"—this material will be of great value to us in our study of local conditions."

Riehard Webster,
Statistical Dept.
George Batten Co., Inc.

During the coming year more money will be spent with newspapers than ever before in the history of national advertising and in arranging these appropriations the *Space Buyers* will refer to the *Editor & Publisher Space Buyers' Chart* time and time again.

Publishers who co-operate with EDITOR & PUBLISHER in these surveys are investing in advertising that reaches the space buyer—is kept by the space buyer—is used by the space buyer

Newspaper announcements accompanying these surveys are assured *longer life* than any other single advertising investment that the publishers can make.

EDITOR & PUBLISHER

WORLD BUILDING, NEW YORK CITY

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in 2 Parts.....PART 1

Meriden, Conn.

Population

1910 Census	32,066
A. B. C. March 31, 1919, City	37,500
A. B. C. City and Suburban	78,000
Chamber of Commerce Estimate, City	38,000
Chamber of Commerce, City and Suburban	70,000

Native whites	75%
Foreign born	24%
Negroes	
less than 1%	
Students	none
English reading	85%
Industrial workers	33 1/3%
Home owners	5,600
Summer residents	300

Suburban and Farm Residents

Within an eight mile radius are the prosperous towns of Wallingford..12,000, Southington..6,516, Cheshire..3,000, and ten smaller towns and villages. Most of the farm produce raised in this territory is consumed by the people of Meriden, although a limited amount is shipped to the markets of Hartford and New Haven.

City Classed As

One of the fastest developing manufacturing centers in Connecticut.

Location

On the main line of the N. Y., N. H. & H. R. R. Connecticut Company trolley lines throughout the city. Suburban trolley lines connecting with New Haven, Middletown, Cheshire, Southington and New Britain.

Banks

Savings	2	Resources..$13,465,000
Trust Companies	2	" 585,000
National	3	" 6,500,000

Schools

18 Public grade schools	No. of pupils	4,634
1 High schools	No. of pupils	666
1 State vocational school	No. of pupils	800

There are two private schools, five Catholic schools and one business college.

Total school enumeration 7,386

Theatres

7 moving pictures exclusively.
One has 800 seats and the other 1,600.

Churches

Baptist..5. Congregational ..2. Episcopal..2. Jewish..1. Evangelical Lutheran..1. Lutheran..1. Swedish Lutheran..1. Methodist..3. Negro..1. Roman Catholic..7. Undenominational..1. Universalist..1. Christadelphia ..1. Christian Science..1.

Principal Industries

Silverware.—This branch of Meriden industry stands out conspicuously and the products from the Meriden factories in this line are sold the world over.

Table Cutlery.—There are few homes in the United States where some article in this line made in Meriden, cannot be found.

Cut Glass.—Some of the finest in the world is made here.

Other important industries are piano players, jewelry, silverplaters' supplies, brass goods and gas fixtures, electrical supplies, auto supplies, cabinet hardware, lamps and lighting fixtures, nickel-plated ware, machine tools, clocks, paper boxes and china.

Special Information

There are nearly 9,000 families in Meriden, and it is quite common to find two and three members of many of these families working in the local factories.

The average wage for unskilled labor is $22.50 per week.

The average wage for skilled labor is $40.00 per week.

The factories are among the finest in New England in point of comfort for the employees and other features.

There have been practically no labor troubles in Meriden, and the workers are of a class which has a tendency toward owning their own homes.

Nationally advertised goods meet with favor and even "try-out" campaigns have proven very profitable in this territory.

Merchants are inclined to co-operate fully with all manufacturers of dependable goods entering this market.

NOTE: Sources from which these figures and facts and those of Part 2 were secured: Chamber of Commerce, latest A. B. C. Report to date, Board of Education, Bank Statements, Merchants and other dependable sources.

THE MORNING RECORD

MERIDEN, CONNECTICUT

50,000 POPULATION in Meriden and Wallingford, made up of the best paid working people in the United States and their families.

Meriden is the home of the International Silver Co., and many other large manufacturing concerns, almost all of which are owned by local capital, thus giving this city an unusually large percentage of wealth to population, and making MERIDEN WORTH MORE TO THE AVERAGE NATIONAL ADVERTISER than are some cities of double its population.

Very, VERY few of the daily papers of other Connecticut cities are sold in Meriden.

The Record is THE ONLY Meriden newspaper that is a member of the "AUDIT BUREAU OF CIRCULATIONS."

93% of all The Record's circulation is in Meriden and Wallingford; 6 miles from center of city to center of Wallingford—practically all one field.

90% of The Record's circulation goes into the homes, making it A FAMILY newspaper in the fullest sense of the term.

About 75% of the high-class national advertisers use The Record, and most of them The Record EXCLUSIVELY in Meriden.

The Record declines all but the better class of medical advertising.

ALL EASTERN advertising handled direct from the HOME OFFICE; Gilman, Nicoll & Ruthman, Western Representatives, Tribune Building, Chicago.

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Survey in 2 Parts.....PART 2

EDITOR & PUBLISHER
SPACE BUYERS CHART

Meriden, Conn.

Wholesale Houses

Beef	2
Butter, eggs and cheese	3
Cigars and tobacco	2
Fruits	2
Grocers	2
Flour, grain and feed	1
Feed	2
Flour	4

These houses cover the entire Meriden trading territory and in one instance in a branch of large wholesalers with headquarters in New Haven. Wholesale houses from New Haven and Hartford also serve Meriden and the merchants of the city are rendered prompt service in all lines.

The excellence of transportation facilities and the motor delivery maintained by practically all of the houses doing business in this territory have made it possible to quickly and completely establish all lines of goods backed by any advertising campaign in the local field.

Retail Section

The shopping district of Meriden is located on Main, Colony, State and Pratt streets and is about three miles long.

There are no neighborhood trading districts of consequence.

The demand for stores in the retail section was emphatically proven by the fact that within a few weeks after prohibition went into effect there was a great demand by all lines of business for locations formerly held by liquor stores.

Residential Features

There are no apartment houses or tenement districts. Most of the well paid employees of the city own their own homes, which are attractive one and two family structures.

The climatic conditions are very healthful, and this fact, combined with excellent educational features, including the nearness to Yale and other of the advanced educational institutions of the state, has developed a standard of modern Americanism that makes Meriden one of the finest home cities in the east.

All these features spell success for the sales of everything modern for home and personal comfort that is promoted by the national advertisers.

Farm implements and dairy necessities have been promoted successfully in this field due to the high character of the nearby farms.

Trading Area

Although Meriden is so situated that its residents are frequent visitors to Hartford and New Haven, the city has a definite trading area of its own.

The size and character of the stores indicate that neither New Haven or Hartford effect the business of the local merchant to any marked degree. And the bulk of business done by the Meriden merchants shows plainly that neighboring towns contribute to their support in no small manner.

The Meriden trading area extends to Wallingford and East Wallingford on the south. These two places divide their outlet-town business between Meriden and New Haven, but because of the nearness of Meriden it is safe to state that city attracts the larger share.

On the west the trading area extends Cheshire, Millidale, Plantsville and Southington. Berlin marks the northern boundaries and the eastern limits are Smiths, Middlefield Center and Durham Center.

Being in the heart of one of New England's most prosperous manufacturing centers, the city is favored with an unusually large retail trade from the thousands of local people and those of nearby towns who find that the margin between living costs and wages still leaves them a generous sum for the purchase of everything desired for their personal comfort and entertainment.

The trading area of Meriden is greater in standard of wealth than most territories of equal size anywhere in the eastern part of the United States.

Retail Outlets for Nationally Advertised Product

Automobile (Passenger) Agencies	22	Delicatessen	5	Garages	11
Automobile (Truck) Agencies	7	Dressmakers	58	Grocers	139
Automobile (Tires) Agencies	14	Druggists	11	Hardware	6
Automobile (Parts) Agencies	24	Dry Goods	34	Hats and caps	6
Bakers	19	Department stores	2	Jewelers	6
Cigar stores	13	Electrical supplies	3	Ladies' tailor	6
Checks and suits	5	Florists	7	Meat Markets	55
Clothiers	12	Furniture	8	Men's Furnishings	8
Confectioners	46	Furriers	3	Merchant Tailors	11
Milliners	12
Opticians	7
Photographers	5
Pianos	5
Plumbers and gas fitters	11
Restaurants and Lunch Rooms	12
Shoe Dealers	18
Sporting Goods	4
Stationers	4

Morning Newspapers
Meriden Morning Record

Evening Newspapers
Meriden Daily Journal

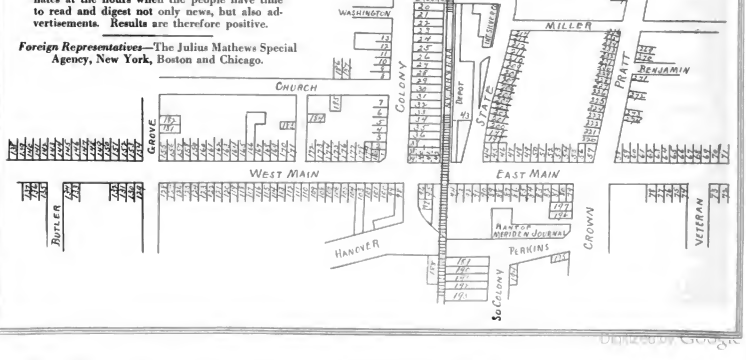
Miscellaneous Publications
Due to the absence of any large foreign element there are no miscellaneous publications.

The Meriden Daily Journal

Has completed a Graphic Commercial Survey of all lines of trade in Meriden, Conn., a map of which is presented herewith. A key to this map will be sent on request, together with a list of those who have signed a Trade Agreement to co-operate in advertising campaigns by reputable concerns in the Meriden field.

The Meriden Daily Journal **is the only evening newspaper in a field which it absolutely dominates at the hours when the people have time to read and digest not only news, but also advertisements. Results are therefore positive.**

***Foreign Representatives*—The Julius Mathews Special Agency, New York,** Boston and Chicago.



EDITOR & PUBLISHER
SPACE BUYERS CHART
New London, Conn.

Population

1910 Census	19,659
A. B. C. Mar. 31/19. City	35,300
A. B. C. City and Suburban	40,400
Chamber of Commerce Estimate, City	35,000
Chamber of Commerce, City and Suburban	60,000

Native Whites	89%
Foreign Born	10%
Negroes	1%
Students	500

English Reading	92%
Industrial Workers	38%
Home Owners	4,500
Summer Residents	15,000

City Classed

GS

Industrial center, shipping port and summer resort.

Banks

Savings	2	Resources	$20,346,950
Trust Company	1	Resources	1,857,500
National	2	Resources	4,419,330

Schools

Public grade schools	8	No. Pupils	4,040
High schools	2	No. Pupils	700
Trade school		No. Pupils	120

There is one business college and the Connecticut State College for Women has a student body of about 500.

Theatres

2 motion pictures, seating 1,300, 1,100 and 800. One house playing road shows, motion pictures and vaudeville, seating 1,200.

Churches

Baptist 3, Congregational 1, Episcopal 1, Methodist 3, Roman Catholic 1, and 7 other churches.

Location

On main line of N. Y., N. H. & H. R. R. (Shore Line division, New York to Boston). Terminal of Central Vermont and Grand Trunk. Two miles up Thames River from Long Island Sound, one of widest and best harbors in the world. Three boat lines to New York City, one to Greenpoint and Sag Harbor, Long Island; one boat line to Block Island. Has 1,900 ft. Connecticut State Pier and freighter and lighter service of Central Vermont R. R. and N. Y., N. H. & H. R. R.

Principal Industries

Silk thread and yarn, printing presses, baskets, bed comfortables and cotton goods, boilers and plates, wooden ships, steel ships, copper and brass tubing, broaching machines and tools, doors and sashes, hats and caps, carpet lining and stair padding, cleansing fluid, chemicals and medicines, children's waists, chucks, paper boxes, electrical specialties, wash silks, bras and cotton ducks, rubber specialties, paints, poultry specialties, marine engineering and ship wrecking, fertilizer and glue, sizes, polish, marine freight and shipping, electrical news bulletins, mattresses, pants and overalls, rubber stamps, submarine engines, shoe laces, vises and clamps and heating apparatus.

Special Information

New London enjoys big business from government Army and Navy stations nearby. Coast Guard Academy and an unusually large number of summer residents, thousands of vacationists, excursionists and tourists.

6,700 employees are for the most part skilled workers receiving large salaries.

Shipping adds a tremendous business to the bulk of retail trade.

Suburban and Farm Residents

Within ten mile radius Waterford....4,000, East Lyme ....2,000, Groton....7,000, Lyme....700, Old Lyme....1,101, Montville....2,000, and several smaller towns and villages, prosperous farms and several shore resorts.

Wholesale

Beef	4
Cigars & Tobacco	2
Confectionery	6
Engineers' Supplies	1
Flour, Grain and Feed	1
Fruits	1
Groceries	3
Provisions	3

These houses not only do a big business throughout New London trading territory but several larger houses have trade throughout entire eastern part of state and beyond border into Rhode Island.

Retail Section

Principal shopping center about a mile and a half long on State, Bank and Main streets. Here are local department stores, specialty houses and exclusive shops. There are three small neighborhood sections located on Broad street, Montauk ave., and Jefferson ave.

Residential Features

Mostly one and two family houses. No tenement quarter and only a few apartment houses.

In the summer resort section of Eastern Point and The Pequot are many of the finest estates and most beautiful mansions on the Atlantic Coast.

There is being completed a $750,000 housing project that will rival any in New England. There are 200 residences in course of construction.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	24	Delicatessen	4	Garages	17
Auto. (Trucks)	14	Dressmakers	57	Grocers	135
Auto. (Tires)	30	Druggists	9	Hardware	4
Auto. (Parts)	25	Dry Goods	24	Hats and Caps	7
Bakers	9	Dept. Stores	2	Jewelry	13
Cigar Stores	9	Electrical	5	Ladies' Tailors	2
Cloaks and Suits	10	Florists	3	Meat Markets	37
Clothiers	15	Furniture	8	Men's Furnishings	10
Confectioners	10	Furriers	5	Merchant Tailors	8

Millinery	13
Opticians	8
Photographers	7
Pianos	3
Plumbers	22
Restaurants	35
Shoe Dealers	13
Sporting Goods	5
Stationers	6

Trading Area

New London has one of the most prosperous trading areas in the state and during the summer season there is more wealth in circulation in this part of Connecticut than any territory of equal size in New England. The demands of the summer residents are many and varied.

To the north the trading area extends to Salem and Montville. A part of the trade of the latter place is shared with Norwich.

To the west the trading area extends to the Connecticut River and includes many wide awake shore resorts.

To the south the area extends across the Long Island Sound: much trade being derived from Block Island, Fishers Island and Long Island.

To the east the territory extends to Stonington. A part of the latter trade is shared with Westerly, R. I.

NOTE: *Sources from which figures and facts were secured:* James G. Hammond, secretary Chamber of Commerce, Board of Education, Tax Collector, Bank Statements, A. B. C. Reports, etc.

Newspapers
The Day (Evening)
New London Telegraph (Morning)
New London Globe (Evening)

To "Cover" the Southeast Corner of Connecticut
National Advertisers Always Use

THE DAY

More than 10,500 Daily at 3c per Copy

No city in the state offers opportunities such as New London presents for the successful marketing of nationally advertised goods.

It is a city of big industries,
A seat of education,
An important shipping port,
A vital military and naval station,
A popular summer resort,
A center of great wealth.

New London boasts of more wealth and more magnificent summer mansions than any other city in Connecticut.

There is buying power among the people.

Necessities and luxuries are in great demand.

National Advertisers develop big business through the columns of the one paper that has a greater circulation in the city and suburbs than there are homes.

THE NEW LONDON DAY

THEODORE BODENWEIN, Publisher. FRANK R. NORTHRUP, 303 Fifth Ave., New York City, Representative

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INQUIRY SHOWS MOST FARMERS READ THE DAILY NEWSPAPERS

A National Space Buyer Tells Why He Now Ranks Them First in His List—Finds an Amazing Lack of Statistics.

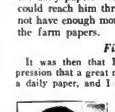
By H. P. MEULENDYKE
Advertising Manager, United States Cartridge Company

SOME months ago I spent several weeks among farmers in different parts of the country. I went from farm to farm seeking information that would be useful in my work. Among other things that impressed me was the fact that so many farmers read a daily paper.

At the time, I had no particular interest in the subject, so my impressions on that point were simply stored away for future use. But recently we happened to have a special message that we wanted to deliver to as many people as possible in certain sections of the country. So far as the city dweller alone was concerned, there was no difficulty. We could reach him through the daily paper. There was no greater difficulty in reaching the farmer. We could reach him through the agricultural press. The trouble was, we did not have enough money to advertise adequately in both the daily papers and the farm papers.

Finds it Impossible to Get Statistics

It was then that I recalled my impression that a great many farmers read a daily paper, and I asked myself: "If the farmer really does read a daily paper, why can't we use it to reach him as well as the city man?



H. P. MEULENDYKE

I immediately sought statistics. We wrote directly and indirectly to agencies and agency associations, newspapers and newspaper associations, advertisers and advertising associations, and we found practically no statistics on the subject.

Newspapers were able to tell us what percentage of their circulation went to points outside the cities where they were published.

For instance, we learned that in Alabama, 24½ per cent. of all newspapers are mailed to "R. F. D." addresses.

In California the percentage is 7½; in Connecticut, 49½, etc.

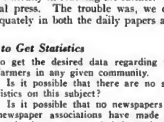
But in almost no case were we able to get the desired data regarding the farmers in any given community.

Is it possible that there are no statistics on this subject?

Is it possible that no newspapers or newspaper associations have made investigations to get such information as this?

Wouldn't such data be valuable to

BRIDGEPORT HARBOR



Panorama View Showing Part of Factory District.

advertisers and wouldn't it be a powerful selling factor in the hands of the newspapers?

Be that as it may, I wanted such data and I was unable to get it. As I have already stated, we wrote to a great many sources that we thought might throw light on the subject. Although we did not succeed in getting much in the way of statistics, we did get some definite information that could be used as a guide, and we received a great many expressions of opinion pro and con from men who sell to the farm field.

What Space Buyers Knew

The digest of this information may be helpful to the reader who is interested in the subject.

We wrote, among others, to 26 advertising managers who sell the farm market. Of the 26, just 18 replied with an admission that they had absolutely no information on the subject, although most of them seemed to be of the opinion that the up-to-date farmer does read a daily paper no matter where he may be located.

The following statement is typical of the replies received from these 18:

"We have no definite information on the subject, but our observation would indicate that progressive farmers will read a daily city newspaper."

Two or three of the 26 advertising managers had a more definite impression, but were not able to state any facts to sustain it. The following is a typical letter from this class:

"The writer was raised on a farm and managed one up until recently, and I can think back over a period of fifteen years at which time practically all of our neighbors and my father took the nearest county seat daily paper.

"I would not go so far as to say that they read the metropolitan daily, but they do read the paper from the largest trading point near them, as well as their weekly town paper, as a rule."

Guessed 50% to 75% Read Dailies

"The question is of vital interest to us, as well as yourself and the writer will appreciate any confessions to which you may come on this respect if different from what our belief is, and which we assume is in keeping with the reports you have been getting and have perhaps verified in your own experience."

Another letter of a similar nature reads as follows:

"The sales manager of a well-known farm paper, who has been a subscription solicitor for some years and is out on the territory most of the time now with his men or twelve men, says that most of the farmers on whom they call take a daily paper. The local postmaster's offhand guess was 50 to 75 per cent. of the farmers.

Many of the newspapers with which we corresepond on the subject were as little able as the advertisers to give us any real data.

From a few newspapers and from one or two advertisers we did get some really definite information. For instance, one advertiser of farmers' supplies wrote as follows:

"Several times we have taken various states and used all of the papers in that state—the weeklies every week for eight weeks and the dailies every second and third day for the same period. In no instance have we been able to obtain any considerable number of catalogue applications and such as we did receive were almost, without exception, from the newspapers in the large cities. But at the end of the season we have always found that the amount of business we did in that particular state was larger than in the states immediately adjoining.

"Several years ago I took a number of thousands of our customers (and to be sure they were thoroughly distributed), took a certain number commencing with *A* in our list, selected by the state, and sent out to these customers a questionnaire as to the periodicals they read, enclosing a stamped envelope and with a letter signed by myself. We received a very high percentage of replies, but the only result we had from it was to confirm the results as shown on our reply schedule for the same year. In the questionnaire we asked whether they read their local paper each day, and as I remember this was practically a 100 per cent. 'yes.' I believe that any farmer who reads one of the better class of farm papers will also read a daily newspaper."

Records of the R. F. D.

Another as follows:

"Our local postmaster reports that the number of subscribers to daily newspapers on rural routes, June 21, is:

Route No. 1, 110 papers out of 132 boxes
Route No. 2, 125 papers out of 144 boxes
Route No. 3, 73 papers out of 101 boxes
Route No. 4, 107 papers out of 113 boxes
Route No. 5, 110 papers out of 135 boxes
Total—425 papers out of 625 boxes, or approximately 75 per cent.

"This county, being quite German, he adds the comment:

"Quite a number derive their news from weekly German papers."

And still another:

"In talking with the advertising manager of a farm paper, I learned that among other questions in a questionnaire sent out some four years ago to several thousand of their subscribers, the question was asked as to whether they subscribed for a daily newspaper.

"I do not know the exact number of replies, but it was over 2,000. Seventy-five per cent. subscribed for a daily paper.

"Doubtless, the percentage would be much higher at this time, as these subscribers are about the average farmer in progressiveness and intelligence."

Minnesota Daily Most Definite

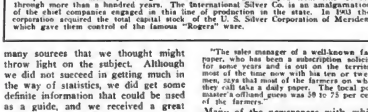
Perhaps the most definite information that we received from any source came from a Minnesota daily paper, and was summarized as follows:

(Continued on page 80)

GENERAL OFFICES AND FACTORY "E" PLANT OF THE INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.



The Silverware and Plated Ware Industry, in the value of annual product, ranks seventh among the classified industries of Connecticut. The great factory group shown here is the largest unit of the corporation which maintains factories in six Connecticut cities and several Canadian branches. Meriden is the "Silver City," the plated ware industry having been born here and developed from this center through more than a hundred years. The International Silver Co. is an amalgamation of the chief companies engaged in this line of production in the state. In 1913 the corporation acquired the total capital stock of the U. S. Silver Corporation of Meriden, which gave them control of the famous "Rogers" ware.



Modern stock barn, provided with electric lights and all comforts, at Westport.

STOCK RAISING DE LUXE

WORKMEN OF WINCHESTER REPEATING ARMS CO., NEW HAVEN, LISTENING TO A PATRIOTIC ADDRESS.



EDITOR & PUBLISHER
SPACE BUYERS CHART

Norwich, Conn.

"The Rose of New England."

Population

1910 Census 29,919
Chamber of Commerce Estimate, City 32,000
Chamber of Commerce Estimate, City and Suburban 50,000

Native Whites..... 79%
Foreign Born..... 20%
Negroes 1%
Students ..... Few

City Classed as Industrial

English Reading 95%
Industrial Workers 30%
Home Owners 4,547
Summer Residents ..... Few

Banks

Savings ..... 3 Resources $31,744,583
National ..... 3 Resources 6,777,379

Schools

Public grade ..... 19 Pupils 3,328
High ..... 1 Pupils 600
Training ..... 1 Pupils 100

4 Catholic schools have 1,076 pupils. Several private, 1 art school, 2 business and 1 private school for children.

Theatres

3 theatres with total seating capacity 2,650.

Churches

5 Baptist, 6 Congregational, 4 Episcopal, 6 Roman Catholic, 2 Methodist and 7 other denominations.

Location

Norwich and Worcester Division of the N. Y., N. H. & H. R. R., Southern Division of Central Vermont. Head of Thames river, direct boat connections with New York City. Headquarters of Shore Line Electric Railway Co. operating south to New London and points west, east to Westerly, R. I., and north to Willimantic and Webster, Mass. Express service over all these lines.

Principal Industries

Woolen, Box Board, Thermos bottles, paper boxes, pipe couplings, Dyeing and Converting Cotton Goods, Silk Goods, Braids, Firearms, Cotton Goods, Cutlery, Envelope Machinery, Velvets, Belts and Belting, Display Fixtures, Brass Castings, Thread, Fire Extinguishers, Hosiery, Paint, Radiators, Yarn, Carriages, Springs and Mattresses, Cork, Shoddy, Roll Coverings, Furniture Trimmings, Stoves and Auto Accessories.

Special Information

Average yearly volume of business $40,000,000.
Demand for skilled labor increasing. Average weekly wage for skilled labor is $25. Average wage for unskilled labor is $24 per week.
Local retail business has been helped in no small manner by the establishment of such large institutions as the State Hospital for the Insane and The State Tuberculosis Sanitarium.

Suburban and Farm Residents

Within ten-mile radius Jewett City, Griswold and Glasgo....5,000, Montville....3,000, North Stonington....1,100, Preston....1,000, Sprague, Baltic and Hanover....3,000. Further north Danielson....6,000, Plainfield....7,000 and smaller towns and villages. Rich farming and dairy district north.

Wholesalers

Druggists 3
Dry Goods 2
Fruits and Produce 2
Grocers 4
Hardware 2
Meat 2
Shoes 3

These wholesalers supply the trade throughout the Norwich area and in several instances do business far beyond the territory recognized as the Norwich retail trading zone.

One druggist does business as far distant as Worcester, Mass.

Retail Section

Principal shopping center Main street, Franklin street and Broadway. About two miles in length and every kind of a store is represented.

Neighborhood section about ½ mile long in the eastern or Greeneville section.

West Main and Thames streets pass through Hebrew shopping district about ½ mile long.

Residential Features

One family houses predominate. No tenement section, few apartment houses. The tendency of the people is to own their own homes.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)....	16	Delicatessen	2	Garages	5
Auto. (Trucks).....	8	Dressmakers	72	Grocers	107
Auto (Tires) Agcys.	16	Druggists	20	Hardware	4
Auto. (Parts) Agcys.	12	Dry Goods	21	Hats and Caps.....	2
Bakers	12	Dept. Stores	2	Jewelers	7
Cigar Stores	11	Electrical	5	Ladies' Tailors	4
Cloaks and Suits.....	8	Florists	10	Meat Markets	46
Clothiers	11	Furniture	8	Men's Furnishings ...	11
Confectioners	20	Furriers	2	Merchant Tailors	8
				Milliners	14
				Opticians	5
				Photographers	4
				Pianos	7
				Plumbers	22
				Restaurants	16
				Shoe Dealers	17
				Sporting Goods	3
				Stationers	2

Trading Area

To the north it extends nearly to Putnam.

To the northwest and west the territory extends to Colchester and Willimantic. However, the latter city has a decidedly strong local claim on business and evenly divides business in territory between Willimantic and Norwich.

To the south the territory reaches to Montville. The trade of that village is about evenly split with New London, but thriving farms and villages closer to the city contribute big business.

To the east territory extends to North Stonington, Pendleton Hill and Voluntown.

NOTE: *Sources from which figures and facts were secured*,—Louis M. Crandall, secretary Chamber of Commerce, bankers, merchants, board of education and others.

Newspapers { Norwich Bulletin (A. M. Daily)
Norwich Record (P. M. Daily)
Cooley's Weekly
Weekly Courier

Founded 1888—Still Growing Eight to Sixteen Pages Bright and Independent

Norwich Evening Record.

THE ONLY EVENING NEWSPAPER IN THIS FERTILE FIELD

Norwich, "the Rose of New England," is the trade and trolley centre of Eastern Connecticut and hence is well worth cultivating.

With its Associated Press service, complete local news and snappy features, the Record is read and liked by everybody, going right into the homes of all classes every night.

Satisfied with rates and results, live Norwich advertisers use the Record regularly and freely—some exclusively—because they know by long experience that Record ads bring more cash buyers than any other medium they can use. What pays home advertisers is also bound to pay the general advertiser, and it goes without saying that

YOU CANNOT COVER THIS FIELD WITHOUT USING THE

Norwich Evening Record.

PULLEN PUBLISHING CO. Norwich, Connecticut 101-103 Broadway

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EDITOR & PUBLISHER

Issued every Thursday—forms closing at two P. M. on the Wednesday preceding the date of publication—
by The Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row,
New York City. Private Branch Telephone Exchange, Beekman 4330
James Wright Brown, President

TO ADVERTISERS
ADVERTISING AGENTS
SPECIAL REPRESENTATIVES
NEWSPAPER PUBLISHERS

NEW YORK, SEPT. 18, 1919

Seven years ago when I assumed charge of EDITOR & PUBLISHER I did so with a firm conviction that there was some *real* work for a trade paper covering the daily newspaper field.

I was firmly convinced that there was a *practical* way of showing advertisers that it is more effective and less expensive for them to use the columns of the daily newspapers than it is to use national magazines.

This was questioned, not only by magazine people, but by advertising men—yes, and even by newspaper publishers themselves.

I found nothing to prove my contention and plenty to disprove it—but I thought I was right, and I was determined to find out, *somehow*, whether I was or not.

I found that, in the advertising circles, the theory of magazine advertising was very strong, indeed—almost impregnably intrenched.

This was due partially to the fact that apparently no one had handed advertisers any *real* data to prove the supremacy and economy of the daily newspapers, and no one seemed inclined to investigate except by comparing figures and statistics furnished by outsiders.

Why should they? It is admittedly true that magazines are easier to use than are daily newspapers—easier and pay some agencies better—for the rates are higher; there are few of them to check; they are less frequent than daily newspapers; they admit of finer (and more expensive) art work.

I questioned daily newspaper publishers, daily newspaper representatives and executives of daily newspaper associations.

Some of them frankly admitted that they were overshadowed by magazines; some of them doubted this, but were not sure—and apparently *could not* or *would not* make sure.

No one had any real basic figures—no one *knew*—few even guessed.

I was told that I was an altruist, that my theories were interesting—if true—but how was I going to *prove* them?

Some daily newspaper publishers listened and caught some of the spirit—and jumped into the fight.

EDITOR & PUBLISHER has proved beyond any question of doubt that daily newspapers are less expensive—much less per line per thousand, than all magazines.

We have spent lots of money and time and energy digging up statistics of all kinds—comparing tables of verified figures, gathered from the entire country—and embracing both daily newspapers and magazines and have proved our case thoroughly.

EDITOR & PUBLISHER has supplied to the national advertisers of the country statistics so vital they *cannot* be ignored.

EDITOR & PUBLISHER has smashed traditions, proved the case of the daily newspaper and furnished incontestible proof of not only the *superiority*, but the *economy* of daily newspapers.

Going into fields hitherto deemed impossible for a newspaper of the character of EDITOR & PUBLISHER it has attracted as regular readers many national advertisers who, while placing their business through agencies, keep abreast of advertising matters *themselves*.

This work—*service* if you please, has not been easy. The research work has been both extensive and expensive—but there is a great sense of satisfaction in doing something that has never been done before.

May EDITOR & PUBLISHER not be pardoned for taking pride in this achievement?

We lay no claim to having discovered anything. We have *uncovered* rather than *discovered*. *All* this information—all the *facts*, *figures* and *statistics* heretofore published in EDITOR & PUBLISHER were available, at any time, to any one who would gather them together.

The credit due EDITOR & PUBLISHER is for having done that which should have been done, and which could have been done if anyone had taken the trouble to do it.

Year by year daily newspaper publishers have recognized the value of this great work and have supported and backed it by ever increasing patronage.

Year by year advertisers and space buyers have recognized the value of this work in ever increasing numbers—and have added their names to the subscription list—thereby enabling EDITOR & PUBLISHER to doubly serve the advertisers, and year by year EDITOR & PUBLISHER has prospered because it has served.

Every man in the publishing and advertising business should be a regular reader of EDITOR & PUBLISHER.

Most of the big ones are.

If you are not you should be.

JAMES W. BROWN

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Norwalk, Conn.

Population

1919 Census 24,211
A. B. C. March 31, 1919 25,000
A. B. C., City and Suburban 30,000
Present Estimate, City 30,000
Present Estimate, City and Sub 35,000

Native Whites 79%
Foreign Born 20%
Negroes 1%
Students ..... None

City Classed as

Industrial and Summer Resort

English Reading 99%
Industrial Workers 25%
Home Owners 4,000
Summer Residents 4,000

Banks

Savings ..... 3 Resources $10,100,000
Trust Companies ..... 3 Resources 4,000,000
National ..... 3 Resources 4,100,000

Schools

Public grade ..... 19 No. Pupils 3,200
High ..... 1 No. Pupils 1,150
Manual Training ..... 1 No. Pupils 300

There is one business school and one Catholic school. Also a preparatory school for boys and another for girls.

Theatres

1 moving picture, seats 300. 1 movie and vaudeville, seats 1,200. 1 legitimate, seats 1,200.

Churches

Baptist 5, Congregational 3, Episcopal 3, Methodist 5, Roman Catholic, 3, and 6 other churches.

Location

On main line of N. Y., N. H. & H. R. R. Terminal of Danbury and Norwalk R. R. Freight service daily to New York City, trolley freight to New Haven and motor car and boat line to New York, in addition to railroads.

Principal Industries

Corsets, men's shirts, women's waists, underwear, hats, silk garments, lace, silks, shoes, automobile tires, motor trucks, marine motors, electric motors, government air compressors for submarines, stapling machines, grinding compound, builders' hardware, stoves and furnaces, brass novelties, newsprint paper and paper towels.

Special Information

Industries are so varied that no one trade is able to sway labor opinion. "There are no dull times in Norwalk" is a local slogan.

Weekly payroll totals more than $200,000.

Suburban and Farm Residents

Within a twelve-mile radius are the thriving towns of Georgetown and Branchville ... 4,000, New Canaan ... 4,000, Weston ... 800, Wilton ... 1,000, Saugatuck and Westport ... 8,000, Darien ... 4,000, and five or six smaller settlements.

Wholesalers

Beef 1
Fruit 1
Grocers 1
Produce 1

The business of these houses is restricted within the limits of Norwalk's trading area.

The nearness to New York markets enables wholesalers to always have on hand a large and fresh stock of products. New advertising introducing their goods find it a simple matter to solve all distribution problems.

Retail Section

Two shopping centers. Uptown or Norwalk section about a mile in length on Main, Wall and Water streets.

Downtown section or South Norwalk shopping streets are North Main, South Main and Washington.

In the Italian and Hungarian section of city there is a neighborhood trading center about a mile long.

Residential Features

Most of the residents own their own homes. There is no tenement or slum section or large apartment house district. In suburbs, beautiful homes of wealthy class and many summer residences.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	16	Delicatessen Stores	7	Garages	10
Auto. (Truck)	2	Dressmakers	61	Grocers	111
Auto. (Tires)	11	Druggists	8	Hardware	7
Auto. (Parts)	7	Dry Goods	12	Hats and Caps	5
Bakers	12	Dept. Stores	2	Jewelers	8
Cigar Stores	14	Electrical	5	Ladies' Tailors	7
Cloaks and Suits	10	Florists	6	Meat Markets	36
Clothiers	12	Furniture	7	Men's Furnishings	9
Confectioners	34	Furriers	2	Merchant Tailors	7
Milliners	17
Opticians	4
Photographers	4
Piano Stores	3
Plumbers	17
Restaurants	21
Shoe Dealers	19
Sporting Goods	4
Stationers	1

Trading Area

Norwalk as surveyed here is the heart of a prosperous trading area. Both Norwalk and South Norwalk, which are two sections of the one city under one government, although often charted on maps as two distinct places, are connected from a down town like little towns nearly every one of which boasts of at least one thriving industry.

On the west Norwalk draws trade from New Canaan, Springdale and Darien about six or eight miles distant. On the northwest and the north the trading area extends twelve and fifteen miles respectively. At the Branchville and Georgetown corner of the trading area Norwalk shares some out-of-town business with Danbury and Bridgeport.

NOTE: *Sources from which figures and facts were secured,*—Prominent business men, banks, school board, tax collector and others.

Newspapers

- Norwalk Hour (Evening)
- South Norwalk Sentinel (Evening)
- Westporter Herald (Weekly at Westport)
- Darien Review (Weekly at Darien)
- Advertiser (Weekly at New Canaan)

"In Norwalk, Connecticut, it is The Hour"

THE NORWALK HOUR

(Member Audit Bureau Circulations)

Circulates in one of the wealthiest and most prosperous townships in southwestern Connecticut.

Besides being a wealthy community it has many diversified industries, so that there are really no dull times in this thriving city.

Mechanics largely own their own homes and the savings deposits indicate the prosperity of the working classes.

Advertisers in the columns of THE NORWALK HOUR get results

This newspaper has the full leased wire service of the United Press and operates a battery of four Intertypes, Ludlow Typograph, and a 24-page Hoe Press. It is an up-to-date newspaper with a metropolitan equipment.

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EDITOR & PUBLISHER — SPACE BUYERS CHART — Middletown, Conn.

Population

1910 Census	20,749
Chamber of Commerce Estimate, City	27,000
Chamber of Commerce Estimate, City and Suburban	48,000

Native Whites	86%
Foreign Born	13%
Negroes	1%
Students	650

Banks	7
Schools	4
Wesleyan College	
Theatres	2
Churches	26

Classed As

Industrial

English Reading	98%
Industrial Workers	82%
Home Owners	3500
Summer Residents	None

Reserves	$25,000,700
Pupils	1,950
	650
Total Seats	2,300

Location

Valley Division of N. Y., N. H. & H. R. R. Boat to New York City.

Principal Industries

Silks, cotton and rayon, pumping machinery, enameled ware, bone goods and fertilizers, boots and shoes, soaps, chemicals, silver plated ware, rope, webbing, hoist articles, arby belts, typewriters, marine motors, hardware.

Special Information

Output of factories $6,000,000. Monthly payroll $250,000.

Suburban and Farm Residents

Within five mile radius..Portland..5,000, Cromwell.. 2,000, Middlefield..2,000, Durham..1,000.

Wholesale Houses

Grocers	1
Meats	1
Druggists	1
Produce	1
Stationers	1

Retail Section

Mile long on Main street.

Residential Features

No slum section; homes one and two family structures.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) Agcys.	18	Bakers	6	Dry Goods	10	Hardware	3
Auto. (Truck) Agcys.	6	Cigar Stores	5	Department Store	1	Hats and Caps	1
Auto. (Tires) Agcys.	6	Cleaners and Dyers	6	Electrical Supplies	5	Jewelers	3
Auto. (Parts) Agcys.	7	Clothiers	14	Florists	6	Ladies' Tailors	4
		Confectioners	17	Furniture	9	Meat Markets	26
		Delicatessen	3	Furriers	1	Men's Furnishings	11
		Dressmakers	39	Garages	7	Merchant Tailors	5
		Druggists	16	Grocers	80	Millinery	7

Opticians	2
Photographers	3
Pianos	3
Plumbers	6
Restaurants	16
Shoe Dealers	14
Sporting Goods	5
Stationers	3

Trading Area

Northern boundaries Rockyhill, west pierces Meriden territory a few miles; sharing business of Berlin, Smiths, Middlefield and Durham with Meriden. South Connecticut River Valley towns, East Millington, Westchester, Colchester, Hebron, Turnerville and other towns.

Newspapers—Middletown Press (P. M. Daily)

Miscellaneous

Wesleyan Argus — Wesleyan Literary Monthly

EDITOR & PUBLISHER — SPACE BUYERS CHART — New Britain, Conn.

Population

1910 Census	43,916
Chamber of Commerce Estimate, City	68,000
Chamber of Commerce Estimate, City and Suburban	68,000

Native Whites	39%
Foreign Born	60%
Negroes	1%
Students	500

Banks	6
Schools	17
Theatres	4
Churches	23

Classed As

Industrial

English Reading	79%
Industrial Workers	69%
Home Owners	6,000
Summer Residents	None

Resources	$27,495,824
Pupils	9,667
Seats	48,000

Location

Waterbury division, N. Y., N. H. & H. R. R.; connection at Berlin with main line.

Principal Industries

Hardware, clock-registering machines, underwear, machine tools, portables, shades, electric line hardware, bricks, ball bearings, cutlery, machine castings, builders' hardware, skirts, silk wastes, blacksmiths' hardware, chucks, paper goods, metal lockers, jewelry, cold rolled steel, spring beds, radios.

Special Information

Average yearly total of business $95,000,000.

Suburban and Farm Residents

Berlin 3,728, Southington..6,516, Bristol..20,000. Rich farming territory.

Wholesale Houses

Beef and Provisions	1
Butter, Eggs and Cheese	2
Cigars and tobacco	1
Fruits	1
Grocers	5

Retail Section

Main shopping section mile on Main, West Main and East Main sts. Polish neighborhood section.

Residential Features

No slum or tenement sections. Houses one and two family.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) Agcys.	9	Bakers	14	Dry Goods	20	Hardware	6
Auto. (Truck) Agcys.	6	Cigar Stores	20	Department Stores	1	Hats and Caps	3
Auto. (Tires) Agcys.	6	Clothiers	21	Florists	9	Ladies' Tailors	11
Auto. (Parts) Agcys.	21	Confectioners	19	Furniture	7	Meat Markets	19
		Delicatessen	7	Furriers	1	Men's Furnishings	12
		Dress Makers	32	Garages	8	Merchant Tailors	6
		Druggists	20	Grocers	220	Millinery	8

Opticians	4
Photographers	10
Pianos	3
Plumbers	23
Restaurants	25
Shoe Dealers	25
Sporting Goods	11
Stationers	6

Trading Area

Well marked trading area south to Berlin, southwest to Plantsville, west to Bristol (sharing part of this territory's business with Waterbury) and north to Clayton.

Newspapers

New Britain Herald (Evening)
New Britain Record (Evening)

Miscellaneous

Swedish Weekly
Polish Weekly

EDITOR & PUBLISHER — SPACE BUYERS CHART — Ansonia, Conn.

Population

1910 Census	15,152
Present Estimate	17,561

Native White	49%
Foreign Born	50%
Negroes	1%
Students	None

Banks	2
Schools	6
Theatres	2
Churches	16

Classed As

Industrial

English Reading	80%
Industrial Workers	60%
Home Owners	1,000
Summer Residents	Few

Resources	$9,873,947
Pupils	1,500
Seats	1,200

Location

Naugatuck division, N. Y., N. H. & H. R. R., Waterbury-New Haven branch of Connecticut Co. trolley.

Principal Industries

Brass and copper, webbing, metal novelties and machinery.

Special Information

Mechanics well paid, business has steady growth.

Suburban and Farm Residents

Derby..10,079, Shelton..8,573, and Seymour..8,381.

Wholesale Houses

Beef	1
Fruit	1

Retail Section

1/3 of a mile on Main St.

Residential Features

One and two family houses.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) Agcys.	—	Bakers	8	Dry Goods	19	Hardware	4
Auto. (Truck) Agcys.	—	Cigar Stores	7	Department Store	—	Hats and Caps	4
Auto. (Tires) Agcys.	—	Cleaners and Dyers	4	Electrical	2	Jewelry	2
Auto. (Parts) Agcys.	5	Clothiers	4	Florists	2	Ladies' Tailors	—
		Confectioners	27	Furniture	10	Meat Markets	15
		Delicatessen	—	Furriers	—	Men's Furnishings	5
		Dress Makers	22	Garages	3	Merchant Tailors	3
		Druggists	7	Grocers	80	Millinery	7

Opticians	2
Photographers	4
Pianos	1
Plumbers	4
Restaurants	13
Shoe Dealers	11
Sporting Goods	1
Stationers	—

Trading Area

Confined almost exclusively to the towns of Ansonia, Derby, Shelton and Seymour.

Newspaper

Ansonia Sentinel (Evening)

EDITOR & PUBLISHER — SPACE BUYERS CHART — Danbury, Conn.

"The Hat City"

Population

1910 Census	23,592
Chamber of Commerce Estimate, City	35,000
Chamber of Commerce Estimate, City and Suburban	35,000

Native Whites	79%
Foreign Born	20%
Negroes	less than 1%
Students	None

Banks	4
Schools	10
Theatres	2
Churches	17

Classed As

Industrial

English Reading	90%
Industrial Workers	60%
Home Owners	5,985
Summer Residents	Few

Resources	$10,578,496
Pupils	3,107
Seats	1,950

Location

Danbury Branch and Central New England division of N. Y., N. H. & H. R. R., Danbury and Bethel St. R.R.

Principal Industries

Auto supplies, ball bearings, boxes, brass, carpet, rugs, cement blocks, felt, hats, knitting, hat blocks, hatter's fur, machine tools, silk ribbon, tents, underwear.

Special Information

Thirty-six hat factories. Daily output nearly 4,000. Wages more than $100,000 per month.

Suburban and Farm Residents

Bethel 6,000, Brookfield 1,200, Redding..1,000, and Ridgefield 3,500. Other smaller towns and villages.

Wholesale Houses

Grocers	1
Fruit and Produce	5
Confectionery	2
Supply Danbury area	

Retail Section

1½ miles on Main, White and Elm streets.

Residential Features

Large proportion of inhabitants own homes. No slum or tenement district.

Retail Outlets for Nationally Advertised Goods

Auto. (Passenger) Agcys.	27	Bakers	6	Dry Goods	13	Hardware	4
Auto. (Truck) Agcys.	16	Cigar Stores	11	Department Stores	2	Hats and Caps	6
Auto. (Tires) Agcys.	17	Cleaners and Dyers	4	Electrical	7	Jewelry	11
Auto. (Parts) Agcys.	27	Clothiers	11	Florists	6	Ladies' Tailors	3
		Confectioners	12	Furniture	10	Meat Markets	31
		Delicatessen	2	Furriers	1	Men's Furnishings	8
		Dress Makers	44	Garages	4	Merchant Tailors	5
		Druggists	16	Grocers	80	Millinery	10

Opticians	4
Photographers	2
Pianos	3
Plumbers	14
Restaurants	20
Shoe Stores	9
Sporting Goods	4
Stationers	2

Trading Area

On west extends beyond state line, south to Branchville. To the east and north the boundary lines extend beyond New Milford and as far as New Preston.

West boundaries extend to Bulls Bridge, Pawling and thence south to Golden Bridge.

Newspapers

Danbury News (Daily P. M.)

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EDITOR & PUBLISHER SPACE BUYERS CHART — Willimantic, Conn

"The Thread City"

Population

1910 Census 11,330
Chamber of Commerce Estimate, City 14,000
Chamber of Commerce Estimate, City and Suburban 25,000

City Classed as Industrial

Native Whites	74%	English Reading	85%
Foreign Born	25%	Industrial Workers	39%
Negroes	1%	Home Owners	1,800
Students	150	Summer Residents	Few

Banks

Savings	1	Resources	$940,461
Trust Co.	1	Resources	1,850,000
National	1	Resources	1,300,000

Schools

Public grade	6	No. of Pupils	1,311
High	1	No. of Pupils	425
State Normal Training	1	No. of Pupils	90

Two Catholic schools and a few miles north of the city, at the village of Storrs, is situated the Connecticut Agricultural College.

Theatres

3 theatres with total seating capacity 2,400.

Churches

Baptist, 1, Congregational & Episcopal, 3, Methodist, 1, Roman Catholic, 2, and five other churches.

Location

Main line of N. Y., N. H. & H. R. R. between Poughkeepsie and Boston. "The Air Line" division of same road and Grand Trunk (Central Vermont) line from Brattleboro to tide water at New London. Trolley connections with Norwich and thence to Worcester, Mass., Westerly, R. I., and New London, Conn. Also to Coventry and points west.

Principal Industries

Thread, prints and twills, weavings in lence and lappets, cotton-yarn, cotton thread, sheetings and cotton cloth, silk thread, silk dress goods, braids and fish lines, dress-finishing goods and silk ribbons, silk machinery, velvet, wire novelties, plumbers' tools, paper bags, small tools.

Special Information

More than 5,000 industrial workers. Well paid, and many own attractive homes.

Total yearly business of factories more than $10,000,000.

The location of the city makes it an ideal manufacturing center and rapid growth is assured.

The solid character of Willimantic business houses may be confirmed by reference to the records of commercial agencies, which show that business failures are remarkably rare in this city.

Suburban and Farm Residents

Within ten mile radius ..Chaplin.. 800, Hampton.. 800, Scotland.. 800, Franklin..700, Lebanon..1,700, Columbia ..800, Hebron..1,800, Mansfield..2,000, Coventry..1,000 and several large produce and dairy farms. The stock of the produce farms is consumed entirely by the markets of Willimantic but the products of the dairy farms are shipped as far distant as Boston and Providence.

Wholesalers

Grocers	2
Provisions	1
Fruits	1
Confectioners	1

These houses not only supply the immediate Willimantic territory, but they maintain deliveries to towns as far north as Putnam and west to Manchester.

National advertisers are guaranteed the distribution facilities their products demand.

Retail Section

There is one busy shopping center located on Main, Union, Church and North streets. There are no neighborhood trading centers.

Residential Features

Mostly one and two family houses. Some of these homes are exceptionally fine and indicate wealth of the owners. There are two large housing systems maintained by the American Thread Co. and Quidnick Windham Co. These are fine homes and no housing system in the country is better cared for. Each system is under the strict supervision of doctors and are given weekly inspections, thus maintaining perfect sanitary conditions and a high standard of health for the residents in these homes.

Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	11	Delicatessen	0	Garages	2
Auto. (Truck)	9	Dressmakers	20	Grocers	55
Auto. (Tires)	14	Druggists	8	Hardware	3
Auto. (Parts)	6	Dry Goods	8	Hats and Caps	4
Bakers	7	Department Stores	1	Jewelers	3
Cigar Stores	9	Electrical	4	Ladies' Tailors	3
Cloaks and Suits	6	Florists	2	Meat Markets	16
Clothiers	9	Furniture	5	Men's Furnishings	4
Confectioners	23	Furriers	0	Merchant Tailors	2
				Milliners	13
				Opticians	2
				Photographers	3
				Pianos	1
				Plumbers	7
				Restaurants	12
				Shoe Dealers	8
				Sporting Goods	2
				Stationers	5

Trading Area

Willimantic has wide trading area due to good roads and several trolley and steam lines entering city.

Part of its eastern trading area is shared with Norwich but boundaries of Willimantic territory extend fully as far as Central Village.

To the north Eastford and Willington mark boundaries and on west territory extends just beyond Coventry.

On southwest and south Willimantic trading zone shares its business with Norwich and Middletown, but an important amount of out-of-town trade is attracted to "The Thread City."

NOTE: *Sources from which figures and facts were secured*—Mayor Charles A. Gates, bank statements, tax collector, and others.

Newspapers { Daily Chronicle (Evening) / Weekly Chronicle

The Willimantic Daily Chronicle

The only Daily Newspaper published in Windham County

The Willimantic Daily Chronicle offers a field to the advertiser that is unsurpassed by any publication when the number of people it serves is taken into consideration.

As stated above it is the only daily publication in the county in which it is located and it is issued in Willimantic, a thriving industrial city of about 13,000 population.

Willimantic is surrounded by manufacturing villages containing from 1,000 to 2,500 inhabitants, and is also the center of a rich agricultural region. The Willimantic Daily Chronicle for many years has been the only home paper and its territory cannot be successfully invaded by any other publication.

Owing to the position it holds in the lives and homes of its subscribers its value as an advertising medium cannot be successfully challenged.

The manufactories of the city and surrounding towns are diversified, the employes prosperous, in short it is a busy section of a busy state. Those who use The Willimantic Daily Chronicle for advertising purposes may rest assured they are not duplicating expenditures in a given territory.

The Willimantic Daily Chronicle is the only logical publication for the advertiser contemplating doing business in the section it supplies.

THE CHRONICLE PRINTING COMPANY

26 Church Street — Willimantic, Conn.

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NEW ENGLAND NEWSPAPERS

WITH CO-OPERATIVE SPIRIT

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,605,522			
Boston Advertiser and American .....(S)	365,660	.25	.35
Boston American ....(E)	301,270	.40	.40
Boston Globe .....(ME)	293,781	.30	.30
Boston Globe .....(S)	329,781	.35	.35
Boston Post .....(M)	459,603	.45	.45
Boston Post .....(S)	367,074	.35	.35
Boston Record .....(E)	50,650	.15	.15
Boston Transcript ....(E)	29,820	.20	.20
Fall River Herald ....(E)	9,419	.025	.025
Fitchburg Daily News.(E)	5,605	.025	.025
Fitchburg Sentinel ...(E)	6,912	.025	.01785
*Haverhill Gazette ...(E)	13,819	.035	.025
Lynn Item .....(E)	15,121	.05	.0333
Lynn Telegram-News .....(E&S)	15,000	.04	.04
Lowell Courier-Citizen .....(ME)	16,780	.035	.035
New Bedford Standard-Mercury .....(ME)	26,674	.05	.05
Salem News .....(E)	10,355	.055	.04
MAINE—Population, 762,787.			
Portland Express ....(E)	25,263	.06	.045
Portland Telegram ...(S)	21,846	.045	.035
RHODE ISLAND—Population, 591,215			
Pawtucket Times ....(E)	23,752	.06	.04
Providence Bulletin...(E)	55,300	.12	.12
Providence Journal (M*S)	32,882	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun .....(E)	4,223	.02	.015
Woonsocket Call-Reporter .....(E)	11,888	.04	.03
VERMONT—Population, 361,205			
Barre Times .....(E)	6,765	.0214	.0143
Burlington Daily News(E)	8,200	.02	.02
Burlington Free Press .....(M)	10,489	.025	.025
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Standard-Telegram .....(M&E)	45,463	.095	.09
Bridgeport Post ....(S)	13,205	.045	.04
Hartford Courant ..(MS)	24,745	.06	.05
Hartford Times .....(E)	36,055	.07	.07
New Haven Journal-Courier .....(M)	15,101‡	.04	.035*
New Haven Register.(E)	26,959	.065	.055
New London Day.....(E)	11,636	.03	.025
New London Telegraph .....(M)	4,830	.0128	.0128
Waterbury Republican .....(MS)	10,762	.035*	.025

*Rate on 3,500 lines.
Government Statements, April 1st, 1919.
‡A. B. C. April 1st, 1919.

Two Hundred and Seventy of the Six Hundred and forty-one Manufacturing towns of New England make textiles,—woolens, cottons or both.

To One Hundred and seventy-eight of them, it is the chief industry. They have other business, of course, but the people engaged in textile making are the chief PURCHASING power and TRADE exists for THEM.

Every New England State has some of these textile towns:

Connecticut - - - - - 45
Maine - - - - - - - 34
Massachusetts - - - - 91
New Hampshire - - - 47
Rhode Island - - - - 30
Vermont - - - - - - 23

Every town of this sort is a good market for good goods; BIG consumers in the aggregate, with a fair average of opulence.

And alive national business makes the most of it!

NEW ENGLAND GOOD WILL

—the opinion and purchasing power of workers in these Textile Towns—

SECURED BY THESE NEWSPAPERS

After an involuntary suspension of six days, when all the Tacoma Union printers struck, following the refusal of the publishers to pay a wage scale of $9.25 and $10.00 for a six and a half hour day

The Tacoma Ledger

and

The Tacoma News Tribune

resumed publication Friday, September 12th.

Employees of the mechanical department came back to work on the old scale and under the old working conditions.

Existing contracts with the Typographical, Stereotyping, Pressmen and Mailer's Unions have been extended in all their own terms, and a new clause inserted, by which a method is provided for arbitrating any new grievances which may arise.

Arbitration has always been refused the publishers by the local Unions heretofore. Tacoma was already paying the highest scale in the United States; $7.00 and $7.50 for seven hours day and night scale respectively. The demands made by the Unions were beyond reason and confiscatory in their nature.

The Ledger and the News Tribune regret having inconvenienced their readers and advertisers but feel that the sacrifices made in suspending publication for this period of time were justified by the issues at stake, results achieved and the overwhelming victory won when the printers came back to work at the publisher's terms.

The Tacoma Ledger

and

The News Tribune

Frank S. Baker, President and Publisher

Charles B. Welch, Editor and General Manager

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Gloom Cast Over Cleveland by "Ben" Allen's Death

Men Who Knew and Worked With Him Tell of His Big Heartedness and Ability

CLEVELAND, O., Sept. 17.—The death of "Big Ben" Allen, Washington chief of the Plain Dealer bureau, in an auto accident on the Pacific Coast, September 15, while he was a member of President Wilson's party, has cast a gloom over the home office. Mr. Allen "grew up" as a reporter in the office and was sent down to Columbus several years ago to look after the Columbus news bureau of his paper. He filled the job so well he was promoted to the Washington bureau and became its head.

His work was always of the best. His acquaintanceship was national among the political leaders of Washington. Big, good-natured, always a great reader of current events, Mr. Allen was liked by all who knew him.

Old employes of the Plain Dealer recall that when "Ben" was a "mere reporter" he always managed to get "somewhere" and read the Plain Dealer thoroughly before he reported for duty to the city editor, thus familiarizing himself with the paper's daily contents. This practice made him a "live man" for any assignment.

"Ben was sure some glutton for reading the daily papers and devouring their news contents," remarked Charley Henderson, for many years city editor of the Plain Dealer, but now engaged in the publicity business. "Ben's work promoted him all the way up to the Washington bureau."

Many expressions of regret were heard about the Plain Dealer office when the news of Mr. Allen's death was flashed over the wire.

He "knew Ohio and its political lights like a book," and his place will be hard to fill in Washington. He was married and had one child, who lives in Washington. Mr. Allen had been a Plain Dealer employe about 15 years.

DEATH OF BEN ALLEN SHOCKS MANY

(*Continued from page* 11.)

friend and exponent of public thought, whose life will always stand out as an example to his profession. Ben Allen may be dead, but he lives in the hearts of his friends."

Men Knew Him to Love Him

Marlen Pew, editor and manager of the International News Service, said:

"Ben Allen loved the truth.

"He put his great strength into a sincere and effective effort to give accurate information to the public. Shady, loose, or politically and economically interested newspaper reporting was to him monstrously wrong and shameful. He was a reporter who walked with his head up and looking forward. Men knew him to love him.

"For years I had admired him as a man, and during the war, at Washington, where I was much in his company, I came to recognize in him one of the best types of the newspaper craft. His untimely leave-taking has immeasurably saddened his host of friends of the press and of public life."

Narrow Escape for Others

Mr. Small was cut slightly and bruised badly, but wired the Public Ledger that he was continuing with the President's party and would resume writing within a few days. Mr. Reynolds suffered a broken shoulder.

Both Mr. Small and Mr. Reynolds are prominent in Washington newspaper and official circles, the former being one of the most prominent in the country, due to his long connection with the Associated Press. His description on the departure of the United States fleet on the famous trip around the world having been such a fine bit of descriptive writing that it was signed by the New York office.

Mr. Small was with the British armies in France for two years, covering all of



(*Copyright, Harris & Ewing.*)
STANLEY M. REYNOLDS.

the major operations, and was with Pershing from the time of the general's arrival in France until Small returned to the United States in January, 1918, to become acting news manager of the A. P. He became Washington correspondent of the Public Ledger in March, 1918.

Mr. Reynolds has been engaged in Baltimore and Washington newspaper work for many years. He joined the Washington forces of the Sun at the opening of the present Congress, leaving the New York Tribune Bureau. During the war he was for a time manager of the I. N. S. Bureau, a position he left to join the forces of the Committee on Public Information. He handled all of the publicity for the second draft registration and later was with Bernard Baruch at the War Industries Board.

O'Connor Killed in Storm

CORPUS CHRISTI, Tex., Sept. 17.—F. W. O'Connor, so far as known, was the only newspaper man killed in the tropical hurricane which swept this section early Sunday morning, claiming hundreds of victims and causing property damage of millions of dollars. O'Connor's body was found among those brought to the morgue yesterday.

"Bulldog" for Hartford Post

HARTFORD, Conn., Sept. 17.—The Post has inaugurated a "bulldog" edition which appears on the street at noon. The paper contains largely early telegraph news and skeleton city stories. The Post is using both the United Press and the International News Service for telegraph news.

"SS Editor" Makes Trial Trip

SEATTLE, Wash., Sept. 16.—Seattle newspapermen were guests of the United States Shipping Board and the Skinner & Eddy Shipbuilding Corporation in the trial trip of the "S. S. Editor," launched recently while the National Editorial Association was convened here.



Have You Tried Telephone Directory Advertising?

Merchants use it to build sales.

Business men, in general, use it to build good-will.

Publishers use it to build circulation.

You can use it to good advantage if *you* have a message for the big buyers of the Big City.

The NEXT ISSUE
NEW YORK CITY TELEPHONE DIRECTORY
Goes to Press
Thursday, October 2, 1919

Advertising Forms Close Thursday, Sept. 25, 1919

Ask for particulars to-day—it's not a day too soon.

NEW YORK TELEPHONE COMPANY
Manager—Directory Advertising
15 Dey Street, New York City Telephone Cortlandt 12000

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THE COX MULTI-MAILER COMPANY

mailed a circular on June 2nd advising of its petition in voluntary bankruptcy. We take pleasure in announcing the purchase by us of all the physical assets, patents, good will, accounts receivable and unfilled sales contracts of that company.

It may be a matter of interest to you as it is a matter of gratification to us that every creditor of that company (except eight note-holders, all of whom were at some time directors of the company) has been paid in full for his claim. Also that every stockholder of that company has been invited to come into this company on exactly the same basis as every other stockholder and that no profits nor commissions have been made by anyone out of the sale of the new stock.

A pleasing number of the old stockholders have taken their full quotas or more in the new undertaking, among whom are Mr. Victor F. Lawson and Mr. Delavan Smith. The management of the old company comes over bodily to manage the new company.

With business in 1918 over four times what it was in 1917 and promising (in spite of a removal, a strike and this reorganization) nearly twice as much in 1919 as in 1918, with double the old space and machinery equipment, with largely increased working capital and with no debts beyond current accounts, the courage and optimism which have carried this enterprise forward are now greatly strengthened.

We deeply appreciate the consideration and courtesy both of customers and suppliers during this period of change and count it as proof of continued cooperation.

Yours cordially,

the Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM

817-825 W. Washington Boul.
Chicago, Ill.
September 20, 1919.

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TIPS FOR AD MANAGERS

ATLAS AGENCY, 450 Fourth avenue, New York, has started to handle a national advertising campaign for the Biddle Motor Car Company, Philadelphia.

GEORGE BATTEN COMPANY, McCormick Building, Chicago, has just obtained account of the Samson Tractor Company, Janesville, Wis.

CAMPBELL-EWALD AGENCY, Marquette Building, Detroit, Mich. National campaigns in large space are now being prepared for the American Hammered Piston Ring Company, Baltimore (a new account), and the Federal Adding Machine Company, New York.

VANDENHOOF & Co., 140 South Dearborn street, Chicago, has obtained accounts of Walton School of Commerce, Chicago, advertising correspondence courses in law and accountancy; Commonwealth Traetor Company and Atkinson, Mentzer & Co., also of Chicago.

GREEN-LUCAS COMPANY, Hanover and Fayette streets, Baltimore. Planning a national campaign for the Citizens' National Bank, Baltimore, and has been appointed to handle the mail order accounts of the Macnair Chicken Powder Company and the Baltimore Mail Order Company, both of Baltimore.

WOOD, PUTNAM & WOOD, 111 Devonshire street, Boston. Will hereafter place advertising of the J. A. Bokel Company, maker of "Cherry Pepsin" and "Cherry Pepsin Tonic" (a new account) through its Baltimore office.

CITY OF LAKELAND, FLA. The city commissioners have decided to raise $5,000 to advertise Lakeland to tourists of the North and West.

BERAS ADVERTISING AGENCY, Flatiron Building, New York. Sending out new business for the "C. S. R. Corporation," dog supply specialist, New York, to leading Cuban society papers; campaign to run for 13 weeks.

BANNED "COMPLIMENTARY" ADS

Rochester Business Houses Profit by Horse Show's New Policy

ROCHESTER, N. Y., Sept. 16. — That business houses here should not be held up this year for "complimentary" advertising for the horse show program was the decision of the executive committee, which extended the rule to include all publications issued by the exposition.

"This decision in regard to the exclusion of advertising," said Secretary Edgar F. Edwards, "meant a loss of revenue to the association, but the officials believed that the exposition would gain in goodwill. It had never been intended that there should be advertising in the catalogue other than by those who might profit by it, but each year there has been an increasing number who took advertising space just to show their goodwill and their desire to contribute something to the support of the exposition."

Ad Man Stays in Army

DETROIT, Mich., Sept. 16.—A. H. Harrison, formerly in the advertising business in Detroit, who served as a captain overseas in the war and was twice decorated for valor and who, incidentally, came into an inheritance recently of $40,000, has elected to remain in the service. He is in charge of recruiting for the San Francisco army district, and is publishing a magazine, "The U. S. Army Recruiter," which has the endorsement of the War Department.

Busy Days for Louisville Advertising Men

Members of Kentucky Club Preparing for Auspicious Part in New Orleans Program

LOUISVILLE, Ky., Sept. 17.—These are busy days for Bert N. Garstin, president of the Advertising Club of Louisville, who is putting in a lot of time getting up a booster delegation of Louisville advertising and business men, which he proposes to take to New Orleans next week when the Associated Advertising Clubs of the World meet.

Literature being sent out by the Associated Clubs headquarters, is being distributed here in quantities and the merchants, Mr. Garstin says, are favorably impressed with the argument that judicious advertising should always be backed up by store service.

The bow and why of this service will delight the eyes of both retailers and manufacturers, Mr. Garstin said, in exhibits to be found at the world's greatest advertising show.

Harry W. Riehl, manager of the Better Business Bureau, is also boosting for a big Louisville delegation and nobody will be surprised if a special train pulls out of Louisville for the Crescent City some time Saturday night.

URGES DRUGGISTS TO ADVERTISE

Robert P. Fischelis Delivers Address on Subject at Annual Convention

Advertising by drug stores was urged by Robert P. Fischelis in an address at the recent annual convention of the American Pharmaceutical Association in New York. He said:

"Advertising is so tremendously cumulative in its effect that it should not be regarded as an expense. You want to educate your patrons and get them to think in terms of your store. Make them understand that they can do as well in your store as they can downtown or uptown."

The Elwell Advertising Agency of Great Falls, Mont., has moved into larger quarters in the Dunn Block there. Ben R. Smith, a well-known Western advertising man, has been added to the copy staff.

Schweiser Starts Own Agency

TRENTON, N. J., Sept. 15.—William H. Schweizer, who for the past year has been connected with the advertising department of the Times-Advertiser, has opened an advertising agency at 38 West State street. Before joining the Times-Advertiser staff, Mr. Schweizer was merchandise manager for the Gilchrist Company of Boston and was with L. P. Hollander & Co., also of Boston, as sales manager and foreign buyer. He has plans under way to complete an organization that will handle national as well as local accounts.

Texas Ad Men Form Club

CORSICANA, Tex., Sept. 16.—An advertising club, associated with the Chamber of Commerce, has been organized here with Lloyd Kerr, chairman; W. N. Johnson, vice-chairman, and David Daniels, secretary-treasurer. It will affiliate with both the Texas and International A. A. C.'s.

Boardman Comes to New York

W. J. Boardman, vice-president and Boston manager of the George Batten Company, has transferred his office to the New York headquarters and is succeeded in Boston by Nat W. Emerson. Howard D. Taylor goes to Chicago.



Owned and Occupied by The Daily Argus

The only A.B.C. newspaper in Westchester County, N. Y. is

The Daily Argus

MOUNT VERNON

Facts of Vital Importance

Westchester County Is the fourth richest county in the State of New York. Westchester County has a

Population of Over 400,000 People

Of the 34 newspapers in this county, the Argus leads all, and invites the attention and confidence of the advertiser, with its position as the only paper in this great section submitting its circulation to A. B. C. audit.

Experience has already convinced many advertisers that *the only way* to reach Mount Vernon people is through The Daily Argus.

Established 1892

STILES & MERRIAM, PROPS.

Foreign Representative: Geo. B. David & Co., 171 Madison Ave., New York

KARL VON WIEGAND

LEADING AMERICAN CORRESPONDENT IN GERMANY

Now writing of the vital happenings in the new German Republic with the impartiality and graphic power that distinguished his work during the war.

His brilliant letters will be available for American newspapers through Universal Service

THE GREATEST AND BEST NEWS FEATURES

All Universal Service stories are headliners. Von Wiegand scored the biggest news beats of the war as correspondent of The New York World and The Sun.

He is but one of a remarkable body of feature writers for

UNIVERSAL SERVICE

WORLD BUILDING, NEW YORK

M. KOENIGSBERG, General Manager GEO. T. HARGREAVES, Editor and Manager

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SWEDEN HAS A REAL FLYING REPORTER

Oscar Soderlund Has Been on the Job Since War Opened—Has Covered All Fronts—First Man to Write Story in Airplane

"THE flying correspondent of Sweden" is the popular title Oscar Soderlund of Stockholm's Tidningen, Stockholm, is getting throughout Europe. Soderlund is a newspaperman with all the "pep" that marks an American newsgatherer, and he has lately been getting all sorts of headlines on the other side over his aerial exploits.



OSCAR SODERLUND

Soderlund is said to have been the first man in the world to write a story in an airplane. This happened on November 12, 1918, on a flight from Venice to Piave and back, when he was the guest of the Italian Government.

First Air Written Story

This story was published in "Vecko-Journalen," Stockholm, a few weeks later.

When Soderlund left Stockholm for a visit to the battle fronts on the invitation of the British, French, and Italian press bureaus, he carried his trusty typewriter with him, and took it in the Italian airplane with him.

Soderlund heralded his return to his own haunts by being the first one to fly from Stockholm to Copenhagen after the war. He used his own hydroplane for this purpose.

This Swedish writer has a great sense of humor and his friends among the American journalists in Europe regard him as a real exception to the usual type of foreign scribe.

Reported "C. P. I." in Sweden

He writes English picturesquely. In a letter to E. H. Palmer, who was the representative of the Committee on Public Information in Sweden during the war, Soderlund wrote recently:

"I have not exactly been aeroplaning all over Europe, but I have indeed knocked about a little, sometimes to Copenhagen and a month ago over to London, where I led the Swedish athletic team to great successes at the English championships. Eight boys scored four firsts and four seconds—that's fine! Our Crown Prince was over there, and was very delighted, and had me to luncheon to express his gratitude for the excellent manner in which we represented our country, so now I am living in great anxiety that he will bestow upon mine unworthy person some kind of masquerade button which won't do to come over to the States with.

An Authority on Sports

"The American football team is over here, but honestly speaking, I do not think very much of them. They are better football players than the last bunch, but in every other respect they are not the same good old guys, but a rather dull lot. When they have finished their kicking, they stand very little punch (the Swedish national drink), and I am sorry to say, they do not go out evenings and kick policemen or make any other fun worth mentioning. And they cannot sing, which is the worst of all. Williams (of the American Legation) is a grand opera tenor compared with them, although I don't think more of his voice than of Hopper's (American Consul) when he bellows for a taxi."

During the war Soderlund was one of the most active pro-Entente newspapermen.

He is considered an authority on sporting subjects and writes articles for various English athletic journals.

Finds Europe's Publicists Have Nothing on U. S.

C. N. Mullican Brings Some Ideas Back from France to Use in Advertising Agency Field

LOUISVILLE, Ky., Sept. 17.—C. N. Mullican, formerly sales and advertising manager for the Kentucky Wagon Manufacturing Company, has just returned from France after several months in the service. Mr. Mullican will return to the advertising field in Louisville, but this time with the Stark-Lowman Advertising Agency, which has offices in the Crutcher & Starks Building.

While serving with the A. E. F. Mr. Mullican said he had found opportunity to study European advertising methods and while here and there he gleaned an idea he does not think, on the whole, that Europe's publicists have anything on the American brand. Yankee "pep," force and brilliancy are all lacking in the overseas methods, he asserts.

"But America," he added, "is not yet fully cognizant of the vast agency for accomplishment that lies in advertising that has been carefully planned. Big things lie ahead both for government and business if the right kind of publicity is used to turn the trick."

CITY EDITOR WAS "GAME"

Henry Wrote Own Story of Air Sensations from Personal Experience

COUNCIL BLUFFS, Ia., Sept. 10.—In order that the readers of his paper "might know how it feels for a ground lubber to tumble around in the air several thousand feet above the city," John M. Henry, city editor of the Nonpareil, allowed himself to be strapped into the airplane of A. J. Nielsen, local "daredevil" aviator and looped the loop, tail spun, nose spun and flew upside down with the bird man.

The stunt was pulled off on a day when the city was filled with persons for a merchants' celebration, and the antics were performed several thousand feet above the center of town. The flight was made Saturday afternoon, and the Sunday Nonpareil carried big features written by Henry on his sensations.

Sim's Duty Enlarged

DETROIT, Sept. 10.—The board of directors of the Timken-Detroit Axle Company have accepted the resignation of Frederick C. Gilbert, vice-president and director, and appointed P. W. Hood, assistant secretary, to be sales manager. He will be assisted by Frank Sim, who will also remain advertising manager. C. G. Rowlette, assistant treasurer, has been elected treasurer to succeed C. W. Dickerson, who will continue as secretary and credit manager.

Remodeling in Houston

HOUSTON, Tex., Sept. 17.—The Houston Post is remodeling its editorial rooms and when completed they will be up to date in every feature. An art and engraving room is being built in addition to the other new improvements.

The Wisconsin Instrument

The "Wisconsin Instrument," so-called, is truly and surely anti-submarine. It has no bearing on the advertising situation except to furnish a further vista of the broadening horizon of Wisconsin's specialized industrial efforts, where skill is remunerated.

The instrument was completed and tried out in Lake Mendota in the summer of 1918, in time to get in some work against the lurking under-sea fleet of the late German Empire, which has become a matter of history.

And now to the point. By advertising in these papers, you will reach the Brain and the Brawn of Wisconsin, — good trade; none better!

Papers	Circulation	Rate for 5,000 lines
†Appleton Daily Post (E)	5,010	.0143
Beloit News (E)	6,593	.025
Eau Claire Leader-Telegram (M&E&S)	9,043	.027
†Fond du Lac Commonwealth (E)	6,017	.025
†Green Bay Press Gazette (E)	11,011	.025
Kenosha News (E)	5,221	.0129
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,891	.03
Milwaukee Wisconsin News (E)	*68,431	.10
Milwaukee Journal (E)	113,830	.14
Milwaukee Journal (S)	92,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.03
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1, 1919.
*Publisher's Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919

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CARDINAL MERCIER

The Martyr of Belgium

In His Preface to the

Greatest Human Document of the World War

Writes:

"Here are my war experiences in their most tense and vivid reality, all the issues I fought with the occupying power, their methods and mine clearly defined, undeniably fixed in black and white."

Form 1204

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT

25. 45 collect

Baltimore Md 805pm Sept 15 1919

David Smiley,

Evening Public Ledger, Phila

I have closed with Public Ledger Company for the entire publication rights in English speaking countries to my forthcoming book covering my experiences with the German authorities in Belgium and any other work announced as coming from me through any other source is unauthorized.

Cardinal Mercier.

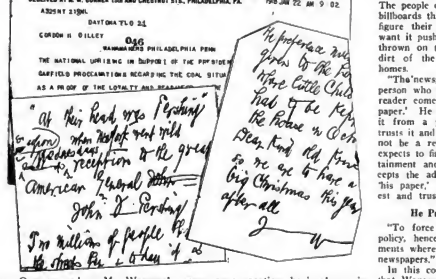
9.20 p.m.

For Terms for Your City's Rights
IN ADVANCE OF BOOK PUBLICATION
Write or Wire

THE LEDGER SYNDICATE

INDEPENDENT SQUARE PHILADELPHIA, PA.

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WESTERN UNION TELEGRAM

RECEIVED AT N. W. CORNER 15th AND CHESTNUT STS., PHILADELPHIA, PA. FEB JUN 22 AM 9 02

ASBURY PARK

DAYTONA FLO 24

GORDON H OILLEY

WANAMAKERS PHILADELPHIA PENN

THE NATIONAL WORKING IN SUPPORT OF THE PROPOSED GARFIELD PROCLAMATION REGARDING THE COAL SITUA

AS A PROOF OF THE LOYALTY AND READINESS

"At this Read-Pershing's reception to the great American General John J. Pershing"

"I'm telling you, Mr. Wanamaker, I'm a big Christmas fan, after all"

"I'm Millions of people like me made this a day to honor it"

NO matter where Mr. Wanamaker goes on a vacation, he is always in daily touch with his advertising department. Above is the reproduction of a telegram sent from Florida on January 22, the contents of which appeared over Mr. Wanamaker's signature in Philadelphia and New York newspaper advertisements the following day. At the left is one of those scraps of paper, with a thought jotted down by Mr. Wanamaker that became an advertisement the day after the Pershing and First Division parade in New York. To the right is his "J. W." and a thought of little children and Christmas, one of the things that keeps him young at 81.

JOHN WANAMAKER, MASTER MERCHANT

(*Continued from Page 5.*)

"One Price—Cash Payment—Cash Returned—Full Guarantee."

In the early nineties, John Wanamaker attracted the attention of the entire business world and the public in general as the result of a story carried by the Associated Press announcing that he had entered into a contract to use one page in the Philadelphia Record daily for one year at a cost of $100,000. That was the first full-page contract that had ever been entered into with a daily newspaper, and the largest amount involved in an advertising contract up to that time.

Now Largest Space Buyer

Today the Wanamaker store, Philadelphia, is the largest retail user of advertising space in the world, and it uses newspaper space exclusively. Three to four full pages are used daily except Sunday in the newspapers of Philadelphia and three ½ pages are used weekly in twenty nearby towns. The Wanamaker stores never use Sunday newspapers.

The Wanamaker style of advertising is distinctive and has been widely copied, not only in this country, but in England, France and Germany. What is meant by Wanamaker style is well illustrated by a story told in connection with the early efforts of Gordon H. Oilley, advertising manager of the John Wanamaker store at Philadelphia.

A large purchase of rugs had been made at a price that warranted a special sale. Great plans were made for the rug sale, and Mr. Cilley gave his own attention to writing the advertisement announcing the event. Mr. Cilley put the best that was in him into the effort as it was really his first big sale after taking his new position. He put every bit of salesmanship and all his advertising and editorial knowledge into the work of making that advertisement. When he had finished he was proud of the results, and well he might have been, for from every advertising angle it was a masterpiece.

When every correction had been made, as is the practice, Mr. Cilley took the advertisement into Mr. Wanamaker for his approval. The great merchant read it through. He praised it—he even did better than that, and in effect said that he did not see how any person could read that advertisement and resist going to Wanamaker's and buying one of those rugs—and then tore down the carefully built structure with seven words:

—"but it's too much like an advertisement."

Then Mr. Wanamaker, who writes rapidly but with great care, began to mark out the most telling selling sentences and rewrite new ones in their places. When he had finished he had before him the story of how and why Wanamaker's had purchased those rugs; why a sale was to be held, and why purchasers should be interested in that sale.

"J. W.'s" Orders

Mr. Cilley has been advertising manager of Wanamaker's for eleven years now, but he confesses that that was the last time he attempted to write an advertisement. Since then he has been satisfied, he says, to write the daily news of the Wanamaker store for the public.

In keeping with this there is even now hanging above Mr. Cilley's desk a framed order signed by John Wanamaker, which reads:

"Your sole business as a writer of our advertising is to find out the truth regarding the merchandise and tell it in plain words, and as briefly as you can."

Being a leader in advertising as well as a leader among the merchants of the world the policy that governs John Wanamaker in placing advertising as well as his advertising style should be of interest to every merchant, big and small, throughout the world. Ten years ago the Wanamaker Philadelphia store began to gradually withdraw from all forms of media except newspapers.

This was decided upon after careful investigation of every form of advertising and results.

In explaining this, Mr. Cilley said: "We believe people have the right to have advertising where they want it. The people do not want advertising on billboards that obstruct their view, disfigure their community; they do not want it pushed in under their door or thrown on their stoop, to add to the dirt of the street that passes their homes.

"The newspaper is the property of the person who purchases it. The regular reader comes to look upon it as 'his paper.' He looks upon everything in it from a personal view point. He trusts it and believes in it or he would not be a regular reader. Therein he expects to find news, instruction, entertainment and advertisements. He accepts the advertisements as a part of 'his paper,' which increases his interest and trust.

He Protects the Publisher

"To force an advertisement is bad policy, hence we place our advertisements where people want them—in the newspapers."

In this connection it may be stated that Wanamaker's give no complimentary advertisements, no matter what cause they are solicited for. Mr. Cilley even goes so far as to say such advertising is unfair to the newspapers, as the amount in the end comes from the merchant's advertising appropropriation and would otherwise go to them.

Many persons wonder when a young man at 81 does his best work. Mr. Wanamaker's activities are many. He is in one way and another connected with probably sixty institutions, charitable, religious and financial—and for him to be connected means that he is into their affairs "over his head" all the time.

Best at 5-6 A. M.

When in Philadelphia Mr. Wanamaker is always at his office each day receiving the reports of his various managers and giving interviews to people whom he has requested to call upon him. As stated before a major part of his attention is given to the Wanamaker advertising. He works wherever he happens to be, and never loses an opportunity to add to the scraps of paper in his pockets that carry generally, advertising thoughts.

But his friends and those who know him best agree that he does his best writing between 5 and 6 o'clock in the morning.

He is in the best of health and is always out of bed before the sun comes up. The first thing he does is to eat a big juicy apple.



John Wanamaker and General John J. Pershing, immediately after the planting of "Pershing's Tree" in Independence Square, Philadelphia, on September 12.

PRESSMEN OPPOSE ZONE LAW

New York League Convention Considers Standardization of Wages

UTICA, N. Y., Sept. 16.—Delegates representing 8,000 members of the League of Printing Pressmen and Assistants of New York State, in their semi-annual convention here Saturday, placed themselves on record as opposing the provisions of the postal zone law covering second class mail. A committee was appointed to arrange details of moves for joining with other organizations in obtaining the repeal of the law.

Forty-six delegates, many of them newspaper pressmen, were present from all parts of the state. Plans were made to divide the state into zones for the enforcement of a scheme of standardized wage scale. R. B. Nelson of Syracuse was elected president.

TO INVESTIGATE ARREST

Gov. Olcott of Oregon Looking into Case of Kantzman

SALEM, Orc., Sept. 17.—Governor Olcott, acting upon a request from the State Editorial Association, has instructed the assistant attorney general to make a complete investigation of the circumstances connected with the arrest and conviction of Ham Kantzman, editor of the Houlton Herald, for criminal libel. Kantzman is now serving a jail sentence.

The association believes that Kantzman committed the offense of which he was convicted, but intimates that he was the object of persecution by District Attorney Metzker of Columbia County. A committee of the Editorial Association cites a number of incidents to show that Metzker had dealt unfairly with the editor.

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TEN STATES

473,962 Square Miles—Twenty Million People

60.47% Native Born White 38.04% Negroes 1.49% Foreign Born

Less than one-eighth the area of the United States.

One-fifth the population of the United States.

Plenty of room to turn round in.

Plenty of people to get acquainted with.

Plenty of money, too.

The South, as visualized here, is a market worthy of the most intensive cultivation commercially.

28,516 Retail Grocers and Delicatessen stores.

5,655 Hardware Stores in this territory.

Rich in tradition, rich in natural resources, rich in industries, this section of the country is now developing faster, progressing more rapidly than any other part of our land.

Send your goods to these people. Co-operate with the southern merchants in presenting your claims through the columns of the local daily newspapers—identify yourself with their individuality and you will find yourself amply repaid.

These daily newspapers can and will carry your story to the right people.

Southern Daily Newspapers with Cooperative Spirit

		Net Paid Circulation	2,500 lines	10,000 lines
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	9,744	.025	.025
Asheville Times	(E)	10,087	.025	.02
Charlotte News	(E&S)	11,808	.025	.025
Charlotte Observer	(M)	19,217	.045	.04
Charlotte Observer	(S)	19,214	.045	.04
Durham Sun	(E)	8,000	.02	.02
Greensboro Daily News	(M)	16,805	.035	.035
Greensboro Daily News	(S)	22,488	.06	.04
Greensboro Record	(E)	8,481	.035	.035
Raleigh News and Observer	(M)	21,240	.05	.04
Raleigh News and Observer	(S)	21,240	.05	.04
Wilmington Dispatch	(E)	5,505	.02	.02
Wilmington Dispatch	(S)	5,505	.02	.02
Winston-Salem Journal	(M&S)	6,447	.022	.02
Winston-Salem Sentinel	(E)	7,600	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,698	.0173	.0173
Charleston American	(M)	7,388	.025	.025
Charleston American	(S)	10,451	.025	.025
Charleston Evening Post	(E)	13,740	.03	.03
*Columbia Record	(M)	11,170	.03	.02
*Columbia State	(S)	24,876	.05	.05
*Columbia State	(S)	24,876	.05	.05
*Greenville News	(M&S)	15,116	.035	.02
Greenwood Index Journal	(E)	3,245	.02	.02
Spartanburg Journ. & Car. Spartan	(E)	2,973		
Spartanburg Herald	(M)	4,398	.02	.02
Spartanburg Herald	(S)	5,473		
TENNESSEE				
*Chattanooga News	(E)	17,262	.04	.04
*Chattanooga Times	(M)	30,408	.06	.06
*Chattanooga Times	(S)	26,868	.06	.06
Knoxville Sentinel	(E)	24,022	.05	.045
*Knoxville Journal-Tribune	(M)	24,838	.05	.045
*Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	29,774	.12	.12
Memphis Commercial Appeal	(S)	118,148	.17	.15
Nashville Banner	(E)	49,500	.07	.07
Nashville Banner	(S)		.08	.08
Nashville Tennessean	(M)	24,918		
Nashville Evening American	(E)	15,196	.08	.08
Sunday Tennessean & American	(S)	24,051		
VIRGINIA				
Bluefield Herald-Courier	(M&S)	11,001	.04	.04
Danville Register and Bee	(M&E)	10,009	.03	.03
*Newport News Times-Herald	(E)	12,087	.04	.04
*Newport News Daily Press	(S&M)	8,375		
Norfolk Ledger-Dispatch	(E)	46,380	.07	.06
Norfolk Times-Herald	(M&S)	31,000		
Norfolk World-News	(S)	17,258	.06	.04
GEORGIA				
Atlanta Georgian	(E)	48,441	.08	.08
Atlanta Sunday American	(S)	97,818	.12	.12
Augusta Chronicle	(M)	12,248	.03	.03
Augusta Herald	(E)	11,014	.025	.025
Augusta Herald	(S)	17,418	.035	.035
Columbus Enquirer	(M)	12,762	.035	.035
Columbus Ledger	(E&S)	7,362	.0275	.0275
Macon Telegraph	(M)	20,140	.04	.04
Macon Telegraph	(S)	10,321	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,200	.04	.04
ALABAMA				
Birmingham Age-Herald	(M)	28,980	.07	.06
Birmingham Age-Herald	(S)	30,705	.06	.06
Birmingham Ledger	(E)	38,422	.07	.07
*Birmingham News	(E)	40,171	.06	.06
*Birmingham News	(S)	49,588	.10	.10
*Mobile News Item	(E)	10,740	.03	.03
Mobile Register	(M)	25,179	.05	.05
Mobile Register	(S)	15,948	.05	.05
Montgomery Advertiser	(M)	24,258	.06	.04
Montgomery Advertiser	(S)	24,258	.06	.05
LOUISIANA				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	84,494	.12	.12
New Orleans Daily States	(E)	41,504	.10	.08
*New Orleans Item	(E)	37,778	.12	.10
*New Orleans Item	(S)	97,588	.12	.12
FLORIDA				
Jacksonville Metropolis	(E)	19,117	.045	.045
Florida Times-Union, Jacksonville	(M&S)	30,423	.06	.06
Pensacola Journal	(M)	5,810	.0172	.0172
Pensacola Journal	(S)	6,097	.0172	.0172
Pensacola News	(E)	5,000	.02	.02
KENTUCKY				
*Louisville Herald	(M)	52,956		
*Louisville Herald	(S)	48,747	.08	.06
Paducah News Democrat	(M&S)	7,004	.0225	.018

Government Statements April 1st, 1919.
*A. B. C. statement, April 1st, 1919.
†Publisher's statement, April 1st, 1919.
Un-index Bristol, Tenn.

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List Prepared by the American Newspaper Publishers' Association—Corrected to Sept. 18, 1919

Advertising Agcys. Corp., 163 Metropolitan Tower, N. Y. C.
Acme Adv. Agency, Third Nat. Bank Bldg., Atlanta, Ga.
Advertising Service Co., Inc., 16 California St., San Francisco, Cal.
Advertising Service Co., Ltd., Drummond Bldg., Montreal, Can.
Allen Adv. Agency (Inc.), 470 Fourth Ave., N. Y. City.
American Sports Pub. Co. (Inc.), 45 Rose St., N. Y. City.
Amsterdam Agency (Inc.), 1180 Broadway, N. Y. City; 35 Congress St., Boston, Mass.
Anfenger-Jacobson Adv. Co. (Inc.), Board of Education Bldg., St. Louis, Mo.
Arkenberg-Macheo-Dowd Co. (Inc.), Produce Exchange Bldg., Toledo, Ohio.
Armstrong, Collin, Inc., 1457-63 Broadway, N. Y. City.
Atlas Adv. Agency (Inc.), 450 Fourth Ave., N. Y. City.
Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave., Bldg., N. Y. City.
Ayres, H. E., & Co., 164 Federal St., Boston, Mass.
Baer, Joseph E. (Inc.), 366 Fifth Ave., N. Y. City.
Baker Adv. Agency, Ltd., 184 Bay St., Toronto, Ont.
Banker-Martin Co. (Inc.), Owen Bldg., Detroit, Mich.
Barber, J. W., Adv. Agency (Inc.), 80 Boylston St., Boston, Mass.
Barker, Duff & Morris (Inc.), 323 Fourth Ave., Pittsburgh, Pa.
Barnes, Jean Dean, 354 Fourth Ave., N. Y. City.
Barrows & Richardson, Drexel Bldg., Philadelphia, Pa.
Barton & Durstine Co (Inc.), 25 West 45th St., N. Y. City.
Basham, Thomas E., Co. (Inc.), Inter-Southern Life Bldg., Louisville, Ky.
Bates, J. D., Adv. Agency, 292 Main St., Springfield, Mass.
Batten, Geo., Co. (Inc.), 381 4th Ave., N. Y. City.
Baxter Adv. Co., Commerce Trust Bldg., Kansas City, Mo.
Benson, Campbell & Slaten, Corn Exchange Bank Bldg., Chicago, Ill.
Berg Adv. Agency, Rowell Bldg., Fresno, Cal.
Berrien Co. (Inc.), 19 W. 44th St., N. Y. City.
Birch-Field & Co. (Inc.), 110 W. 40th St., N. Y. City.
Blaauw, John, National Realty Bldg., Tacoma, Wash.
Blackburn Adv. Agency, 32 South Jefferson St., Dayton, Ohio.
Blackman-Ross Co. (Inc.), 95 Madison Ave., N. Y. City.
Blaine-Thompson Co (Inc.), Fourth Nat. Bank Bldg., Cincinnati, Ohio.
Bloomingdale-Weiler Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
Blum, Charles, Adv. Corporation (Inc.), 608 Chestnut St., Philadelphia, Pa.
Bondi, Arthur T., 29 Central St., Boston, Mass.
Boston News Bureau Co. (Inc.), 30 Kilby Street, Boston, Mass.
Botsford, Constantine & Tyler (Inc.), Henry Bldg., Seattle, Wash., Spalding Bldg., Portland, Ore.
Boswell-Frankel Agency, 1457 Broadway, N. Y. City.
Bowers, Thos. H., Adv. Agency (Inc.), S. W. Cor. Jackson St. and Wabash Ave., Chicago, Ill.
Brandt Adv. Co (Inc.), 3 So. Dearborn St., Chicago, Ill.
Brearley-Hamilton Co. (Inc.), Michigan Trust Bldg., Grand Rapids, Mich.
Bromfield & Co. (Inc.), 45 West 34th St., N. Y. City.
Brooke, Smith & French (Inc.), Kresge Bldg., Detroit, Mich
Brooks, S. M., Adv. Agency, Boyle Bldg., Little Rock, Ark.
Brown Adv. Agency, Inc., 110 W. 40th St., N. Y. City.
Buchanan, John, Adv. Agency, 10 High St., Boston, Mass.
Burnet-Kuhn Adv. Co. (Inc.), 39 So. La Salle St., Chicago, Ill.
Cahill Adv. Co., Pacific Bldg., San Francisco, Cal.
Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City.
Campbell-Ewald Co. (Inc.), Marquette Bldg., Detroit, Mich.
Canadian Advertising Agency, Ltd., 284 Lagauchetiere St., West, Montreal, Canada.
Capehart's Malkwon Methods (Inc.), Times Bldg., N. Y. City.
Cecil, Barreto & Cecil (Inc.), Mutual Bldg., Richmond, Va.
Chambers Agency (Inc.), Maison Blanche Bldg., New Orleans, La.
Chappelow Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo.
Charles Ads Service (Inc.), 23-25 E. 26th St., N. Y. City.
Chesman, Nelson & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Goddard Bldg., Chicago, Ill.; 341 Fifth Ave., N. Y. City; Times Building, Chattanooga, Tenn.
Churchill-Hall (Inc.), 50 Union Square, N. Y. City.
Clark-Whitecraft Co. (Inc.), 1328 Chestnut St., Philadelphia, Pa.
Clarke, E. H., Adv. Agency (Inc.), Steger Building, Chicago, Ill.; 37 W. 39th St., N. Y. City.
Clough, John L., Adv. Agency, Merchants Bank Bldg., Indianapolis, Ind.
Cochrane, Witt K., Adv. Agency (Inc.), Boyce Bldg., Chicago, Ill.
Colton, Wendell P., Co. (Inc.), 165 Broadway, N. Y. City.
Cone, Andrew, Geo. Adv. Agency (Inc.), Tribune Bldg., N. Y. City.
Conner Adv. Agency, Mercantile Bldg., Denver, Colo.
Conover, C. A., 24 Mile St., Boston, Mass.
Coolidge Adv. Service, Davidson Bldg., Des Moines, Ia.
Corman Co. (Inc.), 19 West 44th St., N. Y. City.
Corning-Erickson Adv. Agency (Inc.), Merchants Nat. Bank Bldg., St. Paul, Minn.
Cowen Co. (Inc.), 50 Union Square, N. Y. City; John Hancock Bldg., Boston, Mass.
Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis.
Critchfield & Co. (Inc.), Brooks Bldg., Chicago, Ill.
Croot & Denhard (Inc.), 44 E. 23rd St., N. Y. City.
Crosby-Chicago (Inc.), 63 East Adams St., Chicago, Ill.
Cross, J. H., Co. (Inc.), 214 South 12th St., Philadelphia, Pa.
Crumrine, Arthur M. Co. (Inc.), Columbus Savings & Trust Bldg., Columbus, Ohio.
Dake Adv. Agency (Inc.), 814 South Spring St., Los Angeles, Cal.; 121 Second St., San Francisco, Cal.
Daken Adv. Agency (Inc.), Eitel Bldg., Seattle, Wash.
Danielson & Son, 96 Westminster St., Providence, R. I.
D'Arcy Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo.
Darlow Adv. Co. (Inc.), World-Herald Bldg., Omaha, Neb.
Dauchy Co. (Inc.), 9 Murray St., N. Y. City.
Davis, J. W., Railway Exchange Bldg., Chicago, Ill.
Decker, Henry, Ltd., Fuller Bldg., N. Y. City.
Desharats, Adv. Agency, Ltd., Unity Bldg., Montreal, Canada.
Dietz, Ottomar, Adv. Bureau, 140 Nassau St., N. Y. City.
Dippy & Aitkin, 12th & Filbert Sts., Phila., Pa.
Dobbs, William F., Danbury, Conn.
Dollenmayer Adv. Agency (Inc.), Lincoln Bldg., Minneapolis, Minn.
Donovan & Armstrong, Commonwealth Bldg., Philadelphia, Pa.
Dooley-Brennan Co. (Inc.), Harris Trust Bldg., Chicago, Ill.
Doremus & Co. (Inc.), 44 Broad St., N. Y. City.
Dorland Adv. Agency, Preston Bldg., Atlantic City, N. J.; 366 Fifth Ave., N. Y. City.
Doughty, Chas. L., 621 Main St., Cincinnati, O.
Dukelow & Walker Co. (Inc.), 246 Washington St., Boston, Mass.
Dunlap-Ward Adv. Co. (Inc.), Union National Bank Bldg., Cleveland, Ohio; Kresge Bldg., Detroit, Mich
Dunne, Desmond, Co. (Inc.), 30 E. 42d St., N. Y. City.
Dyer, Geo. L., Co. (Inc.), 42 Broadway, N. Y. City.
Eddy, Louis O., Marshall Field Bldg., Chicago, Ill.
Edwards, Geo. W., & Co., 328 Chestnut St., Phila., Pa.
Elliott, A. R. (Inc.), 66 W. Broadway, N. Y. City.
Elliott Adv. Service (Inc.), 262 East Avenue, Rochester, N. Y.
Ellis, A. W., Co., 40 Central St., Boston, Mass.
Erickson Co. (Inc.), 381 Fourth Ave., N. Y. City
Erickson, E. N., Adv. Agency, 21 Park Row, N. Y. City.
Erwin & Wasey Co. (Inc.), 58 East Washington St., Chicago, Ill.; Kresge Bldg., Detroit, Mich.
Evans & Barnhill (Inc.), 33 W. 42nd St., N. Y. City.
Fairfax, H. W., World Bldg., N. Y. City.
Fawcett, Adv. Agency, Bennett Bldg., Colorado Springs, Colo.
Federal Adv. Agency (Inc.), 6 East 39th St., N. Y. City.
Ferry-Hanly Adv. Co. (Inc.), 1120 Walnut St., Kansas City, Mo., Hibernia Bldg., New Orleans, La.
Fettinger, Theodore S., Adv. Agency, 790 Broadway St., Newark, N. J.
Field Adv. Service, State Life Bldg., Indianapolis, Ind.
Finch, L. J., Adv. Agency (Inc.), 1358 Broadway, N. Y. City.
Finney, R. B., Adv. Co. (Inc.), 918 Grand Ave., Kansas City, Mo.
Fisher-Ruebel-Brown Adv. Agency (Inc.), 162 Locust St., St. Louis, Mo.
Foley, Richard A., Adv. Agency (Inc.), Terminal Bldg., Philadelphia, Pa.
Frank, Albert, & Co. (Inc.), 26 Beaver St., N. Y. City.
Freeman Adv. Agency (Inc.), Mutual Bldg., Richmond, Va.
Frizzell Agency Dispatch Bldg., St. Paul, Minn.
Fuller, Chas. H., Co. (Inc.), 623 So. Wabash Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N. Y.
Fuller & Smith & Ross, Guardian Bldg., Cleveland, O.
Gardiner & Wells Co. (Inc.), 150 Madison Ave., N. Y. City.
Gardner Adv. Co. (Inc.), 1627 Locust St., St. Louis, Mo.
Geyer-Dayton Adv. Co. (Inc.), City Natl. Bank Bldg., Dayton, O.
Globe Adv. Agency (Inc.), 85 Washington St., South Norwalk, Conn.
Goldsmith, L. S., 244 Fifth Avenue, N. Y. City.
Goldsmith Co., 207 Market St., Newark, N. J.
Gormley, Smith & Peiler (Inc.), Gazette Bldg., Atlantic City, N. Jersey.
Gould, M. P., Co., 60 West 35th St., N. Y. City.
Goulston, Ernest J., Adv. Agency (Inc.), 18 Tremont St., Boston, Mass.
Gray, A. D., Co. (Inc.), 14th and Oak Sts., Kansas City, Mo.
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Green-Lucas Co. (Inc.), Hanover and Fayette Sts., Baltimore, Md.
Greenleaf Co. (Inc.), 41 Mt. Vernon St., Boston, Mass.
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Guenther-Bradford & Co. (Inc.), 64 W. Randolph St., Chicago, Ill.
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Hamilton, J. R., Adv. Agency (Inc.), 326 Madison St., West, Chicago, Ill.
Handl-Metzger (Inc.), 95 Madison Ave., N. Y. City
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Hauser Agency (Inc.), 601 Broad St., Newark, N. J.
Haulenbeek, G. H., Adv. Agency (Inc.), 2 W. 45th St., N. Y. City.
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Hawley Adv. Co. (Inc.), 19 W. 44th St., N. Y. City
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Heagstra, H. Walton (Inc.), 25 East Jackson Boulevard, Chicago, Ill.
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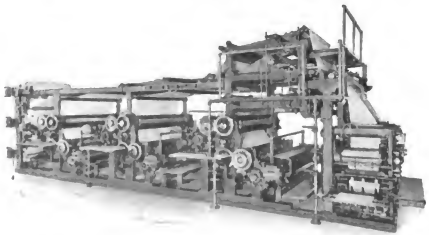
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Holmes, Frances, Adv. Agency, Van Nuys Bldg., Los Angeles, Cal.
Honig-Cooper Co. (Inc.), 74 New Montgmery St., San Francisco, Cal.
Hoopes, Edgar M., Adv. Agency (Inc.), Equitable Bldg., Wilmington, Del.
Hoops Adv. Co. (Inc.), Tribune Bldg., Chicago, Ill.
Howard, E. T. Co. (Inc.), 432 Fourth Ave., N. Y. City.
Howe, Murray & Co. (Inc.), 30 E. 42nd St., N. Y. City.
Howland, H. S., Adv. Agency (Inc.), 20 Broad St., N. Y. City.
Hoyt's Service (Inc.), 116 W. 32nd St., N. Y. City; 14 Kilby St., Boston, Mass.
Hull, W. H., & Co. (Inc.), Tribune Bldg., N. Y. City.
Humphrey, H. B., Co. (Inc.), 581 Boylston St., Boston, Mass.
Husband & Thomas Co. (Inc.), 58 East Washington St., Chicago, Ill.
Ireland Adv. Agency (Inc.), 136 S. Fourth St., Philadelphia, Pa.
Ironmonger, C., Adv. Agency, 95 Madison Avenue, N. Y. City.
Izzard Co. (Inc.), Times Bldg., Seattle, Wash.
Jacobs, Dillard, Agency, Candler Bldg., Atlanta, Ga.
Joerns, Arnold, Co. (Inc.), 14 F. Jackson Boulevard, Chicago, Ill.
Johnson-Dallis Co. (Inc.), Greenfield Bldg., Atlanta, Ga.
Johnson Read & Co., (Inc.), 202 So. State St., Chicago, Ill.
Johnston-Ayres Co. (Inc.), 525 Market St., San Francisco, Cal.
Jones-Morton (Inc.), 348 Main St., Johnstown, Pa.
Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y.
Joseph, Jesse M., Adv. Agency, Union Central Bldg., Cincinnati, Ohio.
Kastor, H. W. & Sons, Adv. Co. (Inc.), Lytton Bldg., Chicago, Ill.; Mercantile National Bank Bldg., St. Louis, Mo.
Kay, J. Roland, Co. (Inc.), 111 W. Washington St., Chicago, Ill.
Keane, N. W., 95 Nassau St., N. Y. City.
Kelley, Martin V., Co. (Inc.), Second National Bank Bldg., Toledo, Ohio; 171 Madison Ave., N. Y. City.
Kiernan, Frank, & Co., 135 Broadway, N. Y. City.
Kirtland-Engel Co. (Inc.), 14 E. Jackson Boulevard, Chicago, Ill.
Klau-Van Pietersom-Dunlap (Inc.), 131 Second St., Milwaukee, Wis.
Kobbe, Philip Co. (Inc.), 208 Fifth Ave., N. Y. City.
Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis.
Kollock, Edward D., 201 Devonshire St., Boston, Mass.
Lake & Dunham Adv. Agency (Inc.), Porter Bldg., Memphis, Tenn.
Lamport-MacDonald Co. (Inc.), J. M. S. Bldg., South Bend, Ind.
Lawyers' Adv. Co. (Inc.), 140 Nassau St., N. Y. City.
Leddy, John M., 41 Park Row, N. Y. City.
Lesan, H. E., Adv. Agency (Inc.), 440 Fourth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill.
Le Vene, Nate, 26 O'Farrell St., San Francisco, Cal.
Levey, H. H., 1328 Broadway, N. Y. City.
Levin, Chas. D. (Inc.), 1269 Broadway, N. Y. City.
Lewis Agency (Inc.), Evening Star Bldg., Washington, D. C.
Lewis & Coffin Adv. Agency, Third National Bank Bldg., Atlanta, Ga.
Lord & Thomas (Inc.), Mallers Bldg., Chicago, Ill., Times Bldg., N. Y. City.
Loudon & Hanford Co. (Inc.), Cutler Bldg., Rochester, N. Y.; 200 Fifth Ave., N. Y. City.
McAllister, Malcolm Co., McIntyre Bldg., Salt Lake City, Utah.
McCann, H. K., Co. (Inc.), 61 Broadway, N. Y. City; 401 Market St., San Francisco, Cal.
McCornell & Fergusson, London, Can.
McFarland Publicity Service (Inc.), Harrisburg, Pa.
McGuckin, Eugene, Co., 1211 Chestnut St., Philadelphia, Pa.
McJunkin Adv. Co. (Inc.), 5 So. Wabash Ave., Chicago, Ill.
McKee, Homer, Co. (Inc.), Kahn Bldg., Indianapolis, Ind.
McKim, A., Ltd., Lake of the Woods Bldg., Montreal, Can.
McLain-Hadden-Simpers Co. (Inc.), 210 W. Washington Sq., Phila., Pa.; 331 Madison Ave., N. Y. City.
McMullen, Robert M., Co. (Inc.), 334 Fifth Ave., N. Y. City.
Maclay & Mullally (Inc.), 198 Broadway, N. Y. City.
MacManus, Theodore F. (Inc.), Kresge Bldg., Detroit, Mich.
MacMartin Adv. Agency (Inc.), Security Bldg., Minneapolis, Minn.
Macpherson-McCurdy, Ltd., Bell Block, Winnipeg, Can.
Mallory, Mitchell & Faust (Inc.), Security Bldg., Chicago, Ill.
Matteson-Fogarty-Jordan Co. (Inc.), 140 No. Dearborn St., Chicago, Ill.
Mattern'ach Co. (Inc.), 74 Union Place, Hartford, Conn.
Mason, C. Henry, 136 East Avenue, Rochester, N. Y.
Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga.
Mathews, R. A., Adv. Corporation, 140 S. Dearborn St., Chicago, Ill.
Matos Adv. Co. (Inc.), Bulletin Bldg., Philadelphia, Pa.
Mertz, Lewis H., Ontario, Cal.
Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City.
Meuser, Bernhard, Adv. Agency, 140 S. Dearborn St., Chicago, Ill.
Michaels, Harry C., 404 Fourth Ave., N. Y. City.
Mitchell Adv. Agency (Inc.), Abbay Bldg., 8th St. & Mary Place, Minneapolis, Minn.
Mix, J. Rowland, 381 Fourth Ave., N. Y. City.
Moon, Byron G., Co. (Inc.), Proctor Bldg., Troy, N. Y.
Morgan, John J., Adv. Agency (Inc.), 220 Devonshire St., Boston, Mass.
Morgan, Tuttle & Jennings, 44 E. 23d St., N. Y. City.
Morris, Herbert M., Adv. Agency (Inc.), 400 Chestnut St., Philadelphia, Pa.
Morse International Agency (Inc.), 449 Fourth Ave., N. Y. City.
Moser & Cotins, Paul Bldg., Utica, N. Y.
Moses Adv. Service, Munsey Bldg., Baltimore, Md.
Moss-Chase Co. (Inc.), 170 Franklin St., Buffalo, N. Y.
Muller, J. P., & Co. (Inc.), 220 West 42d St., N. Y. City.
Munro-Romer Co. (Inc.), 568 E. Broad St., Columbus, O.
Murray Hill Adv. Agency, 200 E. 23d St., N. Y. City.
Murray, John F., Adv. Agency (Inc.), 17 Battery Place, N. Y. City.
Newell-Emmett Co. (Inc.), 120 W. 32d St., N. Y. City.
Nichols, Charles F. W., Co. (Inc.), 20 E. Jackson Boulevard, Chicago, Ill.
Norris-Patterson Ltd., 10 East Adelaide St., Toronto, Can.
Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn.
O'Keefe, P. F., Adv. Agency, 45 Bromfield St., Boston, Mass.
O'Malley Adv. & Selling Co., 262 Washington St., Boston, Mass.
Ostenrieder Adv. Corporation, 25 East Jackson Boulevard, Chicago, Ill.
Page, C. W., Co., Chamber of Commerce Bldg., Richmond, Va.
Patterson, W. A., Co. (Inc.), 1 Madison Ave., N. Y. City.
Payne, W. Hancock, Adv. Agency, Drexel Bldg., Phila., Pa.
Pearsall, C. Montague, 41 Park Row, N. Y. City.
Pelletier, E. Le Roy, Fine Arts Bldg., Detroit, Mich.
Philadelphia News Bureau, Independence Square, East, Philadelphia, Pa.
Picard & Co. (Inc.), 50 East 42nd St., N. Y. City.
Pierre, George H., Du Pont Bldg., Wilmington, Del.
Plattner, M., 95 Nassau St., N. Y. City.
Porter, Harry, Co. (Inc.), 18 East 41st St., N. Y. City.
Potts-Turnbull Adv. Co. (Inc.), Graphic Arts Bldg., Kansas City, Mo.
Power, Alexander & Jenkins Co. (Inc.), Madison Bldg., Detroit, Mich.
Power, Edward M., Co. (Inc.), Oliver Bldg., Pittsburgh, Pa.
Powers, John O., Co. (Inc.), 461 Fourth Ave., N. Y. City.
Powers-House Co. (Inc.), Illuminating Bldg., Cleveland, O.
Powning, Geo. G. (Inc.), 600 State St., New Haven, Conn.
Presbrey, Frank, Co. (Inc.), 456 Fourth Ave., N. Y. City.
Procter & Collier Co. (Inc.), Commercial Tribune Bldg., Cincinnati, O.
Randall, Fred M., Co. (Inc.), Ford Bldg., Detroit, Mich.
Rankin, Wm. H., Co. (Inc.), 104 S. Michigan Ave., Chicago, Ill.; 50 Madison Ave., N. Y. City.
Read-Miller Co. (Inc.), 120½ South Broadway, Los Angeles, Cal.
Reardon Adv. Co. (Inc.), Quincy Bldg., Denver, Colo.
Redfield Adv. Agency (Inc.), 34 West 33rd St., N. Y. City.
Remington, E. P., Agency, 1280 Main St., Buffalo, N. Y.
Richards, Joseph, Co. (Inc.), 9 East 40th St., N. Y. City.
Ritter, Philip, Co. (Inc.), 63 Park Row, N. Y. City.
Roberts & MacAvinche, 30 No. Dearborn St., Chicago, Ill.
Rogers-Baker Co. (Inc.), Guardian Bldg., Cleveland, Ohio.
Rogers & Smith, Adv. Agents (Inc.), 64 East Van Buren St., Chicago, Ill.
Rose, Irwin Jordan, 116 W. 32d St., N. Y. City.
Rowland Adv. Agency (Inc.), 1790 Broadway, N. Y. City.
Rowlatt F., Albany; 26-28 Adelaide St., West, Toronto, Can.
Ruland, C. W., Co., 70 Fifth Ave., N. Y. City.
Ruthrauff & Ryan (Inc.), 404 Fourth Ave., N. Y. City.
St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa.
Sandlass, A., 7 Clay St., Baltimore, Md.
Savage, Geo. M., Adv. Agency, 82 Griswold St., Detroit, Mich.
Scheck Adv. Agency, 9 Clinton St., Newark, N. J.
Schermerhorn Adv. Co., Gunter Bldg., San Antonio, Texas.
Scovil, Medley (Inc.), 25 Pine St., N. Y. City.
Schiele Adv. Co. (Inc.), Central National Bank Bldg., St. Louis, Mo.
Seaman, Frank (Inc.), 470 Fourth Ave., N. Y. City.
Seeds, Russel M., Co. (Inc.), 330 University Square, Indianapolis, Ind.
Seelye-Hoolser-Brown (Inc.), 110 West Fort St., Detroit, Mich.
Sehl Adv. Agency, 139 No. Clark St., Chicago, Ill.
Shaffer, J. Albert, Star Bldg., Washington, D. C.
Sharpe, W. W., & Co. (Inc.), 206 Broadway, N. Y. City.
Shaughnessy, Wm. A., & Co., 35 West 39th St., N. Y. City.
Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
Shumway, Franklin P., Co. (Inc.), 453 Washington St., Boston, Mass.
Sidener-Van Riper Adv. Co. (Inc.), Merchants Bank Bldg., Indianapolis, Ind.
Simpson Adv. Service Co. (Inc.), Syndicate Trust Bldg., St. Louis, Mo.
Singleton Adv. Co. (Inc.), Citizens Bldg., Cleveland, Ohio.
Smith, C. Brewer, Adv. Agency, 161 Devonshire St., Boston, Mass.
Snitzler Adv. Co. (Inc.), Garland Bldg., Chicago Ill.
Sommer, Fred. N., 810 Broad St., Newark, N. J.
Southern Adv. Agency, Candler Annex, Atlanta, Ga.
Southwestern Adv. Co. (Inc.), Oklahoma Bldg., Oklahoma City, Okla.
Spafford Co. (Inc.), 10 Post Office Square, Boston, Mass.
Sparrow Adv. Agency (Inc.), American Trust Bldg., Birmingham, Ala.
Stack Adv. Agency (Inc.), Heyworth Bldg., Chicago, Ill.
Standish, G. S., Adv. Agency, Union Trust Bldg., Providence, R. I.
Stevens, Hermon W., Agency, Globe Bldg., Boston, Mass.
Stewart-Davis Adv. Agency, Kesner Bldg., Chicago.

(Continued on Page 74.)

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WHY PENNSYLVANIA DAILY NEWSPAPERS?

The accompanying list of Pennsylvania daily newspapers gets closer to the buying public than does any other media possible for advertisers to use.

Pennsylvania daily newspapers reach the buying public oftener than does any media possible to use.

Pennsylvania daily newspapers permit daily change of copy and the localization of every advertisement—something tremendously important and impossible to procure in any other way.

Pennsylvania daily newspapers permit co-operation with local dealers—a vitally important adjunct to any selling campaign and something unobtainable through other media.

Pennsylvania daily newspaper advertising does not need any supplementary medium to make it go—it is self starting—and goes all the way on its own momentum—something which cannot be said of other kinds of advertising.

The managers of any of these newspapers on request will be glad to give facts and figures about the trading areas covered by their circulations.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.04	.04
*Altoona Mirror (E)	23,676	.04	.04
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican (M & E)	14,177	.04	.03
Connellsville Courier (E)	6,888	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M & E)	22,018	.05	.05
Lebanon Daily News	8,349	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.19	.14
Pottsville Republican (E)	10,797	.04	.03
Scranton Republican (M)	27,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
*Williamsport Sun (E)	16,110	.05	.035
York Gazette (M)	15,026	.03	.03
Total	678,802	1.6323	1.4418

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

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PRINGLE TO PROTECT THE PUBLISHERS

At Resumption of Canadian Government News Print Inquiry He Demands Records of Mills—Next Session Set for October

[BY TELEGRAPH.]

OTTAWA, Ont., Sept. 17.—When the government newsprint investigation was resumed today, it was announced that some Canadian papers are having difficulty in obtaining necessary supplies of newsprint. In making this statement Commissioner R. A. Pringle said: "So long as I am Paper Controller, I am going to see the Canadian press supplied with paper. There is a lot of it in this country and if Canadian mills have been making contracts outside the country, I can't hold that it is a secondary question."

Mr. Pringle said he was going to ask each manufacturer to furnish him with a statement of the amount of oewsprint being exported and the amount being supplied to Canadian buyers. He remarked that it was hardly fair that some companies should be called on to supply a large quantity to Canadian papers in excess of their percentage, while others supply very little. He said the Eddy Company, working at capacity and selling its entire product to Canada, could not supply its own customers.

George H. Montgomery, mill counsel, explained that most U. S. customers had chosen to make long term contracts and that Canadian mills were thus tied up to contracts for their whole capacity.

Mr. Pringle said he was aware that the Abitibi Mill had even bought paper in the open market at a loss in order to fill contracts. He stated that some smaller papers, which use sheet news, were badly off for it.

The inquiry was postponed until the second week in October, when it will consider the effect of the paper control tribunal's reduction of the price of newsprint by $3 per ton for the five months, beginning July 1, 1919.

Dishonest Reporters Gone Now, Says Mayor Hylan

Declares Those He Referred to As in Pay of Vice Leaders Are Not of Today

Whatever concern there may have been caused by Mayor Hylan's tirades against New York "newsgatherers" was somewhat dispelled by the Mayor's qualification of his previous statements that police reporters had been found on the payrolls of gamblers and vice leaders.

In answer to a demand by the reporters for the names of the men referred to the Mayor now states that there are no reporters at Police Headquarters at the present time who are open to suspicion.

"In past administrations," said Mayor Hylan at the Police Campfire last night, "the Commissioner of the Department was very close to the newsgatherers. It was a common thing to see newsgatherers in close touch with affairs of the Police Department. Because of this the police officers felt that they, too, had to be friendly to the newsgatherers, and also, in return, the newsgatherers would seek favors for their police friends and get them easy details.

"Newspapermen, as a class, are honest, but there are some who were on the payroll."

SEES BOLSHEVISM IN STRIKES

Editor of Louisville Times Points to Dream of "Labor Utopia"

[BY TELEGRAPH]

LOUISVILLE, Ky., Sept. 15.—The editor of the Times today appended the following editorial note to the Associated Press dispatch, detailing the news of newswriters strike at New Haven:

"The dispatches do not specify but the only newswriters union formed hitherto has been at Boston and like its police union is affiliated with the American Federation of Labor. It is part of the same system of a labor utopia, in which the newspapers, police, firemen, soldiers and government officials are all enlisted in the ranks of organized labor—the Russian Bolshevik theory.—Editor."

The story was printed on page one.

Alaskan Quits as a Daily

SKAGWAY, Sept. 14.—The Alaskan, the oldest daily in the Northland, was recently converted into a tri-weekly, leaving this town without a daily for the first time since the stirring days of 1898 and 1899. In those days, when the gold seekers left the Seattle steamers here and climbed the Chilcoot pass Skagway had a population of about 20,000. Now there are only a few hundred left.

New Feature for N. Y. Commercial

The New York Commercial is running a new feature three times a week entitled "The Man at the Desk," written by Paull Hayden, who is connected with the publicity department of the Columbia Graphophone Company. This is Mr. Hayden's first venture in newspaper writing and his work is receiving a lot of favorable comment.

Ask I. T. U. Charter in Bay Cities

SAN FRANCISCO, Sept. 11.—The San Francisco Newswriters' Association has applied for a charter from the International Typographical Union. The entire editorial staff of the Daily News Letter as charter members of the union. The union includes a majority of the newspapermen of San Francisco and the bay cities.

Lovejoy Retires from Y. M. C. A.

On his return from Y. M. C. A war work overseas, Frederic H. Lovejoy has been appointed to the production staff of the Hanz-Metzger Advertising Agency, New York. Before going to France, Mr. Lovejoy worked for N. W. Ayer & Son and the Tracy-Perry Company in Philadelphia.

Issues Real Estate Booklet

CHICAGO, Sept. 16.—The Chicago Herald and Examiner has distributed free 25,000 copies of a large booklet entitled "Our Home," about half of which is taken up with advertising of building materials and house furnishing and the rest, with photographs and designs of residences.

Clark to Direct Eiseman Ads

The Eiseman Magneto Corporation announces the promotion of E. Stanley Clark to be manager of advertising. Mr. Clark has been connected with the Eiseman organization for the past two years, in connection with its printing and publicity work.

Strike Hits Tokyo, Too

Virtually all the newspapers of Tokyo have suspended publication, owing to the demands of the printers for higher wages, which the owners refuse to grant.

DAILY PAPERS RANKED FIRST BY CLOTHIERS

Their Advertising Space Is "Most Vital Sales Stimulant," Agrees National Retailers Convention—Permanent Bureau of Records Formed

CHICAGO, Sept. 11.—Herman Black, publisher of the Chicago Evening American, delivered an address tonight on "The Newspaper in Retail Merchandising" before 1,500 clothiers at the sixth annual convention of the National Retail Clothiers' Association.

A feature of the convention exhibits was a special room set aside for displays of creditable retail newspaper ads. Many of these were reproduced on slides for lecture purposes on certain days during the sessions, it being formally agreed that daily newspaper space is the merchant's "most vital sales stimulant."

The ads of this exhibit, it was announced, will mark the first step toward the establishment of a permanent bureau of records to be known as the American Institute of Retail Clothing Advertising.

Relying on Newspaper Ads to Start New Markets

Community Plan Being Established in Cleveland by Pool of All Interested in Advertising

CLEVELAND, Ohio, Sept. 17.—Cleveland newspapers are obtaining quite a bit of display advertising from the promoters of a "Community Market." The backers of this experimental form of private market hope to induce to erect 40 of them in this city and suburbs.

Instead of permitting competition among retailers in these market houses, one firm, whether a chain of stores or market house stalls, has the exclusive sale of special lines of foods. The backers of the movement assert the stall owners buy in car lots and sell direct to consumers and reason that first class sales people are in charge of these booths. The first of these market houses opened August 30 is a success.

Community advertising is adopted, all the firms operating in the market house, pooling their business in big display ads in the daily papers.

Appeals $1,000 Verdict

ROCHESTER, N. Y., Sept. 6.—As an outcome of a $1,000 verdict returned in favor of the plaintiff by a Herkimer County jury in the suit brought by Daniel F. Strobel, Herkimer County politician, against the Press Company, publishers of the Knickerbocker Press in Albany, for alleged libel, the defendants have filed an appeal with Newell C. Fulton, clerk of the Appellate Division, fourth department. In March, 1915, Strobel brought suit for $50,000.

R. D. Richmond Made Manager

INDEPENDENCE, Kan., Sept. 16.—Mrs. H. J. Richmond, widow of the founder of the Free Press, has made R. D. Richmond manager of the paper.

Daily Buys Out Weekly

BAXTER SPRINGS, Kan., Sept. 16.—The News weekly, has suspended publication, its assets being taken over by the Citizen, a daily.

Frank Synakowski of Utica, N. Y., has been appointed editor of the Polish Leader, Hartford, Conn.

WILL STUDY OUR SCHOOLS

Japanese Newspaper Editor Coming Here for Tokio Women's University

TOKIO, Sept. 12.—Miss Miyorke Kobashi, proprietor and editor of the Fujin Shuho, the woman's weekly, is on her way to the United States for a three-year stay for the purpose of investigating the courses in journalism in the leading American universities, representing the founders of the new Tokio Women's University. Upon her return she will be in charge of the course of journalism in that school.

Miss Kobashi is quoted as saying that Japanese women should awaken to their opportuities in vocations which are adaptable to them, especially journalism. She expects to be present at the International Labor Conference in Washington next October, and the International Women's Council which will be held in Berne, Switzerland, next spring.

COURT REVERSES ELMER VERDICT

Editor, Convicted of Espionage Act Violation, Wins Appeal

DENVER, Colo., Sept. 16.—The United States Court of Appeals, sitting here, has reversed the conviction of William F. Elmer, publisher of a Salem (Mo.) newspaper who was found guilty by a jury in the United States District Court in St. Louis November 20 last and fined $1,000 by Judge Munger on a charge of violating the Espionage Act by permitting articles against the selective draft law to appear in a newspaper at Salem which he owned.

The court bases its action on the ground that improper remarks were made by Federal counsel at the trial of the case.

Memorial to H. W. Scott

PORTLAND, Ore., Sept. 16.—Harvey W. Scott, noted editor of the Portland Oregonian, who died in 1910, is to be the subject of a memorial tablet that will be placed in the new women's building of the University of Oregon at Eugene. Mr. Scott's family are among the large donors to the building fund.

Goes to Milwaukee Agency

MILWAUKEE, Wis., Sept. 17.—The Klau-Van Pieterson-Dunlap Agency announces the addition of O. C. Grigg, formerly advertising manager of the Harley-Davidson Motor Company, to the position of manager of the production department.

Robinson Joins General Motors

PONTIAC, Mich., Sept. 8.—L. T. Robinson, formerly connected with the copy staff of Ruthrauff & Ryan Company, and later department of the Green, Fulton, Cunningham Company, Detroit, is now assistant advertising manager of the General Motors.

Fawcett Elected Vice-President

RICHMOND, Va., Sept. 16.—W. J. Fawcett has been elected vice-president of the Staples & Staples Advertising Agency, Mutual Building. He was formerly with the Cecil, Barretto & Cecil Agency, Richmond, and N. W. Ayer & Son, Philadelphia.

Now With Fairbanks & Co.

CHICAGO, Sept. 17.—J. A. Robertson is now with the advertising department of N. K. Fairbank & Co., transferring from Wilder & Co., where he was in charge of advertising since the death of Robert W. Sullivan.

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MISSOURIANS EXPECT LARGE ATTENDANCE

Practical Discussions on Practical Newspaper Problems Compose Program for Annual Convention in Springfield, September 25-27

SPRINGFIELD, Mo., Sept. 13.—The complete program for the fifty-third annual meeting of the Missouri Press Association, which will be held here September 25-27, calls for some very practical discussions of practical newspaper problems that every Missouri newspaper publisher and owner is interested in.

The Springfield Chamber of Commerce will assist in the entertainment of the guests. The largest attendance in the history of the association is predicted.

On Thursday afternoon an informal reception to the visiting newspaper men will be held at the Colonial Hotel, following which they will be taken on a sightseeing tour of the city.

An "All-Star" Session

At 7 o'clock that night the Chamber of Commerce will give a "Victory Dinner" to the guests. Dean Walter Williams of the University of Missouri School of Journalism will preside as toastmaster. The speakers will be W. Y. Morgan, editor of the Hutchinson (Kan.) News, just returned from Y. M. C. A. service overseas, who will speak on "The Newspaper After the War." Other speakers will be Lee Shippey, Kansas City Star; E. Lansing Ray, president St. Louis Globe-Democrat; George S. Johns, editor St. Louis Post Dispatch; E. G. Lewis, St. Louis Star, and Paul W. Brown, editor of "America at Work."

The opening session will be held Friday morning at 9:30. After the invocation by Rev. E. F. Leake, Hon. Perry T. Allen of Springfield will welcome the editors. Charles D. Morris, St. Joseph Gazette, will respond. President Stonebreaker will deliver his annual address and the committees will be appointed.

Work and Play for Editors

At 10:30 a round table discussion of "The Circulation of a Newspaper," led by C. M. Harrison, editor Sedalia Capital, will be held.

E. E. McJimsey, editor Springfield Republican, will be toastmaster at the noonday luncheon, and a five minute talk on "Recreation for the Editor" will be given by F. S. E. Amos, representing the Oklahoma Press Association, as a prelude to a discussion of experiences.

At 2:30 J. F. Hull, Maryland Tribune editor, will lead a round table discussion on "The Advertising of a Newspaper."

At 2:30 George W. Eads, D'Arcy Advertising Agency, will talk on "The Opportunity with the National Advertiser." This will be followed by a general discussion.

The Friday night session will be an open one, with Governor Frederick D. Gardner as the speaker.

Contents of Newspapers

Saturday morning William Sothern, Jr., editor Independence Examiner, will speak on "The Contents of a Newspaper," following which there will be a general discussion of the contents of newspapers.

At the noonday luncheon, at which H. S. Jewell, editor Springfield Leader, will preside; W. A. Black, Ozark Press Association; Mrs. S. E. Lew, Northeast Press Association, and O. W. Chilton, Southwest Press Association, will talk on "Our District Associations."

At 2:00 o'clock Saturday afternoon "The Business Methods of a Newspaper" will be discussed by E. S. Bronson, president Oklahoma Press Association. Followed by an informal discussion.

The closing session, reports of treasurer, business bureau, unfinished business and election of officers will be held.

More News Print Produced During August

Service Bureau Statistics Show Slight Increase in Mill Stocks at Western Canadian Points

The 39 manufacturing companies reporting to the News Print Service Bureau produced 158,534 tons and shipped 155,708 tons during August. Production exceeded shipments by 2,826 tons. Production figures include 1,298 tons of hanging, of which 129 tons were made in Canada.) The average daily production of news print paper by the mills reporting for August amounted to 100.5 per cent of the average daily output during the three months of greatest production in 1919. The comparisons for 1919 with 1918 are based upon the same identical mills.

Production by the United States mills during the first eight months of 1919 was 39.546 tons or 6 per cent greater than during the same months in 1918.

Canadian production during this period exceeded that of the same eight months in 1918 by 25,582 tons, or more than 5 per cent making combined production of the 39 reporting companies 65,128 tons, or nearly 6 per cent greater than in the first eight months of 1918.

Stocks during August decreased 966 tons at United States mill points and increased 4,212 tons at Canadian mills, making total stocks 3,246 tons more on August 31, 1919 than on July 31. The increase in Canadian stocks was at British Columbia mills which do not have facilities for rail shipments.

The total of 37,737 tons on hand at all m lls August 31 amounted to slightly more than 6 days production.

Maine Farmers to Have a Paper

PORTLAND, Me., Sept. 16.—Articles of incorporation of the Organized Farmer of Maine, a corporation formed to publish an agricultural journal which will establish headquarters here, have been filed at the Registry of Deeds. The new magazine will be published from the plant of the Loring Print here. A. W. Hall of that concern will be editor and publisher. The first edition will appear in about six weeks.

Recalls First "Death Chair" Story

AUBURN, N. Y., Sept. 14.—Charles F. Rattigan, state superintendent of prisons, recalled recently that it was just 29 years ago this month that as a reporter on Auburn newspapers he wrote the story of the first electric chair execution ever carried out.

Peguillan Goes Abroad

The Collin Armstrong Company of New York has sent Ralph Peguillan of its foreign department to Paris to spend an entire year in the study of new French advertising and business conditions. He will work with the Paris office of the agency.

$10,000 to Advertise Oklahoma

KANSAS CITY, Mo., Sept. 16.—Plans made at a special meeting of secretaries of Oklahoma Chambers of Commerce, held in Oklahoma City, call for the expenditure of approximately $10,000 to advertise Oklahoma resources. Most of it will be spent in newspapers.



Think of the many things in which this territory ranks one, two, three or *better!*

Take pottery for instance as an illustration of the growing achievements of West Virginia:

"All West Virginia potteries are well filled with business both for immediate and future shipment."

Within the year West Virginia expects to establish itself in the *second* place in the production of pottery wares.

As an advertiser you must be alive to the advantage of getting a foothold in a growing territory and developing good will for your goods. A little money spent with these newspapers will make you a big advertiser in West Virginia, where factories are coming in all the while to be convenient to fuel and power and basic material.

	Circulation	Rate for 5,000 lines.
Bluefield		
*Telegraph ....(M)	5,463	.02142
Charleston		
‡Gazette .....(M)	14,300	.03
‡Gazette .....(S)	14,500	.03
‡Mail .....(E)	9,336	.025
Clarksburg		
†Telegram ....(E)	7,864	.02
†Telegram ....(S)	8,351	.02
After Feb. 1st, 1920..... .025 line flat.		
Fairmont		
*W. Virginian.(E)	5,192	.02
Grafton		
*Sentinel .....(E)	2,275	.014
Huntington		
†Advertiser ....(E)	8,524	.02
†Herald-Dispatch ....(M)	11,165	.02
†Herald-Dispatch ....(S)	11,599	.02
Martinsburg		
†Journal .....(E)	3,240	.0129
Moundsville		
*Echo	1,730	.0115
Parkersburg		
*News .....(M)	6,239	.02
*News .....(S)	6,239	.02
†Sentinel .....(E)	6,695	.017
Wheeling		
†Intelligencer .(M)	10,139	.0325
†News .....(E)	14,749	.04
†News .....(S)	17,800	.05

*Government statement, April 1, 1919.

†A. B. C. statement, April 1, 1919.

‡Publishers' statement, April 1, 1919.

File the Facts for reference.

EDITORIAL



INFORMATION FOR SPACE BUYERS

WITH this issue of EDITOR & PUBLISHER there is included an exhaustive space-buyers' survey of the state of Connecticut and of its principal cities.

This survey affords to advertising agencies, national advertisers and space-buyers generally detailed information as to Connecticut as a market for nationally advertised products. It answers the questions manufacturers ask concerning market possibilities and opportunities in a state which has come to rank high among the industrial commonwealths of the union.

Nowadays national advertisers find it increasingly necessary to study market units, to analyze prevailing industrial and business conditions and to form accurate estimates of the earning and buying power of the people. This Connecticut survey represents the most painstaking effort yet made by anybody to furnish data of this character to space buyers.

An impressive feature of Connecticut industrial life is the steady and systematic creation of new wealth through the processes of turning raw materials into finished products. In fact the chief sources of this state's wealth are in these creative processes. They overshadow her agricultural interests, her supremacy in the insurance field and all other trade activities. Connecticut is essentially a manufacturing state. The bulk of her invested capital is placed in her industries. The earnings of her people come from the same sources. It is a state of thrift, good living, Americanism, home life, a high degree of general culture and evenly divided prosperity.

In area so small that it may claim precedence over but two other states of the union, Connecticut leads all other states in many important lines of industry. With what is essentially an urban population, largely composed of native born Americans, the energy and genius of her people find an outlet in the task of manufacturing products which are used in every quarter of the world.

Yet, in spite of Connecticut's widely diversified manufactures her people are ready buyers of all worth while products offered to them by nationwide sources. They are critical buyers, being themselves expert judges of good workmanship and the quality of materials employed. But they are appreciative customers for merchandise that is standard.

This space-buyers' survey of Connecticut, and of her chief cities, will serve as a guide to all advertisers contemplating ventures in that field, as well as for those who desire to expand their present volume of distribution there.

THE organization of news writers, reported from many cities, is an inevitable incident of the economic stress under which the world is struggling. In a period when wage earners generally have won increased pay more or less commensurate with increased living costs, the news writers in many instances have lagged behind. Publishers grant the contention that these men should receive at least, as high pay as printers, and it must be admitted that as a class, under present conditions, they do not. The remedy for the whole matter must be found in a policy of charging for the newspaper product a price which will meet manufacturing costs. Business men in all other lines find this policy fundamental.

GENERAL PERSHING is often referred to as "a man's man." It may be proper to add that he is, too, "a newspaperman's man." For, under the greatest stress to which an American soldier of our time has been placed, he never lost his poise, never ceased to be simple and human, never underestimated the functions of the press.

THE Des Moines Capital has recently printed four pages of ads by coal dealers. Is this a presage of the time when manufacturers of news print shall once more resort to advertising? EDITOR & PUBLISHER can guarantee a maximum of reader-interest in such advertising.

SIGNS AND PORTENTS

FRIENDS of organized labor have natural misgivings when they consider such a situation as that which developed a few days ago in Tacoma. Here the union printers employed by the newspapers demanded a wage higher than any existing scale and, without the authority of the I. T. U., called a strike, tying up the publication of the newspapers.

Ordered to return to work, on penalty of expulsion from the union, the Tacoma printers refused to respond. This action is, from the standpoint of unionism, a form of mutiny. It strikes at the vitals of the organized labor movement.

It has not often happened in the printing industry that local chapters of the I. T. U. have elected to defy the central authority. When such instances have occured it has usually happened that a sharp order from headquarters served to bring the insurrectionists to their senses quickly.

Publishers of the country have reason to feel great confidence in the integrity and intelligent leadership of the I. T. U. officials. They have found it possible to deal with them frankly and in good faith, assured that contracts would always be respected and that their authority over the radical elements among the unionists would be salutary. When it comes to pass that local chapters openly defy their leaders and their governing organization, and no effectual remedy is found, the confidence of employers in the integrity of collective bargaining is naturally shaken.

The disposition to flout the orders and policies of their leaders is not, of course, widespread among printers. It may be assumed that the Tacoma instance is a sporadic outburst of radicalism, sometimes called Bolshevism, and that the sober common sense of union printers generally will be found to be proof against a spread of this menace.

Is it not reasonable to expect that publishers who deal in good faith with the unions should be able to rely upon the officials of such unions to prevent arbitrary "direct action" by the men when new wage demands are in question? Men who are anxious to earn more should understand that the poorest possible method by which to win is that involving the injury or destruction of the business in which they are employees.

"THE weekly and the daily minister to different needs of the reading public and in no sense are competitors," says John Z. Demarest, editor of the Tenafly (N. J.) Record. This is equally true as to the small-city daily, covering its local field, and the big-city daily which reaches that field. They are not competitors.

THE New York State Press Association favors charging advertising rates for all political matter. As a good deal of such matter is, in reality, advertising this action of the New York newspaper makers seems merely consistent.

September 18, 1919. Volume 52, No. 16.
EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER Co.
1117 *World Building, 63 Park Row, New York.*
H. D. Shoemaker, editor; John F. Redmond, managing editor; Don E. Mellett, News; Ben Mellett, Features.
James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowling, circulation.
London, Herbert C. Ridout, 42 Kimberly Gardens, N. 4.
Paris: F. B. Grundy.
Toronto: W. A. Critch.
Chicago: D. F. Cass.
San Francisco: H. C. Bernstein.
Boston: M. J. Staples.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

AGAIN THE CIRCULATORS MAY HELP

IN putting into effect the notable war-time paper economies the circulation managers of our newspapers rendered unforgettable services to their employers and to the public. They stopped waste at every point. They merchandised the press run, day by day, with energy and watchfulness. They cut off returns, free copies; they utilized press waste, after reducing it to a minimum. They helped greatly in "saving the situation" for their papers in a great crisis.

Since the signing of the armistice the disposition has been in evidence in some quarters to revive the old circulation fights, to wink at returns and to stimulate by every possible method the volume of distribution. No great harm could result from these practices, perhaps, if newsprint were both cheap and plentiful. But that is not the case.

If the fall advertising is to be cared for it is necessary that war-time measures for the saving of paper should be followed again. The paper of the country are in a prosperous condition. Advertising is developing in unprecedented volume. True, advertising rates have not advanced in proportion to publishing costs—for a new advertising rate card cannot be put in force overnight. The process of establishing new rates often requires months of time. So that, even with a great volume of advertising offered them, the newspapers cannot afford to buy excess newsprint tonnage at fancy prices. The problem must be solved mainly through conservation.

This conservation cannot be made wholly at the expense of the news and feature matter of a newspaper. There is a line of danger plainly marked, beyond which the curtailment of reading matter becomes suicidal. The newspapers must retain their vitality, their broad appeal, their service features—or they will lose their prestige and their value as advertising mediums.

The circulators must again come to the rescue, as in the past. Happily, if we rightly interpret the spirit shown at the Scranton convention of last week, they realize this and mean to hew to the line. More power to them!

OUR friends of the British press are showing admirable initiative in the matter of carrying out the suggestion for an interchange of staff men between English and American newspapers. According to a cable dispatch to EDITOR & PUBLISHER individual publishers of London are proceeding to negotiate exchange arrangements with American publishers. Thus the broad-visioned plan of Ralph D. Blumenfeld, first outlined in EDITOR & PUBLISHER, has passed the stage of debate. All friends of Anglo-American unity will be glad.

THE editor of a small-city daily, the Hollister (Cal.) Free Lance, found twenty-one columns of press agent copy in one mail. He says this is a fair average, and that most of this stuff is camouflaged advertising or propaganda." He finds an occasional legitimate item of news or information in the mass of matter proffered and urged for publication, but argues that the cost of a major part of it would soon lead to bankruptcy.

PUBLISHERS who are inclined to pessimism foresee in the trend toward organization among news writers the gradual passing of control of newspapers—so far as the presentation of news is concerned—from the owners to men who, as they visualize it, will always be spokesmen for labor unionism. Class control of our newspapers, even in this manner, would of course be disastrous. It will not come to pass.

LOTS of talk about profiteering nowadays and rather a good thing is presented in humorous style in a recent Mutt and Jeff cartoon. Because the price of salt goes up 15 cents a barrel, the little fellow declares he must get 10 cents instead of 5 cents for a tiny package of salted buttered-popcorn.

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PERSONALS

DAVID R. FRANCIS, owner of the Republic, when he returns to St. Louis for the first time since he went to Russia as American Ambassador, will be the guest of honor at a dinner to be given September 26 at the Missouri Athletic Association. He is now in his country on a leave of absence.

M. E. Foster, president of the Houston Chronicle, was honored September 5, by the Mitchell Transportation Company, which christened a new 2,000-ton barge the M. E. Foster of Houston.

V. S. McClatchy, publisher of The Sacramento Bee, after spending several months at his summer home overlooking Lake Tahoe, is back at his desk.

IN THE EDITORIAL ROOM

Alfred O. Elden, associate editor of the Portland (Me.) Express-Adviser, and writer of magazine articles, especially on marine subjects, is passing his vacation in automobile trips about the state.

John Thompson, late of the Sioux City (Iowa) Journal, and Gleu Townsend from North Dakota are doing general assignments for the St. Paul Pioneer Press.

Miss Katherine Ann Porter, who got her start on the Houston Chronicle, is back in Houston on a visit before leaving for New York, where she will take up magazine writing. She has resigned as dramatic critic on the Denver Rocky Mountain News.

Edgar Thomas, for several years reporter on the Seattle Times, has become publicity director for a big mining firm with headquarters in New York City.

E. J. Dies, formerly chief of the Twin City Legislative bureau and connected with Des Moines papers, has left the central division mail department of the Associated Press in Chicago to take up advertising work.

Woodruff F. Howe has completed his duties as assistant sporting editor of the Portland (Me.) Express-Adviser, and has taken up his new work as assistant athletic director at New Hampshire State College at Durham.

Henry A. Farnham of the New York Sun is visiting his old home at Bangor, Me., where he formerly was identified with the Commercial.

George C. Schnetzer, day telegraph editor of the Houston Post, is busy getting material for the annual trades edition of that publication. It will be known as the "Intercoastal Numier" and it is expected to be issued about September 24.

E. J. Walthall, night telegraph man on the Houston Post, has taken a position with the Austin Statesman.

Fred T. Harris, telegraph editor of the Rochester (N. Y.) Post-Express, has been granted a leave of absence to take up publicity work for the Rochester Patriotic and Community Fund, Inc., official organization of the Community Chest.

Luther W. Mendenhall of Pittsburgh, who edited the Daily Orange at Syracuse University two years ago, and Miss Edith F. Valley of Binghamton, N. Y., were married at Binghamton, September 8.

John Morgan of the Spokane Chronicle has been appointed head of the Washington State Health Department's new publicity department.

Alfred Prather, Seattle newspaper man, has been appointed associate editor of the Mississippi Valley Magazine, with offices at Chicago. Mr. Prather was formerly on the editorial staff of the Railway and Marine News.

Edgar Markham, former Kansas City Star reporter and now of the St. Paul Pioneer-Press, recently married Miss Frances Hart of Washington, D. C. Mr. Markham is Washington correspondent of his paper.

Harold Hutchison, of the St. Louis Post-Dispatch editorial staff, was recently married to Miss Nora Billingsley of St. Joseph.

Frederick J. Nash, managing editor of the Charlottetown (P. E. I.) Patriot who was elected to the Legislature at the recent Prince Edward Island provincial elections, has joined the new liberal governmentas minister without portfolio.

IN THE BUSINESS OFFICE

S. J. Russell of Chicago, recently a manufacturers' representative in Minneapolis, has been appointed manager of the St. Paul Daily News service department.

A. V. ("Verd") Napier, former publisher of the Blue Mound (Kan.) Sun, and later business manager of the Iowa Register, has been made business manager of the Santa Ana (Cal.) Register.

Charles H. Shannah has been appointed western manager of the Illustrated Review, with headquarters in Chicago, to succeed James A. Young, resigned.

M. J. Hutchinson, business manager of the Edmonton (Alta.) Bulletin, has been attending organization meetings in Toronto in connection with the approaching victory loan campaign.

J. F. MacNamara has been appointed classified advertising manager of La Prensa, New York, succeeding M. J. Klein, who will enter the export advertising business for himself.

Charles H. Rogers has left the Grand Rapids News to succeed P. S. Johnson as advertising manager of the Periodical Publishing Company, that city. The latter takes charge of advertising for the Concrete Publishing Company, Detroit.

John D. Dewild has resigned as assistant advertising manager of the Minneapolis Tribune to take charge of service bureau for the Northwest Commercial Bulletin of Minneapolis and St. Paul.

John H. Treuper, formerly in charge of the advertising contract department, has been made assistant advertising manager of the New York Times to succeed the late Ezra M. Wilkins.

WITH THE AD FOLKS

H. W. Thomas has left the Hamman Advertising Agency, Oakland, to become connected with the San Francisco office of the H. K. McCann Company.

Sergt. J. E. Hasty of the Marine Corps has been appointed to the advertising staff of the B. F. Goodrich Company in San Francisco.

A. Allen Walker of Los Angeles is now in charge of advertising for the Kahn Department Store, Oakland, Cal.

D. B. S. Stannard, formerly of the Los Angeles Express, is now with the Crank-Paris Advertising Company, Los Angeles.

Charles Proner, Robert L. Lloyd and Miss Delia Wells have returned to the Wales Advertising Company, New York, after war service.

O. C. Leiter, former Portland newspaper man, has become advertising manager of the Brownsville Woolen Mills, Portland.

Robert E. Coffee has opened an advertising service office in the Berry Building, Richmond, Cal.

Capt. Carroll J. Swan, of the famous Yankee Division, and one of the best known advertising men in New England, has returned to his home near Boston from an automobile trip to Bar Harbor, Me. He recently published a book dealing with the history of his regiment.

W. T. Thomsou, director of the Bureau of Advertising of the American Newspaper Publishers Association, returned Monday from a two weeks' vacation spent in the Maine woods.

George H. Thornley, formerly of the sales force, has been promoted to have charge of sales in the N. W. Ayer & Son organizatiou, Philadelphia.

John E. Cosgriff, for the past five years art director of Hoyt's Service, Inc., and recently in charge of art production for Meyer-Both Company's New York office, has joined the Wildman Magazine & News Service, Inc., New York, as director of the advertising art department.

Alan R. Wile has returned to the Knill-Burke organization in New York, after two years' service with the 33d division overseas.

Frederick C. Gilbert has resigned as vice-president and director of sales and publicity of the Timken-Detroit Axle Company. He has not announced his future plans.

Karl Kilby, former head of the Kilby Advertising Agency, has returned to Wichita, Kan., after fifteen months' service overseas as a Y. M. C. A. secretary.

James W. Booth has resigned as a member of the advertising department of the Roberts, Johnson & Rand branch of the International Shoe Company, St. Louis, to devote his time to the candy and confectionery business which he and his associates opened in April. Before the war he was advertising manager of the Missouri Pacific Railroad and is a former president of the Advertising Club of St. Louis.

David M. Botsford, vice-president of Botsford, Constantine & Tyler, of Portland and Seattle, has been visiting New York and other Eastern cities to complete arrangements with several new men to become associated with his advertising agency.

M. D. Salisbury has succeeded R. C. Coffin as advertising manager of the Edison Storage Battery Company, Orange, N. J.

Miss Sophie Alexander has succeeded Mrs. Bertha L. Darling as advertising manager of Flint & Kent, Buffalo, N. Y.

L. D. Gibbs, superintendent of the advertising department of the Edison Electric & Illuminating Company, at Boston, and chairman of the advertising and publicity service bureau of the commercial section of the National Electric Light Association, will be in charge of the evening classes in advertising at the Boston Young Men's Christian Association, announced to begin on November 7.

WAR PAPER CHIEF GETS HIS $1 CHECK

G. J. PALMER, vice-president of the Houston Printing Company and formerly with the Houston Post, received his pay check for war services



G. J. PALMER.

from the Government September 9, and is believed to be the first of the $1 per year men in Houston to have his service settled.

Mr. Palmer served the government as chief of the newspaper section of the pulp and paper division of the industries board. His division was also authorized to oversee the distribution of print paper to all the daily and weekly newspapers in the United States. Mr. Palmer spent three months in Washington on this war work.

The Flint Daily Journal, The Cedar Rapids Gazette, and The Janesville Daily Gazette have each signed a contract for the Haskin Service for one year.

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"ST. LOUIS PLAN" MAY BE SOLUTION OF WRITERS' DISCONTENT

Association of Journalists, Unaffiliated, Attains Objects and Is Approved of by Publishers — Scranton Plan Also Satisfactory — Their Organizations

IN the organization idea adopted by news writers of St. Louis, termed "The St. Louis Plan," both newspaper executives and the workers of that city see the possible solution of the unrest problem now prevailing throughout the country in relations between these classes of capital and labor.

As represented to EDITOR & PUBLISHER, it is especially significant to note that with perhaps one exception, every newspaper publisher in St. Louis has given the plan his whole-hearted endorsement, albeit he realizes that the plan means higher wages for his editorial staff.

Not Affiliated with the A. F. of L.

Instead of forming a union and affiliating with the American Federation of Labor, the news writers of St. Louis, to the number of nearly 150, formed "The Association of Journalists." It is the plan of this organization to operate under a dignified manner and to, in time, achieve the same distinction which is accorded the associations of physicians, lawyers or other professional clienteles.



RICHARD STOKES, President of St. Louis Association of Journalists.

The association has by no means overlooked the economic problems. As one of the first results, "memorials" were presented by the members of the Post-Dispatch "chapter" and those of the St. Louis Times "chapter," asking that the publishers note the discrepancy in the advance of prices for living and the advance in salaries.

As a direct result of that came a 20 per cent bonus, retroactive in its effects for the Post-Dispatch with an average raise in addition of ten per cent for each man and a substantial raise for the Times men.

The Star and Republic are to follow suit while the Globe-Democrat men, although they have a chapter, are as yet a bit wary lest they spring their bolt before the individual chapter is strong enough to have weight. The Globe-Democrat is the only English-speaking daily which has more or less officially recognized the association.

The city of St. Louis is apparently in sympathy with the plan since Mayor Kiel and other officials generously donated the use of a room in the city hall for the meetings of the association, some of which have also been held in one of the assembly rooms of the Public Library.

The avowed purpose of the "association" is to "better the condition of newspaper writers and to raise the standard of all men employed in the editorial offices or on the street."

Method of Procedure

There was nothing secret about its organization, nothing that could be construed as a threat and yet the publishers were diplomatically and courteously made to understand that hereafter the news writers of St. Louis would deal as a body not as individuals, although it is expressly stated in the by-laws of the new association that there shall be no restriction placed upon the dealing of an individual with his employers provided he wishes to deal in that way.

Richard Stokes, dramatic critic of the Post-Dispatch, is president and William R. Hutchins of the Star is secretary.

Women as well as men are admitted to membership in the association. Copies of "The St. Louis Plan" have been printed for the men to be sent to every metropolitan city in the way.

Contemplate Convention in 1920

Already the organizers are contemplating calling a National Convention of the National Association of Journalists in 1920.

Sam Heilman, managing editor of the St. Louis Republic, gave EDITOR & PUBLISHER his opinion of the "St. Louis Plan" as follows:

"The association of journalists here is an excellent organization of a vast majority of working newspaper men. It has cordial support of the publishers and is not affiliated with the A. F. of L."

The association is divided into chapels, each chapel dealing independently with affairs in its newspaper office—except in matters affecting general welfare of all newspaper men.

"The object of the association is the betterment of journalism and improved conditions for newspaper workers. St. Louis newspapers invited the writers of the men to organize and bargain collectively. The organization here is well handled, sane, fair and conservative."

Scranton Plan Also Succeeds

Scranton, Pa., is another city where the newspaper writers have been unionized for years and yet have no trouble with their employers. A description of conditions there, too, may be of interest to other cities faced by organization."

While Newswriters Union No. 3 of Scranton is not the oldest one in the country in point of age, it has enjoyed fourteen years' existence.

In 1905 it became a branch of the International Typographical Union, and embraced every active newswriter employed on the four daily and one Sunday newspaper in existence in the city at that time. Within a week after organization a scale had been adopted and shortly afterwards negotiations were opened with the publishers.

As a result agreements were signed with all offices, in which the men benefitted to a considerable extent. The first agreement covered a three-year period and at its expiration another was negotiated. This has been the history of the intervening years, the publishers and the scale committee of the union meeting in amicable conference and agreeing on the expiration of each agreement.

Raised Quality of Work

During all the time the union has been in existence there has not been the least trouble and publishers are authority for the statement that the organization has been responsible for bringing newspaper work in Scranton to a higher level than it was formerly.

At the present time the scale of wages paid in Scranton is identically the same as the one recently granted the newly organized union in Boston, reporters receiving $36 per week for day work and $38 per week for night work. with copy readers receiving $38 and $40 respectively and city editors $43 and $45 respectively.

None but men in the news departments are members of the union, editorial writers and advertising men not being included.

Under the organization plan of the Scranton union, a man entering the newspaper business is regarded as a apprentice the first two years he works as a reporter the next two years, being ranked as a journeyman reporter at the completion of four years' servtee. His pay meanwhile is based accordingly.

For the first year an apprentice on a Scranton paper is paid $31, on a morning paper $12. The second year he is paid $16 afternoons and $17 mornings, the third year $22 afternoons and $23 mornings, the fourth year $27 afternoons, $29 mornings; thereafter $35 afternoons and $38 mornings.

Some Paid Over Scale

There is nothing in the agreement to prevent a publisher paying more than the scale if a man in any class shows ability enough to earn more, and quite a number of men in Scranton city are being so paid.

EDITOR & PUBLISHER is informed that newspapers in Baltimore, Md., and Waterbury, Conn., have recently written to Scranton for copies of the Scranton scale and probably other cities will be equally interested.

DEADLOCKED IN NEW HAVEN

Publishers and Striking Writers Say They Will Fight to Finish

NEW HAVEN, Sept. 17.—The strike of the New Haven reporters over their wage scale, which started Saturday, continued today. Their daily newspapers, however, appeared as usual, the three afternoon papers were also published.

No prospect of early reconciliation is in sight. Local labor organizations have issued an appeal for the striking reporters, who deny they are affiliated with any other organization.

The publishers say they will fight the strikers to a finish and denied emphatically to EDITOR & PUBLISHER a rumor that they had offered to arbitrate.

Little Progress by Chicago Union

CHICAGO, Sept. 17.—Comparatively small progress has been made with the organization of Chicago reporters and desk men in Local 5 of the International Typographical Union, which—as previously reported—was chartered with eight signers about a month ago. Organization meetings continue to be held at about fortnightly intervals and propaganda work, it is said, is being actively carried on among the newsmen.

LIST OF ADVERTISING AGENCIES RECOGNIZED BY THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION

(*Continued from Page 68.*)

Stockman, A. M., Adv. Agency, 271 Broadway, N. Y. City.

Storm, J. P., 35 W. 39th St., N. Y. City.

Strang & Prosser Adv. Agency, Empire Bldg., Seattle, Wash.

Street & Finney (Inc.), 171 Madison Ave., N. Y. City.

Sweyd, A. M., Co. (Inc.), 347 Fifth Ave., N. Y. City.

Swisher Adv. Service, Mears Bldg., Scranton, Pa.

Thielecke Adv. Co. (Inc.), 327 S. La Salle St., Chicago, Ill.

Thomas Adv. Service (Inc.), Heard Bldg., Jacksonville, Fla.

Thompson, J. Walter Co. (Inc.), 242 Madison Ave., N. Y. City; Lytton Bldg., Chicago, Ill.; 201 Devonshire St., Boston, Mass.

Tourain, Chas. H., Agency (Inc.), Kesner Bldg., Chicago, Ill.

Tracy-Parry Co. (Inc.), Lafayette Bldg., Philadelphia, Pa.

Trades Adv. Agency, 13 Astor Pl., N. Y. City.

Tuthill Adv. Agency (Inc.), 1133 Broadway, N. Y. City.

Urmy, Louis V., 41 Park Row, N. Y. City.

Vanderhoof & Co. (Inc.), 140 So. Dearborn St., Chicago, Ill.

Van Haagen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.

Van Patten (Inc.), 50 East 42d St., N. Y. City.

Volkmann, M., Adv. Agency, World Bldg., N. Y. City.

von Puentgen, Carl S., Kresge Bldg., Detroit, Mich.

Vreeland, E. E. (Inc.), 344 West 38th St., N. Y. City.

Wade Adv. Agency, Old Colony Bldg., Chicago, Ill.

Wales Adv. Co., 110 W. 40th St., N. Y. City.

Walker Adv. Agency, 165 Kearny St., San Francisco, Cal.

Walker, Dudley, & Co., Peoples Gas Bldg., Chicago, Ill.

Walton Adv. & Ptg. Co., 141 Milk St., Boston, Mass.

Weil, Joseph, Co., Jenkins Arcade Bldg., Pittsburgh, Pa.

Weil-Biow-Weil (Inc.), 116 W. 32d St., N. Y. City.

Wertheim, J. L., 14 Avenue A, N. Y. City.

Western Adv. Agency (Inc.), 523 Main St., Racine, Wis.

Wetherald, Jas. T., Adv. Agency, Inc., 142 Berkeley St., Boston, Mass.

Williams, Fred C., 108 Fulton St., N. Y. City.

Williams & Cunningham (Inc.), 6 No. Michigan Ave., Chicago, Ill.

Wilson, Edwin Bird (Inc.), 68 William St., N. Y. City.

Winburn, M., 576 Fifth Ave., N. Y. City.

Winningham, C. C., Book Bldg., Detroit, Mich.

Wood, Putnam & Wood Co. (Inc.), 178 Tremont St., Boston, Mass.

Woodwards Incorporated, 900 So. Michigan Ave., Chicago, Ill.

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LONDON SPECULATES ON TWO EVENTS

Editor Gardiner's Resignation from Daily News and Appearance of "The Future" Furnish Food for Thought —Political Significance Seen

LONDON, Sept. 17.—Two newspaper field happenings here this week have caused excited speculation as to their political significance. One is the resignation of A. G. Gardiner of the Daily News and the other is the appearance of a publication called "The Future," which is described as "a national publication issued with Premier Lloyd-George's authority.

Mr. Gardiner, editor of the Daily News for seventeen years, resigned September 10. Although Mr. Gardiner leaves the editorial chair, he will still be connected with the Daily News as a member of the board of directors and will continue his contributions to the Saturday issue.

Mr. Gardiner will go to America next month. It will be his first visit. Throughout the war Mr. Gardiner was one of the staunchest supporters of President Wilson and his elucidation to the British public of the President's policies early attracted Mr. Wilson's attention. He is well known to Col. House and other friends and associates of President Wilson. Mr. Gardiner has no definite plans other than that he contemplates visiting New York and several other big cities.

Mr. Gardiner's change is regarded as a journalistic event of the first moment, and excites the liveliest speculation respecting its cause. It is understood that friction has existed for some time owing to his attitude toward the peace treaty, and that his article Saturday in which he asked what would England say if Germany imposed such a peace on her, brought things to a head.

However, as he remains on the board of directors, and will continue contributing his Saturday article, his resignation does not indicate a change of policy.

New Paper Is a Sensation

The Future is something quite new in political literature and special importance is attached to it since Premier David Lloyd-George presented, through its first issue on Monday, his appeal to the nation, in which he pleads for the building up of a new world. It was distributed gratis to more than 4,000,000 of the electorate.

The Future also contains statements on national needs, specially contributed by members of the government. The advent of this publication and its precise significance excite intense curiosity. It is generally supposed that light may be thrown upon it in the premier's international brotherhood speech Wednesday.

See Lloyd-George in Daily News

"The Future" is dated September 13. It has the appearance of a newspaper, but is not marked No. 1, and there is no indication that there will be an issue No. 2. Immediately under the title is the following: "A government statement of national needs and of national policy."

It is published in the same office as the Evening Standard and the Sketch. Its editorial office is 50 Parliament street, where a government propaganda department was recently installed. Its editor is Walls Meyers, hitherto known as a lawn tennis reporter. Meyers refuses to disclose the financial backing of "The Future," but says that no government or party funds are being employed.

The contributors to the edition are Mr. Lloyd-George, Sir Auckland C. Geddes, minister for national service and reconstruction; Sir Eric Geddes, minister without portfolio; Dr. Christopher Addison, president of the local government board; Viscount Milner, secretary for the colonies; Sir Worthington Evans, home minister for pensions; George Nicoll Barnes, minister without portfolio, and others.

Political wiseacres interpret the issue of the future as confirmation of the gossip that Lloyd-George, realizing the weakness of his present position and of the Coalition Government, is preparing to play for his own hand in the general election which, it is expected by his opponents, will come within twelve months.

In this connection it may be remarked that in newspaper circles the report is current that recent changes in the editorship of the Daily News are due to the fact that Mr. Lloyd George has acquired an interest in the paper.

WIRE TOLLS UP 150% IN GERMANY

Correspondents Will Be Forced to Reduce Volume of Information Sent Out of That Country to Rest of World

BERLIN, Sept. 15.—Today foreign telegraph rates were advanced 150 per cent. This is in spite of the fact that the service has been very bad and that it has been necessary usually to pay three times the ordinary tolls for urgent service, which has even then been slow and unreliable.

The decision chiefly concerns foreign correspondents, who must now pay 25 instead of 10 pfennigs per word to Denmark and Switzerland, 35 to France and Sweden, 40 to Norway, 45 to Italy, 50 to Finland, 110 to Spain, and 100 to Portugal. With this increase telegraphing will be costly in spite of the advantage of foreign exchange possessed by the correspondents.

Telegraph service authorities were not warned in advance of the proposed increase in price. They have demanded from all correspondents deposits double their monthly telegraph bills, and have held up dispatches until such deposits have been made.

The Ministry of Posts and Telegraphs, which is responsible for the order, has found that the plan is unpopular with other branches of the Government, which realize that correspondents will be forced to reduce the volume of information about Germany which they telegraph to the world's newspapers.

Capt. Davis Returns to Agency

MINNEAPOLIS, Minn., Sept. 17.—S. L. Sholley has resigned from the Davis & Armstrong organization to become advertising manager of the Babson Statistical Service, Wellesley Hills, Mass. He will be succeeded by Capt. H. G. Davis, who was with the Davis & Armstrong Agency before going overseas as an artillery officer.

Sues for Advertising Debt

BRIDGEPORT, Conn., Sept. 15.—The Bridgeport Life Publishing Company has started a civil action in the Common Pleas Court against J. Framson asking $250 damages for alleged indebtedness for advertising to the amount of $150.

William H. Dow, business manager of the Portland (Me.) Express-Advertiser, has returned to his duties after a vacation passed at Kearsarge, N. H.

It's This Way About ILLINOIS

Illinois is the home of six percent of the population of the United States.

76.7% of these people are native born whites.

74.4% of the population of the United States are native born whites, making Illinois 2.3% above the average on that score.

21.4% of the people of Illinois are foreign born.

14.9% of the people of the United States are foreign born, making Illinois 6.5% above the average on that score.

1.9% of the people of Illinois are negroes.

10.7% of the people of the United States are negroes, making Illinois 9.8% below the average on that score.

The total population of the cities in which this list of daily newspapers are published is 2,832,515, which is a fraction over 46% of the population of the state of Illinois.

The total circulation of this list of daily newspapers is 1,892,793, about 67% of the population of the cities represented.

This is divided into 306,307 morning, 989,635 evening and 596,851 Sunday.

The combined rate for all these daily newspapers is $2.3304 per agate line.

Here is a market and a means of reaching it.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.04	.04
Bloomington Pantagraph (M)	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M)	289,094	.38	.31
*Chicago Herald-Examiner (S).....	596,851	.53	.46
Chicago Daily News (E).....	886,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E).....	15,086	.03	.03
*Elgin Courier (E)	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,591	.025	.025
Rockford Register-Gazette (E).....	13,677	.03	.03
Sterling Daily Gazette (E).....	5,072	.02	.02

Total Circulation 1,892,949. Rate per line, $2.3304.
Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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CHICAGO TRIBUNE PLANS NEW BUILDING

Construction Corporation Organized with Capital of $500,000—For Time Being Will Act as Overflow Location for Stereo and Press Rooms

CHICAGO, Sept. 17.—The Tribune Building Corporation was incorporated September 8 at Springfield under the laws of Illinois and capitalized at $500,000, to specifically undertake the erection of the new quarters for the Chicago Tribune. The incorporators named are Joseph Medill Patterson, Jarvis Hunt and Joseph B. Fleming.

Plans for the building, says Col. R. R. McCormick, co-editor of the Tribune, will not be ready before October 15, they having been delayed by labor conditions and other exigencies.

The new building is, for the time at least, intended as merely an overflow location for half of the stereotyping plant and press rooms, the other half of which will remain, with the entire executive and business department in their present quarters in the Tribune building at Madison and Dearborn streets. It is intended to remove the editorial department to the new building, although not for another twelve month at least.

The Tribune now operates its entire colortyping department in still another outside building.

Creating "Buy-at-Home Ads" for Community Welfare

Lewiston (Me.) Sun Starts Series of Civic Pride Advertisements That Promises Fine Results

LEWISTON, Me., Sept. 16.—"Buy in Lewiston-Auburn" is the slogan of a series of advertisements which are being published by the advertising department of the Lewiston Sun.

This civic advertising campaign was launched, the Sun explains, with the hope of bringing to the citizens of these two cities and of the adjacent trading territory a realization of their community obligations to the end that the entire community will profit.

These advertisements were very carefully planned, the Sun explains, and with a view of full realization of the responsibility which such a campaign involves. They will bring out the advantages of trading in Lewiston and Auburn and of patronizing home merchants.

An attempt will be made to point out the fallacy of sending money away from the two cities and to awaken a feeling of community obligation. The theme of all advertisements is "A community can prosper only by the support of its people."

The advertisements are not sentimental pleas, the Sun says, but it is the purpose to show wherein it is more advantageous to spend money made in Lewiston and Auburn with local firms.

The campaign is being conducted by the advertising department of the Sun and the copy used is protected for exclusive use in that paper.

The Advertising Men's Bureau of the Lewiston Chamber of Commerce has voted to back the "Buy at Home Campaign" and to make the State Fair Week a "Buy in Lewiston-Auburn" week also.

NEW BRITISH NEWS AGENCY

Manager and Director Towson Arrives to Represent Cross-Atlantic Service

W. Orton Towson has arrived in New York in the interest of the Cross-Atlantic Newspaper Service, Ltd., of London, recently organized as an Anglo-American news service. Mr. Lewis is manager and director and he intends opening a New York office and arranging for the American publication of H. G. Wells' forthcoming book, "An Outline of European History."

His temporary office is with Daniel Mayer, 1148 Aeolian Hall Building, 33 West 42nd street. Associated in the formation of the Cross-Atlantic service are G. H. Mair, Lieut.-Col. A. N. S. Strode-Jackson, D. S. O., and Hannen Swaffer, whose headquarters are at 184 Fleet street, London.

NEWSPAPER MAKING

(Continued from Page 12.)

of men primarily interested in their own concern than as an organized group of poorly advertised men.

In a large city like New York, for instance, organized relations through our publishers' associations with organized labor work both injustice to employer and employee. It is grossly unfair for one of the smaller newspapers to be compelled to pay the same scale as one doing twenty times as much work per working hour as the other.

For instance, in the simple matter of the delivery of newspapers, taking the case of the New York Evening Post with 30,000, as compared with that of the Evening Journal with 700,000. One set of carriers go forth with routes of fifty papers and the other 1,400 copies, and both pay the same scale.

Then, again, labor stands in its own light when it permits one large manufacturer of newspapers engaging in side lines, so to speak, and putting the standard of compensation on the higher plane, beyond the sound economic possibilities of a smaller concern. This works to the disadvantage of all other offices and the men working hardest do not get as much money as if they were paid separately for the delivery of the newspaper and for outside units separately.

A Basic Wage

Such a policy tends to limit the possibility for growth for the smaller newspapers and thus prevents the creation of many new positions to care for increased volume of business in many offices.

A basic wage based on possibilities of the smallest manufacturer with increases pro rated for heavier traffic from those enjoying it would be more productive of more jobs and larger earnings to labor. Likewise regarding all other details, the little fellow is compelled to pay flat rate per day with the big fellow utilizing the labor more effectively and to maximum advantage.

All of such matters should be adjusted by the adoption of a sane, honest-to-God profit sharing basis in individual manufacturing units. Our employees and fellow sharers in the profits would not be so intent on set-to to create more situations, but would do an honest day's work confident of deriving a part of the additional profit earned through their greater productivity.

Increased Efficiency

Instead of having labor ever seeking to cut down the efficiencies of improved labor-saving machinery, we would find them interested in multiplying the increased profits made from the investment of their own labor and money, just as much as that of the employers.

General organization of all workers in similar lines into local and national unions for mutual protection, collective bargaining, and consideration and decision of underlying principles would be desirable.

Unless we have organized labor keenly and vitally interested in maintaining the validity and sanctity of contract, we will have lost all of the great advantages secured after many years of development toward better relations and sounder business.

American labor concedes that if we remove the inducement of financial reward, the whole structure of civilization falls into chaos, as it has in Russia. If it were otherwise, what inducement is there for constructive effort? If the simple little home representing the savings of a lifetime cannot be passed on to our children, why thrift at all?

From my observations, unless labor recognize the danger of unjustified demands killing the goose that lays the golden eggs by becoming interested and associated in responsibilities of management, there will continually be vastly more of them out of work than would be produced by some constructive programme which I have indicated.

I sincerely believe that a limit may eventually be placed on the total annual profits that can be made by a corporation or an individual, and that excess profits beyond this limit shall revert to the workers, or to the state, in lieu of other taxation.

Limit on Profits

Labor in our country concedes the necessity and usefulness of management and direction. While probably our best managers have undoubtedly been recruited from the ranks of practical workers, the workers in any organization seldom have in their ranks men with sufficient initiative to jump in over night to finance and manage the affairs of any considerable industrial plant. This has been conceded in Russia after disastrous experimentation.

If what I have written is out of line with either side, employee or employer, I can only apologize for thinking out loud, so to speak, with sole intent to produce something which may have in it the germ of constructive result.

Signs of the Times

A large store located on Chambers street, New York City, not far from Park row, is featuring clothes in their window display, and advertise the fact that they carry a complete line in stock.

Elected to A. N. P. A. Membership

The Wichita Falls (Tex.) Daily Times has been elected to active membership in the American Newspaper Publishers' Association.

U. S. P. O. Report
For the period ending April 1, 1919, Average Daily and Sunday Circulation
76,652
New Orleans Item
Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.


Advertisers guided by A. B. C. reports, know that in Detroit, the News has more circulation than all competitors combined weekdays, and on Sundays a 40% lead over its only competitor.

supremacy
The Indianapolis News carries practically as much space both from local and national advertisers as all other Indianapolis papers combined including Sunday editions. It has been doing this for fifty years.
THE INDIANAPOLIS
Charter Member A. B. C.
NEWS
For 50 years a Newspaper.

During the seven months ending July 31
614,922 agate lines
of national advertising were published in
The Clarksburg Telegram
a gain over the same period of 1918 of
74.5%
It pays to advertise in "West Virginia's Leading Newspaper."

The Congregationalist
is not read for fun; it is read *seriously*; therefore it is *well* read.
Broad-minded advertisers *know*
THE CONGREGATIONALIST, 14 Beacon St. BOSTON, MASS.

The circulation of
The Evening Star
in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

The Pittsburgh Post
has the second largest morning and Sunday circulation in Pittsburgh.

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Chicago Backs Mrs. Strohm for A. A. C. W. Office

Delegation 100 Strong Will Also Aid Indianapolis In Winning the 1920 Convention

CHICAGO, Sept. 17.—Mrs. Olivia B. Strohm, vocational director of the Chicago Women's Advertising Club, will be a candidate for vice-president of the A. A. C. W. The Chicago delegation is solidly behind Mrs. Strohm. If elected, she will be the first woman ever to win an executive place on the board of the international organization. Mrs. Strohm's work on the Liberty Loan campaigns won her national recognition.

Clinton P. Lampman, president of the Chicago Advertising Association, says he anticipates an attendance of more than 100 members at the convention. At least two special cars will be provided for the Chicago delegation, which will leave Saturday night so as to arrive in New Orleans in time for the first special meeting Sunday afternoon.

The Chicagoans are going South with the fixed idea of securing the next annual convention for Indianapolis.

AD MEN AIM TO HELP BRING LABOR PEACE

(*Continued from page 9.*)

Then in the evening the seep of time will bear those admen in to the present and future.

Wednesday evening, September 24, at the New Orleans conclave, the New Orleans of today and tomorrow will be shown in a graceful, dignified pageant.

Modern lighting will shed its clear glow about the grounds. Wireless telegraph and telephones will send and receive messages from all parts of the world. Brilliantly lighted aircraft will circle and swoop above the scene, before specially painted background on a huge stage, the pageant of modern commercial and industrial New Orleans will pass.

And with this setting of past and future with dance and banquet staged in formal fashion, Mayor Martin Behrman in an address to the delegates will outline the work New Orleans has done in the past two decades, the work she is doing today and the work she plans for the future to achieve the city's destiny.

Record Attendance Expected

Officials who have been receiving last minute reports from all the clubs that compose its membership, predict that the attendance at New Orleans will be record-breaking.

Little cities as well as big ones will be represented, they all say, by delegations of which they will be proud numerically as well as personally. Also, officials of the organization report, the convention will be more of an international affair than it ever has been before.

In fact, quite a few advertising men will travel half way around the world to attend it, as, for instance, the delegation from the Advertising Men's Institute of Brisbane, Australia.

A late announcement of particular interest to Latin-Americans is that the officials of the organization have, on the recommendation of Director-General John Barrett of the Pan-American Union, decided to hold two special Pan-American sessions.

A Pan-American Session

These will take place on Tuesday and Wednesday afternoons and will be featured by addresses of noted Latin-American publishers and discussions by representative newspaper men of North America interested in Pan-American trade relations.

Invitations in Spanish and Portugese, accompanied by copies of correspondence between Lewellyn Pratt, first vice-president of the Associated Advertising Clubs, and Director General John Barrett, were sent out over a month ago to nearly all of the directors of newspapers in Latin-America to be present or send representatives, and many of these have sent acceptances.

The program for the two Pan-American sessions, which has not been completed, is in charge of a special committee, consisting of Albert S. Houston, of Doubleday, Page & Co., Lewellyn Pratt, and P. S. Florea, executive manager of the Associated Advertising Clubs, with the co-operation of Mr. Barrett.

Newspapers and Ad Agents

Newspaper advertising will be discussed from many angles, the program of the daily newspaper department, as now perfected, indicates.

Jason Rogers, publisher of the New York Globe, will discuss "Necessity for a Greater Standardization of Newspaper Advertising"; Frank D. Webb, advertising manager of the Baltimore News, will talk on "Selling the Local Representative for Nationally Advertised Goods on His Use of the Newspapers in His District," and James W. Brown, publisher of EDITOR & PUBLISHER, will have as his subject, "Proper Advertising Rates."

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, will talk on "The Relation of the Advertising Agency to the Newspaper and Advertiser"; Fred Millis, assistant advertising manager of the Indianapolis News, on "Building Steady Business," and Herman Philipsson, of the Dallas Times-Herald, on "Converting National Advertisers to the Use of Daily Newspapers."

The number of other pertinent topics will be discussed by men who have made a study of them.

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

110 NEW YORKERS TO GO

Delegation to New Orleans Will Include Ten Ad Women

The New York City delegation will number 110. There will be a two-section train for them, leaving Friday afternoon. At Baltimore fourteen delegates from that city will board the train, and ten from Philadelphia will be fellow passengers. Ten members of the League of Advertising Women of New York will make the trip. Some members of the New York City delegation sailed by the Southern Pacific steamer "Momus," Wednesday noon.

Coming back, forty members of the New York City delegation will take a Southern Pacific steamer on Saturday, September 27. Many will travel back home by way of St. Louis and Chicago, or will make various other stops on their way home.

For General Discussion

The Daily Newspaper Department also has prepared a list of the following topics for general discussion at its sessions:

The value of co-operation with national advertisers, and to what extent should it go?

Should newspapers sell merchandise in order to obtain advertising?

Flat rate versus sliding scale.

Should the local and foreign rates be equalized?

Uniform rate card.

The movie and vaudeville rates.

The best plan for notification of local and foreign rate in rates.

Should the newspaper or the advertiser pay the agency commission?

Amusement publicity.

Automobile publicity.

Why questionable advertising of all kinds should be eliminated—and what is considered questionable?

How best to regulate compensation of advertising solicitors, in view of increased cost of living. Bonus versus salary increase. (A very definite plan which has been in successful operation for more than a year, and which has resulted in 1,500,000 lines local gain, will be disclosed.)

Should newspapers furnish free art work and cuts?

Should there be a free or paid exchange of mats and cuts?

The use of news style heads on advertisements.

Should newspaper contracts be made for one year or more?

Uniform style of makeup.

The value, if any, of special editions.

Do scheme pages lower the standing of a newspaper?

Best methods to build up classified advertising.

Truth and Fair Deal

Every other branch of advertising will also have its own sessions and will take a part in the general proceedings.

One whole general session will be devoted to truthful advertising, and running through every session of every department meeting will be evidence of the power of truth and square deal to build good will, as has been clearly indicated in the programs for each that have been printed in past issues of EDITOR & PUBLISHER.

The conventions of the Associated Advertising Clubs of the World are about as far away from a Roman holiday as anything which a business man or woman could imagine, yet there will be entertainment features at the New Orleans convention, and they will be of a character not soon to be forgotten. Mornings and afternoons will be for business.

The entire South, which has made such marvelous strides within the last

(*Continued on Page 81.*)

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
C. J. BOSDAN, Editor

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR —WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

The True News
FIRST
Always—Accurately
International News Service
World Bldg. New York

New Era Features
30 East 42nd St., New York City
Forty Leading Papers
Print Our Service.
Send for our Headline History of the World War

PRESTIGE
The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.
On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.
Write or wire for rates.
The Associated Newspapers
170 Broadway New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and white.
Newspaper Feature Service
M. KOENIGSBERG, Manager
261 WEST 37TH ST. NEW YORK

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D. O. McCARTHY DEAD IN LOS ANGELES

His Morning Paper, The American Flag, Was Factor in California's Refusal to Secede from Union in Civil War—Noted Fighter

LOS ANGELES, Cal., Sept. 15—The recent death of Daniel O'Connell McCarthy in this city marked the passing of one of the most picturesque figures in American journalism and particularly on the Pacific coast, where most of his activities had been confined in the last half century. It has been said that he never missed voting in California since the state was admitted to the Union.

He was long editor of the American Flag, which was established in Sonora, Tuolumne County, in 1860, as not only the first morning newspaper in the state but the first radical Union newspaper in California, and during the Civil War it was considered a deciding factor in the refusal of California to secede with the Southern states.

Due to the influence of the then Senator Leland Stanford, Mr. McCarthy was induced to remove from Tuolumne County and re-establish his paper in San Francisco. It was during the publication of the American Flag in San Francisco that the owner started one of the first newspaper agitations in the United States.

It was at the time that an attempt was being made to pass the Pacific contract law. Corruption was charged against the state legislature. This resulted in the arrest of Mr. McCarthy. He was later released and was feted by hundreds of supporters. It was the American Flag that first published the news of the assassination of Lincoln in California.

Mr. McCarthy was on the personal staff of General Barstow during the Mexican war, and following his release of control in the American Flag went to San Diego, where he established the Victoria in 1892, this paper later being absorbed by the San Diego Union.

He also established what is now the San Diego Water Company. In 1901 he came to Los Angeles, and until a short time ago was engaged in the real estate business. He is survived by his son, J. Harvey McCarthy, and a daughter, Mary B. McCarthy.

Obituary

BENJAMIN LINGLE, 74, postmaster of Warsaw, Mo., and editor of the Henry County Democrat, died recently in Kansas City. A widow and four daughters survive.

CHARLES P. DOWNS, telegraph editor of the El Paso Times, is dead from a fractured skull, the result of being struck by a street car.

W. E. KING, editor of a Dallas (Tex.) negro publication, was killed by a negro woman August 21. He was shot in the heart.

MRS. GEORGE L. WILLSON, mother of Mrs. William Randolph Hearst, died at Seagate, N. Y., Sunday after a long illness.

LEONID ANDREYEFF, Russian author and contributor to newspapers, died September 12 at Mustinotchki, Finland.

GEORGE ANCEL CLEMENT, who in 1873 was editor of the Port Jervis (N. Y.) Gazette and recent years was noted lawyer and author of legal works, died in New York, September 13, aged 69 years. He was editor of "Court Rules" and author of "The Fire Insurance Digest."

JAMES MELBOURNE PATTERSON, 83, died at Marshall, Mo., August 26. Born in 1836 in Virginia, he went to Missouri in 1848 with his father, who founded the Lexington Express. He entered the shop as an apprentice printer in 1848. In 1879, he moved to Marshall and with his son, the late John Lee Patterson, founded the Democrat-News. He remained with this paper until a few months before his death. Two sons and a widow survive.

MOSES HARNSTEIN, for 36 years the idol of Omaha newsboys, died recently from a bullet wound in his head, which the police declare gave evidence of self-destruction. He conducted a store and restaurant frequented by newsboys. His family declares he **was killed.**

CARL JULIUS BRAUN, father of Arthur E. Braun, president of the Pittsburgh Post and Sun Publishing Company, died a few days ago in Pittsburgh, aged 72 years. He was born in Germany, served an apprenticeship as printing trade and was foreman of a small newspaper at the age of 15. He served in the American civil war and later was prominent as a wholesale leather dealer.

GEORGE F. SCHUTT, at one time connected with the Fort Wayne (Ind.) Journal-Gazette, died recently at Providence Lake, N. H. For nine years he had been proprietor of the New Ebbett Hotel in Washington, D. C.

JOHN T. CALHOUN, aged 53, city editor of the Bradford (Pa.) Morning Era, died September 4. He was a native of Forestville, N. Y., and previous to entering the newspaper profession was a druggist. For a time, beginning in January, 1918, Mr. Calhoun served as a deputy revenue collector with headquarters in Connellsville, Pa.

"I. E. A." WANTS SUBSCRIPTIONS

Soliciter in New York Looking for $500 Contributions for Home

A solicitor for the International Editorial Association, Bedford, Va., has made his appearance in New York and is endeavoring to obtain $500 subscriptions for "associate life membership" in support of a home for newspaper workers which the I. E. A. is represented to be opening in Bedford.

The solicitor is giving the name of Davey O'Connor. A number of people approached by him have turned the matter over to the special agencies for investigation. Clyde P. Steen, who, as former president of the National Association of City Editors, attempted to raise a fund of $1,000,000 several months ago to fight Bolshevism and was stopped by the New York District Attorney, is listed on the subscription blank as superintendent of the "national home."

"WE HAVE WITH US TO-DAY"

New Feature by Grantland Rice and "Ding" Attracts Wide Attention

The new illustrated topical page of Grantland Rice and J. N. Darling ("Ding") which is appearing as a regular Sunday feature of the Colorgraphic Section of the New York Tribune, and is being syndicated by that newspaper, is a new departure in Sunday laugh producers and really belongs to the class of comics de luxe.

The pages are being released both in colors and in black and white. "Golf" and "The High Cost of Living" have already been released. Others announced are "The Servant Problem," "President Wilson," "The Movies," "Poker" and "Bolshevism." The pages are non-political, being a humorous review in the best vein of the author and the artist.

Italy Shuts Down on News

ROME, Italy, Sept. 15.—The Government has prohibited publication of any news concerning the military events at Fiume. A special official has been appointed to supervise this censorship. He is armed with authority to sequestrate all editions of newspapers contravening the Government order.

WHAT OUR READERS SAY

Relative to H. N. Moore

Editor & Publisher:

Your paragraph on page 37 of the Editor & Publisher of September 4, in which you try to correct misstatements in the death notice of H. N. Moore, the Washington Correspondent of the Montreal Star, was being transferred to the London Office of that publication has failed miserably to fully enlighten some of us who have not seen H. N. Moore, better known among us who knew him well as "Mike" Moore—just because he claimed Irish ancestors—since he went to Europe two years or so ago with a Menlo College contingent.

My use of the word "enlightenment" is well used, if it is H. N. "Mike" Moore, he has the journalistic habit of rushing in a specialty and wears a congenial smile all over his face when not engaged in serious work on the news story. Now let us know after investigation whether it is Grantland H. N. or just plain (H. N.) "Mike" Moore who is again going across the big pond.

A SUBSCRIBER.

[It was just plain "Mike" Moore who went to England. He served three years with the C. E. F. Covered the opening of the Peace Conference for the Montreal Star, then returned to Canada about three months ago, and was appointed Washington correspondent. He sailed for London from Montreal, on September 16.—EDITOR.]

J. H. Moore Wins Nomination

PHILADELPHIA, Sept. 16.—Representative J. Hampton Moore, former newspaper man, today was nominated by the Republican party as its candidate for Mayor by a majority of 1,736 out of a total polled vote of 296,326. Mr. Moore was supported by Senator Penrose. Mr. Moore was supported by all the newspapers and had the indorsement of many civic organizations. Against them the administration pitted officeholders.

The Mount Vernon, N. Y. DAILY ARGUS carries more display advertising than any newspaper in Westchester County

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Newark (N. J.) Ledger is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.
Morning Edition, 2c.
Sunday Edition, 5c.

You can reach
Albany, Troy and Schenectady with one paper
The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

The Pittsburg Dispatch has been a potent factor in the success of Pittsburg's big stores.
WALLACE G. BROOKS
Brunswick Building, New York
THE FORD-PARSONS CO.,
People's Gas Building, Chicago
B. C. BOOK
Real Estate Trust Building, Philadelphia

The Ten Town of the Country for the National Advertiser
Beloit, Wisconsin
It's one paper—the Daily News—has the finest plant in any city of 25,000 in the United States and prints one of the ablest and handsomest news papers in the middle West. Why?
Beloit is rich in factories and agriculture, is highly educated; has $2,000,000 in local banks. Workmen own their homes. City is 100% American.
The Daily News alone serves this splendid population. Circulation over 7,400. Rate, 2½ cents per agate line.

When the East Reaches the West
LOS ANGELES
EVENING HERALD
The greatest week-day advertising medium on the Pacific coast
DAILY CIRCULATION 127,773

The McCLURE Newspaper Syndicate supplies continuous daily and weekly services that make and hold home circulation
ALSO
Big Special Features on Timely Topics by Leading Writers
Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.
N373 Fourth Ave., New York

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,70 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

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TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with newspapers for Warner Brothers.

George Batten Company, Fourth Avenue Bldg., New York. Placing orders with some New York City newspapers for B. F. Sturtevant Company; making 5,000-line contracts with newspapers for U. S. Cartridge Company; placing 180-line 2-time orders with newspapers for E. A. Mallory & Sons.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Making 10,000-line contracts with newspapers for Easyhold Company.

Critchfield & Co., Brooks Bldg., Chicago. Again placing orders with Western newspapers for Black Silk Stove Works.

George L. Dyer Company, 42 Broadway, New York. Again placing schedules with newspapers for Remington Arms-Union Metallic Cartridge Company.

Federal Agency, 6 East 39th street, New York. Placing orders with New York City newspapers for "Duke of York Cigarettes."

Richard A. Foley Agency, Terminal Bldg., Philadelphia. Again placing copy with newspapers for W. H. Luden; placing orders with Pennsylvania newspapers for University of Pennsylvania.

Guenther-Bradford & Co., 64 W. Randolph street, Chicago. Again placing orders with newspapers for Dr. R. Newman.

Hoyt's Service, 116 West 32d street, New York. Usually make up list during March using newspapers, for Billings-Chapin Company.

H. W. Kastor & Sons Agency, Lytton Bldg., Chicago. Again placing orders with large city newspapers for "O. R. S. Company."

Otto J. Koch Agency, University Bldg., Milwaukee. Again placing orders with newspapers for Phoenix Knitting Work; placing 420-line, 3-time orders with newspapers for Mueller Furnace Company.

Mallory, Mitchell & Faust Security Bldg., Chicago. Placing orders with newspapers in cities where Lin-a Time Manufacturing Company has branches.

Morse International Agency, 449 Fourth avenue, New York. Again placing orders with newspapers for Hall & Ruckel.

Moss-Chase Company, 170 Franklin street, Buffalo. Placing orders with a few newspapers on Pacific Coast for Buffalo Specialty Company.

Ostenrieder Advertising Corp., 25 East Jackson Blvd., Chicago. Making 2,000-line contracts with Middle West newspapers for Schoenhofen Company.

W. Hasbrook Payne Agency, Drexel Bldg., Philadelphia. Placing orders with Pennsylvania newspapers for Pennsylvania Tire Stores.

Philip Ritter Company, World Bldg., New York. Placing orders with newspapers for Young & Griffin Coffee Company.

Schuck Agency, 9 Clinton street, Newark. Placing orders with New York City newspapers for Hudson County Tobacco Company.

Stavrum, Thompson & Bennett, 14 East Jackson Bldg., Chicago. Will handle advertising for Kellogg Products, Inc.

Street & Finney, 171 Madison Avenue, New York. Placing orders with newspapers in New York City and vicinity for Sweet, Orr & Co.

Thielecke Advertising Company, 327 South La Salle street, Chicago. Placing orders with newspapers for Dodge Sales & Engineering Company.

J. Walter Thompson Company, 242 Madison avenue, New York. Again placing copy with newspapers for the Andrew Jergens Company.

HARVEY FREED BY COURT

Judge Rules Evidence of Parole Violation Has Been Outlawed

David M. Harvey, promoter of a reception scheduled to have been given to General Pershing in New York last week and who was arrested on its eve on a warrent charging him with violation of a parole, was discharged from custody by Judge Rosalsky in General Sessions on the ground that the evidence against him was outlawed by the statute of limitations. The promoter had been arrested in 1909 charged with passing worthless checks, but escaped with a suspended sentence. In 1912 a warrant was issued charging him with breaking his parole.

The aim of the George Washington Memorial Association, in behalf of which the reception was planned, were approved by Assistant District Attorney Talley after he had questioned Mrs. Henry L. Dimock, the head of the association. She said she had an agreement with Harvey by which he was to receive for his services "not exceeding 5 per cent" of the money raised. As the campaign was for $10,000,000, Harvey would have received $500,000, if the amount had been raised.

BISHOP SUCCEEDS DEVINE

Will Be Business Manager and Treasurer of Clarksburg Telegram

Clarksburg, W. Va., Sept. 12.—Albert J. Bishop has been appointed to succeed James J. Devine, former general manager and treasurer of the Telegram, who has purchased the Fitchburg (Mass.) Daily News. Mr. Bishop will act in the capacity of business manager and treasurer.

Frash Made Copy Chief

Chicago, Sept. 16.—Poole Brothers have appointed O. T. Frash as copy chief of their service department. Mr. Frash recently was the Klaivan Piettsom-Dunlap Agency, Milwaukee, and was formerly connected with the Indianapolis Star and Chicago newspapers.

Reorganization Is Effected by Brotherton-Knoble Co.

Takes Over Tremaine Advertising Service and Its Accounts — Burnett Vice-President, Tremaine Treasurer

Detroit, Mich., Sept. 16.—In a recent meeting of the Brotherton-Knoble Company several new officers were elected and changes made in the organization. Norton T. Brotherton was reelected president and will continue the active direction of the agency. C. V. Burnett, who returned from France in the spring, was elected vice-president. Mr. Burnett held a commission as lieutenant in the aviation section of the Marine Corps.

Wallace B. Blood has sold out his intetests in Blood & Wright to become secretary of the Brotherton-Knoble company.

The G. C. Tremaine Advertising Service has also been combined with the Brotherton-Knoble Company. Mr. Tremaine is now treasurer of the Brotherton-Knoble Company and will specialize on analytical and research work.

PAPER CAME OUT ANYWAY

Trouble in Plant Cannot Stop Laredo (Tex.) Record's Editor

When trouble broke in the composing room of the Laredo (Tex.) Record, August 29, J. Guy Burr, the editor, was not to be feazed by misfortune. He just put all the type he had set and miscellaneous cuts in the shop into the forms, blocked out the holes, and went to press.

The result was a most unusual American newspaper reminding one of a Russian paper after the censor has gone over it. The only explanation Mr. Burr makes to his readers is "Most of telegrams omitted on account of breakdown."

Tulsa Advertising Increasing

Kansas City, Mo., Sept. 17.—Shelby Tracy of the Southwestern Advertising Agency has made preliminary plans for the establishment of a branch office in Tulsa, Okla., to handle the increasing volume of business coming from that city.

Low Tide

When the tide runs out
Strange things come into view:
The flotsam and the jetsam of the sea—
Drift timber riven from a long lost ship
And rootless blooms that grained their growth
In far Sargasso.
The prickly urchins and the dum molluscs
Amid the pebbles and the pearly sands,
Wrinkled to fit the waves,
Lie waiting for the turn,
While mow and then,
Contemptuous,
The vast breaker
Tosses to the shore
A sodden, shapeless something
That was once
A man!

Don C. Seitz, in the New York Sun.

Sale of Southern Magazine

Nashville, Tenn., Sept. 17.—The Southern Woman's Magazine of this city and St. Louis, has been sold to Russell Raymond Voorhees of New York, who has moved the offices to New York. The magazine will be representative of the women of the Southland, as heretofore. The sale was negotiated through the newspaper brokerage agency of H. F. Henrichs, Litchfield, Ill.

The Tidings Becomes a Daily

Ashland, Ore., Sept. 16.—The Tidings, established in 1876 and for several years past printed semi-weekly, has entered the daily field. It will issue evenings. B. R. Greer is editor.

Rev. James C. Reid has been named publicity chairman of the Interbay Church Federation, Oakland, Cal.

THE NORTH JERSEY SHORE
offers a solidly developed market for all practice of general demand. The territory is responsive and values there receive big returns.
This field is thoroughly covered and dominated by the
ASBURY PARK EVENING PRESS
and
THE SHORE PRESS
Sunday
These are strictly high-class papers that go into the homes of the most prosperous people in the country districts.
Standard Rate Card. Member A. B. C.
Frank R. Northrop, Special Representative,
1003 Tribune Building, New York City.
Association Building, Chicago.
J. Lyle Kinmouth, Publisher, Asbury Park, N. J.

PUBLISHERS!
"The S & M *Insured* Agency Delivery Service—on Checking Copies" means to you what the *A. B. C.* means to Advertisers and Agencies:
Definite Proof Of Insertion
GUARANTEED Payment
[In Full and On Time]
Send for List of Subscribers
Co-operative Sales Service of Mandel Inc
450 Fourth Ave, N.Y. 7705-7200 Mad.Sq.

The Dominating Force
in a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post
Standard-Telegram
Not only dominates this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
I. A. Klein,
Metropolitan Bldg., New York.
John Glenn,
Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.
More than 50,000 and going strong.
Thoroughly Covered by
Evening News
Member A. N. P. A. A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue New York City

Summer In New London, Conn.
is the season of social activities and big business that ensure success for the advertiser who uses
The New London Telegraph
Advertise your goods at dawn and sell them before dark.
JULIAN D. MORAN, Pres. and Mgr.
Foreign Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Shortest Route From Dealers' Shelves to Consumers' Homes.
Is Via
BOSTON AMERICA
301,270
Govt. Statement For Six Months Ending April 1st.
This is the LARGEST home-going circulation in New England—a vast market with limitless possibilities.

1,193,243 Lines Lead
Over the second paper is the standing of THE PLAIN DEALER for the first seven months of 1919.
A steadily increasing monthly gain keeps THE PLAIN DEALER well ahead of the other Cleveland paper and clearly indicates that continued use makes advertisers even more appreciative of
The Plain Dealer
Largest Morning Circulation Between New York and Chicago.

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SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

NEW ORLEANS ITEM PLANS TO ERECT HIGHEST BUILDING IN THE CITY



"THE Item's management has such confidence in the future growth of New Orleans that we desire to make adequate provision for the increasing growth of the paper in the years ahead," said James M. Thomson, publisher, in speaking to EDITOR & PUBLISHER of his intentions of creating one of the finest mechanical plants in the country and the highest office building in the city for his newspaper. It will cover from Perdido street, clean through the block, to Union street, right in the heart of the financial and shopping districts, where New Orleans is at its commercial busiest.

The rear building in the foreground of this drawing is now being erected. The office building will probably be put up a year or two later. The mechanical department will be housed immediately in the new structure, and the business office and editorial departments will occupy a first-rate building now located on the sites of the proposed office "sky-scraper."

Mechanically the Item in its new plant will have two octuple presses, a most modern and complete Linotype and composing room outfit, and an entire and new stereotype equipment, including auto-plate machinery of the very newest and latest character.

The pressroom will be on the first floor, the mailing room and circulation department on the second; the composing room, the stereotyping and photo-engraving plant on the third floor. The entire ground floor space to be occupied by the Item is in excess of 14,000 square feet.

The new equipment, facilities and extra space in the new fire-proof, ferro-concrete plant structure will for the first time in years permit the Item to be issued without the crowded sensation that comes to a husky youngster of 21 wearing his 14-year old clothes.

While the plant is being erected, the architect and newspaper management will work out plans for remodeling the building now on the Union street side of the site, which the Item will occupy for business and editorial office purposes until its new "sky-scraper" home is completed.

The latter will have every business convenience for working and comfort, including baths, rest-rooms and a library. The site was selected with the idea of obviating the necessity of establishing a downtown office for the paper's business.

Will Counsel on Art and Type

CHICAGO, Sept. 15.—The firm of Perley, Bertsch & Cooper has been established as an art and typographic service by C. Perley, Fred S. Bertsch and Oswald Cooper. For the past three years Mr. Perley has been art director for the Erwin & Wasey Advertising Agency.

New Home and Owner

SHAWNEE, Okla., Sept. 17.—The Morning News is being published from its new home. H. G. Spaulding is now publisher, succeeding O. B. Weaver.

Miss Edith Gennett has joined the staff of the Albany (N. Y.) Times-Union.

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

World's Series

Only 2 Base Ball Player Boards unsold. (Sept. 13, 1917.) $300. Sale outright $100 a year for lease for size 6 x 8.

$450. NEW board—8 x 12—or leased, for $125 a year.

Guaranteed best made. Wire at once as next year's prices will be double.

Standard Ball Player Corp., New Bedford, Mass.

Hoe Sextuple Press

Will sell a Hoe right angle sextuple press, which was dismantled some time ago but not re-erected. Has two folders; will print 7 or 8 column papers of 22" column length; 15" diameter cylinders; will print per hour 24,000, 4-4-4-10-12-14-16-18-20-22 or 24 page papers; in excellent condition and can be purchased at a bargain. Address: Mechanical Sup't., The Courier-Journal, Louisville, Ky.

For Sale

Three platen or triple Goss steam table with apron and gas heated steam generator, in first class condition, for sale, $225. F. O. B. Scranton. Times, Scranton, Pa.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

Magazine Press Wanted

We are in the market for a magazine press which will print up to 48 pages, size 10¼ x 14⅛ or larger. Press must have capacity of 10,000 to 12,000 or more papers per hour and be equipped with paster or stitcher. Color attachment for 3 colors on cover pages and one or two colors on several inside pages is desirable. If you have such a press communicate with: Mechanical Sup't., Courier-Journal, Louisville, Ky.

Wanted

Will pay cash for Model 1 Linotype or Model A Intertype if machine is in good condition, and price right. Address H. W. W., care of Editor and Publisher, World Building, New York City.

INCORPORATIONS

Herbert S. Wetzler; advertising; $5,000; W. S. Bowker, J. S. Murphy, H. S. Wetzler, 1820 75th street, Brooklyn.

George D. R. Hubbard Company; printing, engraving, lithographing; $25,000; G. D. R. Hubbard, F. E. Webb, E. F. Hills, 154 Nassau street.

Klopper-Cirrkus, Inc., printing; $5,000; E. and R. Klopper, S. Cirrkus, 280 Bradford street, Brooklyn.

Thompson Feature Service; printers and publishers; $30,000; R. S. Thompson, A. L. Fowle, W. P. McLean, 45 West 111th street.

NEW HAVEN, Conn. Veterans Publishing Company; $75,000; W. H. Avis, Michael J. Quinn, Bernard Cuiler, Paul Barnett.

Issued an "Anti-Bolshevik Edition"

SEATTLE, Wash., Sept. 16.—A special number of the Times, called the "Anti-Bolshevik" Edition, was recently issued with 138 pages. Stories detailing the trend of the movement and designed to stamp out the taint of extreme radicalism were featured. It carried an abundance of advertising.

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & COMPANY
Plainfield New Jersey

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St. New York City

Makes Vicious Paper Quit

ASTORIA, Ore., Sept. 16.—The News, published by the Central Labor Council, has suspended publication as a result of the campaign made against its radical utterances by the Astoria branch of the American Legion.

Start a Comic in Butte

BUTTE, Mont., Sept. 15.—The Saturday Pink has been started here as a humorous publication by Leo F. Reardon, lead of the Butte Miner, who is editor, and George Weatherhead of the Anaconda Standard, business manager.

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER *you may find a buyer for any slightly mechanical equipment for which you have no present need. A "For Sale" ad of thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.*

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 30 words, two insertions FREE.

Advertising Salesman
Seasoned, capable and reliable producer available for well rated publication. Experienced in general, local, trade and export fields; has successfully managed department, also branch office. Large acquaintance New York and Eastern territory; best credentials as regards past letters confidential. Address A-872, care of Editor and Publisher.

Mr. Publisher or Business Manager
Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the renewing of your circulation department. Over fifteen years as circulator on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newsboys, carriers, and city and country dealers. Wide experience in P. E. D. work and contests of every description. Am seeking assistant connection as circulation director, but would consider proposition for special work or city department. Address A-828, care of Editor and Publisher.

Editor-Manager
Will consider position on independent or Republican daily. Now publisher of afternoon paper in small industrial city. In present position since 1914, except 26 months in service as infantry officer, 9 months in France. Result getter. Good business builder. Will produce figures to prove it. Age 34, married, college graduate. Will go anywhere. Salary $5,500 to $6,000, depending on location. Given $600 increase upon return from France, but prefer to locate elsewhere. Age 29; widower. Go anywhere on 60 days' notice, but prefer not. Write A-871, care of Editor and Publisher.

General Reporting
Energetic Christian young man, 32, one time newsboy, seven years high school, National institution, nine months as reporter with aerial publication while in the Army, desires position as reporter on New York City daily. Will definitely go to work there and all the time, know no hours, can furnish excellent references. Address, Live Wire, care Editor and Publisher.

Literary Editor
Wanted—Position as literary editor, or assistant in dramatic or publishing office. Applicant was educated at Harvard, has travelled widely and has a working knowledge of international literature, supplemented with two years training as newspaper man and politician. He is the author of one book and numerous articles. Address A-818, care of Editor and Publisher.

Experienced Copy Editor
Wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write headlines in any style; will come on probation. C. J. T., care Editor & Publisher.

Editor
Twenty-eight years old; student and special article writer of versatile style; 3 years editor two years; on streets and city desk several years; edited smaller dailies before coming to city; can serve as editorial writer on Southern Democratic paper; salary $40 a week. Address A-872, care of Editor and Publisher.

Newspaper Pressman
wants position as foreman of Pressroom of reference. Address A-872, care of Editor and Publisher.

Circulation Manager
with 12 years' experience desires to make change with daily in good location by October 1st. Thoroughly experienced in all kinds of circulation work. Married. Best of references. Address A-865, care Editor and Publisher.

Circulation Manager
A first class circulation manager who now has charge of that department on a well known paper, desires a change for the best of reasons. For further information address A-876, care of Editor and Publisher.

Webb Pressman
Wanted position as foreman of press room; best of references from well known newspapers. Address A-867, care of Editor and Publisher.

SITUATIONS WANTED

Cartoonist
Young man wants position with Western daily—highest references—political toons and comics. Address A-821, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Wanted
Advertising Copywriter
and Good Salesman
Must be experienced and willing to work. Communicate at once with Louis Fisher, Advertising Manager, Virginian Pilot, Norfolk, Va.

Classified Advertising
Wanted—Man to manage and develop classified advertising for oldest and only evening paper in New York State, city of 100,000 population. Address A-866, care of Editor and Publisher.

Advertising Solicitors
and possibly men who can write copy on the evening daily newspaper in large city on Great Lakes. In answering give experience; age; married or single and salary expected to start. Address A-879, care Editor and Publisher.

Reporter
wanted for day work in city of 25,000 population. Experience necessary. Apply immediately. Leader-Republican, Cloversville, N. Y.

Syndicate Manager
to join well known fiction writer to new syndicate enterprise. A-874, care of Editor and Publisher.

Circulation Manager
First-Class Foreign Language Daily Newspaper; the only one in a big, rapid, circulating in the United States and South America; has a splendid opportunity for a first-class experienced circulation manager. This man must be thoroughly capable of handling his department and increase the circulation long enough to assure him the right man can make a permanent connection with the newspaper from this point of both present and future. Address in confidence, A-881, care of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification, thirty cents per line. Count six words to the line.

Pulling Features
Mr. Gunning's booklet information services for dailies and Vital Washington News for weeklies are pulling features. Rates, $1.00 monthly for five features. Raymond Lecraw, 4035 New Hampshire Ave., Washington, D. C.

AD MEN AIM TO BRING LABOR PEACE

(Continued from Page 77.)

few years, has joined with New Orleans in extending a welcome to the convention visitor, and many of the delegations will stop en route to or from the meeting to study its markets.

A. A. C. W. ELECTION UNCERTAIN

F. A. Seiberling Favored for Presidency—Indianapolis for 1920

The election of officers of the A. A. C. W. for the ensuing year is a matter that is exciting much interest. President William C. D'Arcy, of St. Louis, is understood to have declined a renomination and there is no regular slate in the field. F. A. Seiberling, president of the Goodyear Tire & Rubber Company, Akron, Ohio, is being talked of quite widely as the man for the presidency, but he has not signified up to date whether he would accept the nomination.

It looks like Indianapolis for the 1920 convention. It has made the only wholehearted campaign for the honor, although Minneapolis, it is said, would like to win it, too.

Indianapolis has planned and prepared for a big campaign at the convention to convince delegates that the next annual gathering should be held in their city. C. D. Murta, president of the Indianapolis Advertising Club, is chairman of the committee that is fostering this ambition, and the other members of it are Paul Richey of the Russell M. Seeds Agency and federal advertising manager of the Indianapolis News; Merle Sidener, president of the Sidener-Van Riper Advertising Company, and Ernest Cohn, secretary of the Homer McKee Company.

Dallas Ad Men to Be 100 Strong

DALLAS, Tex., Sept. 17.—One hundred members of the Dallas Advertising League have signed up to attend the convention of the Associated Ad Clubs of the World, in New Orleans. A special train for the Dallas delegation will leave for Houston Friday before the convention meets. At Houston the train will be joined by other delegations from Texas, and one extension special will be run from Houston to New Orleans.

Texas Relief Map is Shown

HOUSTON, Tex., Sept. 17.—Much money was expended in the construction of the Texas relief map, which was designed by the publicity department of the Houston Chamber of Commerce, which is now complete and on its way to New Orleans to be exhibited at next week's convention of the Associated Advertising Clubs. Mayor Behrmann has assigned it a prominent place for its exhibition.

New School in Journalism

CLEVELAND, Sept. 17.—Journalism has been added to the course of St. Ignatius' College, this city. Three hours a week will be given to the study, which will be under the direction of Lionel S. Carreon, a scholastic in the Society of Jesus and Professor of English. Thirty sophmores will make up the first class and the course will include several several branches of newspaper making.

Sherman Joins Hartford Times

HARTFORD, Conn., Sept. 16.—Clifton L. Sherman, who was managing editor of the Courant for about 30 years, has come to the Times in a similar capacity. Capt. Roland F. Andrews, who has been assistant manager of the Times for the past three years, becomes an editorial writer.

Porter to Edit Western Recorder

LOUISVILLE, Ky., Sept. 17.—Dr. J. W. Porter of Lexington has been named as managing editor of the Western Recorder, a Baptist religious publication controlled by 250,000 Kentucky Baptists. Dr. E. B. Hatcher of Louisville becomes news editor.

Stops His Paper to Rest

SHERIDAN, Cal., Sept. 8.—Elmer Stoddard, editor of the Advertiser, recently announced that he is planning to suspend publication for two weeks while he takes a vacation.

Ben S. Allen, publisher of the Sacramento Union, recently spoke before the local Ad Club on the subject of gathering news for the Associated Press in London and other foreign cities.

$50,000 for investment in a New York state daily newspaper property. Either politics. Proposition T. F.

Charles M. Palmer
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION
is the recognized route to large returns in nearly every line of commercial industry.
We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.
We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

MEN WANTED
by
Southern Newspapers
Opportunities are open on southern daily newspapers for competent newspaper men who desire to come south. Men are wanted for positions in all departments.
Address W. C. Johnson, Sec'y, Southern Newspaper Publishers' Association, Chattanooga, Tenn.

San Antonio's New Ad Club Will Fight Fakers

City Needs Cleaning Up in Interests of Honest Advertising. Members Declare in Outlining Purposes

SAN ANTONIO, Sept. 15.—A systematic effort to stamp out fraudulent newspaper advertising will be made by the San Antonio Advertising Club, recently organized.

At a meeting held to outline the purposes of organization, R. P. Schermerhorn, who was elected president, cited "fake" oil promoters as having reflected not only on local advertising but on the city.

A representative from the Chamber of Commerce, who was present and offered the help and co-operation of that organization, declared that a vigilance committee should be appointed to put frauds out of business here. He declared that San Antonio has not, in the past, made as big a fight on frauds and crooks as other Texas cities.

L. E. Baldwin, advertising manager of the Saul Wolfson Company, said that honesty should be the watchword of the new organization.

"San Antonio needs a cleaning up in the interests of honest advertising," he said, "and that is going to be one of the duties of our club."

The Greensboro (N. C.) News and the Lancaster (Pa.) New Era have appointed Conc, Lorensen & Woodman as advertising representatives in the United States and Canada.

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PROMOTIONS REWARD SCRIPPS MEN

D. H. Canfield Made Managing Director of Newspapers—A. O. Andersen Elected President and General Manager of the N. E. A.

(By Telegraph)

CLEVELAND, Ohio, Sept. 17.—Several promotions and changes have been made in the Scripps newspaper and allied organizations.

At the recent Scripps meeting in San Diego, Cal., D. H. Canfield was promoted to be assistant chairman of the board, with the duties of managing director of the Scripps newspaper concerns.

Upon announcement of this promotion the Newspaper Enterprise Association trustees elected as its president and general manager A. O. Andersen, publisher of the Southwest group of Scripps newspapers. Mr. Andersen took charge of his office today.

Mr. Canfield will establish offices in Cleveland, in the Union National Bank building, where he will be close to the general offices of the more eastern Scripps newspaper group, the Scripps-McRae league. However, it is assumed that his managerial duties will also take him frequently to the Pacific Coast and other points of Scripps newspaper activity.

Clarence M. Cook has resigned as N. E. A. advertising solicitor.

George A. Riley is on a business visit to New York in his capacity as general manager of the Publishers' Autocaster Service Company, which is also a Scripps organization.

MOST FARMERS READ DAILY NEWSPAPERS

(*Continued from Page* 50.)

1916.

322 farmers received their mail through the local office, of which
308 took the only local paper published here.
124 took one farm paper, 68 English, balance German and Scandinavian.
103 took two farm papers.
91 took three farm papers.
44 took four farm papers.
39 took five farm papers.

1917.

328 farmers received mail through local post-office, of which
312 took local paper.
102 took one farm paper, 72 English, balance foreign languages.
66 took two farm papers.
41 took three farm papers.
33 took four farm papers.
9 took five farm papers.

Another daily paper, this one published in Ohio, stated that the average number of farmers on the R. F. D. route in that section is from 100 to 150, and that the local deliveries of the semi-weekly paper average from 80 to 125 per route.

An Iowa paper stated that its local postoffice had nine rural routes, with an average of 95 boxes to the route and that 746 papers went out regularly on the nine routes.

A Missouri paper wrote:

"There are four rural routes which carry a total of between 400 and 450 mail boxes, and we are putting 284 papers on these routes daily."

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
and
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג

The National Jewish Daily

Another Iowa paper expressed itself as follows:

"I am just a little surprised at this day and age that a big concern should ask such a question. There are 20 rural routes in ——— County, in which we are located, with an average of over 100 boxes to the route, and I will venture to say that on all these routes there are not 20 people who do not take a daily paper."

Nearly every newspaper we heard from (and we heard from a large number) testified to the fact that the farmer does read a daily paper, but we were obliged to regard newspapers as prejudiced witnesses, and I have therefore quoted them only in cases where they give us some definite facts to back up their statements.

In citing these facts about the newspaper and the farmer, I do not want to seem to minimize the influence of the agricultural press. I believe in it heartily and we use it regularly. Where the size of our appropriation permits, we use both daily newspapers and farm papers.

Daily Newspapers Ranked First

In the particular instance I have mentioned, we did not have money enough to use both, and we concluded that we could reach the farmer through the daily press.

If we had been interested in the farmer only, the daily press would, of course, have been out of the question. Being interested equally in the city man and the farmer, it appeared ideal for our purpose.

It seems as if there must be somewhere more definite data on this subject than I have been able to secure. If anyone has such information, I know that it would be of great value to us, and I haven't any doubt that it would be of equal value to many other advertisers.

If such data does not exist in definite and tabulated form, perhaps some organization, probably a newspaper association, might see fit to consider making an investigation to secure it.

Notables at Salesmen's Dinner

CHICAGO, Sept. 12.—Jack Lait, celebrated playwright and colyumist of the Chicago Tribune, together with Sidney Smith, the Tribune's nationally-familiar cartoonist, were speakers and guests of honor at the annual banquet of the Associated Chicago Salesmen of Men's and Boys' Wear, last evening. Wilbur D. Nesbit, of the Rankin Advertising Agency, was toastmaster for the occasion.

William B. Maroney, of the Amsterdam (N. Y.) Recorder, has been placed in nomination for the office of mayor at the election in November.

R. J. Bidwell Co

Pacific Coast Representative

Daily Newspapers
of
"Advertising Value"

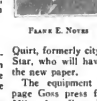
Rates, Circulation, Special Data,
Promptly Upon Request

PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

F. E. Noyes Plans to Start a Daily in Michigan

Well Known Publisher of Marinette (Wis.) Eagle-Star Sees Bright Future in Town of Ironwood

IRONWOOD, Mich., Sept. 15.—The Globe Publishing Company has been formally organized to give this city a metropolitan daily newspaper. The company is stocked by $42,000, the building held by Frank E. Noyes and H. C. Hanson of the Marinette (Wis.) Eagle-Star, and the Eagle Printing Company of that city, with a working interest by Howard A. Quirt, formerly city editor of the Eagle-Star, who will have editorial charge of the new paper.



FRANK E. NOYES

The equipment consists of the 32-page Goss press formerly used by the Milwaukee Free Press, together with four late models of Linotypes and other up-to-date equipment. Ironwood is the metropolis of the Gogebic Iron range, the richest iron district in the world, and has a population of over 18,000, while the population within a radius of thirteen miles is over 45,000. The nearest daily publication is at Ashland, Wis., forty miles away, while the other metropolitan papers do not reach here until late at night for evening and late in the afternoon for morning papers.

The new paper will be served by the Associated Press and will appear about the middle of October.

Form Bureau to Cover Legislature

ST. PAUL, Minn., Sept. 17.—The special session of the Minnesota legislature in St. Paul is being covered by the Twin City Legislative bureau for the St Paul Dispatch-Pioneer Press and Minneapolis Journal and Tribune. The bureau comprises W. T. Bell of the Dispatch-Pioneer Press (in charge), Theodore Lawrence of the Journal and Don Stetson of the Tribune.

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press
Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every part of Canada and Newfoundland at our head office,

74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

OREGON IS PLANNING TO ADVERTISE

Newspaper Space Throughout Nation Will Be Used in Campaign Now Being Organized Among Counties of State

PORTLAND, Ore., Sept. 17.—Oregon's agricultural resources probably will be given publicity in a nation-wide newspaper advertising campaign financed through the individual counties of the State. A plan of campaign has been mapped out by the State Chamber of Commerce and has received the approval of Governor Olcott and other state officials. It will be presented at a state meeting of county commissioners, who will refer it to their respective counties for action.

Each county court will be asked to appropriate a minimum of $1,000 to be placed in a general fund and expended by a central committee. It is expected that at least $50,000 will be raised.

Had Mayor at Tea

ST. PAUL, Minn., Sept. 16.—An editorial dinner, indulged in by the Dispatch-Pioneer Press staff in the Dispatch room, the speaker was Laurance C. Paitch tea room, the speaker was Laurence C. Hodgson ("Larry Ho"), mayor of the city and former member of this staff.

Allen Returns to Oregon

PORTLAND, Ore., Sept. 15.—Eric W. Allen has resumed his duties as head of the department of journalism of the University of Oregon after filling a similar position at the summer school of the University of California.

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder far you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's
PRESS
CLIPPINGS
Tenth Avenue at 45th Street
New York

Digitized by Google

Win New York State

—and you are Half Through with a National Campaign

Co-operate With Local Dealers

Co-operation is a great word! Expresses a wonderful idea! Visualizes a tremendous thought! Spells great opportunities! Great! Great!! Theoretically.

Co-operation between manufacturers and retailers—theoretically—has been the means of building a number of fortunes for publishers of national media.

Co-operation between manufacturers and retailers—theoretically has been the means of killing a great number of potential advertisers because while it is a most alluring proposition—theoretically it rarely works out practically.

This however is not the fault of the theory. It is rather the fault of the way manufacturers have tried to work it.

The cart has been put before the horse!

A prominent National Advertiser in speaking of the theory of co-operation once said "Co-operation is all right if the retailers would only co-operate with the manufacturers."

He is right—absolutely right. And by the same token "Co-operation is all right if the manufacturers would only co-operate with the retailers." Retailers—home holks—making the final sale to other home folks go to these home folks through the columns of their daily newspaper.

These same retailers can and will co-operate if the National Advertiser will only localize his sales appeal through the local newspaper so that the local retailer may get the full benefit from advertising. This is practical co-operation.

The accompanying newspapers will properly introduce your goods at the firesides of Home Folks where the buying habit is usually created.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,559	.07	.07
Albany Knickerbocker Press (S)	43,957	.07	.07
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
*Brooklyn Daily Eagle (E)	46,902	.18	.18
*Brooklyn Daily Eagle (S)	69,046	.18	.18
*Brooklyn Standard-Union (E)	53,264	.15	.15
*Brooklyn Standard-Union (S)	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier (S)	115,359	.17	.15
Buffalo Evening News (E)	103,634	.16	.16
Buffalo Evening Times (E)	56,961	.10	.10
Buffalo Sunday Times (S)	71,435	.10	.10
*Corning Evening Leader (E)	7,077	.03	.025
Elmira Star-Gazette (E)	25,889	.06	.05
Glens Falls Post-Star (M)	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)	6,345	.03	.02
Ithaca Journal (E)	8,791	.025	.025
*Jamestown Morning Post (M)	9,131	.025	.02071
*Mount Vernon Daily Argus (E)	7,193	.02	.02
Newburgh News (E)	10,513	.04	.03
New York American (M)	305,241	.50	.41
New York American (S)	917,270	.75	.65
New York Globe (E)	179,906	.39	.36
†New York Herald (M)	107,642	.40	.36
†New York Herald (S)		.50	.45
New York Evening Journal (E)	675,118	.75	.75
New York Post (E)	32,369	.25	.20
New York Sun (E)	194,695	.39	.36
†New York Sun (M)	117,414	.39	.36
†New York Sun (S)			
†New York Telegram (E)	190,681	.342	.315
†New York Telegram (S)		.266	.225
New York Times (M)	350,598	.50	.485
New York Times (S)	500,000	.55	.5335
New York Tribune (M)	108,011	.32	.28
New York Tribune (S)			
New York World (E)	355,069	.50	.50
New York World (M)	333,513	.50	.50
New York World (S)	569,762	.40	.40
Niagara Falls Gazette (E)	12,454	.035	.035
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E)	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E)	17,660	.08	.04
Syracuse Journal (E)	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E)	3,640	.0178	.0178
*A. B. C. Statements April 1st, 1919. Government statements April 1st, 1919.			
Total Circulation			6,886,236
10,000 Line Rate			9.4266
2,500 Line Rate			10.1597

†Seven-day average.

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New York Advertising Situation

A Summary of the Use of Space by the Twenty Leading Retail Shops in the Daily Papers During August.

Evening Newspapers

	World	Journal	Globe	Mail	Sun	Telegram	Post	Total
Abraham & Straus	—	6,680	6,300	—	6,300	—	—	19,280
Altman	5,394	5,829	5,418	5,426	5,444	5,371	5,414	38,296
Arnold, Constable	—	—	7,200	7,080	7,200	—	7,128	28,608
Best	4,041	4,110	3,956	—	3,290	—	—	15,397
Bloomingdale	12,260	12,274	8,650	9,265	—	—	—	42,449
Bonwit Teller	244	543	840	538	550	—	—	2,414
Gidding	—	860	1,835	600	4,152	700	1,402	9,349
Gimbel	—	33,404	23,290	—	31,985	—	—	97,688
Hearn	18,029	17,871	12,619	14,694	15,629	14,716	—	96,558
Loeser	—	7,425	1,770	—	3,292	—	—	12,487
Lord & Taylor	16,234	—	13,492	3,570	15,607	—	1,300	50,103
McCreery	19,697	—	14,572	16,152	18,054	2,074	2,630	74,519
Macy	24,185	23,935	25,101	24,685	—	14,430	9,626	121,962
Oppenheim, Collins	6,265	6,320	5,686	—	3,614	—	800	22,685
Franklin Simon	570	570	—	—	570	—	—	1,710
Stanley & MacGibbons	—	—	3,248	—	3,280	—	—	6,528
Stern	9,753	840	9,312	6,993	9,111	—	4,395	40,404
Stewart	—	2,480	1,626	—	2,140	—	—	6,246
Worth	10,500	10,500	10,530	—	—	—	—	31,530
Wanamaker	23,265	19,350	25,139	—	25,425	17,616	—	110,795
Total	150,437	152,990	193,443	89,003	155,643	54,907	32,585	829,008

Morning Newspapers—Six Days, Excluding Sundays

	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus	—	—	—	—	—	—	—
Altman	1,948	2,286	1,000	2,266	1,105	1,105	9,800
Arnold, Constable	—	—	—	—	—	7,089	7,089
Best	2,976	—	—	3,088	—	3,012	9,076
Bloomingdale	—	—	—	—	—	—	—
Bonwit Teller	—	—	—	—	—	—	—
Gidding	1,868	1,360	3,560	4,230	—	3,824	14,842
Gimbel	1,675	420	—	7,512	—	950	10,557
Hearn	—	—	—	—	—	—	—
Loeser	—	—	—	—	—	—	—
Lord & Taylor	708	—	580	4,862	—	700	6,850
McCreery	330	—	300	2,468	1,986	—	5,084
Macy	8,733	—	—	—	9,398	8,656	26,787
Oppenheim, Collins	—	—	—	—	—	—	—
Franklin Simon	1,854	—	1,125	2,563	1,325	1,498	8,365
Stanley & MacGibbons	—	—	—	—	—	—	—
Stern	5,939	—	—	5,840	—	—	11,779
Stewart	—	—	—	—	—	—	—
Worth	—	—	—	—	—	—	—
Wanamaker	—	—	27,350	—	24,600	24,190	76,140
Total	26,031	4,066	34,005	32,829	38,414	51,015	186,360

Sunday Newspapers

	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus	3,920	10,080	3,990	6,546	4,080	5,225	33,841
Altman	5,600	5,600	5,880	4,920	6,000	5,900	33,900
Arnold, Constable	—	6,720	7,056	—	7,200	—	20,976
Best	2,752	1,200	—	7,117	—	—	11,069
Bloomingdale	3,945	14,111	—	9,872	—	—	27,928
Bonwit Teller	—	—	5,596	6,682	4,280	5,730	22,288
Gidding	2,080	2,300	3,128	2,574	2,966	2,710	15,758
Gimbel	16,623	16,045	—	18,550	—	14,700	65,918
Hearn	16,399	16,362	5,985	—	—	10,225	48,971
Loeser	3,640	8,680	3,420	7,400	4,000	4,400	31,540
Lord & Taylor	10,826	—	10,702	11,671	1,523	3,108	37,830
McCreery	13,540	—	10,182	12,514	11,775	—	48,011
Macy	17,396	10,430	9,300	—	9,600	9,440	49,876
Oppenheim, Collins	5,666	5,647	4,264	4,537	—	—	20,054
Franklin Simon	6,785	—	9,724	12,191	1,859	10,669	41,228
Stanley & MacGibbons	—	200	—	1,162	—	—	1,362
Stern	7,280	4,752	6,350	8,120	4,843	—	31,345
Stewart	300	—	940	6,655	1,556	—	9,451
Worth	7,500	—	—	—	—	5,090	12,590
Wanamaker	—	—	—	—	—	—	—
Total	117,102	102,127	86,517	120,511	59,682	77,107	563,046

Member A. B. C.

THE NEW YORK GLOBE
JASON ROGERS, Publisher

180,000 a Day

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EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879

Weekly: $3.00 a Year; 10c Per Copy. NEW YORK, THURSDAY, OCTOBER 2, 1919 Vol. 52, No. 18

Stanford University Library OCT 14 1919

One Page Ad in the Chicago Sunday Tribune

consumes ten thousand eight hundred (10,800) pounds of paper, and one hundred and fifty-four (154) pounds of ink —about five and one-half tons of raw material.

And it reaches one-fifth of the families of Illinois, Indiana, Iowa, Michigan and Wisconsin — the world's most desirable market.

There are several hundred newspapers in the Dominion of Canada. According to the Canadian Export Paper Company, they use approximately two hundred and fifty (250) tons of news print per day.

From six to seven hundred tons of paper are used in printing each issue of The Chicago Sunday Tribune — the world's greatest newspaper.

A new book entitled TANGIBLE CIRCULATION pictures the circulation of The Chicago Tribune from every angle in forty-four pages closely packed with maps and statistical tables. It will be sent free on request to any agent or advertiser.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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PENNSYLVANIA

Now is a particularly propitious time for all of us to realize that the steel industry is not all there is to Pennsylvania—not by a long shot.

While the people of that state are attempting to adjust labor difficulties in that industry the people will go right on producing

150,000,000 tons of bituminous coal.
95,000,000 tons of anthracite coal.
22,000,000 tons of coke.
8,000,000 barrels of petroleum.
63,000,000 bushels of corn.
35,000,000 bushels of oats.
30,000,000 bushels of potatoes.
25,000,000 bushels of wheat.
12,150,000 bushels of apples.
6,500,000 bushels of buckwheat.
4,425,000 bushels of rye.
4,500,000 tons of hay.
60,000,000 pounds of tobacco.
$80,000,000 worth of woolen goods.

These products alone are stupendous enough to make any state a great state. They are all of them produced just now to go into a receptive market, a market where prices are high and the demand brisk.

Pennsylvania, industrially is a veritable keystone state, and no one branch of industry can put the state out of the running as a commercial prospect.

Now, perhaps, more than ever, the daily newspapers of Pennsylvania will be productive, for the people, no matter what line of work they follow, will be intensely interested in the industrial situation, and daily newspapers, local daily newspapers, will have the first call with everyone.

National advertisers using local daily newspapers in Pennsylvania will keep right in the front rank of interest.

These daily newspapers are doing splendid co-operative work for many national advertisers. You will profit by a liberal use of their space.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.04	.04
*Altoona Mirror (E)	23,676	.05	.05
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican(M & E)	14,177	.04	.03
Connellsville Courier (E)	6,888	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M & E)	22,016	.05	.05
Lebanon Daily News	8,349	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.19	.14
Pottsville Republican (E)	10,797	.04	.03
Scranton Republican (M)	27,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
*Williamsport Sun (E)	16,110	.05	.035
York Gazette (M)	15,626	.03	.03
Total	676,862	1.6323	1.4418

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

If the Sphinx Could Speak



The Answer To Your Newspaper Problems Would Be

NEA

WRITE OR WIRE

NEWSPAPER ENTERPRISE ASSOCIATION

A SERVICE — NOT A SYNDICATE

CLEVELAND, O.

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Philadelphia

What is the best newspaper in which to advertise reliable financial announcements?

The newspaper which reaches the most investors, of course!

"The Bulletin" is the favorite newspaper of Philadelphia's financial and commercial executives.

Its reliable market reports issued immediately on the close of the New York and Philadelphia exchanges are sought for daily by both the "big" and "little" investors and traders.

Practically every important stock, bond or other financial announcement intended for the Philadelphia investing public usually appears in "The Bulletin."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net Paid Average for August **448,246** *Copies a Day*

No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by "The Bulletin."

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EDITOR & PUBLISHER

Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52 NEW YORK, THURSDAY, OCTOBER 2, 1919 No. 18

BLAZE WAY FOR CLOSER RELATIONSHIP BETWEEN THE THREE AMERICAS

Pan-American Conference Is Established by A.A.C.W.—Editor & Publisher's Advocacy of Closer Brotherhood Between Newspaper Makers and Advertisers of All Nations Is Given Great Impetus at New Orleans.

AMERICA'S extended hand of international business brotherhood, world understanding and help was grasped sincerely and great impetus was given EDITOR & PUBLISHER'S advocacy of a "World League of Newspapers" last week by the establishment of a Pan-American Advertising Conference by the Associated Advertising Clubs of the World, meeting in convention at New Orleans.

With a full realization of America's new place as a world leader, advertising men from every section of the country—men whose very business it is to know the heartbeats of the nation—who earlier in the week indorsed President Wilson's League of Nations, reached out the welcome to members of their craft from Mexico, South America, Canada and England and asked them to join in helping make printed words blaze truth.

In more ways than one the new order of things was felt at the meeting in the southern metropolis. Newspapers—the nerve centers of communities and nations—took their place, first.

New Responsibilities

John Barrett, director-general of the Pan-American Union, sounded a note of awakening to the new Latin-American responsibilities that demand our immediate consideration, which met applause of approval and immediate action that will mean bringing together annually the leaders whose thoughts are expressed in printed words—leaders from all of North America, South America, Central America, England and probably other countries at future conventions.

One morning session of the convention was given over almost entirely to consideration of international and more especially Pan-American affairs, a number of Latin-American delegates addressing the meeting.

Chairman Herbert S. Houston, speaking on the significance of initiative, paid his respects to the Latin-Americans present, and then said that American advertising men had recognized their world obligations and had assumed them. He said in part:

"We have here created for the first time in the history of this organization a definite international organization and body to be closely co-ordinated and articulated with this organization, for I have great pleasure to announce that yesterday there was formed the Pan-American Advertising Conference, made up of representatives of all of the republics in the Western Hemisphere and that Pan-American Advertising Conference represented on this platform this morning by distinguished journalists and business men of Latin-America is de facto organization now articulated and a part of the Associated Advertising Clubs of the World."

At the conclusion of his remarks, John Yavasour Noel, executive secretary of the Pan-American Conference, read the resolution which had brought that division into being at the special session held on Wednesday afternoon.

Telling Points

John Barrett made the principal address at the general session and aroused the delegates to their new responsibilities in world fellowship, especially in its relationship to the three Americas. The telling points of his address were:

1—Representation, upon invitation, of Pan-American delegates at future meetings of the American Newspaper Publishers Associations, the Associated Press and other press association meetings and meetings of other organizations pertaining to newspaper making and advertising, and the setting aside of one or more days to discuss Pan-American questions.

2—Co-operate for and encourage representative publishers, editors and advertising men of Latin-America to visit the United States.

3—Have American publishers, editors and advertising men become acquainted with Latin-American conditions and viewpoint by organized pilgrimages into the other Americas.

4—International newspaper makers' organizations with North, South and Central America membership.

5—Establishment of a Pan-American section and Latin-American information bureau in the New York headquarters of the Associated Advertising Clubs of the World.

6—Greater exchange of news between the Americas.

7—Holding of a great meeting of editors and shapers of public opinion of the Americas at an early date to discuss frankly Pan-American friendship, politics, commerce, co-operation and all other matters of common interest.

Probably no other single action, relative to general affairs, since the organization of the A. A. C. W. has attracted such wide-spread attention as the step into world affairs in full accord with the progress of our time.

The resolution, adopted at the Pan-American meeting Wednesday afternoon and read before the convention by Mr. Noel, first provides for a Pan-American Commercial Conference to be held the next annual convention at Indianapolis, when the permanent form purpose and ways and means of support and direction of this Pan-American Conference will be determined, as well as its relationship to the general organization of the Associated Advertising Clubs.

Aims Set Forth

These aims in the form of a resolution were read by the secretary at the Wednesday meeting, and in order to be discussed, were duly accepted, upon motion of Ira Enrique Gil, representing La Nacion of Buenos Ayres, and seconded by Senor Massagner, publisher of Social.

During the discussion that followed Senor Felix F. Palavicini, editor of El Universal of Mexico City, approved fully the excellently prepared resolutions, and called attention to the wisdom of preparing Latin-American publishers for the advertising that will come from the United States and from European nations in competition with them now that the world war is over.

Senor Emilio Garisa, representing La Revista de Yucatan, speaking for himself and his colleague, Senor Arnar, also supported the motion, as well as Dr. Enrique Gil, who spoke about the good will being a valued asset desired by all, and which the present initiative had greatly helped. Senior Massaquer also gave his full support to the resolution and related some of his experience with advertising conditions in Cuba.

Pan-American Ideals

Senor Manuel I. Levada, vice-president of El Heraldo de Mexico, in approving the resolution, added that the committee was carrying out real Pan-American ideals, that his will advertise in Latin America the spirit of the United States and vice versa, tell the public of the United States something about people of Latin-America.

Mr. Hussey, who is publisher of La Revista del Mundo, of New York City, discussed the question in general and introduced Mr. Sidener, Chairman of the National Vigilance Committee of the A. A. C. W., who stated that with the co-operation of the Pan-American Committee, the Vigilance Committee had become a great international organization, all aiming to preach the great doctrine of honesty in advertising.

He spoke at length about the methods followed in this country which could be in a general way adapted to Latin-American conditions for the purpose of eliminating fraudulent advertisers.

Senor Rafael Aldrein, managing editor of Excelsior, read a very able paper on the general subject under discussion and gave some interesting facts and valuable suggestions.

The secretary read a telegram from Ernest Y. Simonovitz of New York, a noted authority on Latin-American publishing matters, who expressed his regret at not being able to be present, and sympathized fully with the aims and purposes of the conference.

Dr. Enrique Gil submitted an interesting paper on Argentine advertising conditions, and also a cable message from Senor Jorge Mitre, publisher of La Nacion, of Buenos Ayres, who expressed his full sympathy with the work of the organization, and wished it success. Dr. Gil also offered a constructive resolution, which was duly approved, asking Mr. Sidener, chairman of the National Vigilance Committee to help

(Continued on page 28).



LATIN-AMERICAN newspaper makers and advertising men, with some of their American friends, attending the laying of the corner stone for the new Times-Picayune building at New Orleans. William D'Arcy, retiring president of the A. A. C. W., was master of ceremonies. In the picture are:

Top row, left to right: Jose J. Pesquer, Consul-General of Mexico at New Orleans; Herbert S. Houston, vice-president, Doubleday-Page Company; Lamar C. Quintero, Consul-General of Costa Rica and dean of New Orleans Consular Corps; Manuel Cornejo, editor, El Heraldo, Mexico City; Felix Palavicini, editor, El Universal, Mexico City; D. D. Moore, editor and manager, New Orleans Times-Picayune; Enrique Gil, Buenos Aires representative, La Nacion, Buenos Aires. Lower row, left to right: Jaime Baccarrus, Havana; C. W. Massaguer, Havana; Manuel J. Zevada, Mexico City; John Barrett, director general, Pan American Union; Martin Behrman, mayor of New Orleans; Lic Emilio Garcia Fajardo, La Revista, Yucatan.

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TOLEDO ADVERTISING CLUB IS DECLARED WINNER OF TROPHY FOR BEST WAR WORK

A. A. C. W. Committee Also Makes Awards to Cleveland Club for "Better Business" Activities and to Chicago Women's Club.

THE HANDSOME TROPHY which, it was announced at the San Francisco convention of the Associated Advertising Clubs of the World last year, would be awarded to that club which led in service to the nation during the war, was presented to the Toledo Advertising Club, during the convention last week at New Orleans. The trophy, which was the gift of the Advertising Club of St. Louis, was won by the Toledo Club by excellent work in advertising war loans.

Two other awards were made. A "Truth" trophy, offered by the Advertising Club of Baltimore, for the best work done for the "truth-in-advertising" movement by any of the sixteen clubs having "Better Business Bureaus," was won by the Cleveland Advertising Club. A trophy offered by the Los Angeles Women's Advertising Club for the best work done during the year by any women's club in the national organization, was won by the Women's Advertising Club of Chicago.

Advertising Helped Toledo Go "Over the Top"

In awarding the St. Louis trophy for war work to the Toledo Club, Herbert S. Houston, chairman of the committee on awards, said the advertising copy prepared for war loans by the Toledo organization was "full of a patriotic fervor and a moving sentiment that were simply irresistible."

"I think it is quite in order to state," he continued, "that seasoned advertising men though the judges were, not a single man read these advertisements prepared by the Toledo Club without tears coming to his eyes and a quick beat to his pulse and a feeling that he would immediately respond up to his last dollar had he been a citizen of Toledo. The committee was in no degree surprised that, largely as a result of these remarkable advertising campaigns, that Toledo was the first American city to go 'over the top' in reaching its quota in the fourth and fifth government loan campaigns—the only two campaigns that came within the scope of this competition. It is proper to remark, however, that Toledo was the first to go 'over the top' in the third campaign as well.

Paved Way for Salesmen

"In speaking of the campaign having a creative quality, the committee wishes to direct special attention to a most effective and unusual feature. The Toledo Club prepared and sent to France a full-page advertisement for the 'Stars & Stripes,' the famous paper of the American Expeditionary Forces and arranged to have this page advertisement held awaiting cable advices to release it. This advertisement had this striking caption—'Toledo Once Again Leads All United States Cities on Fourth Liberty Loan.' Then a striking page advertisement was used in the Toledo papers urging Toledo to make the insertion of this advertisement possible.

"The campaign did not merely consist of newspaper copy, but it was in the truest sense a broadly conceived campaign that took advantage of every advertising medium, billboards, street cars, direct-by-mail advertising, and motion pictures.

"The Toledo Club modestly and properly does not take all the credit for the success of the city in being the first to fully subscribe its quota in these first two loans, but it does lay proper stress on the fact that the advertising was so well conceived, co-ordinated and executed that it prepared the way for the Toledo Liberty Loan organization of 6,000 salesmen so that this organization was able to sell $18,600,000 worth of bonds in just five days' time from the date the loan started on September 28. While this was considerably beyond its quota, an effort was made to set a new quota of 95,000 subscriptions which, due largely to the close relationship between the advertising and the selling, the effort was reached and exceeded before the end of the drive.



Reproduction of trophy won by the Advertising Club of Toledo for having done the most valuable Government co-operation work from June 1, 1918, to June 1, 1919. This bronze plaque, presented by the St. Louis Advertising Club, is 33 by 28 inches in size. The flags are enameled in red, white and blue. The base is of mahogany.

An After-War Campaign

"The condition made by the St. Louis Club in awarding this trophy stipulated that the committee should take into consideration after-the-war advertising during the period of readjustment precisely as it took into consideration war advertising. This consideration was carefully respected by the Toledo Club, and in the complete exhibit made after the war of its claims in the contents, it submitted the advertising that was done in the 'after the war period.'

"After the signing of the armistice, the Toledo Club inaugurated an advertising campaign that appeared in all the daily newspapers of Toledo under the caption—'Toledo, Let's Go,' and bearing the slogan, 'Double Your Effort in Double-Nineteen.' This campaign definitely resulted in creating the right kind of optimism for starting the New Year after the war. The Toledo newspapers were unanimous in their reports that the club's campaign had this remarkable feature in producing confidence, resiliency and courage to go forward.

"This was a climax to this wonderfully rounded out campaign the club erected at Union station in Toledo a large welcome sign as a greeting to the boys as they arrived home from the war. This sign, which was brilliantly illuminated at night, bore this legend—'You Have Done This Job. Welcome Home, Boys. Toledo Will Not Forget.'

"The committee in making this award wishes to not merely express its unanimous opinion as to the character of this campaign, but it wishes to express a deep sense of pride on behalf of the Associated Advertising Clubs of the World that an Advertising Club and its membership should have conceived and executed a campaign that represented the very highest standards of advertising and that produced results even beyond 100 per cent."

Truth Trophy Award

In awarding the Baltimore Truth Trophy to the Cleveland Club, the chairman of the trophy committee called attention to the fact that the club had obtained subscriptions of $33,000 to finance the work of its Better Business Commission, and that from the time of the founding of this commission only two subscribers had been lost—these being public service corporations.

"In the work along financial lines," the chairman's report continued, "the plan developed in Cleveland in respect to work against 'get rich quick' concerns was so effective that it was adopted by the Capital Issues Committee in Washington and applied in all the Federal Reserve districts of the country. The essential feature of this work was the immediate sending of an extremely comprehensive questionnaire to every concern that offered stock in the Cleveland district by advertising. This questionnaire is a model which the committee would like to commend for general adoption among all the clubs.

"The banks of Cleveland, the merchants of Cleveland and the newspapers of Cleveland have united in bearing most convincing witness both to the entire fairness of the work of the Better Business Commission and the great results which that work secured."

Under the stipulations governing the award of the Women's Club Trophy, it was provided that service to the Government should be made the first condition and that the committee should also take into consideration the work done by these clubs in educating women to the appreciation of advertising; to establish greater co-operation between dealer and consumer, to developing efficiency of individual members; and to increasing the size, prestige, and influence of the clubs.

In awarding the trophy to the Women's Advertising Club of Chicago, the chairman of the award committee reported:

"While this club submitted evidence under each one of these conditions, the committee feels that it should particularly refer to what was done in support of the Women's Liberty Loan Committee of the Seventh Federal District. This committee made an appeal for volunteers to write a booklet to be used in connection with the government loan and for bond saleswomen in the Liberty Loan campaign.

"As a result of this two booklets were produced by the Women's Advertising Club of Chicago, one of which, 'The First Service Star,' published in Chicago for the Third Liberty Loan, was adopted by the Treasury Department and 3,000,000 copies of it were published and distributed throughout the nation in connection with the Fourth Loan, and, in addition to this, some valuable work was done in preparing copy for advertisements in the daily newspapers, which were handed to the Liberty Loan Advertisement Department and adopted.

"The general work of the club in respect to building up efficiency in its membership and in regard to the other conditions named, was of a high order

Praise For Competitors

"But while the committee awards the Los Angeles trophy to Chicago, it must not forget this opportunity to speak of the varied and effective work done by the League of Advertising Women of New York. In particular, the League must be commended for the extremely excellent character of its bulletin. It has done in building up the efficiency and technique of its members, and the League should be further commended for what it has done in increasing the size and influence of its own organization and women's clubs in general.

"While the Women's Advertising Club of St. Louis did not cover so wide a range of activities, it is a great pleasure for the committee to say that its work was along good lines and that much that was accomplished is deserving of high praise."

PROMOTION FOR C. B. TRAVIS

Made District Traveling Representative in Southwest for Hearst

KANSAS CITY, Mo., Sept. 28.—Charles B. Travis, for the past five years bureau manager of the International News Service in Kansas City, has been made district traveling representative of the Hearst interests, both news and feature, with headquarters here. Mr. Travis is well known in newspaper circles of this section, because of his long connection with newspapers in the midwest. His territory is one of the largest in the country, including the entire Southwest, a part of the Central west and the Northwest.

O. K. Morrison, former telegraph editor of the Leavenworth (Kans.) Times, and for a number of years with the Associated Press, has been made assistant manager of the Kansas City I. N. S. bureau and will have charge of the I. N. S. office in the absence of Mr. Travis from the city. J. S. Lewis will remain in charge of the Universal bureau. The promotion of Mr. Travis is a tribute to his long and efficient service with the I. N. S.

Attacked by Negroes

OKLAHOMA CITY, Sept. 26.—Edward J. Webster, former publicity agent for the Oklahoma State Health Department and later with the State Corporation Commission, was found wounded on the streets here, where he said he had been attacked by negroes. He is well known to Oklahoma newspapermen.

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BASIS FOR NEW STANDARDS OF PRACTICE FORMED BY NEWSPAPER DEPARTMENTAL

New Orleans Session Most Beneficial Ever Held — President Miller Will Have Board of Noted Workers to Help Him—Vice-Presidents Will Organize State Bodies—Co-operation the Keynote of 1920 Program

(BY TELEGRAPH)

NEW ORLEANS, Sept. 25.

THE Newspaper Departmental program of the A. A. C. W. convention was a tremendous success from every standpoint and members return to their homes with a new vision and clear idea of what they are going to do in the coming year and with a definite program.

The keynote of this new order is co-operation with each other for the establishment of standardization on the right business lines for publishing daily newspapers.

The sessions throughout were marked by a large attendance and intense interest in discussions looking to standardization of practices. About 200 newspaper and advertising men, with some Southern and Eastern newspaper publishers and proprietors, were in attendance. All sessions were executive, and Secretary Miller, provoked a smile on Monday by delaying the opening nearly an hour in order that he might collect dues—$10 per member covering expenses of postage, stenographic work, etc. His insistence resulted in the collection of $450. The department now has a membership of 154.

Officers for 1920

Walter G. Bryan, of Atlanta, who has just been made publisher of the New York American, was chairman of the departmental and Charlie Miller of the Birmingham News, was secretary and treasurer.

The feature was easily the earnest discussions of twenty topics, suggested by a questionnaire, recently published in EDITOR & PUBLISHER.

The officers and directors were elected at the closing session today, as follows:

President, Charlie Miller, Birmingham News; secretary and treasurer, Fred Mullis, Indianapolis Star.

Vice-presidents, representing territorial divisions: Pacific Coast, W. J. Hoffman, Portland Oregonian; South Atlantic States, A. J. Knight, Richmond Times-Dispatch; Middle Western States George M. Burbach, St. Louis Post-Dispatch; North Atlantic States, Elmer S. Horton, Providence Journal; South, Lawrence A. Foley, Memphis Commercial-Appeal; Canadian, George B. Cooper, Edmonton Journal.

Directors: Burt Garstin, Louisville Courier-Journal and Times; A. L. Shuman, Fort Worth Star-Telegram; C. H. Brockhagen, Oakland Enquirer; John B. Woodward, Chicago Daily News; Frank D. Webb, Baltimore News, and W. A. Beatty, Lexington Herald.

Representatives on National Commission: Arthur G. Newmyer, New Orleans Item, and Walter G. Bryan, New York American.

President William H. Johns, of the American Association of Advertising Agencies, addressed the departmental with respect to the Navy's advertising campaign to secure 25,000 recruits of high standard—physically, mentally and morally—between October 1 and January 1. He said that 7,000 daily and weekly newspapers would be used and that the campaign would be confined to newspapers.

He made it clear that the Navy was not seeking any free publicity, but rather earnest, active patriotic co-operation of newspaper men in order that the campaign might go away over top to the extent of 50,000 recruits, instead of the 25,000 asked for. "Patriotism is lagging," he said, "in the readjustment period and it is necessary to recruit the Navy up to the highest possible standard."

The topics were twenty in number and the concensus of opinion was as follows: The newspaper departmental favored and recognized the value of co-operation with national advertisers in providing advertisers with broadsides, letters, marked copies, etc. The department went on record as opposing selling merchandise in order to obtain advertising. The department favored the flat rate in foreign advertising and the sliding rate for the local field. It decided there should be some difference between the local and the foreign rates, due to the commission paid to agencies and foreign representatives, also because foreign advertisers secure the advantage of every edition of newspapers, while local advertising often appears only in the city edition. The department unanimously decided in favor of a uniform ratecard, as advocated by the American Association of Advertising Agencies.

It was decided that theoretically the advertiser should pay the agency charge, but that the practice is not practicable at present.

It was the sense of the department that amusement and automobile publicity should be dispensed with, except where the news department decided that such publicity was real news.

It was unanimously decided that questionable advertising of all kinds is undesirable.

Opposed to Free Art Work

It was the sense of the meeting that bonuses should be paid solicitors on increased business, thus enabling them to share in their increased production.

It was decided that it was not a good practice for newspapers to furnish free art work and cuts.

It was the sense of the department that newspapers should co-operate in every way possible, and especially in the exchange of mats and cuts. It was left to each individual newspaper to decide whether that exchange should be on free or nominal charge basis.

It was unanimously decided that it was bad practice to put news style heads on advertisements.

It was the sense of the meeting that in view of the constantly increasing cost of production, it was poor policy and bad business to make contracts for more than one year.

It was decided that newspapers should adopt the uniform advertising makeup, the departmental being practically unanimous in favor of pyramid style.

It was decided that special editions, in the general acceptance of that term, are not desirable.

It was also decided that scheme pages —"one time flashes"—lowered the standing of newspapers.

It was the sense of the members of the departmental that classified advertising could be best developed through developing reader interest.

May Form New Standard

Though there was nothing binding upon anyone in any of the votes taken to ascertain the concensus of opinion, yet the belief is that this book of proceedings will present the best judgment of representative groups of men and may ultimately form the basis for a standard of practice with respect to fundamental principles for the advertising department of the newspapers.

The Wednesday session, by far the most important of the week, was held in the magnificent hall of the Elks' Monastery and lasted from 10 a. m. to 4 p. m., with the exception of a brief recess to partake of a light repast provided by Messrs. D. D. Moore and Arthur G. Newmyer.

Resolutions were adopted thanking the New Orleans publishers for their helpfulness and kindness, also thanking Messrs. W. G. Bryan and Charlie Miller for their devotion and enterprise in providing and carrying through such constructive program.

The principal duties of the vice-presidents will be to organize state bodies of local daily newspapers. These state organizations will elect delegates to the next convention. It means practically rewriting the charter of the organization.

It is proposed that the secretary and treasurer's office be a sort of clearing house for business building ideas, distribution of mats and cuts and the hundred and one co-operative ideas that immediately suggest themselves.

Magazines of national circulation are put on notice that they have a fight on hand, as one of the delegates remarked that the magazines buy circulation in the newspapers at the rate of one-fifth of a cent per line per thousand, and sell their own space to the national advertisers at three-fifths of a cent.

Another delegate remarked that he had increased his "publishers'" rate from 30 to 60 cents per line.

"I have attended every convention since the third, which was held in Kansas City twelve years ago," said retiring President Walter G. Bryan to EDITOR &

(Continued on page 11.)

President Wilson Thanks Advertisers for Their Peace Treaty Endorsement

PRESIDENT WOODROW WILSON sent the A. A. C. W. a telegram, thanking the convention for the resolution adopted in favor of a League of Nations. The message was:

"May I not express to you my very deep and hearty appreciation of the resolution unanimously adopted by the Associated Advertising Clubs, in favor of the acceptance of the Treaty and the Covenant of the League of Nations? It is an added illustration of the public spirit and wide statesmanlike view of the Advertising Clubs.

(Signed) WOODROW WILSON."

The complete text of the treaty ratification resolution, which was presented by James Schermerhorn, editor of the Detroit Times, follows:

"The Associated Advertising Clubs of the World, upon the threshold of this, their Victory Convention, to express their gratification that the United States Senate is giving uninterrupted consideration to the one matter upon which hang the settlement of gravest business and industrial problems and the assuagement of the agonies of the whole world.

"Pledged in the printed word, as it helped to rally the patriotic man power and financial strength of the nation in a war against wars, this body feels impelled by good faith as well as by its desire to hold to the high vision that made America invincible, to reaffirm its unanimous advocacy of the Peace Versailles and the League of Nations at the earliest possible moment, without amendment or reservations involving the re-negotiations of the treaty with Germany.

"To hold companionship with Truth, with which it has linked the business ideals of two hemispheres, the Associated Advertising Clubs of the World would speedily evoke Peace, Covenanted Peace, so that the economic world—now divided and discordant—may catch the inspiration of the wiser way of composing its differences, and that this Republic may garner the full fruitage of its wartime unity, heroisms and sacrifices."

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ADVERTISING MEN FINISHED THEIR WAR WORK WITH COLORS FLYING

New Opportunities for Service Pointed Out by James Schermerhorn, Editor of Detroit Times—Aided All Branches of Government

ADVERTISING MEN, who "helped fill with printed matter the places of millions of men called to war," seem to be the only persons engaged in war work who came out of it unscratched by unjust censure, James Schermerhorn, editor of the Detroit Times, told delegates to the convention of the Associated Advertising Clubs of the World at a general session. He said, in part:

"According to some of our newspapers, our European comrades in arms were arch conspirators in aims, the world savers were world wasters, the battle cry of business should have been 'bring forth the royal divided,' patriots were only profiteers, and the red triangle bled the boys in the trenches at every angle. The Hall of Mirrors at Versailles, these prints would have us believe, was no attempt of justice, but was a torture chamber where unprotected little states had to walk on the fourteen points in their bare feet.

Advertising Men Alone "Unscathed"

"If Germany has any time to turn from the contemplation of the wages of sin, she may have a measure of consolation from the deduction from the American press reports that the war which did nothing her way besmirched everyone of us. She called it a 'Peace of Death,' but all that was killed was her hope of a merciful indemnity, while we, the victors lost our peace of mind and our reputations.

"All but the admen. These are they who have come up out of the great adventure unscathed. Let partisans rage and propagandists imagine vain things, for 'his their selfish nature to! but for the publicity host there is no back swing of the spiritual exultation that made us unified and unconquerable while the shade of Prussian despotism lay across our threshold.

"Advertising enlisted and served for the entire period of the war. There was more printers' ink than munitions at the beginning of the war. And the winged word was the real liberty in the matter of productions. Through advertising, we pressed Wilson's word forth that it would be 'force without stint' until a triumph of righteousness was achieved, and so it was.

A Versatile Medium

"Through advertising, Mr. McAdoo solicited our complaints so persistently at every retiring and waking hour in the Pullman posters that we had to complain about his invitations to complain.

"Through advertising, Mr. Hoover pronounced grace and denounced waste, at every meal, taking for his text that portion of Scripture that declares 'Better a meal of herbs where harmony is than a stalled ox and strife therewith.'

"Mr. Garfield verified, through advertising, the Lincoln slogan that you can 'fool all of the people some of the time, but you can't fool all of the people all of the time.'

"Through advertising the American ships sang again, 'Build me straight, O, worthy master, safe and strong against the tempest'; capital and labor were aligned, and womankind was classified and registered.

"The marines, through advertising, proclaimed in a manner to give the impression that there was not much for other branches to do but to stand on the side lines and look on; aviation was urged as offering the best opportunity to see the country with the privilege of dropping out if dissatisfied.

"The navy was not to a college fraternity in personnel, culture and scholarship. The tanks called to molly-coddles to become devil dogs, and treat 'em rough. The public libraries were beseeched to jump in and win the war.

"Advertising was one branch of the service with two extra presses, General Pershing and Billy Sunday counting it a great distinction to be enrolled among the copy makers.

"Advertising was the alert and the clarion, sounding warnings and saving cries. It was the wig-wag from the hilltop, the white arc on the star shell, the flash of the heliograph, the only Allied invader that got to Berlin through the President's classified copy under the heading, 'Wanted—someone to speak for the German people.'

Peace-Time Service

"Heralds of a happier time—men of the puisent pen—the hemisphere wait for another symbol, fairest sister of the one you have engarved upon the globe. It is Peace! It is conventated peace, companion of the truth, which makes men free. You who called the country to save, to serve, and to succor, in order that self-government might encircle the globe, speak to the country again, lest it forever lose the vision that made us so unified and so sacrificial.

"Let peace hold companionship with truth, speedily, so that great industrial problems and world agonies may have attention, and the martyrdom of the fallen dead may not be in vain—enduring peace, through the League of Nations, linked with the legend of truth which you have upraised.

English Visitors Return Home

A. R. Linforth and A. B. Blayney, of the Amalgamated Press, London, who have been inspecting publishing plants in the United States for several weeks, sailed for home on Saturday last. Mr. Blayney is manager of the printing department of the Amalgamated Press, not general manager of that corporation as was erroneously stated in last week's issue. Sir George Sutton is general manager.

KAUFMAN HAS ONE "HUNCH" HE ALWAYS PLAYS

TRAVELING around with a hunch that there is more to learn than he knows, there is every indication that Charles K. Kaufman, first advertising manager of the comparatively new Du Pont Chemical Company of Wilmington, Del., will some day arrive.

The Du Pont Chemical is something new and has several unique business problems to solve, not only in operation but in its advertising As a short cut, it might be called "an industrial department store." Its present advertising policy is to use the trade and technical press. They have much machinery for sale that was built for war uses that are now being offered to plants for the manufacturer of peace products.

"This company, we feel, is doing a practical part of the actual transition of the world from a war to a peace basis," said Mr Kaufman to EDITOR AND PUBLISHER recently.

Mr. Kaufman, who, by the way, is only 33 years of age, secured his first advertising experience as a classified solicitor for the New York *American*. From 1909 to 1915 he sold real estate and summer resort clothing for that paper. In 1916 he was special copy writer for the Knapp Company, Inc. Later he was connected with the Arkenberg Special Agency, where he helped to handle classified advertising for American and Canadian newspapers.

In 1918 Mr. Kaufman joined the Du Pont Company as assistant to E. F. Carley, advertising manager of the Explosives Division.

Francis Is Welcomed Home to St. Louis

Ambassador to Russia Guest of 1,000 Business Men—Praised by President Wilson

ST LOUIS, Mo., Sept. 29.—Upon his return to St Louis after three and a half years of service as Ambassador to Russia, former-Governor David R. Francis, owner of the St. Louis Republic, was the guest of honor at a banquet, attended by a thousand of the city's leading professional and business men. The hosts were members of the St. Louis Chamber of Commerce and the Merchants' Exchange.

A letter of regrets was read from President Wilson, as follows:

"I wish with all my heart that I might be present at the reception and banquet to be given Ambassador Francis in Saint Louis so as to impossible for me to be there, will you not convey my sincere congratulations to the Ambassador? He has merited the admiration and gratitude of the country. No one could have been more steadfast, more courageous or more consistently guided by principle than he was in all of his dealings with a situation which was difficult to the point of impossibility."

Governor Francis reviewed his experiences in Russia and pointed out the dangers of Bolshevism in this country.

George P. Lord Resigns

WILMINGTON, Del., Sept. 24—George Frank Lord, for nine years advertising director of the Dupont de Nemours Company, tendered his resignation last Saturday to take effect October 20.

Editor Describes Suffering in Corpus Christi

Whitehead, Last to Be Rescued from Spohn Sanitarium, Realized Comfort of Prayer

CORPUS CHRISTI, TEX., Sept. 23.—Col Ben G. Whitehead, editor of the Mc-Allen Sun, was the last patient to leave the Spohn sanitarium on North Beach, which was under several feet of water and badly damaged by the terrible storm that swept life and property in this part of Texas last week. Col. Whitehead was one of 53 patients in the institution, 48 of whom were saved, the other five, including a nurse, are missing and are believed to have been drowned. Describing his experience during the storm Col. Whitehead said:

"It was the most horrible night that can be imagined. Wing after wing of the building was swept away, but we kept clinging to the remaining parts of the structure.

"While I did everything to quell the rising hysteria among the patients and other inmates of the hospital, I continually felt that every minute would be our last, as we were cut off from land and the water was steadily eating away our shelter.

"Once we were all huddled together in the rear portion of the old building over the boiler room. The sisters were all saying their prayers in concert. I did not know how to say them their way, and I was sorry, for it was time to pray.

"At 3 o'clock the last patient was transferred from the new wing to the old portion of the building when the vacated wing dropped into the sea, carrying the chapel with it.

"With the sunlight came hope, and instead of prayers for helpfulness, on every lip came prayers of thankfulness. Finally a boy named McCuistion and another lad waded out to us and in another hour a boat came. During the afternoon we were all taken off and brought to the court house."

Oregonians Favor Taft

SALEM, Ore., Sept. 24.—Some forty-five editors of Oregon Republican newspapers have made public their respective preference, giving their first, second and third choice. Mr. Taft had 15 votes on first choice, Mr. Hughes 12 and General Wood 11. A significant feature of the poll of these editors was fixing the standing of possible candidates, like Borah, Johnson and Poindexter, who have taken a position of open hostility to the league of nations

Former Editor Heads Bank

WICHITA, Kan., Sept. 26.—Miles Lasater, at one time owner and publisher of the Paulo Valley Oklahoma Democrat and a prominent Oklahoman, has been made president of the Wichita (Kan.) Federal Farm Loan Bank.

Chicagoan Buys New York Paper

CHICAGO, Sept. 24.—The Sporting Goods Sales Journal, of New York, has been bought by the Tradepress Publishing Corporation, of this city, where it hereafter will be published under the name of the Sporting Goods Journal. T. J. Sullivan is the editor.

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"HUMAN DYNAMO," CHARLIE MILLER, OUTLINES PLANS FOR NEWSPAPER DOMINATION IN 1920

Supported by Secretary-Treasurer Fred Millis and Other Wide-Awake Leaders, He Says Nothing Less Than Departmental Membership of 1,000 Before Indianapolis Gathering Will Satisfy—Has Record for Completing Everything He Starts

By W. H. Hendrix

(Telegraph from Birmingham, Ala.)

NOW THAT YOU are president of the daily newspaper department of the Associated Advertising Clubs of the World, what are you going to do about it?" was the first question fired at Charlie Miller, advertising manager of the Birmingham News, after he had concluded a conference Saturday with Fred Millis, of the Indianapolis News, newly elected secretary-treasurer of the organization.

Saturday afternoon was the first time "the little human dynamo of Birmingham" had been within reach of an interviewer for days. Arriving home from the New Orleans convention of the advertising clubs, he had brought with him a score of delegates from different sections of the country for a stop-over on their way home, and had been busily showing them the industrial district.

After that was completed, Mr. Miller spent two days fasting in observance of the Hebrew New Year. This period of quiet was followed by a strenuous dive into the campaign to raise $100,000 for the Young Men's Hebrew Association fund. Pausing a moment, he hurried to the News office Saturday for a conference with his colleague in the A. A. C. W., and after that ran into the waiting arms of the first interviewer who had been successful in stopping him for days.

All this is cited as characteristic of Charlie Miller, known in his home town and elsewhere in the South as "the human dynamo." Besides his newspaper work, he is constantly identified with half a dozen other enterprises, which within themselves would use up the energies of many men. But with all his diversified activities he still retains the qualities which have earned for him the title by which he is known to as many persons as by his own name.

Two Leaders Agree

After the conference held by the chiefs of the A. A. C. W., both were elated over plans adopted and the outlook for the year.

"Looks like we are settling down to real business now," Mr. Miller declared.

"Things will hum from now on," Mr. Miller concluded.

Delay in receiving stenographic reports from New Orleans prevented the completion of many details and delayed the perfection of many definite plans. The various topics discussed at New Orleans were taken up in their relative order and plans for increasing the membership were gone over and adopted.

Both men were enthusiastic over the membership prospect and declared that the convention at Indianapolis next year will find more than five hundred newspaper men in session.

At President Miller's suggestion, the country was divided into sections, and a vice-president was elected for each section.

These vice-presidents will call sectional meetings and personally look after the membership in their particular section. Through this method President Miller states that the membership next year should be 1,000.

"I am very fortunate in having such a fine lot of newspaper men elected as my associates for the daily newspaper department for the coming year," he continued. "With men like Frank Webb of Baltimore, Bert Garstin of Louisville, A. L. Shuman of Fort Worth, Carl Brockhagen of Oakland, William Hofmann of Portland, Col. Beatty of Lexington, Walter Bryan of New York, William Woodward of Chicago, Arthur Newmyer of New Orleans and the others, whose names I have unfortunately forgotten for the moment, I feel sure we are going to accomplish great things for the advertising departments of the various newspapers who join our association.

"It was certainly wonderful to see more than 200 live newspaper men in session in New Orleans. It was so many more than we had hoped for that we found ourselves crowded in the space allotted to our department and had to adjourn to the wonderful Elks Club.

"In addition to the vice-presidents for the various sections of the United States we will probably have one or two vice-presidents for Canada, one for England, and one or two for the Latin-American countries We had one Canadian delegate, and there were representatives from two Mexican papers."

"Rowe Stewart of the Philadelphia Record and Arthur Newmyer of the New Orleans Item, two former presidents of the daily newspaper department, told President Walter Bryan that the meetings just closed in New Orleans were by far the greatest in the history of the newspaper department," said Mr. Millis.

"In fact, Mr. Newmyer stated that there were four times as many newspaper men present this year as there have ever been before. President Bryan passed on the credit for the successful meeting to Charlie Miller, advertising manager of the Birmingham News, who was the secretary and treasurer last year, and he personally looked after the campaign to elect Mr. Miller as president to show the convention's appreciation for his wonderful work in assembling such a large number of delegates," he added.

Among the speakers at the Daily Newspaper Department were William H. Rankin of Chicago, James Brown, publisher of Editor & Publisher, New York; Frank D. Webb, advertising manager Baltimore News; A. L. Shuman, advertising manager Fort Worth Star-Telegram; George Creel, former chairman United States Committee on Public Information; Jason Rogers, publisher the New York Globe; Fred Millis, assistant advertising manager, Indianapolis News; A. B. Weitz, advertising manager Tulsa (Okla.) Democrat and Tulsa Morning Times; Herman Philipson, advertising manager Dallas (Tex.) Times-Herald, and William Woodhead, former president of the Associated Advertising Clubs of the World and now director of advertising for the Sperry & Hutchinson Company, New York.

Important Problems Discussed

Twenty important problems of special interest to the advertising departments of daily newspapers were thoroughly discussed Among them the following:

"The value of cooperation with national advertisers and to what extent it should go." It was the concensus of opinion that newspapers should co-operate with advertisers in sending out broadsides, dressing windows, and in many other ways, but that the advertiser or the advertising agency should bear the expense for such work.

In speaking on this important subject, William H. Rankin stated that he would go on record for his agency and that it would cheerfully pay for the handling of broadsides and other material requested by his agency.

"Should newspapers sell merchandise in order to obtain advertising?" was discussed. It was decided that it was newspaper's province to print advertising and help the advertisers, but that it was unfair to ask them to become salesmen.

"Flat rate versus sliding scale, was the third subjcused. The majority of the delegates present preferred the flat rate for the foreign field and the sliding scale for the local field. It was decided to ask all members to adopt the uniform standard rate card suggested by the American Association of Advertis-



CHARLIE MILLER

(Continued on page 12.)

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A FEW SIDELIGHTS AT NEW ORLEANS

Newmyer and Florea Get Presents—Newspaper Men Helped Everywhere—Creel Proposes National Bureau of Advertising

(BY TELEGRAPH)

NEW ORLEANS, La., Sept. 25.—Arthur G. Newmyer, associate publisher of the New Orleans Item, was called to the stage at Thursday's afternoon session of the A. A. C. W. Convention and presented with a massive silver loving cup, beautifully engraved in token of the appreciation of his services "to the profession of advertising."

President W. C. Darcy made the presentation in name of the clubs, paying gracious tribute to the untiring efforts of Newmyer and saying in brief: "I want to say that in all the troubles that have come up through the war that related to this business of ours, one outstanding figure in all this finance building and program building and organization work has been A. G. Newmyer. He has been an outstanding lieutenant. I want to grasp him by the hand and express the thought and feeling and admiration on the part of every member of the executive committee and myself personally.

"Advertising used to be misunderstood in local communities and a man with a reputation in advertising could not get that reputation outside the ranks of advertising. To-day he is a marked man with distinction when he is in the advertising business, and Mr. Newmyer is destined for bigger things in business and in advertising."

A good story is told on "Ed" Meredith, new A. A. C. W. president. It runs that back in 1905 he sent for William H. Rankin from Indianapolis to come to Des Moines to see him. At those days Rankin was in the advertising department of the Indianapolis Star, making the magnificent salary of $25 a week. Meredith offered Rankin $40 to go to Des Moines to be advertising manager of Successful Farming. Rankin wanted $45 a week, but Meredith said he was not worth it—and that's the reason Rankin is an advertising agency man and not a farm paper publisher or advertising man today.

Mr. Meredith said today that "Rankin is worth more to me creating farm paper advertising for Successful Farming than he would be on my payroll. He has created thousands of dollars' worth of high-grade business for Successful Farming, and I still maintain that I made money by not offering Rankin $1 more a week to go to Des Moines, and I am sure Rankin feels the same way."

Those two men are fast friends, in business and personally, and it all dates back to 1906 when Rankin made his first visit to Des Moines.

"Making Them See It" is the title of a talk delivered at the financial advertisers' meeting by W. A. Schulte, advertising manager of the Cleveland Trust Company. Cleveland had 12 representatives. Mr. Schulte is one of the most successful publicity men in his city. The home offices of the Cleveland Trust Company occupy a building on the "flat iron" site, at East 9th street and Euclid avenue. A ground space in front is constantly used during good weather for industrial exhibits that are educational in their nature. The exhibits are changed weekly and attract thousands of people daily. A chocolate factory recently showed the process of making chocolate. Farm machinery, drill, chain, wire making and other educational lessons along industrial lines are shown at various times.

Park S. Florea, secretary and treasurer, was presented with a handsomely engraved and monogramed gold watch, chain and gold pencil in recognition of "ten years' faithful service to the Associated Advertising Clubs—1909 to 1919."

New Orleans newspaper proprietors and editors gave freely of their time and effort to the entertainment of the visiting advertisers, advertising agents and advertising men. James M. Thomson and Marshall Ballard of the Item, Colonel Robert E. Ewing and his sons of Daily States and D. D. Moore and Mr. Ehaugh of the Times-Picayune were always in evidence at the shrine, Elks, golf, country and yacht clubs, as well as general sessions.

All three newspapers carried page upon page of paid advertising, this volume of extra business being previously estimated at twenty to $25,000 dollars per paper more for the five days this week than was printed in the same number of days in the same week last year.

As an evidence of true southern hospitality, one of the ladies of the New York delegation, consisting of 117, told the story of the purchase of a pair of shoes. "Shall I charge them," asked the clerk.

"Why, of course," said the lady, giving her New York address. Immediately the shoes were delivered to her hotel. This instance was not unusual and was explained by one of the local publishers, as due in no small degree to prepaid convention advertising in which standing and responsibilities of delegates were stressed.

Official registration totaled about 1,900, of which New Orleans quota was about five hundred.

President Meredith was notified at the Washington Federal Reserve Bank conference by wire of his election and immediately accepted.

George Creel made three addresses, at the general sessions, newspaper department and New Orleans Chamber of Commerce. He was unreserved in his expressions of appreciations of newspaper and advertising work during the war.

He told how America and American ideals had been interpreted to the rest of the world through use of government wireless, under authority of the secretaries of navy and of war; how American advertising had been distributed in millions of lines through the press of the Allies, and into Germany and Austria and even far off Russia; he said all this constructive work had been discontinued since signing of the armistice and now America is right back where she was before—dependent upon Havas and Reuter and other subsidized press associations, which delight to tell of American lynchings and political disagreements and to emphasize the grotesque and bazarre in our national life. Mr. Creel earnestly urged the formation of a national bureau of advertising under the auspices of the department of commerce. This matter has been given due under advisement by the new executive committee, which is also considering promulgation of a definite plan to be utilized as a basis for the elimination of strikes and industrial unrest that is curbing production.

It is the belief of many, however, that no immediate action will be taken in this matter, as the new president, Mr. Meredith, is one of twenty-four Americans called to meet in Washington on October 24 to consider industrial problems.

The cornerstone of the new home of the Times-Picayune was laid Wednesday by President W. C. Darcy. The ceremony took place at five o'clock and a large crowd was in attendance. D. D. Moore, presiding, said that the Times-Picayune's new home would be the south's most modern newspaper plant.

Mayor Behrman said that New Orleans is 200 years old, but in all that time no cornerstone had been laid for a newspaper building. The city records showed that in all that time a building has not been erected for a newspaper home, while there have been many newspapers published here. He said each one was started in a building already erected.

W. H. Rankin of Chicago was the best advertised product outside of paid advertising columns of daily newspapers. Some expression of his, generally a boost for a friend, was always in evidence and generally in the form of an interview or signed story or picture.

The New Orleans Item's prize for the best convention advertisement was won by Mennen's "Jim Henry" copy nationally, and the Grunewald Hotel series locally.

The Financial Advertisers' Association at its final session adopted a resolution thanking the City of New Orleans, the banks, trust companies and investment bankers of the city for their generous hospitality and particularly did the Association express its thanks to Fred W. Ellsworth, R. Hecht, Bruce Baird, and Fred Hamlin for their efforts in arranging exhibits, program, and local details.

The resolution also thanked the financial press and newspapers of New Orleans for their co-operation, and lauded the officers of the association for their splendid work during the past year.

Another resolution was adopted by the financial advertisers establishing what will be known as associate membership to include publishers of financial journals and agencies devoted to financial advertising. Such members must subscribe to the standards of practice of the association.

Annual dues for corporate or individual membership will in the future be $24, and annual dues for associate members $20.

AUSTRALIA CLEANS UP IN ADVERTISING

B. E. Pike, Delegate from Brisbane, Tells of Greater Respect by Business Men in Recent Years for Profession

Advertising and advertising men were in "ill repute" in Australia a few years ago, but conditions in this respect have been greatly improved through efforts of the advertising men themselves, B. E. Pike, representing the Advertising Clubs of Australia, said in an address at the A. A. C. of W. convention at New Orleans. He continued:

"When I first started in business for myself in partnership with another man in Queensland, I remember my first experience as an advertising man, as an advertising service agent.

"I had to call upon the president of one of the largest concerns in Australia. He was a big man, and I am thankful to say that he sent for me—but he had forgotten about it. I sent in my card, and he poked his head out the door, around the corner, and said:

"'What in the hell do you want?'

"I said, 'I think you sent for me, Mr. Smith.'

"'Who are you, anyway?'

"'You have my card, sir,' I said.

"'Oh, advertising man, eh?'

"I said, 'Yes.'

"'I don't want to have anything to do with you damned advertising sharks.'

"That was the position was a few years ago in Australia with regard to advertising men. I am sorry to say that this was, to a very large extent, brought about by the advertising men, but we are going to clean it up, and we have made a good start. We are doing some very good work.

"When a first convention in Australia was floated last year, we had great difficulty in securing first the co-operation of the business men. They looked upon us askance and they were a little suspicious of what we were going to do. The business men, largely, financed that convention. They saw it through.

"I am very glad to be able to tell you that this first Australian convention of advertising men was held in my home city of Brisbane in September of last year. I am also very proud to be able to state that the convention was a large success. We financed it; we paid the fares of the delegates and their hotel bills and their fares back to their homes. We are proud of that, but, of course, that is not to be a precedent of future conventions.

"The next convention will be held in Sydney on my return in January. We want, if we can, to secure co-operation of you American business men and advertising men to help us to work to those ideals which you are now nobly preparing. What I want to get from you gentlemen is the full data of the Better Business Bureau. We want to institute that in Australia from one end to the other.

"I know that I can count upon your co-operation to this end. We want to know more about your system of education along the lines of advertising. We also want, if we can, to get some data with regard to circulation."

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A. A. C. OF W. MUST CARRY A HEAVY BURDEN IN PEACE AND RECONSTRUCTION

William H. Rankin Says the Organization's Great War-Time Work Must Continue for Good of All America

NEW ORLEANS, Sept. 23.—The vital part advertising played in winning the war with Germany and the tremendous influence it must exert in continuing to maintain home morale during the period of reconstruction was dealt with at length by William H. Rankin, who was vice-chairman of the National Advertising Advisory Board, speaking before the opening session of the Newspaper Division of the A. A. C. W.

Pointing out that advertising had been a vital necessity in driving home to the people the need for action in every war-winning movement, Mr. Rankin gave full credit to display space and especially that carried in newspapers for the success of the Red Cross, Knights of Columbus, Salvation Army, Y. M. C. A. and Liberty Loan Drives.

The Great Plan and Wonderful Accomplishment.

Mr. Rankin said, in part:

"At our war convention in St. Louis in 1917 the question in the forefront of every man's mind was:

"'What part will advertising and more particularly what part will the advertising clubs play to help win the war.' That question was answered at that convention. It seemed that every man there was consecrated to the government—to winning of the war and the devotion of advertising to that one end. At this convention of patriotic advertising men, the plans were laid, and the campaign started, which resulted in the most successful demonstration of the advertising ability of the Associated Advertising Clubs that the world has ever known.

"And let me say, gentlemen, when those definite plans were laid before that great convention, the enthusiastic acceptance was inspiring—a prophecy of the result.

"For those plans, definitely showed how each club, how each paper, how each advertiser could help win the war. Not only to secure through advertising aid for the Red Cross, or to sell Liberty Bonds, but to tell a gripping story that reach down to the hearts and souls of the people, a story that would fire and inspire them to their great responsibility to do the work at home, a story that would reach across the water to the boys over there, and hearten them to endure the black discouragements of the trenches, and fill them with high courage that would make their drives irresistible. That, gentlemen, was the plan, and the accomplishment more than achieved our fondest hope.

A Direct Aid

"In every one of the scores of government advertising campaigns the Associated Advertising Clubs were counted upon. And invariably, the most constructive, the most definite ideas came from members of the Associated Advertising Clubs. And when the campaigns were launched, the clubs themselves backed up the men in immediate charge of these campaigns, and guided them to an unqualifiedly successful conclusion."

But probably the most striking in its direct results and importance of the war work accomplished by advertising, Mr. Rankin said was the great advertising campaign designed to bring home to every man between the ages of 18 and 21, and the ages of 31 and 45, the necessity of presenting himself for registration under the second of the Selective Service law on September 12, 1918, of it he said:

"Because of the fact that the time between the announcement of the date of registration and the date itself was only twelve days, the Provost Marshal General of the United States felt that it would be almost impossible to give adequate notice to every man expected to register under this Selective Service law.

"The Division of Advertising, the Associated Advertising Clubs, and the Newspaper Division of the American Association of Advertising Agencies, were called into action together with the leaders of practically every branch of the advertising profession in the United States. The first registration had fallen several hundred thousand names short of the estimated number who should have registered. This was not attributed to any lack of patriotism but to the fact that the law and its application could not be adequately brought home to the people of the United States in the brief space of time available for this notice.

"I shall never forget a meeting in New York City at which were present the leaders of every branch of the profession of advertising; a group of men who combined, had invested in their business lifetimes hundreds of millions of dollars in advertising. At the outset of this meeting these men were practically unanimous in the belief that no advertising campaign could be formulated and published in the twelve days between the announcement of the new law and the date of registration.

Winning the Time Handicap

"However, the representatives of the Associated Advertising Clubs of the World with an irresistible and confident optimism maintained against all objection that the thing could be done.

"It will be a part of the everlasting glory of the advertising profession in America that the thing was done—that the greatest advertising campaign of the war was the campaign for registration under the second Selective Service law. Instead of a deficit of names at the close of the campaign there were over 900,000 more men who had signified their willingness to serve their country under arms than the most optimistic estimate of the Provost Marshal General.

"Of course, we will not have the opportunity to do the work for our government to the large extent that we did in the War Advertising Convention at St. Louis, but we can in the commercial world do just as big work, just as enthusiastic a work, and accomplish as many big things through concentrated effort and co-operative work.

"I am sure advertising men will consecrate themselves as never before to bring about the proper conditions in this country, so that it will eliminate the Bolsheviki, minimize labor troubles, and place advertising and advertising men behind our government so that every country of the world will know the United States stands as a unit for all that is great and good and fair commercially, just as we did when we entered the great war so unselfishly.

"President Wilson realizes, as no other President did, the value of the service of advertising men and of advertising. He created by one stroke of the pen the Division of Advertising which placed the profession on the same high level as banking, the law business or any other high-grade profession. So it is to him after all and through his personal representative, George Creel of the U. S. Bureau of Public Information, we owe the fact that advertising has at last come into its own—a respected, dignified, and vital profession on which the government leans heavily when it desires to reach the 110,000,000 people of this great country in an unbiased and controlled publicity way."

Basis for Standards of Practice

(Continued from page 7.)

PUBLISHER." We accomplished more at New Orleans than we had in all preceding twelve years. This is the first convention I have ever attended that was absolutely devoid of kicks and protests. Prices here have been fair hospitality worthy of the best traditions of the South, every man jack of us leaves satisfied with our work and our reception.

"New Orleans put the daily news department on the international map. It brought forth the gospel we are going to preach.

A Two-Fold Mission Done

"First, to convince newspaper men of the value of their own products, then convince the advertising public.

"We have been like children handling a powerful piece of mechanism. We have oiled it and polished it, but never set our hand to its throttle. The engine is now under way, New Orleans did it.

"The meeting was epochal. Its results will be felt from coast to coast. The Indianapolis convention will show gorgeous on the flower that blossomed first in New Orleans.

"Mr. Bryan left for Atlanta tonight and in two weeks he will take np his new position with the New York American.

"In two weeks after that the daily newspaper department will learn in detail of the result of the work of the most industrious bunch of delegates that ever represented newspapers at any advertising club's convention.

"In two weeks the daily newspaper department has set its feet at work and the race is on. Its slogan is "Daily Newspaper Advertising Is the Highest Force on the Globe." And the department is prepared to prove it. It has looked into its own soul, confessed its faults, remodeled itself and now is in the pink of condition and ready for the fight.

It has the goods and wants one thousand newspapers on the membership roll when the Indianapolis convention is called in 1920.

Miss Martin Gets Silver Cup from Admirers

First Woman on A. A. C. W. Executive Committee Plans Monthly Bulletin and Other Features

NEW ORLEANS, Sept. 25.—Immediately after her election as the woman member of the executive committee of the Associated Advertising Clubs of the World, Miss Jane J. Martin, advertising



MISS JANE J. MARTIN

manager of the Sperry & Hutchinson Company, was the recipient of a loving cup, given by her associates of the League of Advertising Women, New York. In making the presentation, her friend explained the cup was given in recognition of her services not only in connection with the upbuilding of the League of Advertising Women, but also in behalf of the general movement in behalf of advertising women and advertising women's clubs.

The advertising women made plans for intercommunications relative to club activities. A monthly bulletin is to be compiled, out of reports from all the women's clubs, and will be mailed from the headquarters offices of the Associated Advertising Clubs in New York City.

Miss Mary B. Ennis, advertising manager of the Emporium, of San Francisco, was elected president of the conference of advertising women. Miss Ennis will appoint a secretary of the conference, selecting a woman member of the Advertising Club of Indianapolis, the latter being the next convention city.

Parrott Heads Club Secreteries

NEW ORLEANS, La., Sept. 24.—The Conference of Advertising Club Secretaries elected Norman M. Parrott of Baltimore president, and E. A. Guice of Tulsa secretary. The club secretaries are planning to issue a monthly bulletin pertaining to the problems of local club management. Mr. Parrott will have direct charge of this bulletin.

Topekans Wedded

TOPEKA, Kan., Sept. 25.—Carl P. Bolmar, member of the editorial and art staff of the State Journal, and Miss Jean Nicol of Topeka were married September 20.

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"HUMAN DYNAMO" CHARLIE MILLER

(Continued from Page 9)

ing Agencies. The newspapers interested will be sent specimens on request to the secretary and treasurer of the daily newspaper department also.

"The use of the news style heads on display advertisements set in imitation of reader," was generally condemned and the newspapers throughout the country will be asked to drop that style of heads.

News Style Ads Condemned

In the disensision of "The Value of Automobile Publicity," it was pointed out that over ninety per cent of the present day automobile publicity was purely personal advertising and was being printed at a tremendous cost to the publishers. Telling how to take care of cars without mentioning the name of cars, featuring good roads for automobiling, are a part of that sort, was decided as being legitimate automobile publicity, but the use of publicity carrying pictures of cars, photos of salesmen, garages, etc., was generally condemned.

A complete digest of the proceedings is now being prepared and a copy of it will be sent to every member of the Daily Newspaper Departmental.

There were many other subjects discussed, many of a confidential nature, which even the trade papers were asked not to print.

Proceedings Available to All

Mr. Miller told the representative of the Editor & Publisher that any daily or weekly newspaper in the United States that could not have a representative present at the convention, but who was interested in reading a digest of the entire proceedings, could secure a copy of this digest by becoming a member of the Daily Newspaper Departmental. The dues for this department are $50 per year and checks can be sent to President Charlie Miller, care the Birmingham News, or Secretary and Treasurer Fred Millis, care the Indianapolis News.

"You know, it is really wonderful when you stop to think of it, that men came from Maine to California and from the Lakes to the Gulf to attend our convention and in spite of the terrific heat sat through our long daily sessions," said Mr. Millis. "On the last day (Wednesday) we had so much to do that we started in at 10 o'clock in the morning and through the kindness of Arthur Newmyer of the New Orleans Item and Daniel Moore of the Times-Pieayune. we were served a splendid luncheon (and did not have to leave the clubrooms) so that we could continue our session right straight through until six o'clock that evening.

Publishers Also There

"Not only were there many advertising managers present, but we had quite a few publishers in spite of the fact that this meeting was particularly for advertising managers," said President Miller. "Such well known publishers as Victor Hanson of the Birmingham News; Jason Rogers of the New York Globe; Col. Wortham, of the Fort Worth Star-Telegram; M. E. Foster, of the Houston Chronicle; and several others accompanied their advertising managers to our sessions.

"And by the way we must not forget that we had several newspaper women present, among them Mrs. Bnrr Ferguson, the famous 'Polly' of the Birmingham News, who was officially adopted as the pet of the convention; clever Bera Morel and a number of other New Orleans newspaper women were in constant attendance at our sessions.

"You know the publishers and editors have their own great organization in the American Newspaper Publishers Association, but we poor little advertising managers have no association and this Daily Newspaper Departmental of the Associated Advertising Clubs of the World is designed especially for us. We can meet here every year and thoroughly discuss our problems, the problems that the publishers are not concerned with unless we fail to produce results. At these sessions we can take up the dozens of little things that worry us.

Vital Problems Solved

"For instance one advertising manager announced that he had come to the convention solely to find out the best plan for notifying foreign advertisers of the raise in rates. He said he had written a number of newspapers about it, but that none of them had offered him a good suggestion. He discovered just the right method by attending our sessions.

"Another man came all the way from Los Angeles to find a practical bonus plan, and he found it by having it discussed at our Wednesday session.

"Still another man came from Iowa to find the best means of handling foreign advertising and by discussing it with the various members he secured a satisfactory plan.

Great Plans for Next Year

"In fact, there are no problems that cannot be solved through constant attendance at the sessions of the annual meetings of the Daily Newspaper Departmental and I feel that I am not a bit too optimistic when I say that we will have more than 500 men in attendanee next year in Indianapolis.

"Mr. Millis and I are going to see that the convention committee reserve for our Departmental the largest and most comfortable hall in Indianapolis. We had the largest crowd of any department assembled in New Orleans and therefore feel that we are entitled to the best quarters.

"The daily newspaper departmental of the Associated Advertising Clubs of the World is now on the map in a big way, and I predict will lead all other departmentals in the point of importance and attendance.

"I want to take this opportunity to thank EDITOR & PUBLISHER for the liberal space it devoted to the Convention that has just closed. I feel it helped greatly in securing such a large attendance this year and through EDITOR & PUBLISHER I want to tell the newspaper men who read it and who are not yet affiliated with our department that they are missing something by staying out."

Soon after the conference, Mr. Millis left for Indianapolis and Mr. Miller devoted forty-two seconds to the serious consideration of where he could go out and inject a little new enthusiasm into the Kiwanis Club Committee, which he heads, complete his campaign organization plan for the Young Men's Hebrew Association, or go out and corner another advertising contract before eating dinner.

He decided to accomplish all three things in order to make it an average Charlie Miller Day.

Charlie Miller, who for the past four and one-half years has been advertising manager of the Birmingham News, came to Birmingham from the Louisville (Ky.) Herald, where he had served as advertising manager for a number of years. He received his early training on the Chattanooga (Tenn.) News, going from a beginning to a profeicient ad man on that newspaper. He is married and has no children.

In Birmingham, Mr. Miller is active in social, club and business life, a prominent member of the Kiwanis Club and all advertising men's organizations. His activity in eliminating "fake" advertising and establishing more intimate relationship between newspapers and advertisers has attracted wide attention all over the South.

Stockley Leaves Washington

Baltimore, Md., Oct. 1.—The George A. Deatel Company announces the addition of Sherwood C. Stockley, advertising director of Parker, Bridge & Co., Washington, to its agency staff.

PUBLISHERS!

The Secretary of the

A. A. A. A.

(N. Y. Council)

IS SPEAKING!

Schworm-Mandel, Inc., Sept. 19, 1919.
456 Fourth Ave., New York City.

ATTENTION OF MR. G. V. SCHWORM.

Gentlemen:

At your request I have made a personal investigation of the "5 & M Insured Delivery Service" in our agency, and want to congratulate you on the prompt and efficient daily delivery of the newspapers and magazines which you forward. It is absolutely necessary that we check all advertisements before bills are paid and owing to the non-arrival of the out-of-town papers the closing of many accounts is held open for a considerable length of time. Your service overcomes this fault, and we have been enabled to check up our out-of-town advertisements daily as your service has yet to miss a daily delivery.

I trust that your service will be broadened to take in many more publications. The more the merrier and the more help it will be, not only to the agency but to the publisher—it means prompt payment to him of his bills.

Please accept my thanks on behalf of the agency for your good work and I will gladly recommend this service to any doubting Thomas you may refer to me.

Very Truly yours,

MACLAY & MULLALLY, INC.
(Signed) W. T. MULLALLY.



"AMONG US MORTALS" Hill's funny characterizations will be found ON PAGE 17, TMIS SECTION

Des Moines Sunday Capital

Last Edition

VOL. I, NO 22 DES MOINES, IOWA, SUNDAY, SEPTEMBER 28, 1919

STEEL MEN ... DAY

Labor Test

NO ATTEMPTS MADE TO HALT A WALKOUT

Industrial Struggle Affecting Entire Country Will Result If Claims of Leaders Are Fulfilled.

By FRED S. FERGUSON,
United News.

PITTSBURGH, Pa., Sept. 28—(Special)—The first gathering of representatives of the steel workers and the steel corporations since the strike was called was the meeting held here today by the committee of the men and the executive committee of the United States Steel corporation.

The meeting was held in the offices of the Carnegie Steel company in the Carnegie building, and was the first meeting between the committee of the men and the executive committee of the steel corporation since the strike was called.

The meeting was held behind closed doors and workers in the steel industry throughout the country are anxiously awaiting the outcome of the conference.

The meeting was called to take up the matter of the right of the men to organize and the recognition of the steel corporation of the organization of the men. The men are demanding the right to organize which the steel corporation has refused to recognize.

There is no thought in Pittsburgh that the meeting today will result in a settlement of the controversy, but it is generally believed that the meeting will be the beginning of negotiations which will result in a settlement of the strike. The fact that the meeting was held at all is taken to indicate that the corporation is willing to meet the men in conference.

EXTRA POLICE FORCE IN.

In the meantime, between now and Monday morning, both sides will be preparing for the conference. The sheriff's office here has increased the police force by 100 men, and the police department has also increased its force by 100 men. Both forces will be used by the corporation in protecting its property and its employes. Chiefs and other officers of the police department have been warned to be prepared to call out the entire force at a moment's notice.

CRIMINAL INTIMIDATION.

Both sides claim intimidation of workers by the other side. The corporation claims that the men are using criminal intimidation to prevent workers from going to work. The men claim that the corporation is using criminal intimidation to prevent workers from joining the union. Both sides claim that the intimidation is being carried on by gunmen employed by the other side.

Reports from various parts of the district indicate that the strike is being effectively carried out. Many mines are closed down, and the mills are operating with greatly reduced forces.

Reports from Youngstown indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Cleveland indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Chicago indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Gary indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Wheeling indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Johnstown indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Buffalo indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Bethlehem indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Sparrows Point indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Coatesville indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Harrisburg indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Lebanon indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Reading indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Allentown indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

Reports from Bethlehem indicate that the strike is being effectively carried out there. Many mills are closed down, and the mills are operating with greatly reduced forces.

LAYMAN MODERATOR MEETS WITH BOARD

MAKE LEVIATH

WILSON WOULD TAKE NEW PLAN TO CONFERENCE

ident Declares If Opposition of League Fred Better Plan He Will Take It Europe.

ES OPPOSITION ASED ON REASON

Man Has Right to Constructive Pl He Has a Pe

The Des Moines Capital
Published Evening and Sunday
Circulation 30,000
Largest in the State
Des Moines, Iowa

Lafayette Young
Publisher

September 25, 1919.

Mr. L. C. Earnist,
General News Manager,
United Press Associations,
New York City.

My dear Mr. Earnist-

We are very much pleased with the Saturday night service, and at this time, we have no suggestions or criticisms to make.

In my judgement, this is an ideal service for Sunday morning newspapers. If we should at any time, have any suggestions to make that we believe would improve the service, for our purposes, I will not hesitate to write you.

With kindest regards, I am,

Most cordially yours,

THE DES MOINES CAPITAL.

W. C. Jarnagin
Managing Editor.

W. C. Jarnagin
IDB

United Press Associations

GENERAL OFFICES NEW YORK

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TELLS HOW TO BEAT STOCK SWINDLERS

Winner of A. A. C. W. Trophy for Constructive Work Says "Investigate Before You Buy"— Presents Questionnaire Form

Cleveland, O., Sept. 30.—Edward L. Greene, secretary of the "Better Business Commission" of the Cleveland Advertising Club and winner of the Baltimore trophy offered for the most constructive advertising during 1919, will be royally received when he returns from New Orleans.



EDWARD T. GREENE

The trophy, first offered in 1913, by the Baltimore Club, is a silver globe of the world, bearing the word "Truth," and was captured by the Indianapolis Club a year ago, but will be held by the Cleveland organization during the next six months.

Mr. Greene is about 35 years of age and came to Cleveland, January 1, 1918, from Chicago, where he had been secretary of the "Better Business Commission" of the Chicago Advertising Club. He won the trophy on a report which he submitted to the New Orleans convention. The report consisted of a large book, uniquely bound, containing a variety of reports. The particular lines which won him the trophy covered merchandise, financial and circulation work.

D. C. Wills, chairman of the Cleveland Federal Reserve Bank Board, is chairman of the Ad Club's commission.

Mr. Greene has some very pointed ideas about selling securities, which he recently outlined to the representative of EDITOR & PUBLISHER.

"It Looked Good to Me"

Asked why so many people buy this class of securities, Mr. Greene shot back:

"Because they do not know any better and want to get rich quick. It is my belief that this is the reason for the untold millions which are annually dissipated by our people when they see a rosy hue in the 'get-rich-quick' offerings of scheming, heartless and wily promoters.

"How to overcome this evil is a problem that has stumped all of us, from civic organizations that have attempted to give it an honest fight all the way up to the Federal Government.

"After hundreds of interviews with people who have purchased extremely promotional stocks I find without exception these unfortunate buyers have made their purchase without any better information than that given by the salesmen who sold them. When these people were asked the question, 'How did you come to buy this stock?' the usual reply was: 'It looked good to me.'"

Mr. Green said that the most of the people he questioned said they never thought of investigating the securities offered. He has prepared a questionnaire—the basis of which is INVESTIGATE BEFORE YOU BUY.

"The facts presented," he said, "should be driven home to every prospective buyer of securities."

Urges Use of Questionnaire

Mr. Greene urges, when salesmen try to sell "stock," to submit the following questionnaire, to be filled out: "Then tell him you will think it over and return the paper to Mr. ——'s office," says Mr. Greene.

Here is the questionnaire:

You wouldn't buy a pig in a bag, so don't buy any stock until you know all about it.

Name of Company.....
Names of Salesman.....
Total issue of stock.....
Stock given for property.....
Stock given for good will.....
Stock given for patents.....
Are you taking Liberty bonds?
If so, at what price.....
Amount of cash needed.....
Par value of stock.....
Selling price of stock.....
What is company's selling expenses?.....
What are present net earnings?.....
What are expected net earnings?.....
Bank reference company.....
Bank reference representative.....
Names of officers.....
Former occupation.....
(Here are blank spaces for answers.)

SHIFTS ON ST. LOUIS STAR

Polk, Sullivan and Hoskins Change —Hoskins Secretary of "S. L. A. J."

St. Louis, Sept. 30.—John Polk, formerly on the sporting staff of the Star, has been given the circuit court run. Frank Sullivan, a general assignment reporter, has left newspaper work to become associated with the advertising department of the Bell Telephone Company in Missouri.

Tom Rogers, for the past year assistant city editor of the Republic, has joined the staff of the Star as a rewrite man. A. C. Hoskins, of the Star, was elected secretary of the St. Louis Association of Journalists, to succeed Frank Sullivan.

ST. LOUIS PLAN IN PITTSBURGH

News Writers Organize, But Will Not Affiliate with Labor

Pittsburgh, Sept. 30.—At a meeting to-day, attended by 22 men and women news writers, it was voted 12 to 10 to adopt the St. Louis plan of organization and not affiliate with the International Typographical Union or the American Federation of Labor.

Reporter Shot by Mistake

Joplin, Mo., Sept. 23.—James Baugh, a reporter on the Globe, was shot and dangerously wounded during a pistol battle between the police and Charles Adams, a former convict, who was killed, early Tuesday morning. Baugh was mistaken for a member of the gang the officer was sent to arrest. He will recover.

AD MEN'S GOLF POPULAR

Big Day in N. Y. Tournament—Perry Twice Winner

No less than 104 golfers put in an appearance for the usual match and medal combination of the Metropolitan Advertising Golf Association at Sinawoy last week. Hub Fairchild, president of the Western Advertising Golf Association, was the guest.

A. G. Perry of Fox Hills won double honors. He came through in the first flight defeating H. V. Gaines in the final, and also tied with F. J. Barber for the low net. Roy Durstine of Scarsdale won the first consolation trophy, while C. C. Hommann, Jr., won the second flight, and G. P. Eddy of Arcola the consolation award in that division. John Anderson, the Siwanoy captain, had the low gross, a 76.

First American in Budapest

Kansas City, Sept. 30.—Capt. Charles A. Bonfils, former managing editor of the Post and brother of F. G. Bonfils, owner of the Denver and Kansas City Post, is said to have been the first American to reach Budapest after the Rumanians had captured the city. Captain Bonfils commanded a group of American Red Cross workers.

Plan New Paper in Oregon

Astoria, Ore., Sept. 19.—Giving as its purpose the publication of a newspaper and a general publishing business, the Astoria News, Inc., has filed articles of incorporation. The office will be in Astoria. The capitalization of $7,500 and the incorporators are Frank L. Wallace, F. W. Johnson and W. B. Oliver.

Boosters for "R. E. Lee" Highway

Houston, Tex., Sept. 24.—The Robert E. Lee Trans-continental Highway Association, organized here, has elected the following newspapermen to membership: E. R. Millis, of the Houston Post; Frank Noel, of the Houston Chronicle; Jules Elfenbein, of the Houston Press, and Alvin Jones, of the Galveston News.

Hutson Back at the Capitol

Jefferson City, Mo., Sept. 29.—Ace Hutson, political writer for the St. Louis Globe-Democrat, who has been doing special work in the home office, is back on duty in this city.

Electra Now Has a Daily

Houston, Tex., Sept. 24.—Jack Stevens and Frank White recently purchased the Electra (Tex.) Leader and have launched a daily for that thriving little town.

ANNOUNCEMENT

Beginning October 1, 1919, The S. C. Beckwith Special Agency will represent the New Orleans Daily States and the Shreveport Times in the Eastern territory, which is all territory East of Pittsburgh and Buffalo including those points.

John N. Branham Company will represent the New Orleans Daily States and the Shreveport Times in the Western and Southern territory (excepting Louisiana and Texas.)

Robert Ewing, Publisher
NEW ORLEANS DAILY STATES
and SHREVEPORT TIMES

The difficulty about advertising Advertising is that it cannot be pictured—only described.

Try to imagine a picture of two million people—that's Brooklyn.

Visualize if you can a quarter of a million decent, home-loving men, women and children.

They are the readers of the Standard Union.

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It Will Pay You to Read This

When an advertiser can saturate a large, concentrated, prosperous territory with one newspaper, his net profit return will be far greater than in many larger population centers which require several mediums for coverage. Many papers *claim* to dominate alone, although the facts show a logical reason for using two or three newspapers. Indeed, too often space buyers slight a market by not using enough mediums—fearing duplication. One of the *exceptional* newspaper situations in the entire United States is in

ERIE

Pennsylvania

The Market, 157,000

Erie Population, 105,000; Suburban (35 mile radius), 52,000

That this large prosperous market is absolutely saturated through one newspaper—the Erie Daily Times—is proved by the following facts:

Territory	Population	Number of Homes	Erie Times' Paid Circulation
Erie City	105,000	21,000	18,939
Erie Suburbs (35 Mile Radius)	52,000	10,000	6,718
Country	....	....	1,136
Total			26,793

Erie has three daily newspapers—one morning, two evening. The ERIE TIMES has 50% *more* than the *combined* paid circulations of its two daily competitors and over *treble* the circulation of either.

ERIE DAILY TIMES

(A. B. C. Member)

Paid Circulation 26,793

Line Rate 6c. flat. Evenings except Sunday.

Erie, Pa., and the TIMES are an exceptional combination. The territory is large. The business is mostly manufacturing. Wages are good. Living conditions are well above the average. Erie is already well developed but still progressive, fostering many civic projects. The stores are many with plenty of the very best class of merchandise. The streets are wide and well paved. All these things have attracted a substantial, desirable population with a surprisingly small percentage of foreign element. With more than a living wage, and healthful, attractive, exceptional living conditions, the population is appreciative of the better things in life, and responsive to the advertising of good merchandise. Most of the workers own their own homes; many are mansions.

While Erie today offers a splendid market, its potential possibilities are even greater. The population is growing rapidly. The city is becoming more important as a trade center. The rail and water transportation facilities are adequate, and for growth is the great port of Erie, not yet come into its own. Erie is 88 miles from Buffalo, 95 miles from Cleveland. While a great portion of Erie's jobbing business is controlled from those two cities, from an advertising standpoint Erie stands alone and supreme. So from the consideration of future possibilities, Erie is a substantial market to cultivate.

You see there is no *opinion* expressed but simply a record of *facts*. Let us give you more information about this unusual market and newspaper. This message is for *you*. For our mutual good place the ERIE TIMES on *your* list *now*.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 East 26th St.	Harris Trust Bldg.	Waldheim Bldg.	Monadnock Bldg.
New York	Chicago	Kansas City	San Francisco

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MEREDITH IS CHOSEN A. A. C. W. HEAD

Elections, Awards of Trophies and Passage of Resolutions Mark the Closing of Session—John Barrett Soon to Retire

(By Telegraph)

NEW ORLEANS, La., Sept. 25.—The Associated Advertising Clubs, before adjournment today, unanimously elected E. T. Meredith of Des Moines president. He was placed in nomination eloquently by W. H. Johns of the George Batten Company, New York, who is president of the American Association of Advertising Agencies.

The following vice-presidents were also elected to serve with executive jurisdiction over the affairs of the organization in their respective districts.

Rowe Stewart, of the Philadelphia Record; R. H. Donnelly, Chicago; E. Lyell Guntz, Baltimore; John Ring, Jr., St. Louis; Rollin C. Ayers, San Francisco; F. W. Stewart, Montreal, Canada; Charles F. Higham, London, England; and Benjamin J. Lee, Minneapolis.

Miss Jane J. Martin of New York enjoys the unique distinction of being the first woman ever elected to membership on the executive board. She says she "will try to sell woman's advertising league to men and the Executive Committee and the clubs idea to women."

Florea Re-elected

P. S. Florea was re-elected secretary, treasurer and executive manager.

The usual resolutions of thanks and appreciation were adopted assertive that New Orleans redeemed every promise it made and thanking the Nobles of Mystic Shrine and the Elks, ex-presidents Dobbs, Coleman, Woodhead and Houston "for the splendid interest"; the local newspapers, the New Orleans Club and the gracious women of the South, fraternal and social organizations, retiring officers, Mayor Behrman, and Tulane University, besides hailing with delight the formation of the Pan-American Division, with John Barrett president and John Vavasour Noel of New York, recording secretary.

Herbert S. Houston presented the report of the Awards Committee made by three former presidents of the clubs—Messrs. Coleman, Woodhead, and himself.

The "Melvin A. Taylor Cup," for the best financial advertising exhibit, went to the Irving National Bank of New York.

Endorse U. S. Chamber of Commerce

The St. Louis Club's trophy for war service to the nation went to the Toledo Club.

The Los Angeles Women's Club Trophy for the best work done by women's clubs went to the Women's Advertising Club of Chicago.

The Baltimore trophy for vigilance and better business went to the Cleveland Ad Club.

President D'Arcy awarded a prize to Lewis Carol, 6, of New Orleans, for writing the best essay on advertising in a contest among the 40,000 school children in the city.

Boston and Dallas banners for mileage and attendance were awarded to the San Francisco club.

The incoming executive committee, of which retiring president D'Arcy is also member, was authorized to designate five delegates from the clubs to attend the International Conference of the U. S. Chamber of Commerce at Atlantic City this month.

Pan American departmental delegates learned with regret of coming retirement from the Pan-American Union of John Barrett, Director General, who has done so much to cement international friendship.

As told by Epsros & Publishing last week, the 1920 convention will be in Indianapolis.

Telegrams Read

Among the telegrams read by President D'Arcy was one from Secretary Crawford, of the Thirty Club, London—which is the advertising club in London affiliated with the Associated Advertising Clubs of the World—in which Mr. Crawford sent the greetings of The Thirty Club, adding: "And may the new era of advertising be a bigger, cleaner, more truthful one."

President D'Arcy also read a telegram from Walter B. Cherry, of Syracuse, formerly vice-president of the Associated Advertising Clubs, saying: "I shall always remember the honors the organization bestowed upon me, and ever cherish the loyal friendship of those days. I regret exceedingly my inability to be with you at this time."

S. S. Wilson in Hospital

Arthur M. East, director of the National Thrift Week, January 17 to 24, wired the convention concerning the purposes of the Thrift Week. "Thrift Week," he said, "has for its purposes the education of the public to present economic conditions, showing how the individual can help. Thrift Week will teach sound economies, increasing industrial co-operation and production, decreasing radicalism and educating against wild-cat promoters. Scientific advertising is necessary for success of the National Thrift Week campaign."

Another telegram was received from Irwin F. Paschal, advertising manager of the Farm Journal, Philadelphia, who has long been active in the work of the Associated Clubs. Hay fever prevented Mr. Paschal from attending this convention.

Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, wired cordial greetings, and expressed warm appreciation for the co-operation of the clubs in the cause of honest merchandising. "We are gaining steadily by public education," he said, "but victory can only be won by continuance of earnest individual work."

Sidney S. Wilson, of Cleveland, a vice-president of the Associated Clubs, wired "that attendance at the convention has been made impossible from the fact that he has had an automobile accident and was in the hospital.

A Message from Australia

President D'Arcy read a cable from William Hughes, Prime Minister of Australia. It was as follows:

"On behalf of the Government and people of Australia, I wish your convention well. We who have fought side by side with the soldiers of America and cemented our relationship with the ties of blood, only desire that our friendship shall continue—that the bonds forged by war shall be strengthened, bonds of mutual self-interest, and that in the field of commerce we shall stand as loyally by each other as we did in the field of battle. Regarding your convention as one of those things which lead to better understanding amongst the people of the earth and so promotes the peace of the world, I wish it all success."

Gets Half Interest in L. I. Paper

McHaig Davenport, for a number of years with the Atlas Advertising Agency, New York, has become half owner of the Glen Cove, (N. Y.) Echo issued continuously in that village since 1875. Mr. Davenport will be business manager and associate editor. During the war he was overseas with the 27th Division, and was recommended for the Croix de Guerre receiving this decoration from Marshal Petain.

Nichols Takes Charge

DEAVER, Wyo.—The Sentinel will in the future be edited by S. I. Hooker, a son-in-law of the late M. M. Nichols. Mr. Hooker and Mr. Nichols were partners in the real estate business before the latter's recent death.

Keeping up With
The Times
A FACT A WEEK

First came May with a gain in net paid daily circulation of 501 over April.

Then came June, with an additional gain of 1,868.

Next July, with an increase over June, of 5,605.

And, finally, August, which overtopped the July figures by 1,308.

That is the circulation history of The Times in the summer months—a total gain of 9,282 in a period when newspaper circulations customarily decline.

The Washington Times
WASHINGTON, D.C.

Sales and Service

A branch office has been opened in Cleveland, in the Hickox Building, in charge of Mr. Samuel Bravo, secretary of the Cosmopolitan Club, comprising all of the leading publications of Cleveland and vicinity.

A branch office has been opened in Boston, in the Little Building, in charge of Mr. William H. Putnam, formerly advertising manager of the New York Herald.

Our Chicago office in the Peoples Gas Building was the first one organized in pursuance of the policy of daily personal contact with publications, dealers and buyers. We shall extend this system to every large immigrant center in this country in order that our clients may have the best possible advertising and merchandising service.

Our four offices now cover the largest immigrant buying centers in America.

AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS, Inc.

NEW YORK	CHICAGO	BOSTON	CLEVELAND
Woolworth Bldg.	Peoples Gas Bldg.	Little Bldg.	Hickox Bldg.
Frances A. Keller President	Frank D. Gardner Vice President and	William H. Putnam Vice President and	Samuel Bravo Vice President and
Adolph B. Landau Sales Manager	Chicago Manager	Boston Manager	Cleveland Manager

THREE BIG ONES

Texas—Houston—The Chronicle

Here are 76 of the 125 Leading National Advertising accounts that the Chronicle carries exclusively:

Hart, Shaffner & Marx
Stellenberg Clothing Co.
Packard Motor Car Co.
Bayley Motor Car Co. (Roamer)
Selden Motor Car Co.
Essex Motor Co., Miller
Miller Rubber Co.
Reo Motor Car Co.
Garford Motor Truck Co.
Geo. W. Davis Motor Car Co.
Lexington Motor Co.
Swanson Tractor Co.
Harley-Davidson Motor Co.
Diamond Tires
Goodrich Tires
Silvertown Tires
Cinderella Dye Soap Co.
Lament, Corliss & Co. (Pond's Creams)
Alfred H. Smith & Co. (Djer-Kiss)
Lever Bros. (Lux)
R. L. Watkins Co. (Mulsified Cocoanut Oil)
The Pompeian Co. (Pompeian Cream)
Freeman Perfume Co.
Splenius Company
Lucky Tiger Dandruff Co.
Herpicide Company
Lohn & Fink (Pebeco)
P. & G. White Naphtha Soap
Post Bros. (Crystal White Soap)
Universal Cleanser Co. (Nifty)
Tarrytown Cigarettes
Norris Candies
Fuerst & Kraemer Candies
Wiley's Candies
King Chocolates
Orange Crush Co.
Aladdin House Co.
Hofstra Manufacturing Co.
Ralston Purina Mills
Durham Duplex Razor Co.
Autostrop Razor Co.
Gillette Razor Co.
Aunt Jemima Mills
C. A. Gambril Mfg. (Pat-A-Cake)
Good Housekeeping
Ladies' Home Journal
G. Washington Coffee Co.
New Orleans Coffee Co.
American Coffee Co. (Tulane Coffee)
Eagle Hat Co.
Mallory Hat Co.
Crown Corset Co.
Redfern Corset Co.
Geo. P. Ide Co.
Charter Oak Stove & Range Co.
American Radiator Co.
Buffalo Specialty Co.
D. M. Ferry Co.
Lykns Polish Mfg. Co.
Devoe & Reynolds Co.
American Paint Works
Boor Cal-Products Co.
Quaker Oats Co.
Famm Company
Franklin-Carv Co.
Phoenix Hosiery
Kansas City Chamber of Commerce
Aluminum Cooking Utensils Co.
F. M. Hoyt Shoe Co.
Graham-Brown Shoe Co.
Wichita Mill & Elevator Co.
Nunn Electric Company
Burroughs Adding Machine Co.
F. O. Stone Baking Co.
Purity Extract & Tonic Co.
Lone Star Brewing Co.

Houston and all Texas is Tremendously Prosperous.

It is a Rich and Cultivated Field for the Advertiser.

The Chronicle led the Houston papers, 2,284,644 agate lines the first eight months of 1919.

It carried nearly Twice as much National advertising as any other Houston paper and led the second Houston paper by 929,794 agate lines the first eight months of 1919.

989,016 agate lines was its lead in local advertising for the first eight months of 1919.

It gained 63 per cent in classified advertising and led the second paper by 365,835 agate lines in eight months.

It Gained 2,814,918 agate lines the first eight months of 1919 over 1918 and led all Texas papers in 1918.

It carried exclusively 125 Leading National Advertising accounts, some of which are given herewith.

It carries exclusively 75 per cent of the advertising accounts of Texas, Louisiana and Oklahoma.

Its Lead in Circulation is 35 per cent.

It has more circulation in Houston and 100 miles than any other Houston paper has in 150 miles.

Lead in Circulation 35%

THE CHRONICLE'S CITY CIRCULATION is 35 per cent larger than that claimed by the second paper. More than a paper per Houston Home.

In Houston and a radius of 100 miles, THE CHRONICLE has more circulation than any other paper in a radius of 150 miles.

THE CHRONICLE'S NIGHT EDITION reaches six hundred Texas towns early in the morning and from three to twelve hours ahead of the morning papers, where it is delivered by carrier or agent.

Circulation — Net Paid	
Daily	52,117
City Daily	23,129
Sunday	60,253
City Sunday	23,730

Bureau of Research and Business Promotion

In this bureau are men who have had actual merchandising experience. They not only investigate the market for the advertiser, but assist him in getting dealer co-operation, dealer link-ups and displays of merchandising during the life of the advertising.

This department is carrying on a systematic campaign to educate the dealer to the importance of handling, properly displaying and pushing Nationally Advertised articles. To create a good will relation between National Advertiser and Dealer.

THE HOUSTON CHRONICLE

M. E. FOSTER, President
J. E. McCOMB, Jr., Manager National Advertising

HOUSTON, TEXAS

JOHN M. BRANHAM COMPANY, Representatives

Mallers Building — Chandler Building, Atlanta — Chemical Building, St. Louis — Kresge Building, Detroit — Brunswick Building, New York

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ADVERTISING IS ALLY OF EDUCATION

Two Have Become Closely Related in Recent Years, President of Tulane University Tells Convention

"Two of the greatest forces in the world today are Educational and Advertising. These two forces have until recently appeared to be entirely dissimilar in plan and purpose, but in the development which each has had in recent years we find that they are approaching constantly nearer to a common idea. Each has still much to learn from the other, but so closely have they come to be related that neither can afford to ignore the other," said Dr. A. B. Dinwiddie, president of Tulane University of New Orleans, in addressing delegates to the convention of the Associated Advertising Clubs of the World at the inspirational meeting.

Truth and Honesty

"Without doubt Education can learn much from Advertising in its modern scientific development," he continued. "The policy and plan and purpose of Advertising today are becoming systematically organized with the highest ideals in view.

"The slogan of Advertising today is Truth. The slogan of Education should be Honesty. There is no more reason that an inferior quality of education should be given to the people in return for the money appropriated from the public treasury than that an inferior article of commerce should be sold to a purchaser for the money offered.

"Though Education has had a long history as compared with Advertising, it has no reason to boast of its progress in purifying its ideals as compared with Advertising. Witness this convention! What a magnificent thing it would be to have a similar convention of educational authorities based upon the outstanding, dominant ideal of Honesty in Education.

Greater Force for Good

"Education was in the past suspicious of Advertising and there have been even in recent years certain schools which regard Advertising as an undignified appeal to the public, a lowering of academic ideals, a commercialization of the intellectual and spiritual. There is no doubt that excessive and often illegitimate advertising of other schools had much to do with this attitude.

"But bigger than Advertising, and including it, is the great principle of Publicity; humanly speaking, the greatest force for good and the greatest corrective of evil now working in the world. Advertising as it is now understood by its friends and champions is Publicity, the force which will finally eliminate vice, purify politics, and bring men to believe that Honesty is not merely the only sound policy but the only safe policy in every line of human activity.

"The principle of Truth for which the Associated Advertising Clubs of the World are fighting is a principle of universal application. It seems to me of tremendous significance that representatives of government, education, and business organizations should meet here jointly to celebrate the progress of the Associated Advertising Clubs in this fight and to receive an inspirational impulse of lasting value toward that common ideal of Truth and Honesty for which we are all striving.

MRS. WILSON ENTERTAINS

Pours Tea for Correspondents Who Were With Presidential Party

Washington, Sept. 30.—Following her return to the White House from an automobile ride with President Wilson yesterday, Mrs. Wilson entertained the newspaper correspondents who were members of the President's party on the Western tour at tea.

Owing to illness, President Wilson was unable to be present.

Veteran Brooklynite Dead

Thomas F. Sands, 82, who for many years was connected with the Scottish-American and Frank Leslie's in New York, died in Brooklyn September 19. After leaving the publishing business, Mr. Sands took up real estate and was one of the developers of the New Utrecht section of Brooklyn.

Toured Western Canada

Winnipeg, Man., Sept. 23.—Eastern newspapermen who have recently toured Western Canada are Tom Blacklock of the Montreal Gazette and Roland Hill of the publicity branch of the Canadian Government, Ottawa. Both served as Canadian correspondents overseas during the war.

Higgins in Lumber Business

Portland, Me., Sept. 24.—Ruggles S. Higgins, formerly a well-known newspaperman here, is now superintendent of the purchasing department of a large Massachusetts lumber concern. He had been connected with the installation plant of the Cumberland Shipbuilding Company for the past year.

THE crowded condition of our offices at 250 Fifth Avenue, has made it necessary for us to move to larger quarters at 95 Madison Avenue, (Corner of 29th Street) where we are now located. This is just around the corner from the old location.

Lane Bryant Inc.

Same Telephone Number, 2100 Madison Square

NAME POST FOR LIEUT. MILLS

New York Sun Veterans Honor Fellow Workers' Memory

Quincy Mills Post, 412, composed of the members of the staffs of the New York Evening Sun and the Sun, has been chartered by the State organization of the American Legion. The post is named in honor of Lieut. Quincy Sharpe Mills, who left his work on the Evening Sun as a reporter and editorial writer to enlist and was killed in action near Epieds, France, on July 26, 1918.

Ninety-four Sun men served with the American and allied forces. Five were killed in the line of duty, Lieut. Mills, Lieut. Conrad Crawford, Lieut. Stuart Edgar and Lieut. James R. Crowe, in the American Expeditionary Forces, and Frank D. Byrnes while serving with the Royal Dublin Fusileers before the declaration of war. Several others were wounded in action.

Hyde Takes Case to High Court

Kansas City, Mo., Sept. 27.—Dr. B. Clark Hyde, whose recent suit for $2,500,000 against the Star was dismissed because of the statute of limitations, has filed an appeal bond with the county clerk, thus transferring his case to the Missouri supreme court.

Miss A. C. Browne Married

Miss Alice C. Browne, dramatic editor of the Columbus (Ohio) State Journal, and Edward Mackay were married at All Souls' Church, New York, September 18. The bride is a daughter of ex-Senator Browne of Utah.

Sellers of "Liberator" Arrested

Chicago, Sept. 24.—Men selling copies of the Liberator, a Chicago alleged Socialist newspaper, were arrested this week on charges of loitering and disorderly conduct when they attempted to canvass employees leaving the clothing shops of Hart, Schaffner & Marx's downtown factory. The clothing manufacturers have a permanent injunction against picketing or other labor agitating demonstrations.

Scranton Men Make Changes

Scranton, Pa., Sept. 24.—Lieut. James G. Macklin has resigned from the Republican news bureau. Frank P. Toohey, another Republican newsman, has taken up publicity work for the International Correspondence Schools. Max Myers and Wilbur Williams are new additions to the Republican reportorial staff. Bryan Powell has been assigned to the correspondence desk.

Libel Trial Postponed

Concordia, Kan., Sept. 27.—The trial of Ray Green, editor of the Blade-Empire, and Fred Cook, former editor of the Jamestown Optimist, on charges of alleged criminal libel, were postponed, owing to the absence of a witness. The two men were sued by Rev. F. R. Berry, following the publication of a certain "fable" in the two papers, concerning a "parson" which Rev. Berry construed to mean himself.

Briscoe to Sell Autos

Baltimore, Md., Sept. 26.—Howard S. Bisscoe has retired from newspaper work to become special representative of the Lambert Automobile Company, distributor of Hudson and Essex cars.

Orr-Wray Wedding Celebrated

Leechburg, Ohio., Sept. 25.—Stanley M. Wray, editor and publisher of the Advocate, and Miss Pauline C. Orr were married September 12, and are now on a honeymoon trip to the East.

LATE NEWS

Guardian Advertising Corporation has been formed in New York, capitalized at $250,000, by Robert Adamson, Dr. John A. Harriss, Washington Lamar, Emmett S. Hamilton and B. C. Owen. William C. Freeman will be field manager. Headquarters are at 511 5th Avenue.

William Gow, former business manager of the Troy (N. Y.) Press, is dead.

Montgomery (Ala.) Advertiser dropped its afternoon edition, September 30, after less than a year's operation.

New Orleans States and Shreveport Times have appointed the S. C. Beckwith Special Agency and the John M. Branham Company as national advertising representatives.

U. S. Circuit Court in New York, on October 6, will begin review of Federal Trade Commission's newsprint prices on application of American Newspaper Publishers' Association.

Paper Controller Pringle has set October 9 as date for next hearing in Canadian inquiry into newsprint industry.

Pulitzer School of Journalism opened September 30 with Director Emeritus Talcott Williams as speaker. It has the largest enrollment in its history.

Rochester (N. Y.) news writers have withdrawn their application for an I. T. U. charter.

Sir Edward Tyas Cook, for years an active British newspaper man and until recently head of the Press Bureau, died in London October 1, aged 62 years.

Lord Northcliffe declares he will suspend publication rather than permit strikers to censor or in any other way control his news, editorial or advertising columns, as they have attempted to do.

Attempt is being made to organize the Hartford news writers into a union, according to reports.

"A. P." Divides a Circuit

St. Paul, Minn., Sept. 30.—The long circuit of the Associated Press, which extended from Chicago to Grand Forks, N. D., serving the papers of Wisconsin, Minnesota and North Dakota, has been divided. A new circuit has been created which, under the direction of the St Paul office, of which R. L. Tennis is manager, will serve the papers of Minnesota, North Dakota and Superior, Wis. The old circuit will serve all Wisconsin papers except those of Superior.

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The Newspaper

AN ALWAYS WELCOME MESSENGER, IN INSTANT AND CONSTANT READINESS, THROUGH WHICH YOU MAY QUICKLY AND ECONOMICALLY REACH EVERY WORTH-WHILE HOME, OFFICE, STORE, SHOP AND FACTORY IN THE LAND, OR IN ANY DESIRABLE SECTION YOU SELECT.

Newspaper reading has come to be regarded almost as important a part of the daily life of every intelligent man or woman as food or sleep.

You, personally, are one of the many millions of people who prove this statement.

The quickest, surest, most direct way to tell all of the people of a community the thing you want them to know is through the columns of its newspaper. Newspaper readers accept and regard the advertising columns of a newspaper as a legitimate part of the paper, and not intrusive. Good advertising is news.

The newspaper is made up of units, each under its own name, with its own individuality, serving its own circle of readers, clearly defined either by geographical boundaries, or because constructed to appeal to a special interest.

There need be no guesswork. You can use one of those units knowing exactly what you cover with it, or multiply it by tens or hundreds with equally definite knowledge.

Like a wise farmer, you may, if you choose, develop a convenient field, then add one after another until you bring a vast territory under intensive cultivation.

You may select your territory so as to take advantage of sectional prosperity or needs, and of transportation or manufacturing facilities.

While the real development has only begun, hundreds of so-called national advertisers are users of extensive newspaper space today, as compared with dozens a few years ago.

Time was when anyone, everyone, or no one, looked after "the advertising." Now advertising is usually close under the keen eye and careful direction of the head of the house.

For a while it was the tendency of many men with decisive voices to visualize their audiences as numerous duplicates of themselves, with similar habits and tastes, and to select media accordingly. Vanity often ruled. Pretty pictures, some of them exquisite, and fine, dainty printing had full sway.

All this is changing. The direct, short-cut, quick, frank appeal or argument, vibrant with confidence and consequently with conviction, has come into great favor and use.

Advertising men have learned how even to construct illustrations for newspaper reproduction that are strikingly beautiful.

Merchandising and advertising plans are now rightly considered inseparable, and this has emphasized the value of the opportunity to select reachable and responsive territory for sales work, and to concentrate in a most intensive and thorough manner therein whatever advertising is then being done.

We do not decry the value of any other legitimate form of advertising, but we are convinced of, and enthusiastic over the superior advantages of newspaper advertising for every form of masses merchandising appeal, information or argument.

Properly done, newspaper advertising leads wherever speed, thoroughness, economy of cost, and result, both immediate and cumulative, are considerations.

We represent, in the national advertising field, a list of progressive newspapers in prosperous cities. We are the advertising field forces of those newspapers, thoroughly informed concerning the publications themselves and the territories in which they respectively circulate. We have gathered and are prepared to place before you, at any time, anywhere, all sorts of statistical trade information.

In conjunction with the publishers we serve, we have eliminated as far as these publications are concerned, the old bugbears of uncertainty of rates and of circulation.

We have earnestly striven for many years to make the "Known Circulation" seal and the name, "The John Budd Company," synonyms of accuracy and honesty. We are confident those who know us will say we have not failed.

"We are at your service, any time, anywhere"

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

Burrell Building, New York Tribune Building, Chicago Chemical Building, St. Louis

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ADVERTISING BUILDS PUBLIC MORALE

Helping to Develop Element of Personal Contact and Harmony Between Capital and Labor, Dickinson Finds

"If advertising was necessary during the war to help in interpreting men to each other and the individual to his work at a time when the common purpose was well understood, how much more necessary is its force of suggestion needed today when the gospel of work and production is actually more important than it was during the war if we are to escape an international calamity in the alternating increase in wages and living cost," said Major Roy Dickinson, associate editor of Printer's Ink, in an address at the A. A. C. W. convention.

Major Dickinson, who was head of the Department of Industrial Morale for the Chief of Staff of the U. S. Army during the war, had as his topic "The Relation of Advertising to Industrial Morale in War and Peace."

Personal Contact

"Increased efficiency of production, better methods of management, and decreased profit per unit of production mean that the manufacturer must eventually make his profit through an increased volume of business, and must keep production cost low by gaining the co-operation of the men who invest their muscle in the business," he continued.

"In both these main heads, increased efficiency of production and greater sales volume, quicker turnover to make up for lower profits per unit, advertising has always played a most important part, and also in standardizing retail prices of package goods at the retailer's counter.

"In literally hundreds of factories, advertising methods are today attempting successfully in more and more cases to bring back the elemcnt of personal contact, when the worker was Mike Flynn, on a side street, with two kids, known to the boss by name instead of number 1867 on the time clock list.

It is the old spirit of the days when the boss rubbed elbows with the men which advertising can help bring back, just as it has perpetuated the personality of an individual, and built up in the minds of people in far off places a definite mental attitude and good-will, a realization of a corporate character in a company whose factory they have never seen.

Co-operation on Plans

"Every new plan of profit-sharing, the wage dividend, the bonus system, a voice in the management through shop committee representation, and all the present attempts to reach the heart of the lack of personal contact depend for their success upon the spirit in which they are presented. No plan can be permanently successful unless a desire has been created for it, and when it takes into consideration the age-long instincts of the human mind which resents and is suspicious of anything tossed down from above.

"Co-operation takes two people, and presupposes absolute sincerity and explanation before it is possible. Poor presentation—the 'now, I am going to do something handsome for them' attitude—has wrecked scores of so-called profit-sharing plans, insurance ideas and the like.

"It is my opinion that the advertising manager in each plant should be consulted always to put in salable form any new plan, and to build from the bottom up, not from the top down, and as a selling idea presupposes good merchandise to sell, he should inform himself on the mind of that very important market, the men in his own plant, and discover in advance their likes and their prejudices.

"There is no time to enumerate the many factories where frank, honest advertising methods are now being used to prevent and make real the company's purposes and interest in the men's future or where they have cut down labor turnover tremendously by working in close contact with the personal manager. Employees' house organs, posters, moving pictures, envelope stuffers, newspapers, magazines, street cars, all sorts of mediums for corporate expression are being used.

"To increase production without decreasing American standards of living for the great 90 per cent of our fellow citizens, the customers for our goods, to help all men express themselves more fully to each other and in their work so that it becomes a really worthy part of a man's life for the good of his company and his country, to get men to think of making men happier, as well as making profits in business, these are tasks worthy of the best efforts of all men in all businesses.

"The advertising business has before it the chance to dedicate its great power intelligently to the service of humanity at a time of great crisis in the world's history. It can and will surely find a positive practical way to make its power a living influence in this task."

FORMER OWNER OF PINE KNOT BECOMES FLORIDA MANAGING EDITOR



GROVER BALDWIN

GROVER BALDWIN, a Yankee trained newspaper man, has been appointed managing editor of the Pensacola (Fla.) Journal. His newspaper activities have been largely confined to the state of Maine, and it is not known whether it was the winters or not that caused him to make such a long jump at this time of the year.

Baldwin's first newspaper experience was gained in 1907, during his high school days, as the staff on occasion of a little paper at Island Falls, Me., owned by Judge Ray Sanborn, which had a short and unhappy life. With great daring he then launched a paper of his own, called the Pine Knot—it, too, pined away.

While at Bates, Baldwin served as college correspondent of the Lewiston (Me.) Daily Sun, and in 1913 became a regular member of the staff, finally becoming Auburn city editor. While on the Sun he also did considerable work for the Boston Herald and Springfield Republican.

In 1915, when Baldwin believed that war with Germany was certain, he joined the Navy. He was successively seaman, electrician and chief electrician. In 1917 he was on the U. S. S. Saumee in French and British waters. He was transferred to the aviation service in 1918 and became a seaplane pilot, which duty he was performing when he resigned to accept his present position.

He is aged 26 and married.

Take Talcum Powder into

ILLINOIS

What is your ready made market?

Well, to begin with, you have 304 department stores, one of them the largest in the world.

Then you have 2,000 dry goods stores, 6,650 general stores and 3,200 drug stores —12,154 outlets

You have 73 cities of over 5000; 32 cities of over 10,000; 25 cities of over 15,000; 16 cities of over 25,000; 5 cities of over 50,000, and one city of over 2,500,000 people.

You have 6,152,257 people who are prospective customers and by using this list of daily newspapers you have a daily distribution of advertising amounting to 1,892,449 copies at a rate of $2.3304 per line.

It's an open door.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	16,000	.04	.04
Bloomington Pantagraph (M)	17,213	.035	.035
Champaign Daily Gazette (E)	4,605	.0129	.0129
Chicago American (E)	326,998	.40	.40
Chicago Herald-Examiner (M)	289,934	.38	.31
*Chicago Herald-Examiner (S)	590,851	.53	.46
Chicago Daily News (E)	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	15,086	.03	.03
*Elgin Courier (E)	8,173	.02	.02
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,591	.025	.025
Rockford Register-Gazette (E)	13,477	.03	.03
Sterling Daily Gazette (E)	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, $2.3304.
Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

NEWS PRINT PINCH HITS MISSOURI

Press Association Urges Suspension of Sunday Features and Magazines Until Crisis Passes—May Have Summer Resort

(By Telegraph)

SPRINGFIELD, Mo., Sept. 27.—The fifty-third annual session of the Missouri Press Association closed here this afternoon with the adoption of a resolution urging the larger newspapers of the State to dispense with the publication of their Sunday feature and magazine sections until the crisis in the news print shortage situation is passed.

The association also favors the establishment of a resort in the Ozarks, where newspapermen may spend their vacations. A committee to devise ways and means was named.

The following officers were elected: President, William H. Zorn, West Plains Gazette; first vice-president, Dwight Brown, Popular Bluff Citizen; second vice-president, Mrs. Cora B. Stufflebaum, Bolivar Citizen; secretary, Fred Hull, Maryville Tribune; treasurer, W. H. Winter, Warrenton Banner.

Burgess Heads Gray Agency

KANSAS CITY, Mo., Oct. 1.—A reorganization of the F. A. Gray Advertising Agency has been effected, by which Warren W. Burgess becomes president, Allan Smith, vice-president, and Ward H. Webb, secretary-treasurer. Mr. Burgess was formerly with the W. B. Finner Company and his officer associates were connected with the old Gray Company.

Parsons Shifts Headquarters

COLUMBUS, O., Sept. 29.—The advertising department of the Mills Restaurant chain has been moved here from Cleveland, Le Roy Parsons continuing in charge.

TIPS TO AD MANAGERS

N. W. Ayer & Son, 300 Chestnut st., Philadelphia. Placing orders with large city newspapers for Youth's Companion; again renewing orders with newspapers for Funk & Wagnalls.

Barrows & Richardson, Drexel Bldg., Philadelphia. Again placing orders with newspapers for Autocar Company; placing advertising with newspapers for Duplex Lighting Works.

Thomas M. Bowers Ad Agency, Jackson st. and Wabash ave., Chicago. Placing orders with newspapers in large cities for Vitanola Talking Machine Company.

E. H. Clarke Ad Agency, 28 E. Jackson Blvd., Chicago. Reported will make up a list of newspapers during November for James S. Kirk & Co.

Andrew Cone Agency, Tribune Bldg., New York. Again placing orders with newspapers for Charles A. Stoneham & Co.

Critchfield & Co., Brooks Bldg., Chicago. Placing advertising in rotogravure sections of newspapers for J. L. Kraft & Bros. Co.

Danielson & Son, 96 Westminster st., Providence. Placing orders with New England newspapers for United Lace & Braid Manufacturing Company.

Federal Advertising Agency, 6 East 39th st., New York. Placing copy with newspapers for Runkel Brothers' chocolate.

Ferry-Hanly Advertising Company, 1120 Walnut st., New Orleans. Usually make up lists during November for H. D. Lee Mercantile Agency.

Charles H. Fuller Company, Morgan Bldg., Buffalo. Placing orders with some New York State newspapers for Empire Texas Oil Company.

Gardiner & Wells Co., 150 Madison ave., New York. Reported will make up list of newspapers during early part of November for Kelly Springfield Tire Co.

Greenleaf Company, 41 Mt. Vernon st., Boston. Again placing orders with some Eastern newspapers for Williams, Clark & Co.

Lamport-MacDonald Company, J. M. S. Bldg., South Bend, Ind. Reported will make up a list of newspapers during November for Majestic Company.

Ford & Thomas, Times Bldg., New York. Again placing orders with some newspapers for Tyrell's Hygienic Institute.

Robert M. McMullen Company, 334 Fifth ave., New York. Again placing orders with newspapers for American Cranberry Exchange.

Herbert M. Morris Agency, 300 Chestnut st., Philadelphia. Making contracts with some Pennsylvania newspapers for Crossingham Knitting Mills.

Morse International Agency, 449 Fourth ave., New York. Again placing orders with some New York, New England and Pennsylvania newspapers for Weir Stove Company.

Frank Presbrey Company, 456 Fourth ave., New York. Placing orders in rotogravure sections of newspapers for Brokaw-Eden Company.

William H. Rankin Company, 50 Madison ave., New York. Placing the advertising for Pelman Institute of America; placing orders with newspapers in cities where Monroe Clothes Shops are located.

Roberts & Macavinche, 30 N. Dearborn st., Chicago. Again placing orders with newspapers for Albodon Company.

Fred N. Sommer, 810 Broad st., Newark. Placing orders with some New England newspapers for Jo-La Products Company.

Stark-Lowman Company, Crutcher & Starks Bldg., Louisville. Placing orders with some Pacific Coast newspapers for Magic Keller Soap.

Stroud-Brown, Inc., 303 Fourth ave., New York. Placing orders with New York City newspapers that have rotogravure sections for E. C. Rich, Inc.

Tracy - Parry Company, Lafayette Bldg., Philadelphia. Again placing orders with some Pennsylvania newspapers for Frishmuth Bros. & Co.

Williams & Cunnyngham, 78 East Madison st., Chicago. Again making contracts with newspapers for Morris & Co.

Chambers Agency, Inc., 612-618 Maison Blanche Bldg., New Orleans. Sending out orders to Southern newspapers and farm journals for the Williams Mill Manufacturing Company of Arkansas, mill machinery; to Southern farm papers for the East Birmingham Iron Roofing Company, fencing and roofing; and to poultry journals for the Liberty Manufacturing Company, electric incubators.

Kingly Shirt Company, Chicago, has just begun a newspaper advertising campaign through the Central Western cities, simultaneous advertisements appearing in Chicago, Indianapolis, Detroit, Kansas City (Mo.), St. Louis, Omaha, Cleveland and Pittsburgh. The company already is oversold for all of next season and desires merely to cooperate with its Middle Western dealers.

Peck Agency, 347 Fifth ave., New York. Recent new advertising accounts include the American Legion Weekly, New York; the Peel Company, Brooklyn, manufacturer of elevator doors; Merrill-Hartford Clothes, New York; and T. I. Mitchell & Co., New York, silk manufacturers.

Cement Products Company, Wilmington, N. Y. Planning a national advertising to cover one year for "Sanitet," a portable sewage disposal system.

Berrien Company, 19 West 44th st., New York. Will place advertising for Holmes & Edwards Silver Company, Bridgeport, Conn.

Green-Lucas Company, Hanover & Fayette sts., Baltimore. Will use newspapers in 51 Southern cities to advertise Gibbs Preserving Company's food products.

To All Newspapers

As part of a plan to induce all Presbyterian churches to do paid advertising in their local newspapers, James B. Wootan, Director of Publicity of the Presbyterian Church, has just issued a pamphlet on *"Church Advertising,"* which he will be glad to send free to any newspaper editor, manager or publisher addressing him 156 Fifth Ave., New York City.

YOUNGSTOWN, OHIO
THE BILLION DOLLAR CITY

The Vindicator
DAILY AND SUNDAY

Owing to increased cost of production, the display advertising rate will be

6c PER LINE FLAT RATE
In effect November 1, 1919

All contracts made before that date will be at the old rate up to November 1st. No contract made for more than twelve months from date of first insertion, which must be within thirty days from date of contract.

MEMBERS OF A. B. C.
ARE YOU USING OUR SERVICE DEPARTMENT?

The Vindicator
YOUNGSTOWN, OHIO
Foreign Representatives
La COSTE & MAXWELL
New York, Monolith Building — Chicago, Marquette Building

ADVERTISING SECURED
Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events, Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.
J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

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EDITORIAL



SOUNDING CLEAR NOTE OF AMERICANISM

WHEN James Schermerhorn proposed a resolution, placing the Associated Advertising Clubs on record as favoring the immediate ratification, without amendments or reservations, of the peace treaty and the league of nations covenant, he evoked a response so electric and unanimous that it should serve as a warning to small Americans in the senate that they have about exhausted the public patience.

The men and women who attended the New Orleans convention are representative of American sentiment. They came from all sections of the country. They return to their homes pledged to work for the ratification of the treaty and covenant. They are in touch with the people—as all advertising men are. They are moulders of opinion, men who sell ideas and ideals—and they will play a part in the quick mobilization of American sentiment which is so essential if we are to avoid wreckage the great structure of international amity and sanity, in the building of which the President has taken so great a part.

The rejection of the treaty and covenant by the Senate would constitute a national disaster unmatched in our history. That partisan opposition to the President should have developed to such proportions that such a result becomes even thinkable, not to say possible, shames all Americans of broad vision.

In contrast to this admirable action of the Associated Clubs in assuring the President of the full support of the membership in his battle for American ideals and world welfare, a New York evening newspaper took occasion a few days ago to congratulate the people on the fact that the illness of Mr. Wilson brought his great tour to a premature close. If petty partisanship has ever had a more vicious expression than this editorial the instance has never been brought to our attention.

We are talking earnestly in these times of the need for Americanization work among our aliens and illiterates. It would seem that the need is not confined to the classes name. It would be profitable for some of our statesmen and a few of our editors to read again the history of our country prior to approaise, in the light of this later day, the parts played by reactions, stand patters and men of narrow horizons in the great drama of the Republic's life. The Tories of '76 were just as sure that Washington and Franklin were following a mad vision as are the little Americans of to-day that Wilson would lure us to destruction. This brood of obstructionists comes to the fore in every time of real impotent struggle against progress in every great crisis of the nation's life—then fades out of the picture, forgotten of mankind.

Our little Americans who have us a craven nation, shrieking our duties as a member of the great family of free peoples, evading all but purely selfish responsibilities are returning to the answer of Cain to the question, "Where is thy brother?" Truly, there are days of destiny. "He is sifting out the hearts of men before His Judgment Seat."

JOHN SULLIVAN, Secretary-Treasurer of the Association of National Advertisers, who has been on vacation, will shortly resume his page of news and views of the field of national advertising in EDITOR & PUBLISHER. This feature, which Mr. Sullivan has conducted for EDITOR & PUBLISHER for the past year, has been one of the most interesting and helpful ever carried by a trade newspaper in this field. It has contributed materially to a better understanding on the part of the publishers of daily newspapers of the viewpoint of the national advertiser, and has promoted closer co-operation. Mr. Sullivan is one of the most forceful writers on all topics connected with advertising in the country, and his analyses of advertising problems have always commanded close attention and interest.

MERLE THORPE, editor of The Nation's Business, published by the Chamber of Commerce of the United States, writes: "You are showing all leaders how to get out a trade journal—as you should —for all editors and publishers are primarily teachers. I am strong for EDITOR & PUBLISHER."

SOUND DOCTRINE!

THE publishers and advertising managers who attended the Daily Newspaper Department sessions of the A.A.C.W. convention set some new records for rapid-fire discussion of live issues and for the adoption of many sensible policies.

They decided, for example, that certain rational limitations should be placed on the "service" rendered to advertisers by newspapers. They drew the line against "selling merchandise" for advertisers. This expression of opinion and policy was timely and progressive.

Perhaps the most important decision at which these men arrived had to do with the problem of publicity for amusements and automobiles. They declared that the free readers, the puffs, the press agent stuff ordered for free publication which this class of advertisers have come to look upon as due them, should be discontinued. If that policy prevail with all daily newspapers it would mean the conservation of great aggregate of space—and it would mean that advertising would always appear as such, and not masquerade as "news."

These publishers and managers recognized the fact that there is such a thing as legitimate news in these fields, and that it should be sought and used. The same thing holds true of all other lines of business. But, it was pointed out, the editor should decide as to the news interest attaching to happenings in the amusement and automobile fields and should be the sole judge of the admissibility of such matter to the news columns.

It must be remembered, of course, that the average space grafter exerts his principal effort to convincing the editor that is essentially straight advertising should be used as news. And, unhappily, many editors lack somewhat in that keen sense of advertising values which should govern such decisions. Editors have the news-instinct so strongly developed that they often disregard the element of advertising involved in some proffered story.

As EDITOR & PUBLISHER has frequently pointed out, there is a fertile new closer relations between the editor and the advertising manager—for that better mutual understanding as to where the line is to be drawn between spot news and spot advertising. Amusement managers have been known to scorn the arguments of an advertising solicitor on the ground that they can secure all the space they need through the news columns. Indeed, their attitude is logical. Few people will buy a commodity if they can secure it without pay.

"Upstairs" and "downstairs" should have in common a settled policy as to the treatment of press agents' copy. There should be no conflict of opiuion or of practice between the editor and the advertising manager.

If there are good and bad press agents, as some editors allege, it by no means follows that they are easily segregated.

October 2, 1919. Volume 52, No. 18.
EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 *World Building, 63 Park Row, New York.*
H. D. Wheeler, editor; John F. Redmond, managing editor, Dan E. Muller, News; Ben Mellon, Features
James Wright Brown, publisher;
J. W. Ferguson, advertising; Fenton Dowling, circulation.
London: Herbert C. Ridout, 44 Kimberly Gardens, N. 4.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: H. E. Cass.
San Francisco: H. C. Bernstein.
St. Louis: M. J. Meyers.
Washington: Robert T. Barry.
Issued on each week; $1 a year; foreign postage, $1.00; Canadian, 50c

SAD LIFE OF A RICH MAN

J. PIERPONT MORGAN has been trying earnestly to have a nice, quiet hunting trip in Scotland. The New York Illustrated Daily News tells about it in a cable dispatch. He was in London, where a "personal intelligence section" was "doing its best to keep his plans dark so he can get a little rest."

"Once before," said one of his secretaries, "Mr. Morgan left it be known where he was spending his vacation. What happened? He was shot." The dispatch adds: "Mr. Morgan is just as inaccessible to correspondents as he is to shoestring peddlers or indigent inventors."

The president of the United States found it possible to tour the country in the full light, accompanied by a group of newspapermen whose work consisted in telling all about his and what he was doing and saying. The heir-apparent to the English throne mingles with the people freely, and newspaper men are of his party, telling of his every move and expressing the feeling of the people. The Belgians comes to visit us without seeking the cover of mysterious scenery. These types of the conspicuous men of the world do not find it necessary to class newspapermen with shoestring peddlers.

But Mr. Morgan is fearful. We assume that Mr. Morgan is the victim of "nerves," over-appraising his personal importance in a world which has come to place more rational valuations on men than were the rule in the days when financial leaders were supposed to form a class apart, inaccessible to all except trusted members of their clan.

OUR NEIGHBORS OF THE SOUTH

THE Pan-American conference at the New Orleans convention should mark a long forward stride toward better acquaintance and closer relations between south America and our neighbor-Republics of Central and South America.

These men of the press who came to visit and to confer with us are pioneers of that new day when political, racial and commercial animosities between American Republics shall have been buried and forgotten. That day will be hastened through the development of close contact and friendly co-operation between the newspapers of the Americas.

MR. WILLIAM H. RANKIN does not place $125,000,000 worth of advertising annually, in spite of the fact that some refractory type in last week's EDITOR & PUBLISHER blazed forth those stupendous figures. Mr. Rankin, however, has won his way into the select class, now ranking well up among the leaders in the volume of agency business placed. His effective advocacy of newspaper space for national advertising has constituted real service to the cause of advertising.

TRADE newspapers are not in the habit of scoring news beats of international interest. It seems, therefore, worthy of comment that EDITOR & PUBLISHER'S exclusive interview with Cornelius Vanderbilt, Jr., who has become a reporter, was cabled to the London Daily Express, whose New York correspondent evidently does not restrict himself to the usual sources of news.

THE advertising managers at New Orleans, in declaring that the logical development of the classified must be through the cultivation of reader-interest and responsiveness, reaffirmed, in a timely way, a very old truth. Upon that policy have been built a majority of the great classified mediums.

WE are climbing steadily to "the peak" of newsprint consumption—without an adequate supply in sight. Conservation should now cease to be a preachment. It should be a day by day policy.

PERSONALS

ROBERT E. HUGHES, business manager of the Louisville Courier-Journal and Times, sailed from New York last week on a month's vacation trip to the West Indies, Republic of Colombia and the Canal Zone.

F. A. Miller, editor of the South Bend Tribune, and Mrs. Miller have returned from a four-weeks' visit in Atlantic City.

Fitz-Hugh McMasters, managing editor of the Columbia (S. C.) State, was luncheon guest of Hartford (Conn.) newspapermen when he recently visited that city to attend the insurance convention. At one time Mr. McMasters was insurance commissioner for South Carolina.

H. P. Nerwich, publisher of the Patka (Fla.) Morning Post, has been spending a few days in New York.

J. R. Moore has been made business manager of the Blackwell (Okla.) Daily Tribune.

IN THE EDITORIAL ROOM

Miss Mary Margaret Peterson, former society editor of the Pittsburgh Gazette-Times, and John Richard Gray of the editorial rooms of the Leader, were recently married and have just returned from an Eastern honeymoon.

Capt. William J. Tucker, former editor of the Brenham (Tex.) Daily Press and later editor of the Taylor Press, has returned from overseas. Capt. Tucker is at present engaged with two other officers in writing a history of the Rainbow Division.

Claud Callan, feature writer for the Kansas City Star, has been visiting his old home in Texas. Formerly Mr. Callan wrote "Tampering With Trifles" for the Fort Worth (Tex.) Star-Telegram and was editor of the Menard Messenger.

C. W. Johnston, of Warren, has become managing editor of the Kane (Pa.) Daily Republican, succeeding Porter L. Benson, who died recently.

Arthur E. J. Reilly, a former member of the New Haven Register staff, has resigned as editor of New Poland, a Polish newspaper published in Chicago, to become the assistant to the consul representing the new Polish Republic in New York City.

R. M. Archer, head of the News-Paper Feature Bureau and news editor of the Wheeling, W. Va., Intelligencer, accompanied by Mrs. Archer, is spending a four-weeks' vacation at Petersburg after completing and seeing published in more than four hundred newspapers his population survey for 1919 of all United States cities of more than 5,000.

Capt. Archie K. Rupert, former Kansas City (Mo.) Journal reporter, is visiting in Kansas City, while endeavoring to return to the regular army service as an officer, following his discharge after war service.

Harold A. Lockhart, a Kansas City star reporter, has left the newspaper field to become sales manager of the Art-Lusig company, in which he holds interest.

Charles Gorther, late of the St. Louis Globe Democrat, has taken the City Hall run for the Republic.

Judge W. K. Irwin, formerly president of the St. Louis Press Club, is doing free lance work for the St. Louis evening newspapers.

E. B. Garnett, Sunday editor and dramatic critic of the Kansas City Star, has spent the past two weeks visiting friends in New York and viewing the new stage offerings on Broadway.

William B. Ruggles, formerly sports writer of the Houston (Tex.) Post and later of the Galveston News, has arrived at Camp Merritt, N. J., after overseas service.

Claude McCaleb, former Fort Worth (Tex.) newspaperman, is now employed in the legal department of the Gulf Production Company, Fort Worth.

Frank A. Briggs, former managing editor of the Dallas (Tex.) Morning News, has become editor of the oil and financial department of that paper, succeeding George McQuaid, resigned.

Harrison R. McGill, reporter on the Dallas (Tex.) Evening Journal, has been transferred to the News.

Angus S. McKay, of the Bridgeport (Conn.) Standard-Telegram, has been admitted to membership in the Chamber of Commerce.

Gerald Breitagam has resigned from the New York Globe staff to engage in publicity work for the Methodist Centenary. Russel M. Crouse has left the Globe and is now on the staff of the American Legion Weekly.

Glendon Allvine, of the New York Tribune's Sunday staff, is spending his vacation in the Green Mountains of Vermont.

Miss Betty Lloyd has become social editor of the Bristol (Conn.) Press.

Albert Hawkins, editorial writer on the Portland Oregonian, and Miss Anne Barratt were married recently.

Nelson Harding, cartoonist for the Brooklyn Daily Eagle, has undergone a slight operation at the Brooklyn Hospital. He is reported to be recovering rapidly.

Lt. Leonard Smith, Jr., of the staff of the New York Times, son of Brig. Gen. A. L. Smith, retired, and Miss Margaret Pemberton McLean, of Glen Ridge, N. J., have announced their engagement.

Capt. Harry R. Gimbal and Sergt. Harry Hoskins, recently discharged from the American Expeditionary forces, have returned to their old positions on the editorial staff of The Sacramento (Cal.) Bee.

H. R. McLaughlin, city editor of The Sacramento (Cal.) Bee, has returned from a month's vacation spent in the mountains.

H. B. Guest, formerly parliamentary correspondent at Ottawa for the Montreal Mail, recently returned from overseas and has joined the editorial staff of the Winnipeg Free Press.

E. H. Scott has left the editorial staff of the Winnipeg Telegram and is now doing special work in Western Canada for the J. B. McLean Publishing Company of Toronto.

Capt. Claude R. Collins, aviation editor of the Philadelphia Press, has been elected president of the Aviators' Club of Pennsylvania, composed of 300 former service fliers.

WITH THE AD FOLKS

Charles E. Howe, senior partner of the Beek Advertising Agency, Houston, Tex., is motoring to Chicago and Detroit and giving talks en route on Houston and her ship canal.

Paul Wing, advertising manager of the Empire Cream Separator Company, Bloomfield, N. J., has resigned to establish an advertising, art and editorial service for agencies and advertisers at No. 50 Union Square, New York, which will be known as the "Studio of Paul Wing, associate, Raymond L. Thayer." The name of Mr. Wing's successor at Bloomfield has not been announced.

Paul H. Hildreth, for four years connected with the Rand Company, North Tonawanda, N. Y., as a department manager, has been appointed advertising manager, with former Lieut. F. Edgar McGee as assistant.

Lieut.-Col. George E. Hoth has joined the staff of Wales Advertising Company, New York, where he will specialize in research work. Before entering service he was executive director of civic organizations in Philadelphia, a special editorial writer for the Public Ledger and a contributor to magazines.

KUNSMAN BACK IN TOWN WHERE HE STARTED

BEING a loyal citizen, G. W. Kunsman always liked Reading, Pa., and now after a business absence of seven years he is back—and happy. He is the new business manager of the Reading Telegram and Reading News-Times, succeeding Dudley H. Miller. The latter, however, retains his interest in the Reading Printing Company, publisher, and continues as treasurer.



G. W. KUNSMAN

Mr. Kunsman was originally a Reading man and was for several years connected with the advertising and circulation departments of the Telegram. Later he was made advertising manager of the Reading News. Seven years ago he went to the York (Pa.) Dispatch as advertising manager and shortly afterward was made business manager.

Howard F. Eyster, circulation manager of the Harrisburg Telegraph, succeeds Mr. Kunsman as business manager of the York Dispatch.

Frank C. Scott, late of Rogers & Co., is now art director of the Wales agency.

J. W. Fiske, advertising manager of Bannon's, St. Paul, made the opening address for a Y. M. C. A. advertising class, his theme being "Making Good in Advertising." Mr. Fiske was instrumental in organizing the World's Salesmanship Congress in Detroit a few years ago. The advertising class at the Y. M. C. A. school is scheduled to cover two terms of fifteen weeks each. The St. Paul Advertising Club is co-operating with Mr. Fiske in the conduct of the class.

Joseph A. Resk, formerly with the George Batten Company, has joined the Beers Advertising Agency staff in New York, and will devote his time exclusively to the Latin-American field.

W. S. Winslow has been appointed sales and advertising manager of the A. M. Collins Manufacturing Company, Philadelphia, a paper house. He has been with the J. E. Linde Company, New York.

M. S. Hatcher has been appointed advertising manager of the Doyle-Kidd Dry Goods Company, Little Rock, Ark. He has been with Montgomery, Ward & Company, Chicago.

Rev. James C. Reid has been named publicity chairman of the Interbay Church Federation, Oakland, Cal.

Lester H. Butler, late of the Goodyear Tire & Rubber Company, is now with the Akron Advertising Agency, Akron, O.

R. H. White has resigned as advertising manager of the Domestic Engineering Company, Dayton, Ohio, to become manager of the new Dayton office of the Power, Alexander & Jenkins Advertising Agency. He is succeeded by E. D. Doty.

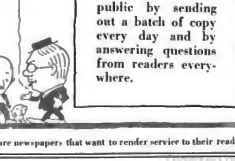
H. Robinson has been appointed advertising manager for the J. Swartz & Sons' Company, clothing manufacturer, Chicago.

Lee Mero of Minneapolis is a new addition to the Charles Daniel Frey Company's illustrating staff in Chicago.

Howard V. O'Brien is now with the service department of Husband & Thomas, Chicago.

S. A. Small, formerly advertising manager of the L. A. Young Industries, Inc., has joined the staff of the Betsford, Constantine & Tyler Advertising Agency, Portland, Ore.

The Rock Island Argus has signed a contract for the Haskin Service for one year



Frederic J. Haskin is at hone in the National Capitol.

He informs the public by sending out a batch of copy every day and by answering questions from readers everywhere.

His subscribers are newspapers that want to render service to their readers.

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INLAND MEN PLAN ROUSING PROGRAM

To Discuss All Phases of Publishing and Advertising in Chicago, October 16-17—Consider "I. D. P. A." and Illinois Association Merger

CLINTON, Ia., Sept. 29.—Secretary W. V. Tufford announces that the autumn meeting of the Inland Daily Press Association will be held in Chicago, Thursday and Friday, October 16 and 17, 1919, in the Red Room of the LaSalle.

The Illinois State Association will meet at the same time to discuss with the Inland the question arising regarding its consolidation with the Inland.

The Inland Convention will open the 16th with a luncheon in the Red Room at noon, and the first day's program will be taken up at the table immediately thereafter.

The time of other meetings will be decided at this session.

There will be a luncheon also at noon of the 17th in the Red Room followed by program.

Early Presence Urged

Daily newspapers not members are invited to be represented at this really important meeting. The meeting call says:

The members are urged to be at Hotel LaSalle for the luncheon, October 16, even if they cannot remain for the second day, as "very welcome to publishers needing composing room help and who find difficulty in obtaining it."

"The program has been arranged by Frank H. Burgess, of the LaCrosse Tribune; I. U. Sears, Madison Journal, and H. H. Bliss, Janesville Gazette. This is a special committee appointed by the president for such duty.

"The Zone Law will have a special place in the program, with Lee P. Loomis, Muscatine (Iowa) Journal-News, as chairman of the committee in charge. The remainder of the Zone Committee are Joseph H. Pearson, Grand Forks Herald; D. B. Worthington, Beloit News; A. S. Leckie, Joliet Herald-News; F. C. Smith, Waukegan Sun; F. W. Harris, Macomb Journal.

"The program will be filled with splendid features—the discussion of which will be worth money to all who attend.

Program in Detail

"Chairman Frank H. Burgess, of the program committee, has arranged a decidedly strong program.

"Among the really leading numbers will be an address by F. P. Mann, president of the North Dakota Retail Merchants' Association, of Devil's Lake, N. D., who has made a great success in building up a very large business in a small city by advertising. His subject will be 'Advertising.' Then will follow the luncheon October 16.

"A. M. Brayton, publisher of the Madison State Journal, and the La-Crosse Tribune and Leader-Press, will give an address on The Editor and the Manager.'

"Lee P. Loomis of the Muscatine Journal will have charge of the presentation of the 'Zone' subject in all its forms and will make an address on that subject. He has given the question much thought, and is becoming an authority on the Zone law. He will have the data collected by the secretary in the ballot on the Zone and A. B. C. questions, authorized by the president, to add to the importance of his part of the program.

"It is hoped that ex-President William C. D'Arey of the A. A. C. W. will be present.

"Governor Lowden has consented to be present, if possible, but it is not quite sure now that he can do so.

"W. C. Johnson, general manager of the Chattanooga News and secretary-treasurer of the Southern Newspaper Publishers' Association, will be present, it is expected, both days."

Membership Applications

The secretary has on file, to be acted upon at the October meeting, the following applications for membership in the Inland:

Richmond (Ind.) Palladium, E. H. Harris.

Oelwein (Iowa) Register, H. V. Hover, R. Simson.

Paris (Ill.) Beacon, F. A. Feare.

Lebanon (Ind.) Reporter, S. Neal.

Vincennes (Ind.) Commercial, C. W. and Thomas H. Adams.

Cedar Rapids (Iowa) Republican and Times, Luther A. Brewer.

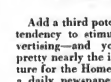
Litchfield (Ill.) News-Herald, E. E. Burson.

"Features that sell newspapers"

Two Kinds of Reading Attract Women—

1:—That which entertains.
2:—That which informs.

Add a third potential—a tendency to stimulate advertising—and you have pretty nearly the ideal feature for the Home Page of a daily newspaper, morning or evening. We think we have this in

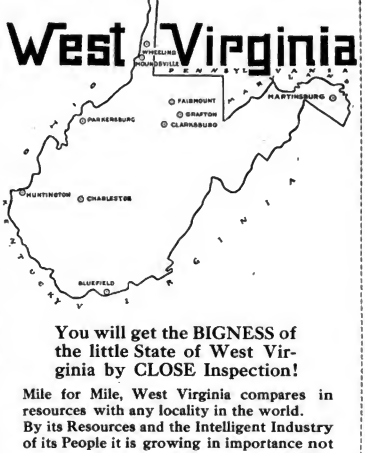


Chatty, cheery daily talks on good taste in the home, decorating, refurnishing. Written for women by a woman who understands women. The men will like her stuff, too, for she takes a good-natured whack at mustache cups, jim-cracks on the mantlepiece, musty bedrooms and spindle-legged chairs. A short article daily, six days a week, with special illustrations. And they are good illustrations.

These newspapers began publication of "Your Home and You" on Monday, September 29th: The New York Evening Post, the Kansas City Star, the Louisville Courier-Journal, the Pittsburgh Dispatch, the Youngstown Vindicator, the Omaha World Herald.

We should like to send you sample proofs and quote you terms.

The Metropolitan Newspaper Service
432 FOURTH AVENUE, N. Y.



You will get the BIGNESS of the little State of West Virginia by CLOSE Inspection!

Mile for Mile, West Virginia compares in resources with any locality in the world. By its Resources and the Intelligent Industry of its People it is growing in importance not only in mineral production but in MANUFACTURING.

In a world confronted with a serious shortage of coal, the potential influence of West Virginia's bituminous coal fields, reckoned to be the largest continuous fields in the world, becomes apparent.

It takes power to run factories, and West Virginia has it, in coal, in natural gas, in waterways. Hence, West Virginia will bring FACTORIES to its mines and its wells and its rivers.

And if you are wise in your generation you will bring your advertising into these dailies and ESTABLISH a good will here for your goods.

	Circulation	Rate for 5,000 lines.
Bluefield		
*Telegraph ...(M)	5,463	.02142
Charleston		
‡Gazette .....(M)	14,300	.03
‡Gazette .....(S)	14,500	.03
‡Mail .....(E)	9,336	.025
Clarksburg		
‡Telegram ....(E)	7,864	.02
‡Telegram ....(S)	8,351	.02
After Feb. 1st, 1920..... .025 line flat		
Fairmont		
*W. Virginian.(E)	5 192	.02
Grafton		
*Sentinel ....(E)	2,275	.014
Huntington		
‡Advertiser ...(E)	8,524	.02
‡Herald-Dispatch ....(M)	11,165	.02
‡Herald-Dispatch ....(S)	11,599	.02

	Circulation	Rate for 5,000 lines.
Martinsburg		
‡Journal .....(E)	3,249	.0129
Moundsville		
*Echo	1,730	.0115
Parkersburg		
*News .....(M)	6,239	.02
*News .....(S)	6,239	.02
‡Sentinel ....(E)	6,695	.017
Wheeling		
‡Intelligencer .(M)	10,139	.0325
‡News .....(E)	14,749	.04
‡News .....(S)	17,800	.05

*Government statement, April 1. 1919.
‡A. B. C. statement, April 1. 1919.
†Publishers' statement. April 1. 1919.

File the Facts for Reference

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FIRST

In September The New York Times published 1,785,816 agate lines of advertisements, the greatest volume ever printed by a New York newspaper in a single month and a greater gain (545,759 agate lines) over September, 1918, than any other New York newspaper.

In nine months of this year, The New York Times published 13,509,130 agate lines of advertising—a gain over the corresponding peroid of 1918 of 4,810,327 lines—the greatest volume ever printed by any New York newspaper in any nine months of any year.

Last Tuesday, September 30, The New York Times Published 207 columns of paid advertisements—the greatest volume of advertising ever printed in a weekday issue of a New York morning newspaper.

Sunday, September 21, the New York Times published 609 columns of advertisements, the greatest volume ever printed in a single issue of a New York Newspaper.

The New York Times

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M'KERNAN'S PLANS FOR N. Y. CONVENTION

Much Interest Centers in Election of Officers by State Circulation Managers' Association—Three Cities Wont 1920 Convention

By James McKernan

Arrangements have been completed for the semi-annual meeting of the New York State Circulation Managers' Association, which will be held at the Woodruff Hotel, Watertown, N. Y. An invitation has been sent to the association by Floyd L. Carlisle, president of the St. Regis Paper Company, for a trip to Deferiet and a visit to the paper mill, which is one of the finest equipped plants in the state of New York.

Charles H. Congdon, publisher of the Watertown Times and an officer of the association, is chairman of the local committee of arrangements and the members who attend will be sure of having an interesting and enjoyable program after the business of the convention is over.

A. W. Cockerill, circulation manager of the Utica Press, second vice-president and chairman of the program committee, has prepared a most interesting program for discussion and papers will be read by members on the various problems that are confronting circulation managers in the cities and towns throughout the state.

75 Members Wanted

W. C. Nixson, of the Syracuse Post Standard, one of the directors and the chairman of the membership committee, is making a strong drive to bring the membership up to the 75 mark.

In addition to the important matters of interest to be discussed at the convention, there will be addresses by prominent people connected with the local newspapers and Board of Trade.

There will be an entirely new board of officers elected, including directors.

Chairmen of various committees have practically completed their programs and as there is important business to be taken up in relation to the handling of newspaper circulation at the present time, a big attendance is expected.

Members from the lower part of the state will leave New York on Sunday, October 19, at 11:30 p. m., arriving in Watertown on a through train in time for the opening of the convention at 9:30 a. m., Monday, October 20.

All Officers' Terms Expire

An invitation is extended to business managers and circulation managers who are not members of this organization to attend the Watertown convention and join the association.

An invitation is also extended to members of the I. C. M. A., the New England and the Tri-state Association who are located near enough to attend.

The following are the officers and directors of the association whose terms expire at this meeting.

James McKernan, president, New York World.
M. J. Burke, first vice president, Brooklyn Eagle.
A. W. Cockerill, second vice president, Utica Press.
J. M. Annenberg, secretary-treasurer, Albany Knickerbocker Press.

Directors

William M. Henry, New York American.
A. J. Geiler, Syracuse Journal.
M. D. Treble, Buffalo Times.
W. C. Hanson, Syracuse Post-Standard.
F. A. Roberts, Rochester Times-Union.
Charles H. Congdon, Watertown Times.
R. B. Goble, Lockport Union-Sun & Journal.

Interest is centered in the election of president. The association was practically unanimous at a previous meeting in outlining a policy of alternating for the office of president on a down-state and up-state candidate. Under this plan, R. D. M. Decker, formerly with the Albany Knickerbocker Press, and who went into another line of business, resigned the office of vice-president during the past year. He would have been eligible for the office of president, thereby continuing the plan, but as matters now stand both the president and vice-president are from Greater New York, so that the above policy would be upset if the unwritten rule of nearly all organizations of the vice-president succeeding the president was adhered to.

Three Invitations for 1920

This point is expected to bring out a friendly rivalry in the association resulting in a full attendance.

The Merchants Association of New York City has extended an invitation to the New York State Circulation Managers to hold its next convention in New York City. Rochester and Utica have also invited the association.

This will be decided by a vote of the members at the meeting in Watertown.

CIRCULATION NOTES

The Liberty Loan Newsboys' Association of Boston has received from William J. Bryan a check for $25 for a memorial to be erected for Albert E. Scott, the 15-year-old Brookline newsboy (the youngest member of the 101st Infantry), who died heroically near Chateau-Thierry a year ago. The memorial is to be erected at Coolidge Corner, where "Scotty" was a newsboy. The contribution to the "Scotty Memorial Fund" was given to a committee of newsboys who called on Mr. Bryan at the Hotel Bellevue with a request that he deliver an address at an entertainment they are to give for the fund.

The Winnipeg Telegram is conducting a voting contest based on subscriptions secured by contestants; $16,000 is offered in prizes, including automobiles, pianos, chance to enter the movie field, etc.

L. V. Vancleave, for the past four and a half years circulation manager of the Rockford (Ill.) Daily Republic, has resigned and will leave about the middle of October to make his future home on the Pacific Coast.

"Al" White, who has been circulation manager of the Cheyenne (Wyo.) State Tribune since it was first established, over twenty years ago, has resigned and is planning to go to California for a rest. Thomas Middlemas succeeds him.

Every carrier of the Little Rock (Ark.) News is a member of the Boys' Club which is maintained by the Y. M. C. A., Clyde Martin, circulation manager for the News, giving each a membership if he is unable to pay for it. The boys make the club their headquarters until press time, and Mr. Martin says they have shown an improvement in sales and route carrying work.

★ ★

—Nor is Wisconsin laggard in the big new field of Chemistry.

Here is indeed opportunity for specialization, for science and skill, and with large rewards.

Within the year a Wisconsin Company with one thousand acres begins the manufacture of serum on a large scale, showing the trend of the times.

N. B.—Alert, curious for INFORMATION on all progressive movements—AND PROSPEROUS—Wisconsin people are easily educated to goods of merit by daily newspaper advertising.
Try them.

These few papers will start you right.

Papers	Circulation	Rate for 5,000 lines
†Appleton Daily Post (E)	5,010	.0143
Beloit News (E)	6,593	.025
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
†Pond du Lac Commonwealth (E)	6,017	.025
†Green Bay Press Gazette (E)	11,011	.025
Kenosha News (E)	5,221	.0129
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisc., State Journal (E)	†14,689	.035
Madison, Wisc., State Journal (S)	†10,891	.03
Milwaukee, Wisconsin, News (E)	*68,431	.10
Milwaukee Journal (E)	†13,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,252	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.03
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1, 1919.
*Publisher's Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919.

EXTENSION OF "TRUTHFUL" AD MOVEMENT THROUGHOUT THE WORLD

Work of National Vigilance Committee and of Better Business Bureaus Is Described by National and Local Officials.

PLANS of the Associated Advertising Clubs of the World for an extension of its "Truth-in-Advertising" movement call for an increase in the number of its local "Better Business Bureaus" until the number of these—now sixteen—includes one in every city of the United States of 50,000 or more population. Other plans include the organization of volunteer "vigilance committees" in cities where there are advertising clubs but no "Better Business Bureaus" and the co-operation in all cities of chambers of commerce, merchants' clubs, and commercial associations.

These plans were outlined at a morning session of the Associated Advertising Clubs' convention at New Orleans, given over to the "vigilance" work of the organization, at which Merle Sidener, president of the Sidener-Van Riper Advertising Agency of Indianapolis, and chairman of the national vigilance committee; H. J. Kenner, secretary; and William P. Green, organization secretary; and Richard H. Lee, special counsel of the organization, were speakers. The formal addresses of these men were followed by three-minute reports by Kenneth Barnard, secretary of the Better Business Commission of Toledo; E. J. Brennan, manager of the Better Business Bureau of St. Louis, and representatives of similar local organizations on the work accomplished by these during the past year in promoting honesty in advertising.

2,000 Investigations

H. J. Kenner, secretary of the National Vigilance Committee, said that approximately two thousand cases of advertising suspected of being false or misleading, have been investigated by local bureaus and committees. "So definite and practical does such bureau work become that advertisers in the communities in which bureaus operate have increased greatly their financial and moral backing of the work," he said.

In many cities subscriptions from leading advertisers and from newspapers have been doubled and trebled in order to place the bureaus in position to meet greater demands and opportunities arising from the expansion of business. In the city of Detroit one newspaper is giving $1,000 and one merchant $1,300 annually to the local work.

Business Men Aid

A short time ago, the committee directed letters to representative advertisers asking for an expression of their policy with respect to placing copy with newspapers and other periodicals which are known to carry misleading or fraudulent advertising. About two hundred advertisers replied to the effect that they would not knowingly use space in publications which carried confidence-destroying advertising. These letters are being preserved and will play an important part in the work of the committee in the coming year.

The committee also wrote to representative newspapers throughout the country and asked what they were doing to protect their readers and legitimate business from confidence-destroying advertising. The committee asked for specific information regarding the rules which newspapers used to bar objectionable advertising from their columns. This information has been analyzed and published for the guidance of other newspapers desiring definite data and looking to the censorship of the advertising submitted to them for publication. These letters are also being preserved for the information which they contain.

William P. Green, organization secretary of the National Vigilance Committee, said local business houses were supporting Business Bureaus because they had come to appreciate the cash-drawer value of vigilance to the individual advertiser. "Now and then we find a business man who says that his advertising is clean and that he is not interested in the man whose advertising is deceptive," he said. "That man fails to realize the destructive effect of misleading advertising on all advertising. His attitude is that of the storekeeper who would refuse to pay taxes for the support of a Police Department because he felt that his individual place of business would not be robbed during the coming year.

"You cannot get away from the fact that every piece of fraudulent advertising that appears strikes, either directly or indirectly, at all other advertising.

"There isn't anything destructive in this work. When a local Bureau criticises an advertisement, it makes a constructive suggestion of material value to the advertiser. We are not what a stenographer called us in our office at Indianapolis a few years ago, when the secretary asked her to go out into the stock room and get a supply of letterheads. She went to the office manager and said that she wanted some stationery for the 'National Violence Committee.' In other words, we rely on suggestion, or repeated suggestion, if necessary, and on prosecution only as a last resort."

Truth Is Economy

Richard H. Lee, special counsel for the Associated Advertising Clubs, said that a business house that paid a high salary to an advertising manager and then permitted him to indulge in untruths was not practising economy.

"It takes brains to make the truth attractive," he said. "Any liar of ordinary ability can write the other kind of copy, and that type of man can be hired cheaply.

"It does not require much brains or ability to get a crowd of people into a store with the statement that they can buy silver dollars for fifty cents, but getting them there today and having them come back tomorrow and the day after and all the succeeding days is a very different matter.

"Now, how are you who are making a profession of advertising, you advertising managers, going to protect your profession? How are you going to raise the level of the business that you have chosen? How are you going to make the place you occupy worth more money to you and of untold value to your boss?

"I'll tell you how. Bend backwards in your insistence on truth. Place a value on the good name of your institution, that is exceeded by no other consideration connected with your business. Drive home in no uncertain fashion to your executives that the printed word which goes from them through your fingers to the public reaches the public as their representative and as that printed word is known, so are they and their business known.

"If that printed word is flamboyant, bombastic, unreliable, misleading, deceptive, untruthful or false, that is the measure of your institution and the men who stand behind it.

Local Officials Talk

"When a house sends out a salesman with a red necktie, it should bear in mind that the public who meets the salesman comes to think the house wears red underwear. If he is clever, or perhaps over-clever, glib-tongued and impudent, you might as well have that kind of a house behind him, but if he rings with truth, with logic and fair dealing, even though he fails to sell you, the very impression he creates is an asset to the house that sends him out—an asset that cannot be measured by dollars—an asset that may create sales from unknown sources for years and years to follow—and advertising is a salesman."

Kenneth Barnard, secretary of the Better Business Commission of Toledo, said:

"Up until this very moment, we have been merely *wishing* that advertising be clean and truthful and reliable. My message today is to tell you that the time is here to stop wishing and be financially willing and morally anxious to put our backbones to the task. In other words your duty is to invest—invest in a cause which pays intangible dividends and will continue to pay them as long as advertising remains a force in the commercial intercourse of mankind."

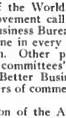
E. J. Brennan, manager of the St. Louis Bureau, said:

"The advertiser who directly or indirectly belittles a competitor, either by means of the written word, advertising, or by the spoken word, merchandising, person has planted in the public mind the seed of distrust. He has caused to arise suspicion, not only against his competitor, but against business methods in general and particularly against advertising and its progeny—good-will.

"Ever after, that seed is beyond his control. Its growth and its ability to propagate more distrust can be reached by only one agency—continued propaganda based on reality, a propaganda that has for its end and aim the increase of reader confidence.

D. B. MILLER IS MODEST —ABOUT HIMSELF

MODESTY is a half-way fact with D. B. Miller, advertising manager of the Cleveland (Ohio) Cadillac Company—it stops when he gets off the



D. B. Miller.

subject of D. B. Miller and starts to talk interestingly, usually in paid for newspaper space, about things like Cadillac and Dodge automobiles and Victrolas.

Advertising is not a hobby with him—it is a lifework and was selected after consideration of every other field of endeavor. Sales promotion also interests him, but merely as a natural result of good advertising. He started as a "cub" as a member of the advertising staff of the Philadelphia North American, went from there to the Pittsburgh Leader and finally left that paper to join the combination staff of the Pittsburgh Post and Sun.

A call from the General Fireproofing Company attracted him to Youngstown, Ohio, as assistant advertising manager, which position he held until called to his present post. He does concede that he now has unusual opportunities and everyone else looks at it in the same way.

Mann Elected Vice-President

The board of directors of the H. K. McCann Company, New York, has elected E. W. Mann to the office of vice-president.

"Features that sell newspapers"



Give a thought to the kids

Join The Brooklyn Eagle, The Boston Globe, The Pittsburg Dispatch, The Detroit News The Louisville Courier-Journal, The Youngstown Vindicator, The Dallas Journal, The Meriden Morning Record in presenting Arthur Scott Bailey's popular children's stories.

The Tale of Cuffy Bear
The Tale of Jolly Robin
The Tale of Jemmy Rabbit
The Tales of 20 other furred or feathered folk

Note from the list above the morning newspapers. Evening papers have no "copyright" on home page features.

This series combines delightful text and quaint pictures every day in the week.

Wire or write for samples

The Metropolitan Newspaper Service
432 FOURTH AVENUE, N.Y.

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A. A. C. W. Blazes the Way for Closer Relationship

(Continued from page 5.)

the Latin publishers by furnishing them names of undesirable United States advertisers.

The committee moved upon the suggestion of Mr. Zavala to be seconded by Mr. Gil to extend the cordial thanks of the conference to the A. A. C. W. officers, Chairman Lamar C. Quintero of the entertainment committee, and its other members, and to all those who have so kindly co-operated toward the success of the meeting,and the encouraging steps that had already been taken toward the formation of a definite and helpful organization.

A Practical Ideal

In declaring the session closed, Chairman John Barrett expressed his sincere appreciation for the cordial co-operation of all those present for the splendid feeling that had been shown in the pursuit of a practical ideal, and hoped that all those interested in this subject would give suggestions to him, either at the Pan-American Union or at the headquarters of the A. A. C. W. in New York City.

He said he felt that the effort had been well worth while, and that with the co-operation of both officers of the Associated Clubs and the enthusiastic pioneers in this movement, the Pan-American gathering at Indianapolis next year would surely be a great success, and mark a definite starting point for a vigorous and persistent campaign in Latin America, for truth in advertising.

Senor Manuel Carpio, representing El Heraldo de Mexico, was the first speaker among the Pan-American delegates at the general session of the convention at which the establishment of the new department was under discussion. He placed the affairs of the country before the delegates in new light and won many new friends for it among them.

Mexico's Faith

Declaring that Mexico was today trying to quench the thirst for crime, he moved the great assembly to applause by a plea for support that will make Mexico sure that faith and hope for liberty and justice has not been in vain. Continuing, Senor Carpio said:

"We have heard that this idea of the advertising clubs of the United States started to be a national organization. It was going to be the uniting of the forces for a definite purpose within this country. It was a happy moment when you changed that name and made it 'The Advertising Clubs of the World.' That is where we came in. We found a chance to come in.

"Last night, at a dinner offered by us to this great man who seems sometimes a child, because there is no genius who does not look like a child some time, my friends, Mr. Palavicini, of Mexico City, made a wonderful remark. He said to him: 'John Barrett, you have done more for the ideals of union and friendship than anybody I know. You have not only succeeded in bringing this idea of Pan-Americanism for long, long years, but you have succeeded in something that no one ever succeeded in before, and that is in bringing us—the Mexican editors—who are always disagreeing with each other, to be friends here and to form a union.'

What a Man Did.

"That is what this man did. We came in different trains. We were even trying to see if the other fellow wouldn't stop at a different hotel so that we might not have the chance to meet each other. Finally, we came together. We had to assist in the Pan-American section of this conference, and we started to get each with the other and talk and greet each other with certain courtesies, and finally we are friends.

"We are going back to Mexico to establish there the Mexican Club that depends directly and immediately and will work with the Associated Advertising Clubs of the World. We are going to do that as soon as we arrive in Mexico, and we are going to have this opportunity that we consider of an enormous value to use every means of publicity in the Republic of Mexico in order to carry to the Mexican people the American message of what we and how we, you all the time through these wonderful channels of advertising and publicity, the message of Mexico. We hope that after this conference in Indianapolis that is going to be held next year, there will be a chance for us to send a mighty representative delegation in order to see if we cannot convince you that at a latter conference and convention we would like to have you all go to Mexico City."

Argentina's Support

Senor Enrique Gil, a brilliant young lawyer of the Argentine Republic, and the United States representative of La Nacion of Buenos Ayres, brought out several telling points in a well-delivered address in terse and clear English.

He told of the wonderful resources and trade possibilities of Argentine, and in closing said:

"I am authorized to pledge the unlimited co-operation and assistance of the Argentine press, editors and publishers, in so far as I have the honor to represent them, to carry on the efficient and praiseworthy program of your organization."

The next speaker was Senor Conrad W. Massaguer, a noted cartoonist and publisher of Cuba, who has by his own efforts successfully developed three publications. Senor Massaguer, though suffering from a cold, was able most wittily to interest the audience in relating the troubles of a publisher in Cuba with advertisers and especially with those in the United States ignorant of the needs of the markets.

He said that there was much misunderstanding as to the kind of copy that was required and pledged the cordial co-operation of the advertising club of Cuba which is affiliated with the Associated Advertising Clubs of the World, and of which he had the honor to be president.

Chairman Houston stated that as the opening session had been honored by the reading of a message from the Premier of Australia, that therefore this Pan-American session should close most fittingly with a message from the executive of one of the most interesting of the Latin-American countries.

A Message from Peru

Mr. Noel of New York and Peru then read the following message from President Leguia:

"President and members of the Associated Advertising Clubs:

"Always a firm believer in the efficacy of the press as a civilizing factor, I send you my best wishes for the success of the Pan-American section of the Associated Advertising Clubs of the World, which has been formed. It will have my cordial co-operation, as I shall always support and encourage legitimate American initiative to help in the social and material development of my own country.

"Augusto B. Leguia."

Other visitors to speak during the Latin-American conferences were Rafael Alberto, managing editor of Elcelsior of Mexico City, and Arthur Liehes, of El Mundo of Havana.

Cuba's Invitation

The latter read the following message from President Mario G. Menocal of Cuba:

"To the Manufacturers of the United States:

"It affords me genuine pleasure to accept this opportunity to tell the merchants of the United States of the wonderful opportunities Cuba affords them. First, to invest their capital; second, to sell their wares, and third, but not least, of the desire of the Cuban people to do an ever-increasing business with our good friends the United States, and to further cement the friendly relations already existing between the two republics.

"Cuba, though occupying but a small space geographically, and having less than three million people, has shown itself capable of making tremendous purchases in the United States. We are now probably one of the best customers of your country, but there is still much room for improvement.

"The picture you are about to see will give you a graphic idea of the industrial importance of Cuba and of the opportunities it affords. May append, in conclusion, a hearty and sincere invitation the promise that you will receive at the hands of the Cuban people a hearty welcome."

Proud of Work

Satisfaction with its step forward to help in the greater brotherhood of man is compiled in the following resolution, adopted at the closing session of the 1919 convention of the Advertising Clubs of the World, meeting in general session:

"The Associated Advertising Clubs of the World hail with the greatest satisfaction the convention at this convention in New Orleans of the Pan-American conference which will represent advertising and publishing interests of the Latin-American republics.

"This conference, immediately upon its formation, resolved to undertake vigilance work, thus giving most convincing evidence of its spirit and purpose.

"Under its general guidance, as a part of the Associated Advertising Clubs, clubs will be formed throughout the Latin-American republics, spreading the principles of truth-in-advertising and developing through mutual understanding the good will and friendship which will be an enduring basis of friendly trade relations among all the republics in the hemisphere."

U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

The Congregationalist

is not read for fun; it is read seriously; therefore it is well read.

Broad-minded advertisers know

THE CONGREGATIONALIST, 14 Beacon St. BOSTON, MASS.

The Detroit News

Is Oversold on

Thursday and Friday

The circulation of

The Evening Star

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

try-out market

The Indianapolis Radius can be covered with minimum expense. It is dominated by one paper which can create consumer demand, and command dealer and jobber co-operation. Try out your product in the Indianapolis Radius through

THE INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

During the seven months ending July 31

614,922 agate lines

of national advertising were published in

The Clarksburg Telegram

a gain over the same period of 1918 of

74.5%

It pays to advertise in "West Virginia's Leading Newspaper."

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

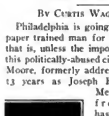
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SEE MOORE'S ELECTION AS CERTAIN

"Close-Up" View of Newspaper Man and Member of Congress, Who Is Looked Upon as Philadelphia's Next Mayor

By Curtis Wager-Smith

Philadelphia is going to have a newspaper trained man for its next mayor—that is, unless the impossible happens in this politically-abused city—for "Hampy" Moore, formerly addressed for the last 13 years as Joseph Hampton Moore,



HAMPTON MOORE.

Member of Congress from Philadelphia, has won the Republican nomination from Judge John M. Patterson. The victory was not won by a landslide, but by enough votes to make it safe, which usually assures office in this election in Pennsylvania. Congressman Moore had the

whole-hearted support of all the newspapers in the city except one.

Army of Writers Backed Him

Congressman Moore is still an active newspaper man, inasmuch as he writes a column twice a week for the Evening Ledger. Playing no small part in organizing his campaign was a small army of newspaper men, many of them former fellow workers. "Joe" Costello, newspaper man and chairman of the Emergency Fleet Censorship Board, was Mr. Moore's publicity manager. The campaign was one of the bitterest contested in many years.

Personally, J. Hampton Moore is a bundle of well-controlled nervous energy; is 55 but does not look it; is keen-eyed, straight speaking, not given to easy promises or secret deals. He has a sense of humor and is an eloquent and ready debater. He has written books and some excellent poetry. He opposed America's entrance into the war, but had one son at Metz, the married ones in the shipyards and two daughters training in hospitals. He tends toward conservatism, which once led the fiery North American to dub him "Safety-Pin" Moore. He attributes his many successes in life largely to his newspaper training.

His Greatest Asset

"My two greatest assets when I went o Congress," says Mr. Moore, "were my newspaper experience and my knowledge of law."

Congressman Moore began his career t 13 as a clerk in a law office. He got 12 a week. A year later he successfully assed an examination as "student at aw." His employer was associated with he Court Combination. One day he was sent to court to "find out what was going on." To his surprise he read his report in the evening paper, and this marked his debut in journalism at the age of 15. He was put on the regular staff of the Court Combination, and when 18 was offered a job on the Public Ledger, where George W. Childs then held the reins.

"From him," he says, speaking of that famous Philadelphian, "I learned newspaper principles of fairness and justness in public dealings. He was a bulwark of honest journalism. I should like to erect a memorial to his memory and to the honor of the profession which he adorned."

Under Mr. Child's personal eye he was made labor editor with two assistants, and friendly terms with many of the leaders and was entrusted by Mr. Childs with much of the business of promoting the International Typographical Union project for the Printers' Home at Colorado Springs. He went through the strike troubles of the 80's under Mr. Child's instructions, playing fair to both sides, was sent to many labor conventions, on one occasion was intermediary in settling a dispute which would have called out 50,000 textile workers and on another helped arrange a conference which sent the striking miners on the Reading Railroad system back to their jobs.

Mr. Morris did brilliant newspaper work during the Homestead riots and then won lasting fame as a newspaper man through his covering of the Johnstown flood. Reaching Johnstown by a circuitous route a full day later than other local newspaper men "Hampy" got the first wire out.

First Young Republican Club

Hampton Moore's interest in politics began early. His first activity was in forming young Republican clubs. Here he developed his skill in organization as in his newspaper experience he had learned to dig for facts and to study his sleuth in question. He left newspaperdom to become chief clerk of the City Treasurer, failed to get a nomination for the office itself (to which he was later elected), and in between was secretary to Mayor Ashbridge.

He claims he was the first McKinley boomer in the city, bucking Quay, who opposed the plan; met Roosevelt at the National convention here when McKinley was renominated, and after getting himself elected as president of the National Republican League over Cornelius Vanderbilt and Gov. Lowden of Illinois was given his first Washington post by the colonel as chief of the Bureau of Manufactures in the Department of Commerce.

Mr. Moore came back to Philadelphia to act as receiver of the City Trust Safe Deposit Company, which he liquidated dollar for dollar and then returned to the capital as Congressman with a wife, 8 children and plenty of varied experience but still very young in appearance.

Perhaps the pinnacle of his achievement has been the brilliant work he has done as president of the Atlantic Deeper Waterways Association. Within a week after he was sworn in, a big river and harbor bill came up. Few knew or cared much about the Delaware River, and Philadelphia as a shipping center was a joke, but Moore took the floor and won a plea for a 35-foot channel which went a long way to restoring this city o its old maritime standing.

Since then by organizing the interests of the entire Atlantic seaboard, during a ten-year campaign, the association has secured a free canal from Hampton Roads through to the ocean beyond Hatteras, has brought into Government ownership the Chesapeake and Delaware Canal and has in hand a ship canal across New Jersey.

Moore is an advocate of preparedness and sees in the connecting chain of inland waterways not only a needed carrier for commerce but a vision of its value in time of war.

Upheld Newspaper Interests

As a member of Congress, Moore has been a staunch upholder of newspaper interests, and in the newspaper profession it will be remembered he called for a Congressional investigation in 1917 of the wild charges brought by Representative Callaway of Texas, who stated that the J. P. Morgan Company, representing British interests, had bought up 25 American newspapers which were to spread allied propaganda. A tale of the Ledger being purchased by Lord Northcliffe was part of this canard.

Incidentally, while Col. Theodore Roosevelt was President, Congressman Moore introduced the bill which kept "In God We Trust" on the coinage of the country.

WE SPEND MORE THAN

$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service

246 West 59th Street

PREMIUMS

That Are Real Subscription Producers

S. BLAKE WILLSDEN

Manufacturers and Publishers Representative,

1006 Heyworth Building

29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The True News FIRST

Always-Accurately

International News Service

World Bldg. New York

PLAN RAILROAD PUBLICITY

American Electric Association May Organize Bureau at Annual Convention

A proposal that the American Electric Railway Association organize a publicity bureau in New York will be submitted at the convention of the association at Atlantic City on October 6-11. The matter will be placed in the hands of J. H. Pardee, president; Leake Carraway of Norfolk, Va.; John W. Colton of New Haven, Conn.; Luke Grant of Chicago; F. W. Hild, of the Denver Tramway Company; Z. V. Taylor, Southern Public Utilities Company, Charlotte, N. C.; and W. Dwight Burroughs, Union Railways Company of Baltimore. The proposed bureau would be under the direction of E. B. Burritt, the executive secretary, 8 West 40th st, New York.

Training Teachers in Publicity

Kearney, Neb., Sept. 23.—Normal School has established a "rural press and teacher" course especially prepared for teachers' institutes and like gatherings. Paul W. Kieser, a former newspaper man in Omaha, Aberdeen and Bismarck, is in charge. The course aims to give teachers new ideas about the importance of school publicity and how to prepare school news for publication.

Psychology and Advertising

Chicago, Sept. 24.—At the first Fall session of the new Engineering Advertisers' Association, the speaker of honor was Prof. J. H. Picken, of Northwestern University. He talked on "Problems of the Advertising Man," dealing principally with the application of psychological principles to advertising copy.

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers Print Our Service

Send for our Headline History of the World War

Time and Money

the World War

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up *for themselves* a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers

170 Broadway New York

NEWSPAPER FEATURE SERVICE

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager

241 WEST 38TH ST NEW YORK

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LIKENS A TRADE MARK TO "U. S." GUARANTEE

Chicago Advertising Man Gives Maine Grocers a Heart-to-Heart Talk on Importance of Heading Nationally Advertised Goods

PORTLAND, Me., Sept. 23.—P. J. Sodergren, of the Mallory, Mitchell & Faust Company, Chicago, one of the biggest advertising firms in the United States, was the speaker here Thursday evening before nearly 50 members of the Portland Retail Grocers' Association, giving an informal talk on "Benefits to a Grocer in Selling a Standardized Advertised Brand of Goods."

He told of the importance of having on their counters certain goods that are advertised nationally, especially bringing home the true value of the trade mark. He gave for an example the following:

Take a Silver Dollar

Taking a silver dollar from his pocket, he said the piece of silver was worth 100 cents on the dollar anywhere, and that of course it could be sold to anyone or in any place for 100 cents, but if the same piece of silver were disfigured, that is to say, if the engraved emblem were rubbed off smoothly on both sides, and the weight of the piece of silver still remained at its original amount, a person could not sell that dollar on the streets for ten cents. The people would be afraid of it and would consider it worthless. He said that showed the value of a standardized trade mark.

It is the same way, said Mr. Sodergren, with any brand of goods that the grocer sells—the public is acquainted with a certain trade mark or name through its national advertising, and when it wants a certain article, it asks for or picks out one that is remembers having been advertised.

The speaker spoke of all the various well-known standard brands of products and advised the dealers if they wished to reap success to stock up on the product that was nationally known or was being nationally advertised. He also offered many helpful hints to the grocers, who were especially pleased with the evening's talk and will doubtless derive much benefit from it.

DALLAS PICKS A LABEL

Will Be Used in Big National Advertising Campaign Planned

DALLAS, Tex., Sept. 24—In the contest conducted by the Chamber of Commerce and Manufacturers' Association for an emblem to be used in advertising Dallas, Frank H. Calder (with the inscription "Dallas—Where Men Are Looking Forward") was selected as the winner. An effort will be made to have the emblem officially designated as the city trade-mark and for its manufacturers.

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit is in the heart of the richest agricultural and dairy region of the United States. But this thrifty factories. Beloit is highly educated; Beloit has wealth well distributed.

One paper the Beloit Daily News alone serves this splendid American population.

Circulation, over 7,00
Rat . 2 cents per agate line

BALL GAME STILL IN DOUBT

"Mulligan Stew" and Publishers' Speeches Feature Topeka Outing

TOPEKA, Kas., Sept. 24.—Whether the "Mulligan Stew" prepared by George Ellis, of the Topeka Typographical Union, was the cause or not, no one seems to know, but the fact is true, nevertheless, that who won the baseball game between the Topeka Capital composing room nine and the Capper Publications nine, is still a mystery. Both sides claim—by a score of 6 to 5.

Anyhow, the printers and publishers had a glorious time at their annual outing here, and after the "stew" had been stowed away by the men and their families, Frank P. MacLennan, of the State Journal; T. A. McNeal, of the Mail and Breeze; George Holmgren, president of the union, and others, made short speeches.

British Correspondent on a Visit

George Herbert Perris, who during the war was a correspondent on the western front for the London Daily Chronicle and the New York Times, has arrived in this country to deliver a series of lectures on the war and to describe for the Chronicle post-war conditions in America. Mr. Perris arrived in New York Monday and expects to remain until Viscount Grey returns to England next spring.

Newspaper Boosts Ad Club

DES MOINES, Ia., Sept. 24.—The Sunday Capital has just issued a special 8-page section devoted to news pertaining to the activities of the Des Moines Advertising Club. Pictures of all the club's delegates to the New Orleans convention were published, in addition to special articles by members. Advertising emphasized the truth in advertising movement and the value of the coming A. A. C. W. convention.

First W. Va. Air Delivery

CLARKSBURG, W. Va., Sept. 19—The Exponent on September 16 published the first "airplane edition" ever issued by a West Virginia newspaper. Delivery of the edition was made by airplane to Buckhannon; a distance of thirty miles.

Greene Hurt in Auto Accident

CHICAGO, Sept. 19.—Harry Irving Greene, ex-newspaperman, novelist and active members of the Press Club, who has been severely injured in an automobile crash, is in a South Side hospital. Two ribs were broken and serious internal injuries sustained.

Change on American Banker

William G. Beecroft has been appointed editor and general manager of the American Banker, New York.

Have you considered the desirability of including the NORTH JERSEY SHORE in your advertising appropriation?

With the growing acuteness of the housing problem in New York hundreds of families are making their homes in the NORTH JERSEY SHORE SUBURBS. These new citizens, for the most part, are prosperous business men with three children and they offer a wonderfully responsive and reliable market.

If you would reach these prospective customers thoroughly cover this section of New Jersey you can do so by using

THE ASBURY PARK EVENING PRESS

and

THE SHORE PRESS (Sunday)

These papers dominate in their field and their past performance inspires the confidence of their readers.

Standard Rate Card Member A B C
Frank R. Northrup, Special Representative, 3d Fifth Avenue, New York City.
Association Building, Chicago, Illinois.
J. Lyle Kenmouth, Publisher,
Asbury Park, N. J.

M. A. Taylor Trophy Won By Irving Bank

Every Part of Country Was Represented in Display of Financial Advertising—Cleveland Second

NEW ORLEANS, Sept. 25.—The Melvin A. Taylor cup for the best financial advertising exhibit at the New Orleans Convention of the Associated Advertising Clubs was awarded to the Irving National Bank, New York. The Guarantee Trust Company, New York, was given second place; the Cleveland Trust Company, Cleveland, O., won third place in this competition.

This is the third successive year in which the Irving National Bank exhibit has won first prize. Additional interest was lent to the contest this year by the great number of competitors, the financial advertising exhibits occupying much more than half the entire space allotted to displays in the lounge of the Grunewald Hotel.

Coast to coast, every part of the country was represented in the display of financial advertising.

In the classification, for the best single advertising display, the Guarantee Trust and Savings Bank, Los Angeles, was given first place. The First National Bank, St. Louis, second place, and the Hibernia Bank & Trust Company, New Orleans, third place.

For the best individual piece of copy, the Bank of Italy, San Francisco, won first place, the Union Bank, Newark, New Jersey, second place, and the Merchantile Trust Company, St. Louis, Missouri, third place.

The cup won by the Irving National was offered by Melvin A. Taylor, president of First Trust & Savings Bank of Chicago. The award was the closing feature of the final session of the Financial Advertising Association, and was received with much applause.

Atwood Under Operation

LEWISTON, Me., Sept. 23.—Stanley B. Atwood, sports editor of the Sun and during the war one of the editors of a newspaper issued by the Signal Corps of the Army at Washington, has undergone a successful operation for appendicitis at the Ste. Marie Hospital. He is reported as getting along finely.

The McClure Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation
ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including **Frank H. Simonds, Montague Glass and Sewell Ford.**

N373 Fourth Ave., New York

LOS ANGELES

Evening Herald

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION
127,773
Charter Member A. B. C.

CAR AD PEOPLE LOSE

Court Rules U. R. C. Receiver in St. Louis Can Break Contract

ST. LOUIS, Mo., Sept. 22.—"The receiver of the United Railways Company had the power to abrogate the contracts with the Western Advertising Company for advertising in the company's cars, and the contract should be abrogated. As a matter of equity, however, a new contract should be made by the receiver with the Western company for two years at the rate of $80,000 a year, an increase of $16,000 over last year's payment."

This is the ruling of Judge Dyer in the United States District Court in the suit for injunction brought by the Western Advertising Company when the receiver sought to abrogate the contract. A Philadelphia concern had offered $104,000 a year for the privilege.

Potter Attended "U.T.A." Convention

M. Bruce Potter, general manager of the Rochester (N. Y.) Herald, was a delegate to the United Typothetae convention in New York last week. The Herald has a complete photo-engraving and job printing plant, and Mr. Potter was looking for ideas for its improvement.

Building at Lake Charles

LAKE CHARLES, La., Sept. 24.—The American Press Publishing Company has awarded the contract for the erection of a two-story brick building to cost $14,000. It will be specially arranged and fitted for a newspaper publishing plant and will be ready about January 1.

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Pittsburg Dispatch

has always been a big factor in the successful exploiting of good merchandise.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Phila

New Orleans States

Member Audit Bureau of Circulation

Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919

43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

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CAN PROMOTE THRIFT BY ADVERTISING

Economy Developed During War-Time Can Be Made a Habit—Ellsworth Heads Financial Department in New Orleans

Financial advertising has improved immensely during the last few years, and its high purpose from now on must be to popularize constructive and continuous thrift, begun during war-time. R. S. Hecht, president of the Hibernia Bank and Trust Company of New Orleans, told members of the Financial Advertising Association of the A. A. C. W. of W., in an address at the New Orleans convention. He said:

"The so-called bank advertising of twenty and fifteen and even ten years ago, with a very few brilliant exceptions, was so absolutely inane as to be positively pitiful. I have heard it described as 'tombstone' advertising, and certainly no more appropriate adjective could be used, for it produced just about the same results as to the inscriptions that you read in the average well-organized and well conducted cemetery.

A Bigger View

"With the birth of the Financial Advertisers' Association there was sounded the death-knell of the 'Eteenth-Nation-al-Bank-Capital-and-Surplus-$500,000-Transacts-a-General-Banking-Business' style of bank advertising, and there was ushered in the modern twentieth century style now employed by practically all live banking and investment institutions.

"With the birth of our Association, there was born also a bigger, modern, more human conception of the duty which the banking institutions owe to the community. Perhaps this fact is best exemplified by the wonderful manner in which the members of our Association, not as members, but as individual patriotic American citizens, set aside everything of a personal and private nature in order to give of their knowledge and of their experience and of their ability in helping Uncle Sam and his Allies everlastingly to crush the greatest foe of righteous and fair and square publicity which the world has ever known.

"Not all of our people, unfortunately, were prepared when war came upon us, but when there came the great, big job of raising billions of dollars in order to successfully wage our war against mediaeval arrogance; the members of the Association *were prepared*, and to you and your associates in the Financial Advertisers' Association, in no small degree, belongs credit for the remarkable success of our government financing.

"But our work is just begun. The people of our country, inspired by just patriotism and encouraged by intelligent publicity, learned during the past few years what it means to sacrifice and save. Our big purpose from now on must be to still further popularize constructive and continuous thrift, and to convert into a permanent habit that temporary practice developed during war-time."

The Financial Advertisers' Association elected the following officers:

President, Fred. W. Ellsworth, Hibernia Bank & Trust Co., New Orleans; first vice-president, H. A. Marsland, Irving National Bank, New York City; second vice-president, Lloyd H. Mattson, Commercial Exchange Bank, Omaha; third vice-president, H. B. Grimm, St. Joseph Alloy Bank, Elkhart, Ind.; chairman, W. R. Morehouse, Guaranty Trust Company, Los Angeles; secretary, Walter Bramman, St. Louis; treasurer, Carl A. Gode, Merchants Loan & Trust Company, Chicago.

New directors: F. D. Conner, Illinois Trust & Savings Bank, Chicago; F. C. Adams, National Bank of Louisville, Ky.; W. W. Douglas, Minnesota Loan & Trust Company, Minneapolis; Frank Wilson, Scandinavian and American Bank, Tacoma; M. A. Schulte, Cleveland Trust Company, Cleveland.

THOMPSON RE ELECTED

Succeeds Self for Seven-Year Term on Federal Trade Commission

WASHINGTON, Sept. 26.—The reappointment of Commissioner Huston Thompson, of the Federal Trade Commission, to succeed himself in office for a further term of seven years, was confirmed yesterday by the Senate. Mr. Thompson was originally appointed last spring to fill out the unexpired term of former Commissioner William J. Harris, of Georgia, resigned.

Previous to his appointment to the Commission, Mr. Thompson, who is a Coloradoan, was assistant attorney general of the United States, assistant attorney general of Colorado, and for long prominently identified with legal and public affairs in that state. The distinction is claimed for him of being the only man who has been tendered three appointments by President Wilson.

Thomas Teaching Journalism

OKMULGEE, Okla., Sept. 23.—Burnis H. Thomas of the Times Staff, has been made head of the journalism division of the vocational department at the Sand Springs (Okla.) high school.

HAVAS OFFICIAL DEAD

Henri Houssaye Was Managing Director for Over Twenty Years

PARIS, Sept. 25.—Henri Houssaye, administrator and former director of the Havas Agency, the semi-official French news distributing organization, died today. He was born February 24, 1848, and was a member of the Legion of Honor. He was managing director of the Havas Agency for more than twenty years and was still active in its control during the war.

Mr. Houssaye's nephew, Charles Houssaye, was sent to the United States by the Government on several special missions during the hostilities.

Obituary

MRS. SADIE N. GANNETT, wife of William H. Gannett, publisher of monthly and weekly periodicals at Augusta, Me., died last week at the Augusta General Hospital of neuritis. Besides her husband she leaves two daughters and a son.

MAJOR GOLIN WALLER, former editor of the Sullivan County Republican, published in Monticello, N. Y., and believed ot be the oldest newspaper in the state, died in Monticello September 24, aged 94 years. Major Waller served three years in the civil war, and was wounded at Cedar Mountain. He served as postmaster under President Taylor, Lincoln, Grant and Morrison. He established the Republican in 1854, continuing to publish it until a short time ago, when he retired owing to his health.

WILLIAM P. H. PROUT, for many years connected with the Troy and Albany (N. Y.) newspaper, died last week.

PHILLIP WELLS, editor of the New Milford (Conn.) Gazette, died September 28 of pneumonia, aged 66 years. He was a former Milwaukee newspaper man.

HERMAN GERALD CHAPIN, a former editor of the American Lawyer, died at Chappaqua, N. Y., September 28, aged 43 years.

MICHAEL F. DEVER, who years ago was a prominent figure in Boston newspaper circles, died of pneumonia in Boston on September 14, aged 60 years. Mr. Dever was editor of the Boston Sun 35 years ago. He left the Sun to become advertising manager of the Republic when that paper was being published by the late Patrick Maguire. His next venture was the insurance business, and for the past 25 years he engaged in this line, representing many large companies.

Making Money in Oil

KANSAS CITY, Mo., Sept. 30.—Oscar Stauffer, editor of the Peabody (Kan.) Gazette-Herald is said to have made a small fortune since entering the oil "game" a year ago. Mr. Stauffer recently closed a deal for a large lease and paid $10,000 for it. He said he started in the oil as a "side line," but now his newspaper is his "side line."

Nemethy Leaves Franklin Press

DETROIT, Sept. 26.—The advertising service department of the Chope-Stevens Paper Company is now in charge of Joseph G. Nemethy, formerly assistant general manager of the Franklin Press.

667,352
LINES GAIN

The Plain Dealer's August gain of 667,352 lines—the biggest gain ever made by any Cleveland page in one month shows how experienced advertisers are spending their Cleveland money.

The Plain Dealer
Largest Morning and Sunday Circulation Between New York and Chicago

Photogravure Advertising
25c line
8 page supplement
Every Sunday
Des Moines Sunday Register
70,000 Net Paid Circulation
I. A. Klein, New York John Glass, Chicago

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The Newark (N. J.) Ledger
is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.
Morning Edition, 2c
Sunday Edition, 5c

The Dominating Force
In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post
Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable on New England. Keep them on your list.
FOREIGN REPRESENTATIVES
I. A. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.
Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue
New York City

Summer In New London, Conn.
is the season of social activities and big business that assure success for the advertiser who uses
The New London Telegraph
Advertise your goods at dawn and sell them before wark.
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne Burns & Smith, New York-Boston
J. Logan Payne Co. Chicago-Detroit

3 OF A KIND
New England Market Merchandising
BOSTON AMERICAN
Service Department
To cover the first effectively you need the other two.
Govt. Statement for Six Months Ending April 1st Shows
301,270

The Pittsburg Press Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, JOHN GLASS,
New York. Chicago.

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SUPPLIES AND EQUIPMENT

New Trade Paper Planned for Paper Industry

Business Growing so Fast in Canada as to Warrant It, Montreal Backers Say

MONTREAL, Sept. 24—The following announcement in the form of a display advertisement appeared in today's Montreal Gazette:

"Canada's Pulp and Paper Industry shows such great growth and future possibilities that a new weekly paper devoted to this field will make its appearance within a few days. The new paper hopes to render a service that will make it indispensable to the industry."

Up to the present time Canada has had only one publication devoted to the pulp and paper industry, though it is now Canada's greatest export industry and is growing very rapidly.

A quarter of a century ago Canada exported $12t worth of paper per year. Last year she exported over $99,990,000 worth of pulp and paper products.

At the present the International Paper Company are building a $6,000,000 plant at Three Rivers, while a half score or more of paper companies are enlarging their plants, installing additional machines or otherwise preparing to take advantage of the growth and expansion of the industry.

On the stock markets shares of paper companies are booming while the annual reports of the companies show that phenomenal earnings have been made during the past few years. D. C. Macarow, general manager of the Merchants' Bank of Canada, who has just returned from a trip to the Pacific Coast accompanied by several directors and bank officials, in speaking of the pulp and paper industry on the Pacific Coast said, "the pulp and paper industry has made rapid strides in recent years. Five large plants are now operating in the province of British Columbia and another is in the course of construction."

Pacific Cable Plans Progress

Arrangements for laying the new American Pacific cable are going forward without a hitch, according to George Edward Ward, vice-president of the Commercial Cable Company, who arrived home from England last Thursday. He said things would move rapidly as soon as the Japanese Government provided for the landing of the cable in Japan. Clarence H. Mackay, president of the company, who went abroad recently, is in negotiation with the Japanese Government relative to landing the new line.

Kling Agency Formed

CHICAGO, Sept. 25—Roy A. Kling, Harry C. Phipps, R. W. Althoss and William D. Stewart have established the Roy A. Kling Advertising Company.

Eastman Is Head Space Buyer

CHICAGO, Sept. 27—The William- & Cunningham Agency has appointed C. J. Eastman as head of its space buying department.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

For Sale

At sacrifice for immediate acceptance—Sextuple Goss press with color attachment, eight columns, twelve ems, 2¼ inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate, pot and pump. This press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1677, Boston, Mass.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted To Buy

12 foot steel make-up table, with overhead fixtures, or several make-up tranks and steel stereotype chases. The Mail, Charleston, W. Va.

NO PAPERS FOR YOUNG JAPS.

Withheld Until 18th Year, Except in Unusual Case of a Prince

It has been the inflexible custom in the imperial family of Japan, says a writer in the East and West News, to withhold all newspapers and magazines from its members until they attain their eighteenth year; but the rule was waived in the case of Hirohito, the present crown prince. Four months before his imperial highness entered upon the eighteenth year he was allowed to begin reading a specially prepared journal.

This curious newspaper was edited by an official of the imperial household and printed in the imperial printing office. It was set in special type and printed on thick Japanese paper. The reading of it did not require a great deal of time, for it was of small size and on a single sheet.

ADOPT FOUNDLING BABY

Chicago Advertising Man Finds Child on Porch of Home

CHICAGO, Sept. 24—William D. McJunkin, head of the advertising agency of the same name, this week adopted a luxuriously outfitted baby, mysteriously left on the porch of his home with a note from the unknown mother, who asserted that the infant's father was killed overseas, that she did not now dare announce her secret marriage to her parents, and that her father at one time was a client of the McJunkin agency.

All of the McJunkin children now having married and left home, Mr. and Mrs. McJunkin have accepted their unforeseen responsibility gladly and generously.

In Training for a "Special"

E. W. Conklin, son of Thomas E. Conklin, is now on an extended western trip and is not expected to return to New York for at least six months. While in the West his headquarters will be the Chicago office of Verree & Conklin. E. W. Conklin is associated in the advertising business with his father and for the purpose of broadening his business knowledge, he is making this Western pilgrimage.

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders' Machinery of Every Description

CONNER, FENDLER & CO
18 Beekman St. New York City

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices

WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To

POWERS

Open 24 hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

—GOSS—

the name that stands for
SPEED, DEPENDABILITY, SERVICE

THE GOSS
"High Speed Straightline" Press
Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS
Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalogue and Magazine Work.

THE GOSS
"Comet" Flat Bed Web Perfecting Press
Prints 4, 6 or 8 page newspaper from type forms and roll paper.

GOSS STEROTYPE MACHINERY
A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 So. Paulina St., Chicago

New York office:
220 W. Forty-second St.

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CLASSIFIED ADVERTISING COLUMNS

"through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For consecutive insertion to exceed 50 words, two insertions FREE.

Assistant Advertising Manager

Young man with executive ability, experienced as publisher and assistant advertising manager of a New York weekly magazine, wants to connect with advertising department of some live wire three New York City. Seven years experience as advertising writer and assistant to handle magazine from make-up to circulation, and space and correspondent. Excellent references. Address A 886, care of Editor and Publisher.

Advertising Solicitor Desires Position

Only recently I was discharged from the military service, after serving a year in France. I desire to become connected in the newspaper field, preferably in the Eastern or southern daily who desire their advertising space sold. Formerly Advertising Manager of New York State daily in city of 30,000. Am experienced, can make collections and get the ads—all of which means more business for the paper. Age 28, married, no children. Best of references furnished. Address A 886, care of Editor and Publisher.

Advertising

Young man, 26, high school education, just out of army, would like position with advertising department or as advertising specialization department of some publication. Middle west preferred. Address A 894, care of Editor and Publisher.

Business Manager
Advertising Manager

Two live producers want to connect with some good daily. At present business manager and advertising manager of prosperous daily. Can produce results. Want place with future and opportunity to have interest in business. Address A 896, care of Editor and Publisher.

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to secure the services of an expert to direct the energies of your circulation department. Over fifteen years as circulator on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newsstand, department, and city and country dealers. Wide experience in R. F. D. work and contests of every description. Desires to make permanent connection as circulation director, city circulator or other prominent circulation work in any department. Address A 828, care of Editor and Publisher.

Two Live Newspapermen

Wanted—to get in touch with good county seat weekly by two live newspapermen. Will present one to business manager and the other to advertising manager of live daily. Both are practical men and know the business from the bottom up. Both are good producers. Can take hold and produce a real buyer in any field. Address A 889, care of Editor and Publisher.

Editorial Writer

Young man, twelve years' experience, five as editor in Canada and Michigan, desires position on Michigan daily. Cover City Hall beat, preferring to night work excepting Council. Salary, forty dollars week. Write 2509 Grattot Avenue, Port Huron, Michigan.

Newspaper Man

Experienced daily newspaper man is open for engagement as editor, editorial writer or telegraph editor of Republican daily, central or western states. Address A 893, care of Editor and Publisher.

Copy Editor

A capable copy editor; good general writer; strong; original; judicious; experienced in make-up, proofreading; reliable. Address A 883, care of Editor and Publisher.

Stenographer-Secretary

Stenographer-secretary, thoroughly efficient and aggressive; capable of doing things; address A 892, care of Editor and Publisher.

SITUATIONS WANTED

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will work on probation. C. J. T., care Editor and Publisher.

Business Manager

A producer who really knows the daily newspaper game wants to advance to larger field where business ability and integrity are appreciated. Address A 890, care of Editor and Publisher.

Trained Newspaperman

Night work and cost of living in Washington, D. C., prompts trained newspaperman to seek another field on afternoon newspaper. Capable of managing small daily. Would invest later. Married, aged about 30. Address A 898, care of Editor and Publisher.

Advertising Salesman

Seasoned, capable and reliable producer available for large trade paper or magazine. Experienced in general, class, trade and export fields; has successfully managed department; also branch office. Large acquaintance New York and Philadelphia; best credentials given. Details to replies; letters confidential. Address A 677, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Advertising Man

Wanted—Experienced advertising man of brilliant attainments for high class monthly commercial publication with field cover five states. Will be expected to take charge of advertising with ability as well on contract basis of salary and commission which will prove most profitable. Only bankers, manufacturers and similar high class concerns to be dealt with. Must have gilt-edge credentials bearing closest investigation and for man of this character, attractive. Exceptional opportunity for such a man. Assurance will be absolutely provided both as to satisfied, must be forthcoming. Address 237 Plymouth Building, Minneapolis, Minnesota.

Experienced Special Edition Solicitors

Wanted—Publishing newspaper Special Edition solicitors to work on an exceptionally good proposition in one of the best territories in the middle west. Must have good appearance, be clean cut, have business commission basis, transportation advanced and small drawing account. Address Special Edition, Reply in own handwriting giving full details, references and last employer. Replies held confidential here requested. John L. Gallagher Co., 9th Floor, Dexter, Bldg., Boston, Mass.

Classified Man

Wanted—Energetic man, whose experience proves he is capable of building up a classified department to a monthly income of paper in a city at 100,000. Applicants must have unquestionable record for results desired. Address A 862, care of Editor and Publisher.

Experienced Circulation Manager

Wanted—experienced circulation manager; mid-western city of 85,000; growing town evening paper; must be reliable and well recommended. Address A 897, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. Write us your needs and we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

FEATURE SERVICES

Advertisements under this classification thirty cents per line. Count six words to the line.

Poetry and Humor Column

New and original every day. My private rates are low. Shall I supply you with one a week for one year? Address A 896, care of Editor and Publisher.

NOTICE

INTERNATIONAL PAPER CO.
New York, September 29, 1919.

The Board of Directors have declared a regular quarterly dividd nd ol one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable October 15th, 1919, to preferred stockholders of record at the close of business October 7th, 1919.

OWEN SHEPHERD, Treasurer.

Publications Closed Down in Seattle

Master Printers and Paper Manufacturers Unite to Fight Job Printers' Demands

SEATTLE, Sept. 25.—Strike of several hundred printers, pressmen and bindery men in Seattle's job printing shops reached a climax this week when the Master Printers' Association obtained the backing of the local paper manufacturers and distributors. The paper dealers declared a boycott against the few plants who have yielded to the union demands for $7 for a seven-hour day, refusing to sell them any paper.

The last majority of Seattle's plants have been virtually shut down since September 2 when the men walked out after they are planning to re-open soon on an open-shop basis. As a compromise the master printers offered the strikers $7 for an eight-hour day, but the offer was rejected. The strikers have maintained a defiant attitude, refusing to submit the question in dispute to arbitration.

Because of the paper boycott declared by the plants that are operating and the closing down of the other plants, weekly publications and monthly journals published in Seattle have for the most part suspended, or rather, after publication, until the strike is settled. The Business Chronicle, a financial publication published weekly, came off the press this week in miniegraphed form in a reduced size of a single page.

FREE COURSE IN TYPOGRAPHY

Arnold Levitas to Direct Studies in Stuyvesant High School

The Stuyvesant Evening Trade School, New York, announces evening conrses for printers, lithoiral workers, advertising men and women, and other aspirants, for the coming season, in hand-reading and printers' technical English; typography and advertising layout; and estimating and cost-finding for printers.

The courses are to be conducted by Arnold Levitas and are to be given on Monday, Tuesday, Wednesday and Thursday evenings, between 7:30 and 9:30. They are open to men and women alike. Application for admission should be made at the office of the principal of the school, Fifteenth street, near First avenue.

Denver Strike Settled

DENVER, Sept. 30.—The printers' strike in Denver, which lasted three weeks, has been settled in favor of the striking compositors. They had asked for $39 a week for day work and $3 extra for night work, but the scale adopted was $37 for the first month, $38 for the second, and $39 a week thereafter.

Ollendorf Elected to Office

CHICAGO, Sept. 30.—The J. A. Snyder Company announces the election of C. J. Ollendorf as secretary-treasurer. Mr. Ollendorf recently has been assistant treasurer of the Henri, Hurst & McDonald Agency and formerly was with Erwin & Wasey and Lord & Thomas.

NOTICE

$5 0,000 for investment in a New York state daily newspaper property. Either politics. Proposition T. F.

Charles M. Palmer
Newspaper Properties
225 Fifth Ave. New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

T. B. SHERMAN COMES TO N. Y.

Al Harris Succeeds Him on Birmingham Ledger—Melton Marries

BIRMINGHAM, Ala., Sept. 22.—Thomas B. Sherman, sports editor and columnist on the Ledger staff, has resigned and is now in New York doing special features for a number of syndicates and "breaking into" the fiction game. He is succeeded by Gus Al Harris, who left the Atlanta Georgian. Al Harris, late of the Atlanta Constitution staff is now doing special features and is a humorous columnist on the Ledger. Paoli Smith, who returned from service one week ago, has been appointed publicity director for the Liberty Loan campaign. Quimby Melton, former city editor of the Atlanta Constitution, and recently assistant to associate editor of the Birmingham Ledger, is spending a two weeks' honeymoon in the East, visiting Atlantic City and other resorts. He recently married Miss Mary Davenport of Americus, Ga., thus bring to a climax a romance which had its beginning at the Constitution copy desk.

Jermane Welcomed Home

SEATTLE, Sept. 25.—Seventy newspapermen of Seattle from all the daily newspapers and weekly and monthly journals attended a banquet last night in honor of A. W. Jermane, in charge of of the Washington bureau of The Seattle Times, who is visiting his city on his vacation. The banquet was given by William Pigott, a Seattle business man.

Seven Sons Pall Bearers

ST. LOUIS, Mo., Sept. 27.—The funeral of H. W. Kastor, retired founder of the H. W. Kastor & Sons Advertising Company, took place Wednesday, with his seven sons acting as pallbearers. Services were held at the family residence and the body was cremated. The sons are Louis, Ernest, Richard, William, Benjamin and Arthur of Chicago, and Fred of St. Louis.

Texas Publishers Incorporate

WICHITA FALLS, Tex., Sept. 30.—The Record-News Company has been organized with $90,000 capital by W. H. Bagley and J. P. Allison, of Fort Worth and A. P. Oakes of Wichita Falls, who recently purchased the Record-News.

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BIG LAWN BOWLING FIELD IN TORONTO

Fourteen-Year Feature of Toronto Globe Attains Greater Popularity in 1919 Than Ever Before—250 of Best Players in Canada Take Part

TORONTO, ONT., October 1.

Few recreative or sporting features developed by newspapers have acquired the permanent popularity of "The Globe Scotch Doubles," a lawn bowling tournament inaugurated by the Toronto Globe fourteen years ago, which draws together the cream of the bowling fraternity of Canada during the first week in September each year.

It is a fifteen-end game of lawn bowls consisting of two players to a side, each bowler playing four bowls in each end. The tournament is limited to four players from any one bowling club affiliated with any of the recognized bowling associations of Canada. It thus provides intensely interesting local elimination contests throughout a wide territory running through the bowling season, in order to make the club selection for the big Globe event.

It has been described as the "World Series" in lawn bowling.

Valuable prizes are given. A bull sea lion 18 inch club bag, and four pairs of silver mounted bowls, engraved with the names of the winners, go to each member of the victorious pair, and four ivory mounted bowls, also engraved, to each of the runners-up.

Increase in Popularity

The tournament has increased in popularity from year to year, the 1919 entry surpassing any previous year—250 of the best lawn bowlers in Canada taking part. The importance of the Globe-Scotch Doubles can best be appreciated when it is taken into consideration that only four bowlers can enter from any one club; whereas entry to all other bowling tournaments is unlimited.

By way of comparison, the entry for the 1919 Dominion Scotch Doubles tournament was in the neighborhood of one hundred pairs, against the entry of one hundred and twenty-five in the Globe Scotch Doubles.

The play generally in this year's tournament possibly eclipsed that of any of its predecessors. This particularly applies to the final round when the last bowl in the last end won.

The 1919 winners were: F. N. Allen and F. L. Willgoose, London, Ontario. Thistles, with R. S. Fleming and Dr. Gowland, of Milton, Ontario, run comers-up.

MINOR URGES REVOLUTION

Man Released by Army Preaching Bolshevism in Native Land

KANSAS CITY, Mo., Sept. 29.—When Robert Minor, former newspaper man, was prevented from delivering a soapbox oration, urging the Bolshevising of the United States at Kansas City, Kan., followed by about fifty men and women, he moved to the Missouri side today and exhorted his followers to turn America upside down by what a revolution to begin on October 8.

Minor was arrested on a charge of spreading Bolshevism in the ranks of the armies of the French and Coldens during the war, but was released for reasons never fully explained. Today he declared that the Bolsheviki had the best government on earth. In a guarded plea for his revolution, Minor said that the time to strike is on October 8, and urged everyone to strike on that day. He disguised the plea as an "economic strike" in protest against the Mooney conviction. He demanded that all people convicted of anarchy, sdition and sabotage be released. The Soviet should seize the Government, he said.

Converse at Iowa University

AMES, Ia., Sept. 30.—Blair Converse, former assistant professor of journalism at the University of Wisconsin, has been made assistant in the Iowa State College journalism department here, succeeding Harry O'Brien. Mr. Converse served in the army and then joined the Milwaukee Journal staff as telegraph editor. F. W. Beekman, head of the Iowa school of journalism, who has been doing educational work with the A. E. F. in France and Germany, has returned and taken up his duties.

Bradley Back on Old Job

BIRMINGHAM, Ala., Sept. 24.—Lieut. Leon C. Bradley, former city editor of the Age-Herald, who returned three weeks ago from France, has been reinstated at his former post at the Age-Herald's copy desk. A "welcome home" party was tendered Mr. Bradley by the commission and members of the newspaper staffs. The entire personnel of the Birmingham newspaper fraternity who have returned from service were feted with special ceremonies of appreciation.

Col. Bigelow a Rotary Speaker

PORTLAND, Me., Sept. 19.—Col. Harry M. Bigelow, of the 3rd Maine Infantry and managing editor of the Daily Press, delivered an address today at the weekly meeting of the Portland Rotary Club. He urged upon Rotarians the importance of taking an interest in the proper makeup of the National Guard.

Selling Church Advertising on "Liberty Loan" Plan

A. G. Fegert Suggests Starting a World-Wide Campaign for Gospel of Christ

NEW ORLEANS, La., Sept. 25.—A world-wide continuous advertising campaign to supplement all the present means of preaching the Gospel of Christ was suggested and plans outlined to conduct such a campaign, in a speech given by A. G. Fegert, connected with the Army Y. M. C. A. at San Antonio, before the church section of the convention of the Associated Advertising Clubs of the World. His subject was "Harnessing the Press." Mr. Fegert outlined in detail how a general interest could be organized and financed which would prepare the copy for such advertising.

He said advertising managers of newspapers and magazines, with portfolios of advertisements suitable for different size spaces, could then interest church organizations, firms and individuals in paying for the insertion of the advertisement as they induced firms and individuals to pay for the insertion of the Liberty Loan, Red Cross, and Y. M. C. A. advertisements during the war.

He expressed the idea that the publishers would then devote more space in their papers to church news. It is not my idea that the advertising should be limited to telling the general public that they can hear good sermons and music at a particular time and place, but the advertisements in their illustrations and text should show that the men and women can't get along in life as they ought to, unless they heed Jehovah and that those who do obey Him in accordance with the Scripture, will receive the fruits of the Spirit, which according to St. Paul in the Fifth Chapter of his letter to the Galatians, are love, joy, peace and other desirable things of life."

Prior to Mr. Fegert's entering the war work of the Army Y. M. C. A. in Texas, two years ago, he was a newspaper man in Chicago and active in church campaigns.

Oppose Women as Voters

PORTLAND, Me., Sept. 24.—Oliver L. Hall, editor of the Commercial, is a member of the executive committee of the Maine Men's Anti-Suffrage Association, which recently sent a letter to all members of the Maine Legislature asking them not to vote for the ratification of the national suffrage amendment at a special session of the Legislature to be held next month.

ENCOURAGING HOME BUILDING

Kansas City Star Conducting Contest for Attractive Plans

KANSAS CITY, Mo., Oct. 1.—The "Attractive Home" contest, conducted by the Star, closed October 1. The contest was divided into three classes of three awards each, and are as follows:

Class A—For homes costing less than $7,500 $100 first prize, $60 second and $40 third. Class B—For homes costing between $7,500 and $15,000: $100 first prize, $60 second and $40 third; Class C—For homes costing more than $15,000: $100 first prize, $60 second and $40 third.

Photographs or drawings, plans of the first and second floors, and a statement of the materials used, cost, etc., together with photographs of the interiors, if available, were solicited. The number responding is said to be very heavy.

To Promote Oregon Products

PORTLAND, Ore., Sept. 24.—The Portland Press Club has joined with the Associated Industries of Oregon to promote the sale and use of products that are grown and manufactured in Oregon. Resolutions to aid in popularizing Oregon products have been adopted and a committee has been named, with O. C. Leiter at its head, to promote the movement.

Opening for an Editor?

OSSINING, N. Y., Sept. 22.—The gates of Sing Sing prison have closed upon Emory Hartsig, a prisoner from Kings county, whose term has expired. Hartsig has been editor of the Star-Bulletin, the prison paper. The publishers are reported to be looking for a new editor to succeed the retiring prisoner.

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
and
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The National Jewish Daily

Canadian Press Clippings.
The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.
We cover every line of Canada and New England at our head office.
74-76 Church St., Toronto, Can.
Price and service, regular press clipping rates on coal rates and discounts to Trades and Newspapers.

R. J. Bidwell Co.
Pacific Coast Representative
Daily Newspapers
of
"Advertising Value"
Rates, Circulation, Special Data, Promptly Upon Request
PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1002 L. C. Smith Bldg.

Hemstreet's
PRESS CLIPPINGS
Tenth Avenue at 45th Street
New York

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An Empire in Itself

Southern Markets

Well Worth Winning

Do You Know Any "Quality Folks" Down South?

Have you ever been entertained by them in their own homes?

If you do, and have, you have reached the apex of knowledge, of hospitality and aristocracy.

If you have observed you probably realize that the charming people are inclined to be mighty clannish—powerfully partial to their own "home folks" and are inclined to read their own home newspapers and buy from their own home merchants.

Frank P. Glass' opinion goes a heap further in Birmingham, Alabama, than does the opinion of George Horace Lorimer. Colonel Glass is "home folks," you understand.

It's that way all over the South—socially, in business, every way. Get the co-operation of Southern Daily Newspapers and Southern merchants (who, by the way, get their business from these selfsame Southern Daily Newspapers) and you can see your business go ahead by leaps and bounds.

The papers listed here gladly co-operate with national advertisers in putting meritorious merchandise "through the works" and getting it into the homes of the very best people in the South. Co-operation in a local way pays.

		Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA				
Birmingham Age-Herald	(M)	22,560	.07	.06
Birmingham Age-Herald	(S)	29,795	.08	.06
Birmingham Ledger	(E)	38,022	.07	.07
*Birmingham News	(E)	46,121	.08	.08
*Birmingham News	(S)	48,338	.08	.10
*Mobile News Item	(E)	10,766	.03	.03
Mobile Register	(M)	23,179	.05	.05
Mobile Register	(S)	33,068	.06	.06
Montgomery Advertiser	(M)	24,258	.06	.04
Montgomery Advertiser	(S)	24,258	.06	.05
FLORIDA				
Jacksonville Metropolis	(E)	19,117	.045	.045
Florida Times-Union, Jack'v'e (M&S)		30,423	.06	.06
Palatka Morning Post	(M)	1,450	.0122	.0122
Pensacola Journal	(M)	5,810	.0172	.0172
Pensacola Journal	(S)	6,687	.0172	.0172
Pensacola News	(E)	5,090	.02	.02
GEORGIA				
Atlanta Georgian	(E)	49,441	.08	.08
Atlanta Sunday American	(S)	50,918	.12	.12
Augusta Chronicle	(M)	12,248	.03	.03
Augusta Chronicle	(S)	10,851	.035	.035
Augusta Herald	(E)	17,413	.035	.035
Augusta Herald	(S)	12,812	.035	.035
Columbus Ledger	(E&S)	7,362	.0275	.0275
Macon Telegraph	(M)	12,450	.04	.04
Macon Telegraph	(S)	19,321	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,360	.04	.04
KENTUCKY				
*Louisville Herald	(M)	52,456	.08	.08
*Louisville Herald	(S)	48,767		
Paducah News Democrat	(M&S)	7,004	.0225	.018
LOUISIANA				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.15	.15
New Orleans Daily States	(E)	52,000	.10	.08
New Orleans Daily States	(S)	27,675		
*New Orleans Item	(E)	73,966	.12	.12
*New Orleans Item	(S)	67,588	.15	.15
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	9,734	.025	.025
Asheville Times	(E)	10,907	.025	.02
Charlotte News	(E&S)	11,398	.03	.025
Charlotte Observer	(M)	19,217	.035	.03
Charlotte Observer	(S)	19,727	.045	.04
Hickory Sun	(E)	3,000	.02	.02
Greensboro Daily News	(M)	16,955	.045	.035
Greensboro Daily News	(S)	22,466	.06	.04
Greensboro Record	(E)	3,401	.045	.035
Raleigh News and Observer	(M)	21,209	.05	.04
Raleigh News and Observer	(S)	21,209	.05	.04
Wilmington Dispatch	(E)	5,915	.02	.02
Wilmington Dispatch	(S)	5,915	.02	.02
Winston-Salem Journal	(M&S)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,000	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,693	.0178	.0178
Charleston American	(M)	7,390	.025	.025
Charleston American	(S)	10,451	.025	.025
*Columbia Record	(E)	13,700	.03	.03
*Columbia Record	(S)	13,789	.03	.03
*Columbia State	(M)	24,615	.05	.05
*Columbia State	(S)	24,680	.05	.05
*Greenville News	(M&S)	16,316	.035	.03
Greenwood Index Journal	(E)	5,245	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	2,970		
Spartanburg Herald	(M)	4,388	.03	.03
Spartanburg Herald	(S)	5,423		
TENNESSEE				
*Chattanooga News	(E)	17,362	.04	.04
*Chattanooga Times	(M)	30,498	.06	.06
*Chattanooga Times	(S)	26,868	.06	.06
Knoxville Sentinel	(E)	24,018	.05	.045
*Knoxville Journal-Tribune	(M)	24,838	.05	.045
*Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	82,375	.14	.12
Memphis Commercial Appeal	(S)	11,000	.17	.15
Nashville Banner	(E)	49,596	.07	.07
Nashville Banner	(S)		.07	.08
Nashville Tennessean	(M)	34,349		
Nashville Evening American	(E)	13,196	.08	.08
Sunday Tennessean & American	(S)	34,631		
VIRGINIA				
†Bristol Herald-Courier	(M&S)	11,094	.04	.04
Danville Register and Bee	(M&E)	10,669	.03	.03
*Newport News Times-Herald	(E)	13,087	.04	.04
*Newport News Daily Press	(S&M)	9,461		
Norfolk Ledger-Dispatch	(E)	43,595	.07	.06
Roanoke Times	(M&S)	11,315	.06	.04
Roanoke World-News	(E)	11,288		

Government Statements April 1st, 1919.
*A. B. C. Statement, April 1st, 1919.
†Publisher's Statement, April 1st, 1919.
‡Includes Bristol, Tenn.

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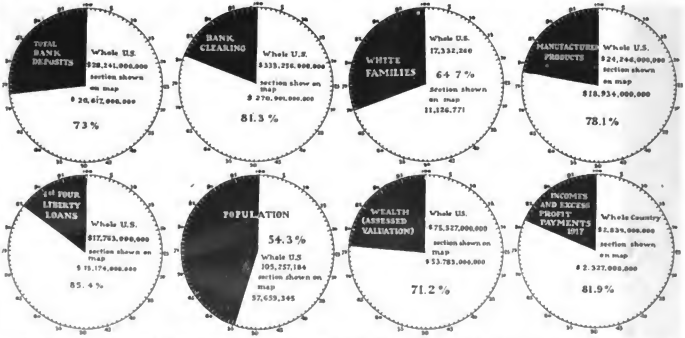
THE GREAT BEATING HEART OF THE NATION

More People With Money to Buy Advertised Goods Live in These States Than Anywhere Else on Earth



	Whole U. S.	In Above States
Population	105,257,184	57,659,345
White Families	17,332,260	11,126,771
Bank Deposits	$28,241,899,000	$20,617,571,000
Mfd. Products	$24,246,435,000	$18,934,045,000
Assessed Valuation	$75,527,381,000	$53,783,451,000

	Whole U. S.	In Above States
Newspaper Circulation	28,625,041	20,522,463
Magazine iculation	20,971,552	10,815,836
Income Tax, 1917	$2,839,083,585	$2,327,226,021
1st 4's Liberty Loans	$17,763,232,000	$15,174,562,000
Bank Clearings	$383,256,000,000	$270,901,000,000



Member A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000 a Day

V

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Entered as second-class matter May 31, 1906, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c Per Copy. NEW YORK, THURSDAY, OCTOBER 9, 1919 Vol. 52, No. 19

BUNCHED BUYERS



7-out-of-10 Chicago Families Read The Daily News

In Chicago, The Daily News does what you have so often wished you could do—bunch an enormous number of buyers so that you can sell them all at once.

With a population of 2,544,229 to work with, The Chicago Daily News delivers to you 77.7 per cent. of the English speaking people.

That is certainly "bunching buyers" with a vengeance. It's about as nearly 100 per cent. as you can find in any community, large or small.

The combined population of Milwaukee, Pittsburg, Minneapolis, San Francisco, Cincinnati and Kansas City is slightly less than that of Chicago—to cover them even partially you would have to use at least six of the many papers published in these cities.

The Daily News delivers an equal market with *one* paper and at one cost.

The average daily net paid circulation of The Daily News during the period October 1, 1918—March 31, 1919 (the latest A. B. C. figures available), was 386,474. 94 per cent. or 364,445 was city and suburban—a lead of 107,555 over the week-day city and suburban circulation of the second paper, a morning paper.

Does that leave any doubt over which paper most nearly "bunches" Chicago?

The total circulation of a paper governs its advertising-rate. The people it reaches governs its advertising *effectiveness.*

The advertiser who wants to reach Chicago's 2,544,229 people with one stroke can come more nearly doing it with The Daily News than with any other medium.

If he has a large enough appropriation, he can indulge in repetition, and profitably use one or more of the other good Chicago newspapers.

But if he sticks to proven, economical methods he will *bunch* Chicago and *sell the bunch* through

THE DAILY NEWS

FIRST in Chicago

New York State

A prominent sales manager, well known in the National Advertising Field, in addressing the Representative's Club, at the McAlpin Hotel, New York City, on September 15th, in the course of his remarks said: "Give us market information."

That is just the very little thing that we do.

It is pleasing, indeed, for these big space buyers to come right out and say, in so many words, that we are performing the very service they so much desired.

Now, Mr. Sales Manager, Mr. Advertising Manager and Mr. Space Buyer, read this:

No doubt you, as well as many other sales and advertising managers have found a great deal of valuable information in these advertisements, information which has been helpful to you in planning your advertising campaigns.

Regarding your own proposition, and the State of New York, for instance.

You have been told that there are 10,646,989 people in the state; that there are 50,326 square miles; that there are 378 Department Stores, 3,920 Retail Dry Goods Stores, 4,515 Retail Druggists and 8,815 General Stores, all of which are prospective distributors of your products.

This means nearly three distributing points per square mile.

The Daily Newspapers co-operating in collecting and furnishing this information (as listed here), are published in cities having a combined population of 7,157,506 people, 67 per cent. of the state's population.

Such information as this—vital, up-to-the-minute statistics, are, as you say, a great help to national advertisers in determining relative value of media and we take great pleasure in furnishing them to you week by week.

May we not hope that in the future, as in the past, you will find much help in your work by keeping thoroughly posted on these advertisements.

Yours sincerely,
EDITOR & PUBLISHER.

Forty-Seven Magazines

Life	Boy's Magazine
System	Current Opinion
Sunset	Popular Science
Century	House Beautiful
Outlook	Literary Digest
McCall's	Pictorial Review
American	Women's Magazine
Red Book	Theatre Magazine
Harper's	Physical Culture
Leslie's	Field and Stream
Hearst's	Modern Priscilla
Designer	Christian Herald
Munsey's	Atlantic Monthly
McClure's	Popular Mechanics
Photoplay	Review of Reviews
Collier's	Mother's Magazine
Scribner's	Good Housekeeping
Delineator	Scientific American
St. Nicholas	Ladies' Home Journal
Everybody's	Saturday Evening Post
Metropolitan	People's Home Journal
Cosmopolitan	Women's Home Companion
American Boy	Motion Picture Magazine
World's Work	

These magazines have been chosen for comparative purposes, first because they are standard and, second, because they have A. B. C. circulations.

Their total combined circulation is 20,971,552 copies per issue—their combined agate line advertising rate is $122.90.

The New York State circulation of these magazines is 511,157 copies—41 per cent of their entire circulation.

41 per cent of $122.90, the agate line rate, is $49.16 per line.

Now, these papers give you a circulation, you will notice, of 6,886,236—over twelve times the New York State circulation of all of these magazines at $9.4266 an agate line—less than one-fifth the cost per line.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,559	.07	.07
Albany Knickerbocker Press (S)	43,957	.07	.07
*Batavia News (E)	8,458	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
*Brooklyn Daily Eagle (E)	66,902	.18	.18
*Brooklyn Daily Eagle (S)	69,046	.18	.18
*Brooklyn Standard-Union (E)	53,264	.15	.15
*Brooklyn Standard-Union (S)	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,626	.15	.12
Buffalo Courier (S)	115,359	.17	.15
Buffalo Evening News (E)	103,634	.16	.16
Buffalo Evening Times (E)	56,861	.10	.10
Buffalo Sunday Times (S)	71,435	.10	.10
Elmira Star-Gazette (E)	25,889	.06	.05
Glens Falls Post-Star (M)	8,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)	6,245	.03	.02
Hudson Register (E)	6,791	.025	.025
*Jamestown Morning Post (M)	9,131	.025	.02071
*Mount Vernon Daily Argus (E)	7,193	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M)	305,241	.50	.41
New York American (S)	947,270	.75	.65
New York Globe (E)	179,906	.39	.36
†New York Herald (M)	107,642	.40	.36
†New York Herald (S)		.50	.45
New York Evening Journal (E)	675,118	.75	.75
New York Post (E)	32,369	.25	.20
New York Sun (E)	194,695	.39	.36
†New York Sun (M)	117,414	.39	.36
†New York Sun (S)			
†New York Telegram (E)	190,681	.342	.315
†New York Telegram (S)		.246	.225
New York Times (M)	350,598	.50	.485
New York Times (S)	500,000	.55	.5335
New York Tribune (M)	100,011	.32	.28
New York Tribune (S)			
New York World (E)	355,069	.40	.40
New York World (M)	331,513	.40	.40
New York World (S)	569,762	.40	.40
Niagara Falls Gazette (E)	12,454	.03	.03
Poughkeepsie Star (E)	9,930	.03214	.025
*Rochester Times-Union (E)	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E)	17,666	.04	.04
Syracuse Journal (E)	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E)	3,640	.0178	.0178

*A. B. C. Statements April 1st, 1919.
Government statements April 1st, 1919.

Total Circulation	6,886,236
10,000 Line Rate	9.4266
2,500 Line Rate	10.1597

†Seven-day average.

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New York American

Advertisers will be interested in these facts about last Sunday's New York AMERICAN:

1. The AMERICAN carried a total of 518¼ columns of advertising—the greatest volume of business in its history.
2. The AMERICAN showed a gain of 220¼ columns over the same Sunday last year—a greater comparative gain than ever before.
3. The net paid circulation of last Sunday's AMERICAN was 946,627—the largest Sunday circulation in America, and an increase over the same Sunday a year ago of 160,520.

The New York AMERICAN, daily and Sunday, is growing rapidly in advertising and circulation because it is a newspaper that *Most People Like.*

New York American

Largest Sunday Circulation in the United States.

Daily and Sunday the Advertising Medium of Greatest Efficiency in the Metropolitan Field.

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Philadelphia

an attractive field for selling big things

Philadelphia's 16,000 manufacturing plants are big buyers of raw and fabricated articles and materials.

Power plants, electrical equipment, automatic machinery, fire fighting apparatus, liability and fire insurance, motor trucks and service equipment of all kinds are constantly being bought.

Are they buying yours or your competitor's?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid average for first 6 months ending September 30, 1919 **446,311** Copies a day

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin"

EDITOR & PUBLISHER

Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52 NEW YORK, THURSDAY, OCTOBER 9, 1919 No. 19

SERIOUS NEWSPRINT SHORTAGE CALLS FOR DRASTIC CONSERVATION POLICIES

S. S. Carvalho Suggests 3-Cent Daily and 10-Cent Sunday Prices, With Substantial Increase in Advertising Rates---Present Conditions Menace to Every Newspaper in Country---Many Publishers Have Only Day-by-Day Supply

[EDITOR'S NOTE: Realizing the gravity of the newsprint situation confronting our newspapers, EDITOR & PUBLISHER has sought the views of S. S. Carvalho, generally regarded as the ablest newspaper executive in America, as to the methods and policies best calculated to meet the present crisis. In the interview presented herewith Mr. Carvalho offers timely suggestions. He believes that publishers must immediately bring about conservation of paper through substantial increases in both subscription and advertising rates. His analysis of present conditions is clear and convincing and of vital interest to every publisher.]

THE consumption of newsprint paper is greater at present than ever before known in the newspaper industry. The predictions made last summer, and at the time characterized as 'alarmist' by some who should have known better, are now realized to be conservative. The shortage of paper is felt everywhere, and as a result there is a runaway market in the matter of price. Circulations are generally higher than they were a year ago, and the size of newspapers, especially in the larger centers, have grown out of all proportion to the amount of paper that is being manufactured."

This sums up an interview on the newsprint situation given to EDITOR & PUBLISHER by S. S. Carvalho, noted newspaper authority, this week, in which he most emphatically impressed that a grave situation faces newspaper publishers and most radical protective measures are needed to meet it. Mr. Carvalho declared:

What Is to Be Done

"It is no exaggeration to say that there is being used from 15 to 30 per cent. more newsprint than the mills can turn out. And there is little or no reserve to make up the deficiency.

"Unless there are found ways of curtailing paper consumption some of the bigger publications will soon find difficulty in getting out at all.

"Advertising is pouring into the business offices with little or no solicitation. The publishers cannot afford to reject it, as they need all the revenue they can get to meet the extraordinary expenses and costs they are up against.

"Indeed, if this wave of advertising should subside, scores of papers would have to go out of business altogether.

"The problem is what is to be done? "The frame of mind of some of the publishers who wrote to me after my analysis of the newspaper situation given you last summer, is indicated in the following extract taken from one of the many letters received since that time:

Editor & Publisher Gave Warning

"'Your interview in EDITOR & PUBLISHER awoke newspapermen to the danger of the situation that many did not understand. I believe you would be justified in following that statement up with another to the effect that if the publishers all over the country do not go to a 3c. basis, they stand a chance of being forced into bankruptcy as a result of the high price of print paper.

"'Nobody can tell how long advertising revenue will remain at the present high tide. You are aware that many corporations, availing themselves of deductions from the excess profit tax, are now spending enormous sums in advertising, from which they do not expect to receive direct results in the form of increased business. It is 'good-will' advertising and may be stopped any day. Apart from that, business generally sags in a campaign year.'

"This statement, however, does not take into consideration the more than likelihood of shortage of white paper on which to print this excess advertising if it does continue.

"The publishers will have to raise their selling price and do a good many other things, if they want to come out whole.

Higher Prices Must Come

"In my opinion, in addition to the daily papers going to 3c., the price of the Sunday papers should be raised to 10c. This does not mean 10c. in the country and 7 or 8c. in the city, but 10c. in the city and in the country.

"Paper will have to be saved by condensing the reading matter from ten to twenty-five percent. Any story by intelligent editing can be so reduced. Much will have to be rewritten, until the staff grasps the situation. Even good features must be eliminated, if they can possibly be done without. Department news must be briefer, and the waste paper basket for everything that is not essential. Mr. Dana's office cat must be brought back and multiplied.

"No return free papers or samples. I am sorry to say that some metropolitan papers still take returns. Press room waste, both white and black, must be curtailed. Office advertisements must be reduced to a minimum. Indeed, all these and other economies which will occur to the individual publisher should be put into effect at once.

Shortage Was Predicted

"It might be well to here make a brief presentation of the newsprint situation as it stands today. Newspaper publishers are face to face with the shortage in print paper which was predicted early in the summer. More paper is being used than is manufactured, and the mills have little or no reserve. Indeed, the demand is so far ahead of the supply that many paper manufacturers, taking advantage of the shortage, have already raised the price of spot paper far beyond anything in the minds of the most pessimistic.

"The squeeze was predicted for November and December, but it began ahead of time in September, and is daily growing more serious. The paper companies are making contract deliveries to the best of their ability, but many of them are behind; and besides this, there is hardly a big newspaper in the country that is not using a great deal more newsprint than its contract calls for.

(Continued on page 28)



By Editor & Publisher Photographer.

S. S. CARVALHO

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ADVERTISING AGENTS TO CONVENE IN BOSTON, OCTOBER 14-15

A. A. A. A. and A. N. P. A. Advertising Bureau Committee to Discuss Mutually Important Matters at Joint and Separate Sessions—Banquet by Boston Publishers.

MANY matters of great interest to advertising agents and to newspaper publishers are to be discussed at two joint meetings between representatives of the daily newspapers and the advertising agencies, to be held in connection with the annual convention of the American Association of Advertising Agencies in Boston on October 14 and 15. It is expected that 100 or more agencies will be represented.

The meeting of the executive board will be held at the Copley Plaza Hotel at 10 o'clock, Tuesday morning, and in the evening there will be a dinner, given by the Pilgrim Publicity Association, the local advertising club and the Lantern Club, composed of magazine representatives.

Johns Will Tell of Advertising Agencies Corporation

At this dinner, William H. Johns of the George Batten Company, president of the A. A. A., will speak on "The Advertising Agencies' Corporation," which is composed of the entire membership of the Association and organized for the especial purpose of handling Government Advertising.

Paul E. Faust of Mallory, Mitchell & Faust, vice president of the Association, will speak on "The Future Development of Advertising;" Stanley Resor, of the J. Walter Thompson Company, will discuss "Better Methods in Advertising;" O. H. Blaekman of the Blackman-Ross Company, will talk on "The Use of the Newspaper as a National Advertising Medium," and William H. Rankin will have as a subject, "Interesting Phases of the Advertising Agencies Corporation."

Joint Session with Ad Bureau

At noon on October 15, the committee in charge of the Bureau of Advertising, A. N. P. A., will meet in executive session with the executive committee of the A. A. A. A. At this meeting there will be a full and free discussion of the various relations between publishers and agencies, and it is expected that plans will be matured looking toward a greater development of newspaper advertising.

In the afternoon, there will be a meeting of the stockholders of the Advertising Agencies Corporation, which, as previously mentioned, comprises the entire membership of the Association.

On the evening of October 15, the agents will be the guests of the Boston Newspaper Publishers Association and the Bureau of Advertising at a dinner to be given in Young's Hotel, and to which have also been invited officials of the A. N. P. A. and the newspaper publishers of New England.

Concerns Future Relations

Louis M. Hammond, publisher of the Boston Transcript and president of the Boston Newspaper Publishers Association will preside, and William A. Thomson, director of the Bureau of Advertising, will act as toastmaster. William H. Johns, president of the A. A. of A. A. will speak in behalf of the agents, and Col. G. Edward Buxton, Jr., of the committee in charge of the Bureau of Advertising will speak for the publishers.

The dinner will bring the agents and publishers of New England together in an informal way and will undoubtedly be productive of future newspaper advertising activity from the great New England industrial centers.

On the morning of October 15, the committee in charge of the Bureau of Advertising will hold a meeting in the office of Chairman William F. Rogers, at which plans for the enlargement of the bureau and the opening of a Chicago office will be discussed.

The financial statement to be presented at this meeting indicates that the bureau is making wonderful progress and is well on its way toward the developments it has so long had in mind.

CHARLIE MILLER JOINS THE GEORGIAN

He Will Be Business Manager of Hearst's Atlanta Newspaper Under Buford Goodwin, Former Associate on Birmingham News

(By Telegraph.)

Atlanta, Ga., Oct. 8.—Charlie Miller, at present advertising manager of the Birmingham (Ala.) News, will come here November 1 to assume the duties of business manager of the Georgian & American. Mr. Miller is the newly appointed president of the Newspaper Departmental of the Associated Advertising Clubs of the World.

In his new position Mr. Miller will be associated with Buford Goodwin, who recently resigned as general manager of the Birmingham News, to become publisher of the Georgian & American, succeeding Walter G. Bryan, now publisher of the New York American.

CIRCULATIONS SHOW INCREASES

More Newspapers Sold Daily in Past Six Months Than in Same Wer Time Period of 1918—New York's Record

The often-heard prediction early this year that newspaper circulations would decrease with the end of the war is shown by the October 1 publisher's government statements to have been rudely shattered. From everywhere comes the same report—more newspapers have been sold every day during the past six months of this year (at higher prices in many cases) than in the same period of 1918, when reader interest was supposed to be at its zenith owing to war news.

For instance in the New York publishers' sworn statements, a total daily average increase of 198,989 copies is shown by the same 18 newspapers that were represented in the October, 1918, reports. Besides, there is to be added to this year's figures the circulation of the new Illustrated Daily News, which brings the total average newspaper sales for the six-month period for 19 publications to 221,140 copies per day more than a year ago.

The 1918-1919 Government report figures for the Greater New York dailies for the six months prior to October 1 follow:

EVENING PAPERS

	Oct. 1, 1918.	Oct. 1, 1919.
Journal	657,912	665,428
World	325,745	328,219
Globe	177,344	188,790
Mail	109,008	153,180
Sun	178,437	198,491
Post	11,224	13,076
Telegram	186,817	181,519
Brooklyn Eagle	86,068	91,458
Standard Union	50,942	55,360
Brooklyn Times	26,254	25,480
Brooklyn Citizen	24,864	29,586

MORNING PAPERS

American	384,424	383,366
World	340,312	370,289
Times	360,492	362,921
Tribune	89,428	117,053
Sun	117,872	131,941
Herald	108,952	109,267
Telegram	31,829	34,000
Illustrated News		22,151

SOUTH GIVES BRYAN WARM SEND-OFF

Atlanta Advertising Men and Publishers and S. N. P. A. Members Tender Wind-ups and Leaving for New York

(By Telegraph.)

Atlanta, Ga., Oct. 7.—Walter G. Bryan, former publisher of the Atlanta Georgian, who leaves Wednesday for New York to become publisher of the New York American, was tendered a farewell luncheon today by the Atlanta Advertising Club. Three Southern publishers were present as guests of the club. These were Walter W. Johnson, of the Chattanooga News, W. A. Elliott, of the Jacksonville Times-Union, and Charles Allen, of the Montgomery Advertiser.

The Southern Newspaper Publishers' Association presented Mr. Bryan with a silver tea service, the presentation speech being made by Major John S. Cohen, publisher of the Atlanta Journal.

The Advertising Club presented Mr. Bryan with a watch fob and the staff of the Georgian presented him with a gold watch.

B. C. Broyles, of the Advertising Club, paid a tribute to the service rendered to advertising clubs and to the Southern Newspaper Publishers' Association by Mr. Bryan.

New Ad Service Starts

A new advertising art service known as the Star Aderaft Service has just been produced by the King Features Syndicate, New York, as an advertising promotion aid. Harry S. Bressler, formerly editorial cartoonist on the New York American and later on the advertising staff of the New York Times, is the director.

Changes Edition Time

The New York Evening Sun on October 6 changed the publication time of its "Home Edition" to the middle of the afternoon, instead of issuing it in the morning, as in the past. The first edition of the Sun now is "The Bulletin Edition" and the second is "The Midday Edition."

BOOTH COMPANY ADDS SEVENTH DAILY

Purchase of Ann Arbor Times-News Negotiated—Plan of Co-operation with Michigan University to be Worked Out.

(By Telegraph)

Detroit, Mich., Oct. 7.— Ralph H. Booth, president of the Booth Publishing Company, announces the purchase of the Ann Arbor Times-News, including its handsome modern building. This makes the seventh daily newspaper owned and controlled by this company. Plans for co-operation with the Michigan University School of Journalism and editorial relationship between the faculty of the University and the Times-News are under consideration.

HENRY M. ALDEN DEAD

Editor of Harper's Had Aided Many Young Writers

Henry Mills Alden, editor of Harper's Magazine since 1869, died October 7 in New York, aged eighty-two. He was the eldest direct descendant of John and Priscilla Alden, of the Mayflower. Mr. Alden was active almost until the time of his death. His counsel and encouragement helped many young writers to success.

He was born at Mount Tabor, Vt., November 11, 1836, and as a boy worked long hours in a cotton mill. He entered Wesleyan College when he was sixteen, and supported himself by teaching and doing other jobs. Later he studied for three years at the Union Theological Seminary. He began his literary career at that time by publishing two stories in the Atlantic Monthly. He lectured at a young women's school, and supplemented his income by contributing to the New York Evening Post and the Times.

In 1862 Mr. Alden was made an assistant editor of Harper's Weekly, and seven years later beame editor of Harper's Magazine.

Printing Troubles in New York

Many New York commercial and job printing offices are still shut down beeause of working differences with their pressmen, necessitating delay in the issuance of a number of periodicals. The lockout of pressmen, effected October 1, is being further extended by the tendency of members of the Typographical Union No. 6 to go on "vacations," in spite of orders from their officers to remain at work.

Hartford Union Chartered.

(By Telegraph.)

Hartford, Conn., Oct. 8.—Officials of the Hartford Typographical Union announced to-day that the charter by which they are affiliated with the International Typographical Union has been received. The newspapers have recently made increases in wages and it is not expected that the union will make further demands at present.

E. F. Draper, Ad Man, Dead

Binghamton, N. Y., Oct. 7.—Ellis F. Draper, who has been connected with the Mylie B. Jones Advertising Agency, died here this morning.

R. V. Oulahan Marries

Washington, D. C., Oct. 8.—Richard V. Oulahan, Washington correspondent for the New York Times, and Miss Sue Courts were married here today.

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NEWSPAPERS PROVIDE SOLUTION OF AN OLD PROBLEM

Advertising Agent for "Ostara" Scores Unequalled Success in Introducing Products, Nationally, Through Columns of Rotogravure Sections, in $60,000 Campaign.

By WILLIAM RICH CROSS
of the Wales Advertising Company.

WHEN the C. S. Welch Company, manufacturer of "Bathasweet," decided to put out their new lines of "Ostara" toilet preparations—complexion powder, talcum and rouge—they faced the question of waiting until the goods had been quite generally stocked by dealers, before beginning their national advertising, or adopting some plan whereby the goods could be advertised sectionally as soon as they were placed on sale in each part of the country being covered by the sales force.

Their established product, "Bathasweet," having general distribution, had been regularly advertised in the magazines for several years, but magazines would not serve the purpose in the case of the "Ostara" line, because it did not have sufficient distribution for a general campaign.

Point Could Not Be Attained in Any Other Way

It was planned to offer dealers more than ordinary co-operation in selling the "Ostara" family, in order to induce them to stock it at once and push sales intensively right from the beginning. With this end in view, the sales representatives began visiting dealers in the principal cities over the country, soliciting orders and promising an immediate local and sectional advertising campaign to move the goods as soon as they were on display.

In addition it was agreed that the dealers' names should appear in the advertising in their locality and its vicinity and that the copy would run every week for a year.

As the "Ostara" preparations appeal to refined women of all ages, it was essential not only to select media of a general nature but also to display the announcements in an atmosphere of artistic surroundings that should distinguish these goods from their lesser competitors.

Careful Selection Needed

In order to permit the inclusion of the dealers' names locally, it was decided to use newspapers exclusively, for the time being, as this important point could not be attained in any other way. At first there seemed to be some disadvantages to this plan, as there are several newspapers in each of the larger cities and the best selection would be difficult to make in many cases. To use all would require a larger amount than the appropriation available.

It was finally decided to use the rotogravure sections of the Sunday papers so as to get the benefit of artistic and attractive reproduction of illustration and decoration, possible only in the rotogravure process. At the same time this plan automatically selected the best papers, since those with the graphic sections are pretty apt to be the leaders in their fields. Also, the Sunday editions with graphic (rotogravure) sections generally have larger circulations, covering wider territory at a lower basic advertising rate than their daily editions.

The experience of many "direct-return" advertisers having shown that rotogravure inquiries continue to come in for about seven weeks after publication of the advertising, it was assumed that the Graphics, with their usually fine illustrative possibilities, would give these "Ostara" announcements distinctive appearance and attention value similar to magazine inserts, and that their "life" or period of pulling returns would be greater than ordinary newspaper space.

At the same time the local dealers' names could be listed and the copy released in one locality or section at a time in exact co-operation with the progress of the sales force over the country and with a maximum of wasted advertising investment covering places where none of the goods were yet on sale.

The practical details include fifty-two insertions aggregating two and three-quarter million circulation, the combined rate being about $7.25 per line on a basis rate of a shade over a quarter of a cent per line per thousand circulation. It happens that the general average base rate of all the daily newspapers, for five thousand lines on contract, is about two-tenths of a mill less.

The general magazine basic rate is over half a cent per line per thousand circulation or about double the base rate of the "Ostara" campaign.

The selling effect on dealers, of this campaign has proven stronger than any previous experience of this advertiser. The promise of a local Rotogravure campaign clinched many an order for the field salesmen because dealers knew by experience that the advertising would move the goods and that's the thing in which we are all most interested.

Some After-Thoughts of New Orleans

A. L. Shuman, advertising manager of the Fort Worth Star-Telegram, made a hit at New Orleans through his attitude toward the fight for the honor of entertaining next year's convention. He distributed a card on which was printed in big, black type, "Fort Worth, 1919. Too crowded now."

One of the distinctive souvenirs of the convention was a copy of "Monitenr de la Louisiane," the first newspaper printed in New Orleans, "revived by Katherine Krebs for the New Orleans Item." The fashion illustrations and notes of an older day presented a delightful contrast to the modern woman's page.

The Orange (Tex.) Ad Club distributed pictures of a large ship under construction at the Orange ship yards.

Mrs. R. C. Glover, president of the Dallas Woman's Advertising League, delegate-at-large, announced a campaign will be started to raise funds for building a girls' home at Dallas.

J. Howard Payne, president of the Dallas Advertising Club, went to New Orleans in advance of his club members. He travelled by airplane and enroute distributed advertising matter about the merits of his city.

The Fort Worth (Tex.) Advertising Club was recently presented with a steer by the stockyard company. It was auctioned off and brought $360, which was used in advertising Fort Worth at the New Orleans convention.

Miss Ethel D. Bryant, who was a delegate from Cleveland, is the vice-president of the Women's Advertising Club of Cleveland, the youngest in the association of clubs. She is the editor of a country newspaper, the Willoughby Republican, which is very successful, and is the only woman member of the Willoughby Chamber of Commerce.

Copies of La Nacion, of Buenos Aires, of July 28, were distributed at the convention and were examined with curious interest. It was a 20-page issue, carrying many illustrations of local news matter and a large volume of advertising, displayed well as classified. La Nacion is a newspaper of the metropolitan type and is one of the leaders of the South American press.

The Atlanta Georgian issued a special A. A. C. W. Extra for distribution at the convention in which the invitation of that city to the Associated Clubs to meet there in 1921 was supplemented by a mass of interesting data concerning the city. This effort of enterprise attracted wide attention and Walter G. Bryan, who conceived and executed it, was the recipient of many compliments.

New Canadian Paper

Ottawa, Ont., Oct. 4—The Canadian Nation, edited by D. M. Leliourdais, has made its debut as a new publication here and will be issued semi-weekly. It is devoted to consideration of current events from a Liberal standpoint, and comprises 20 pages, 6 by 9 inches. The Nation originally had its inception in Calgary, last March, but the management found that city too far removed from the seat of politics for their purpose, and consequently moved to the capital.

In Honor of Miss Martin.

Advertising men and women have been invited to attend a testimonial dinner to be given to Miss Jane Martin by the members of the League of Advertising Women on Tuesday, October 21, at the Advertising Club in New York, in honor of her election to the executive committee of the Associated Advertising Clubs of the World. Reservations may be sent to Miss Edith V. Righter, 244 Madison Avenue, New York.

Petit Back in the Fold

Dallas, Tex., Oct. 7.—L. J. Petit, one of the best known of the old-time newspapermen in Texas, who for the last several months has been secretary of the Eastland Chamber of Commerce, is now connected with the Morning News as oil fields correspondent.

Adopts 8-Column Page

Portland, Ore., Oct. 3.—The Portland Oregonian on September 22 changed to an eight-column newspaper, retaining, as closely as possible, its old make-up.

"A National Service to cause of Journalism"

St. Louis Newspapermen Thank Editor & Publisher for Impartial Presentation of their Plan of Organization

ST. LOUIS ASSOCIATION OF JOURNALISTS

St. Louis, October 2, 1919.

TO EDITOR & PUBLISHER:

The Executive Committee of the St. Louis Association of Journalists, by formal resolution adopted to-day, has instructed me to extend to EDITOR & PUBLISHER the warmest thanks of the Association for its generous and invaluable service in giving complete publicity to "The St. Louis Plan."

The publication of the Rules and Regulations, virtually in full, together with your keen and faithful interpretation of our ideals in your editorial columns, constituted, as we believe, no less than a national service to the cause of journalism, and will go far toward realizing the aim of an American Journalists' Association, covering the entire country.

You may be interested to know that your editorial was republished in yesterday's St. Louis Post-Dispatch.

Faithfully yours,

ARTHUR C. HOSKINS, Secretary.

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A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

HERE WE ARE AGAIN!

A. N. A. Has Been Sawing Wood and Then Some All Summer

HERE We Are Again!" was the regular greeting to his audience of a man more famous and acceptable than any mere business man ever can be; but it fits the present re-entry into the pages of EDITOR & PUBLISHER.

The A. N. A. and its doings have been for some weeks out of that section of the public eye represented by the readers of Editor & Publisher, but I hope that, on that account, it has not been assumed that the work of the Association has been at a standstill.

On the contrary, it has been going at a greater rate than ever. The summer was the busiest we have had. Not much going in the way of news certainly, but we have been "sawing wood"—and then some. For instance, our General Data Department handled four times as many inquiries from the members during August as during the same month last year.

There were summers once when the A. N. A. office was closed for two weeks during which the office staff had their vacations—the summers of 1915 and 1916. And that vacation plan had great advantages—then; but today it would have the outstanding disadvantage that it would take us a month or two—or even three—to deal with arrears of work. Even as it is, we sigh with relief when everyone has had his or her vacation, for the A. N. A. office is a very busy place, and we can scarcely afford to have even one person absent at any time.

WHY SO BUSY?

IT used to be thought that the headquarters offices of all associations were invariably leisurely places wherein, even if they were not exactly like the land where the Lotus-Eaters lived and reclined "On the hills like gods together, careless of mankind," anything that could be done tomorrow need not be done today.

I am glad to know that the A. N. A. office did its full share in breaking the tradition.

As has been mentioned in these columns from time to time, the A. N. A. office is the clearing house of information in the field of business outside actual finance and production for nearly 300 manufacturers. Not only is there a vast volume of individual and almost infinitely-differentiated service given, but reports covering generally-required information are frequently issued; and the protective and standardizing work inevitable to an influential and authoritative body carried on.

There are conferences frequently with men representing bodies of selling interests, resulting in guarding the advertising manufacturer and helping equally the seller; and speeches to be made at conventions of sellers of advertising or groups of other business men—not platitudinous speeches, but speeches packed full of information. Somehow, strangely enough, people won't stand for platitudes and high-falutin' from anyone representing the A. N. A.

PRESIDENT M'DERMID AT THE REPRESENTATIVES CLUBS

FOR instance, a week or two ago, President McDermid spoke at the first-meeting-of-the-season of the Representatives Club of New York, held at the Hotel McAlpin.

Did he tell the representatives what fine fellows they were?

Or did he talk about the blessings to civilization of advertising and its being the sovereign remedy for all human ills?

Or assure the men that he hoped with them that the volume of advertising next year would be double that of this year, and indulge in mystic references to the "advertising cause,"—whatever that may be?

He certainly did not.

The President of the A. N. A. told the men of the Representatives Club real facts about the purposes and the work of the Association; how that work was actually helping them; how the headquarters office functioned and on what it functioned; what the representatives should do in view of the increasing competence of the buying advertising man, and what he should sell in addition to that bromidic package—the "circulation."

And the men listened—with both hemispheres of their heads and marvelled and said, in response to Mr. McDermid's invitation, that they would visit the A. N. A. office and see how it worked—and haven't been yet!

A. N. A. OFFICE A FACTORY

IT is a factory, not an association office—is tradition. We have our planning, preparing, production, inspection and delivery arrangements just like any factory.

We produce service; we sell service; we deliver service.

And if anyone thinks that service is not a substantial, tangible commodity, he ought to see how tired sometimes our factory people are—just as tired as those factory people who relieve themselves occasionally by striking.

Only our people don't strike, because they have a real incentive to work and an opportunity to realize themselves.

AND TRAVELING SALESMEN

YES, some of us travel among the members of the Association, selling or re-selling the service, seeking to understand members' business and requirements better, or gathering information on selling and advertising practices.

Two of us went on a trip through New England a few days ago, jumping from city to city, getting acquainted not only with membership affairs as mentioned, but also with newspaper conditions, outdoor advertising conditions, city and population matters, etc. And all that results in improved service. When you have visualized (visualized is the great word in advertising circles today), a man and his surroundings, you can write to him more confidently and serve his company better.

One of the two who went through New England got so enthusiastic over his experiences that he wants to be on the road all the time!

THE ANNUAL MEETING

THIS will be held at Lakewood, N. J., on December 3, 4 and 5. As a rule, our winter meetings are held in New York City, but the prior preference is for a small and secluded locality. There we are free from regular business distractions and free to devote ourselves to business study and consideration.

Meetings are more uniformly attended and discussions are of a more catholic character. We can, with more assurance of success in doing so, put out our sign to selling zealots —"This is Our Busy Day—Keep Out."

And the A. N. A. brand of good fellowship is more readily and naturally promoted.

The Program? Well, the Program Committee has been conferring—and confiding—for some weeks past, and it is not yet ready to tell. But the program as a whole, for after years of study we graduated in making programs at the Cleveland Meeting last May.

And then, you see, we fit in with a quiet place. All our work is done without ostentation or trumpeting. We are, on the whole, self-sufficient. We go into a city for a meeting and go out; and the inhabitants scarcely know we have been among them.

We attend strictly to business—our own business. Out in Dayton, Ohio, in May, 1916, the city representative came to the hotel to ask President Shuey what Dayton could do for us. "Nothing," said Mr. Shuey.

"What, nothing! responded the Dayton man, like the sailors in H. M. S. Pinafore; "What kind of a convention is this? Every convention we have ever had here wants Dayton to do something for it. What kind of people are you?"

Said President Shuey, "Just business men minding our own business and attending to it and not desirous of any favors or entertainment. All our sessions are purely business sessions."

A. N. A. CHAPTER MEETINGS

SOME of the A. N. A. Chapters suspended their meetings during the hot months and are now resuming.

Newark Chapter met last week and Chicago went off with a big gathering Tuesday, October 7.

The secretary expects to be in Chicago soon, taking in visits during his trip to many members in the Middle West.

PLAYING GAME LIKE NATIONAL ADVERTISER PLAYS IT

THERE is just a little tendency it shows itself now and then for sellers of space or material or service to charge "all the traffic will bear," and a little bit more; get the money while the going is good.

And this spirit has usually underlying it an idea that the medium represented is indispensable.

Now, no advertising medium is indispensable to the national advertiser. If the monetary demands of a medium encroach too far upon the margin of safety as between production and marketing costs and the price at which the goods must be sold, then another advertising medium must be found.

Wherever there is anything approaching marketing ability, it will be found to be, not stereotyped and timid, but elastic and courageous. And sellers will be well-advised not to be too chesty in these days of grade and space-demand. The advertising jag will not continue indefinitely.

Speaking at Atlantic City a short time ago to members of the Poster Advertising Association, an A. N. A. officer representative said:

"There is a definite relationship between the price of the goods—of nationally advertised goods—and what can be spared in marketing the goods. When a manufacturer goes into national advertising he accepts the condition of his prices being thereby established in return for securing stability of sales and quantity production.

"If you are going to co-operate with the national advertiser you have got to play the game the way he has to play it, and maintain a similar relativity between your costs and the price at which you sell your service. In stabilizing your costs you will stabilize your sales, and you will keep down your unit cost by securing quantity production—keeping all your boards filled all the time."

NEW MEMBERS

THE following firms have recently been elected to membership in the Association:

The Hoover Suction Sweeper Company, North Canton, Ohio, Martin L. Pierce, merchandising manager; Auto Strop Safety Razor Company, N. R. Maas, vice-president and advertising manager, New York; Indian Packing Company, Green Bay, Wis., and Chicago, Arthur Raff, advertising manager; Pyrene Manufacturing Company, G. E. Rogers, general sales manager, New York; George W. Blabon Company, Walter L. Weeden, Philadelphia.

MEMBERSHIP CHANGES

THE Fisk Rubber Company has appointed Miss M. G. Webber as advertising manager, succeeding George L. Sullivan. Miss Webber will act as the accredited representative in the A. N. A.

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ENGLISH JOURNALISTS MAKE DEMAND FOR 100 PER CENT PAY INCREASE

Thirty-fourth Annual Convention of Writers' Scale Includes 46-Hour Week, Day and a Half Off and Three Weeks' Vacation with Pay

By HERBERT C. RIDOUT

BIRMINGHAM, Sept. 30, 1919.

ONE of the most successful conferences of the British Institute of journalists has just concluded here. There was an excellent attendance of members from all parts of the country to take part in this the thirty-fourth annual convention.

They were welcomed officially by the Lord Mayor of the city who remarked that in no single instance had he known any journalist break the confidence reposed in him, or seek to escape from an honorable obligation entered into. During the war the newspapers had fostered and encouraged the very best characteristics of the British people.

President Hinde Reviews Work in War

In the course of his address, the president, F. Hinde, of London, claimed that during the period of the war the profession as a whole did well, not merely in the matter of self-denying work at home, but, in the case of the younger members, in splendid work at the front. The position of journalists who remained at home was one of great difficulty and responsibility. From being the freest press in the world, newspapersdom in England became the most severely regulated.

The splendid way the newspaper press acquiesced in this state of affairs, he said, had been a matter of appreciation and thanks from the highest placed statesmen, but he very much questioned whether many people, including newspaper proprietors, had realized how much individual journalists suffered.

Wages Chief Subject

One of the chief subjects for the consideration of the conference related to remuneration, a question which had never loomed so large as during the last few years. In view of the falling value of the sovereign, and the fact that newspaper workers, other than journalists, had obtained increases in pay proportionately far beyond anything accorded to journalists, President Hinde said he anticipated that members would readily agree that the minimum should be revised.

He urged that the time had come when the Newspaper Society should be invited to co-operate with the Institute in the formation of a Joint (Whitley) Council for the journalistic side of the newspaper industry, leaving it for the other bodies to join when they desired to make application.

A discussion on the question of salaries and conditions of employment occupied the conference for the remainder of the session. In regard to the former subject the opinion was generally expressed that the minimum adopted by the institute eighteen months ago urgently called for revision.

All Writers to Benefit

At the next session on the motion of J. Horton, of Birmingham, seconded by Arthur Walter, of London, it was unanimously resolved:

"That, in view of the greatly increased cost of living, and the decreased purchasing power of money, this conference strongly represents to newspaper proprietors that the salaries of journalists should be raised 100 per cent on the pre-war rate paid to them or to men in the same position, and that lineage rates and pay for outside contributions and part-time service be raised in the same ratio."

The subject of working conditions, it was proposed by W. R. Fowkes, of Dewsbury, seconded by F. Johnson, of Ulster District, and unanimously resolved:

"That in view of the opinion of the Council of the Institute that there are great difficulties connected with the proposed Government inquiry into salaries, and working conditions, the further consideration of the matter to be deferred until the result of negotiations with the proprietors' organizations as to higher minimum wages is ascertained and that in the event of a satisfactory settlement not being secured, the Executive Committee be requested to give the earliest possible consideration to the taking of action, in accordance with the Minimum Wages Bill; also that each district be recommended to enter into local negotiations with newspaper proprietors with a view to giving effect to the principle of the Birmingham resolution and to the new scale of minimum salaries, as well as the recognition of a normal working week of forty-six hours with one and a half day off duty, and three weeks' holiday on full pay in each year."

The conference confirmed the election of George Caldwell, of London, as president for the coming year. In acknowledging his appointment he expressed the opinion that it ought to be possible for every man in the service of a newspaper to be also a shareholder.

L. G. Robbins Promoted

Cornell, N. Y., Oct. 3.—Lee G. Robbins, advertising and sales manager of the A. J. Deer Company, has been elected vice-president and a director of the company.

Outstanding Quality of American Newspaper Man in Europe Is Character, Says One of World's Greatest Benefactors.

By HERBERT HOOVER.

Written exclusively for Editor & Publisher.

THERE is one group of Americans "Near" the Peace Conference in Paris (as they say of Ambassadors "Near" the Court of St. James) of whose personalities very little is known at home. These are the newspaper correspondents.



HERBERT HOOVER

From the day the European newspaper world was thrown into a series of alarms through the reports that the entire ship load of newspaper men had landed in France, to the moment when this group of Americans had become the friends and confidants of foreign newspaper writers, with a hearty welcome in the various government officers in Paris, they have conducted themselves with a squareness and a dignity which has given the people among whom they worked a very much higher opinion of American journalism than they ever could have had without his personal contact.

My own department in Paris never had a press division, for the simple reason that we were able to tell the American correspondents everything we knew, to show them our documents, and to ask their advice and assistance, in the full knowledge that outside the three-mile limits, from New York we were all nonpartisan Americans together, all doing our best and all anxious to make a fine showing for our country.

Various members of the American Correspondents organization were experienced in European affairs, and in several cases had specialized to an extent that made them authorities on certain subjects. One would be sought in relation to Russian affairs, another German affairs, another in Roumanian or Hungarian questions and so on. **If I were asked to specify the particular quality which gave these men their strength, I should use the one word "Character," with perhaps the addition "and personality."**

PAPER PRICE ADVANCE IS CERTAIN

So Declares Canadian Security House —Dominion Exports Increase— Bothwell Writes Optimistically on Future Prospects

Montreal, Oct. 4.—A local security house which has specialized in pulp and paper securities for some years has the following to say in the September issue in regard to paper securities:

"That it should have followed immediately on the decision of the Paper Tribunal to reduce the controlled price of paper in Canada for the period of July to November, 1918, from $69 per ton to $60 per ton is interesting, as showing that investors in Canadian pulp and paper securities are too well informed to be disturbed by what might, with a less intelligent clientele, have been represented as a setback to the business. As a matter of fact the decision, by affording grounds for appeals against the unduly low prices both before and after the period dealt with, was in an important respect favorable to the paper companies.

"The present strength of the pulp and paper securities, however, is due to much more vital considerations than a few dollars per ton in the domestic market—considerations arising out of the tremendous growth in the world's demand for newsprint, the improvement of many sources of supply and the unrivalled capacity of the Canadian mills for cheap and satisfactory production.

"A sharp advance in the world's price for newsprint appears to be a certainty of the near future."

Rosy Outlook, Says Bothwell

"The Financial Post of Toronto and Montreal has just issued a special edition dealing with the Canadian pulp and paper industry. Valuable statistics have been compiled showing the expansion of the industry, while articles by such authorities as J. A. Bothwell, president of the Canada Pulp and Paper Association, are features of the number. Mr. Bothwell concludes his interesting article with the following observation:

"Given a reasonable free hand and the ordinary sympathetic treatment accorded all other Canadian manufacturing industries, and, divorced from the political influence to which it has in the past been subjected, there is no reason why it should not continue in the future, as it does just at present, to lead all other Canadian manufacturing industries in the volume and value of its export business."

Exports Run High

Canadian exports of paper continue to make new high records. Exports of paper and paper products of all kinds for July show an increase in value of $1,007,000, as compared with July of a year ago. On the other hand, the value of pulp and pulpwood show a decrease of slightly over $1,000,000.

The paper exports for July amounted to $4,639,000, while paper exports for the four months of the fiscal year ended July 31, amounted to $17,532,000. These figures compare with $14,400,000, over the same period in 1918 and $11,200,000 for the corresponding period in 1917.

The fact that paper exports show a decrease is regarded as a favorable omen, as it means that more raw material is being worked up into paper in Canada, and less of the raw material exported to foreign countries.

To Build in Brenham

Brenham, Tex., Oct. 8.—The Banner-Press plans to erect a two-story home

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MAYBORN APPOINTED BUSINESS MANAGER

Placed in Charge of Dallas Dispatch and Houston Press—Has Made a Fine Record in Scripps Organization

DALLAS, Tex., Oct. 3.—Ward C. Mayborn has been appointed general business manager Dallas Dispatch and the Houston Press. In Dallas he succeeds Paul C. Edwards, who becomes editor-in-chief of the Dallas Dispatch and associated Scripps newspapers.

For a young man, Mr. Mayborn has a number of notable newspaper achievements to his credit. He was one of the founders of the Evansville (Ind.) Press. Mr. Mayborn also helped breathe the first breath of life into the Terre Haute Post, a sister paper to the Evansville Press.

He was general manager of the Memphis Press and started that young publishing property on the road to its present successful position. He then extended his operations westward and took over the business management of the Denver Express. This paper, with the other three mentioned above, formed a group of which he was general business manager.

Later Mr. Mayborn was entrusted with the entire responsibility of the Denver Express in the capacity of publisher.

TIPS FOR AD MANAGERS

WILLIAM H. RANKIN COMPANY, 104 South Michigan Avenue, Chicago. Advertising contract for the B. F. Goodrich Company, Akron, Ohio, has been renewed for seventh consecutive time.

BUCK & HAMMESFAHR, Astor Trust Bldg., New York. Have secured advertising account of the "Warner Lens" from the Warner-Patterson Company, Chicago.

COLLIN ARMSTRONG COMPANY, 1463 Broadway, New York. Has been appointed American advertising agent for Thomas J. Lipton, Inc., treas.

GUNDLACH COMPANY, People's Gas Building, Chicago. Has obtained account of the Babson Statistical Organization, Wellesley Hills, Mass.

THOMAS M. ROWERS COMPANY, 25 East Jackson Boulevard, Chicago. Now handling account of the Vitanola Talking Machine Company and sending orders to newspapers for the Consolidated Utilities Corporation, Chicago.

HUMMERT-HATFIELD AGENCY, Railway Exchange Bank Bldg., St. Louis. Will place advertising of the Keyes Piston Ring Company, St. Louis, appropriation increased over last year.

ROGERS-BAKER COMPANY, Guardian Bldg., Cleveland, has secured the account of the Granger Vacuum Rubber Heel Company, Cleveland; big city newspapers will be used to advertise "Doe Boy" rubber heels.

CHAMBERS AGENCY, 612-618 Maison Blanche Building, New Orleans. Again sending out copy to magazines for De Lis Infant Wear; also to trade papers and magazines for Steer Warms; also for Evangeline Pepper Products, which account it has lately secured.

JOHN RING, JR., Advertising Company, St. Louis. Mercantile Trust Company, St. Louis. Placing full-page copy in dailies of Texas and Oklahoma—also some investment copy in magazines of national circulation.

SCOTT & SCOTT, Inc., 220 West 42d street, New York. Placing 10,000 line contracts for Blosser Company (cigarettes for catarrh), 82 North Pryor street, Atlanta, Ga., in leading newspapers of eleven Southern states (more to be added); also combination mail-order and store copy in weeklies and monthlies.

Patrick Goes to Fort Worth

Fort Worth, Tex., Oct. 7.—W. K. Patrick, for the past seven years cartoonist on the New Orleans Times-Picayune, has joined the Fort Worth Star-Telegram as current event cartoonist. Patrick enjoyed a wide following in New Orleans and throughout that portion of the South where the Times-Picayune has a large circulation, and incidentally his cartoons have been widely reproduced in national publications.

Laundries Will Advertise

Seattle, Oct. 4.—Stimson has already been subscribed for a national exclusive newspaper advertising campaign to explain a plan to do finished laundry work for an average family of five for an amount not exceeding $3 a week, according to President Otto Rice of Chicago, president of the Laundry Owners' Association of America, at a convention of Washington, Oregon, British Columbia and Idaho laundrymen.

Will Regulate Billboards

Boston, Mass., Oct. 4—The special commission appointed to investigate the regulation of billboards and other advertising devices on public ways, public places or private property within public view, which is made up of the Attorney General, the Chairman of the Highway Commission and the Chief of the State Police, will conduct hearings and report to the next Legislature, with drafts of bills to regulate billboard advertising

Salem Has $6-$6.50 Scale

Salem, Ore., Oct. 3.—Under a new scale Salem printers will receive $6 for day work and $6.50 for night work based on a shift of 7 hours and 35 minutes. Both the night and day scales include pressmen. The printers and pressmen asked for $1 an hour and the agreement was reached through a newly-organized district mediation board.

For 37

Consecutive Months:—

The St. Louis Star has published *more* Local Display Advertising week days than the *Globe-Democrat*, the *Republic* or the *Times*.

don't say Paper
Say "STAR"

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY

CHICAGO
People's Gas Bldg.

PHILADELPHIA
Colonial Bldg.

NEW YORK
Fifth Ave. Bldg.

MORE THAN 38,000 IN USE

© TRADE LINOTYPE MARK ©

THE MACHINE THAT LASTS



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C. P. A. HANDLING LOAN ADVERTISING

Committees Appointed to Cover All Departments of Publicity Under Direction of Messrs. Taylor, Scroggie and Imrie.

TORONTO, Sept. 29.—The organization of the publicity work in connection with the approaching Victory Loan campaign, which starts on October 27, has now been completed. It is similar in general plan with the organization that contributed as much to the success of the 1918 loan.

As before, the Canadian Press Association has assumed full responsibility for all newspaper advertising and press publicity and will administer the fund provided for the purpose of paying for these services A general executive committee consisting of W. J. Taylor, Woodstock Sentinel-Review; George E. Scroggie, Toronto Mail & Empire, and John M. Imrie, manager Canadian Press Association, controls the whole publicity organization.

There are two special committees, one for handling the paid advertising and the other for providing a news and feature service. The former, under the chairmanship of Mr. Scroggie, is composed of P. Geo. Pearce, Waterford (Ont.) Star; Eugene Tarte, La Presse, Montreal; John Weld, Farmers' Advocate, London; Henri Gagnon, Le Soleil, Quebec; W. B. Preston, Brantford Expositor; H. B. Muir, London Free Press; W. J. Taylor, Woodstock Sentinel-Review; and John M. Imrie, Toronto

Eleven Divisional Committees

The Dominion Press News and Feature Committee has as its chairman, W. J. Taylor, and is made up of the chairmen of eleven divisional committees, which are entrusted with the task of handling the publicity work in various sections of the country. Its headquarters are in Toronto and Nelson Wilkinson, a well-known Canadian newspaperman, is acting as editor.

The chairmen of the various divisions are as follows: John Nelson, Vancouver World, for British Columbia; M. R. Jennings, Edmonton Journal for Northern Alberta; J. H. Woods, Calgary Herald, for Southern Alberta; W. F. Kerr, Regina Leader, for Saskatchewan; Robert Lipsett, Winnipeg Telegram, for Manitoba; F. D. L. Smith, late editor Toronto Times, for Ontario; E. F. Slack, Montreal Gazette, and Fernand Rinfret, Le Canada, Montreal, joint chairmen for Quebec; F. B. Ellis, St. John Globe, for New Brunswiek; A. F. Macdonald, Halifax Chronicle, for Nova Scotia, and J. R. Bennett, Charlottetown Guardian, for Prince Edward Island.

OLIVER COX OPENS AGENCY

Well-Known Advertising Man of Birmingham Enters Business

BIRMINGHAM, ALA., Oct. 14.—Oliver Cox, who has been secretary for the Sparrow Advertising Agency for the past two years, has resigned to establish the Cox Advertising Agency with headquarters in the American Trust Building.

Mr. Cox is one of the best known advertising men in Birmingham and has a large following.

STRIKE CALLED OFF IN OKLAHOMA

Typographical Union, Ordered Back by International, They Accept $37-$40 Scale—Newspapers Resume Publishing.

(By Telegraph.)

OKLAHOMA CITY, OKLA., Oct. 5—After being on strike since Monday night, the printers of the several newspaper offices returned to work late yesterday. By taking this action the local saved its International charter and also received a slight increase. The new scale is $40 for night work; $37 for day.

The News issued a small paper today and the Oklahoman appeared today as usual.

Intercity Golf on October 14

The New York Advertising Club's next match with the Poor Richard Club of Philadelphia will be held at Merian, Philadelphia, on October 14.

ST. LOUIS TIMES RENOVATING

New Editorial Management Also Makes Some Staff Additions

St. Louis, Oct. 5.—The Times editorial rooms have been enlarged, partitions removed and a general renovation has taken place throughout the various departments.

Norman Williams, formerly with the Post-Dispatch and Globe-Democrat, and the Kansas City Star in Kansas City, has become political editor. Miss Caralee Strock, until recently on rewrite for the Star, has joined the Times editorial staff in a similar capacity, also doing a bit of dramatic criticism now and then.

Presbyterians Favor Advertising

Atlantic City, Oct. 5.—The executive committee of the Presbyterian Church in the United States of America, in session here, strongly recommended that the 300-odd Presbyteries in the country make special financial appropriations for systematic advertising in the newspapers, it having been found that such methods largely increase the church attendance. The commission is also considering plans for the establishment of a publicity bureau for the church as a whole.

663

The New York Times Sunday, October 5, printed 663 columns of advertisements, the greatest volume ever published in a single issue of a New York newspaper.

218

Tuesday, October 7, The Times published 218 columns of advertisements, the greatest volume ever printed in a week day issue of a New York morning newspaper.



The Star League of Indiana

The largest combination of quality circulation in Indiana reaching able-to-buy readers in each and every one of Indiana's ninety-two counties

Eastern Representative: Kelly-Smith Co., Marbridge Building, New York
Western Representative: John Glass, Peoples Gas Building, Chicago

THE SHAFFER GROUP OF NEWSPAPERS

Indianapolis Star—Terre Haute Star—Muncie Star—Louisville Herald
Rocky Mountain News—Denver Times—Chicago Evening Post

—domination and elasticity

If you want a medium which *dominates* from the standpoint of *influence*, of world-wide *force, the newspaper is that* medium.

If you want a medium that *domintes* from the standpoint of *circulation*—both concentrated and national—the newspaper is that medium.

If you want a medium that is *elastic, flexible*, one that you may confine to your channels of distribution, one that may be applied with equal force simultaneously or at intervals, over much or little territory, adjacent or distant, that medium is the daily newspaper.

If you want the *only* advertising medium which is an absolute *necessity* to modern civilization, the newspaper is that medium.

Newspapers are a great institution, a formidable unit, so elastic as to be at once world-wide or sectional.

What a privilege that a medium of such incomparable qualities is available to increase *your* sales!

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago
Kansas City
San Francisco

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REPORTERS MARVELED AT PRES. WILSON

Newspaper Men on His Tour Wondered How He Could Stand Strain. He Won Admiration of All Regardless of Policies

"President Wilson is so darned human. I think that's the principal reason why he's a newspaper man's man," said an American correspondent at the Peace conference, recently. There's a sidelight on that observation in a dispatch by Charles H. Grasty, treasurer of the New York Times and its representative on the President's train, telling of the illness which has sent him back to Washington.

In this dispatch, one visualizes a man who is and has been for long under the greatest physical and mental strain, who is on the verge of collapse and knows it, in real distress at the moment, yet determined to go through with a set program, rising to make a speech at Pueblo, but remarking beforehand in a conversational way to the boys in the press seats:

Thinking of "Other Fellows"

"You fellows must be sick and tired of this."

The President was sick and tired himself but he was thinking of the other fellows.

"All the correspondents on his train," writes Mr. Grasty, "have realized by what a narrow margin, if at all, the full speaking tour would be accomplished. No matter what their personal views on the treaty, or the policies of their papers, they have had a sense of comradeship, and have all entered into the sporting question of whether a man of nearly 63 years, slender of frame, and living more on his nerves than on his physique, could go the distance that he had set for himself.

"He himself would discuss the question with them very frankly and always smilingly refuse to pull a long face over his difficulties. The physical man began to rebel at overwork ten days ago, when a headache set in, that has since defied all Dr. Grayson's cunning.

"The President made jokes, saying that his constitution might be exhausted, but he still had his by-laws left, and he could live on them for a while.

Almost Collapsed in Denver

"At Denver, where he made such a fine speech, to a splendid audience, he was very doubtful when he rose whether he could go on.

"Later, at Pueblo, many of the correspondents watched him closely. They could see from Mrs. Wilson's expression that she was most anxious. There was a long wait before former Governor Adams rose to pay his noble tribute. The President sat apart in the middle of the platform, only a few feet above the newspaper men. They noticed that his expression was somehow different. He did not look about the audience and smile in the usual way. Just before the speaking began he remarked in a conversational voice to some of those in the press seats:

"You fellows must be sick and tired of this."

When he began his address those near him could notice slight signs of distress, but he finished strong. In none of the big meetings did he make a better impression than at Pueblo.

CLEVELAND "P.-D." CHANGES

Kirkpatrick, Marsh, Roberts and Mrs. Thompson Affected

CLEVELAND, O., Sept. 30.—In addition to shifting Walter S. Buel, Columbus correspondent of the Plain Dealer, to the head of the Washington bureau and promoting W. C. Howells, local political writer to the Columbus bureau, Managing Editor E. C. Hopwood has transferred C. L. Kirkpatrick, chief "make-up" editor in the composing room, to the Sunday department, where he succeeds Ward Marsh.

Mr. Marsh has been given the photo play department and will co-operate with Harlow H. Hoyt, the dramatic editor. Mr. Kirkpatrick is succeeded by James F. Kirby of the local staff.

"Duke" (E. Arthur) Roberts, one of the local staff stars, is covering local politics temporarily.

Mrs. Emma Thompson, who was "doing the movies," has resigned and joined the staff of the Detroit Journal. She writes under the name of "Marjery Daw."

Circulations Haven't Fallen Off

ST. LOUIS, Oct. 6.—The new semi-annual government circulation reports of the Post-Dispatch, Globe-Democrat, Republic and Star show that there are more readers of those newspapers now than there were during the war, although the prices were raised from one to two cents and the price of Sunday editions raised from 5 to 7 cents outside of St. Louis. The Times going through a process of readjustment, under which the German language paper, the Westliche Post (formerly owned by the same company) was sold, has also more than held its own and is now increasing.

Librarians Value Ads Highly

ST. LOUIS, Mo., Oct. 6.—Dr. Arthur E. Bostwick, librarian of the St. Louis Public Library, told the members of the Junior Advertising Club of St. Louis that advertisements in newspapers are considered by reference librarians to be the most reliable and up-to-date information for files

MORE HONORS FOR ADLER

Times Man Made Chevalier of French Legion of Honor

Major Julius Ochs Adler of the New York Times received through the War Department Monday his appointment at the behest of the President of the Legion of Honor. At the same time he received a citation from Marshal Petain, a translation of which follows:

Army Citation. April 19, 1818.

Major J. O. Adler, 306th American Infantry Regiment.

Reconnoitering with another officer, and finding himself face to face with a group of 150 enemy soldiers, he gave proof of the greatest presence of mind in shooting down the foremost enemy soldiers, thus making possible the capture of fifteen prisoners.

General Headquarters, Marshal, Commander in Chief. (Signed) PETAIN.

Major Adler already has received the American Distinguished Service Cross, the French Croix de Guerre, and the Italian War Cross for Merit.

"Newspaper Night" in Des Moines

DES MOINES, Sept. 26.—The Iowa Press and Authors' Club entertained Mr. and Mrs. Ellis Parker Butler of Flushing, N. Y., and Mr. and Mrs. John Kenrick Bangs of New York on "Newspaper Night" September 22. After dinner Mr. Butler kept the crowd in an uproar with "Laughs is Laughs," and Mr. Bangs followed him with a fifteen-minute address given in his inimitable manner. W. C. Jarnagin, managing editor of the Capital and chairman of "Newspaper Night," was toastmaster.

Globe-Democrat Disclaims Circular

ST. LOUIS, Oct. 4.—The Globe-Democrat disclaims any knowledge of circulars being sent broadcast over the city and state, entitled "A Petition for the Impeachment of Woodrow Wilson, President of the United States," many of which have been mailed in Globe-Democrat envelopes.

Waters Goes to Washington

HOUSTON, Oct. 8.—George B. Waters, with the Press for the past six years, has gone to Washington, D. C., where he will be correspondent for the Press, Dallas Dispatch and Memphis Press, taking the place of Harper Leech.

Winnipeg Soldiers Return

WINNIPEG, Oct. 6.—George Stephen and Maj. J. W. Siston have rejoined the sports staff of the Winnipeg Free Press after service overseas. Sergt. J. G. Stevenson, formerly of the Press and the Edmonton Bulletin, has the C. E. F. Sergt. Stevenson won the Military Medal for gallantry in action.

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events, Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

$300,000 in Daily Newspapers To Sell Our First 1,000 Trucks

We are definitely committed to a campaign, thru the Shuman Advertising Company, of Chicago, which will give daily newspapers $300 per truck sold to local dealers. This means $300,000 for our first 1,000 trucks.

Help Us Get a Local Dealer and Help Yourself to a Fine Advertising Contract

Our contract with dealers provides for the joint expenditure of $300 per truck in local newspapers. As we will not look with favor upon a dealer who is not strong enough to contract for at least TEN trucks, $3,000.00 can be taken as the minimum local newspaper appropriation for a Mutual Agency.

MUTUAL TRUCK
America's Greatest

is built in 2-ton, 3½-ton and 5-ton capacities—all good for a 50% overload; as the whole machine is over-sized and over-powered, in order to meet the most extreme haulage conditions.

So absolutely true is it that this *IS* America's Greatest Truck, that the local truck dealer, backed by this whirlwind newspaper campaign, will soon find himself in command of the heavy-haulage truck business of his community.

Send for literature to show to the strongest and livest dealers in your Community.

MUTUAL TRUCK COMPANY
SULLIVAN—INDIANA, U. S. A.

Star-Telegram Supremacy in West Texas

(Including all the New OIL FIELDS)

ABSOLUTELY and CONCLUSIVELY PROVEN by RECENT AUDITS

LOOK AT THE SQUARE ON THE MAP

In that section of West and Northwest Texas and Southwest Oklahoma shown in the square, THE NET PAID CIRCULATION OF THE FORT WORTH STAR-TELEGRAM IS GREATER BY FAR THAN THE COMBINED CIRCULATION OF THE NEXT TWO LARGEST DAILY NEWSPAPERS CIRCULATING IN THAT TERRITORY.

This statement can be verified by a check of recent audits of papers circulating in the territory referred to.

FORT WORTH STAR-TELEGRAM CIRCULATION TERRITORY

100%
ON THE SQUARE

The square shown in the map represents Fort Worth's trading territory and embraces some of the best developed sections of Texas and Oklahoma, besides including all the new Texas oil Fields.



95%
IN THE SQUARE

The territory included in the square is more accessible to Fort Worth than to any other city. Practically all the railroads in that territory enter Fort Worth and many of them have their terminus in that city.

FORT WORTH STAR-TELEGRAM

MEMBER A. B. C.

OVER 65,000 DAILY — **OVER 70,000 SUNDAY**

AMON G. CARTER, V. P. & Gen. Mgr. — **A. L. SCHUMAN, Adv. Mgr.**

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NEWSPAPERS SHOULD GIVE BIGGEST ADVERTISERS BEST RATES

Differentials for Concerns Advertising Over the Names of Local Dealers and Those Making Direct Sales Advocated.

By JASON ROGERS

ENTIRELY aside from the basic necessity for fixing advertising rates at a point where the average net will produce cost plus a reasonable profit, by the formula previously described or other method for producing such result, there are other factors which it may be well to consider.

My investigations of many rate cards and many situations in real life among the newspapers, show we are too soft hearted in spots and permit transient and seasonal advertisers to exploit us.

Figure on Cost Plus Ten Per Cent.

It is well to establish a flat rate for general advertising for purposes of simplicity, but I incline to the belief that any flat rate should be fixed at a point higher than that charged advertisers using heavy volume of space regularly throughout the year or even small space regularly.

For purposes of sound business I would suggest the fixing of the basic rate with the largest advertisers at cost plus 10 per cent. If, for instance, I had a concern able to use 100,000 lines a year I would make the rate cost plus 10 per cent to, say, 28 cents per inch net.

Then to the next group of perhaps 12 concerns using, say, 50,000 lines in the year or 500 lines every week in the year, I would make my rate cost plus 12½ per cent.

Probably next after these I would perhaps make a net rate of cost plus 15 per cent for concerns able to use 20,000 lines in a year or 250 lines every week in the year.

At this point I would establish a flat net rate for all advertising aside from special classifications at cost plus 20 per cent, which is about as narrow a margin as it is safe to operate on without suddenly finding yourself in red ink after some period of recession.

The advantage of this process of establishing rates is obvious. In most cases it will be found to produce an average profit of from 14 to 16 per cent on all business, and yet it can be defended as logical and fair to all.

I likewise believe that newspapers generally make a mistake in selling space to people or industries which demand extra service such as theatres, automobiles, moving pictures, politicians, etc., etc., at ordinary commercial rates regardless of the volume they use.

In New York City, for example, we charge the theatres 60 cents a line flat, regardless of how much they use, as compared with a commercial rate of 50 cents a line which might earn a discount on volume of, say, 25 per cent, making 37½ cents to a retail shop using the same volume space.

Likewise we make the politicians who only use our space transiently for a few weeks in the year, and even then in a season when we are running to standing room only, pay us 60 cents a line flat.

If our newspapers would but do the same to those engaged in promoting professional sports, such as baseball, boxing matches, horse racing, billiards and such, instead of permitting themselves to be worked by press agents who jolly our sporting editors, we would all be better off.

It is all well enough for our friends in the theatrical and sporting business to say that there is circulation for our newspapers in playing them up, but such stuff would not be taken at the box office or gate by them in place of real money.

According to my theory and judgment any enterprise conducted for ordinary commercial profit should be compelled to pay a certain percentage for the advertising which makes it a success. Five per cent of gross receipts for advertising should be compulsory.

Newspaper space is a commodity requiring continuous publication 312 or 365 days in a year. The one time or transient advertiser who gets us when he wants us should pay a much higher rate than concerns using our space continuously.

The continuous advertiser, of course, secures most profitable results, through the cumulative value established in creating good will and institutional recognition. We should do all in our power to create as many such concerns in our territory as we can.

A very well-known and successful newspaper publisher, now dead, had a theory that ordinary foreign mail order advertising was a menace to the business of his town. He told me that he believed that a concern seeking to reach into a town for direct trade that did not come through local dealers should be compelled to pay double rate.

Innocently and far in the dark regarding the broader evidence of his conclusion this great newspaper man was sounding a truth which is just commencing to be generally recognized. Foreign advertising not linked up to the names of local dealers is wasteful advertising. Localized national advertising, by which is known advertising linked up to local dealers, is just arriving and is generally conceded as the most effective sort of advertising.

Foreign advertising which creates traffic in our local stores is good for the industrial progress of our city or our town, while advertising that seeks trade by suggestions to "write for catalogue" or "remit to" is merely a device to take money and trade from our midst like the roving circus does.

Our newspapers constitute the only effective medium for "localized national advertising," which is an impossibility for the magazines or general mediums, because they cannot print the names of all dealers.

All of this is far removed from the matter of the fixing of advertising rates, but I would not be surprised to see our newspapers establish differentials in rates for concerns advertising over the names of local dealers and those seeking to get trade away from them.

Such a process would act as correction force to make general advertising more effective.

Under the rate card is constructed in some such plan as I have indicated there is apt to develop a point at which a general advertiser can make money by doing his advertising through local dealers at low local rates and deprive the advertising agent of the compensation he is entitled to for working on the account, preparing the copy and such.

In the case of the New York Globe we allow agents a commission on any and all business, reckoned above the net rate. We do not quote or give any advertiser a net quotation until he be comes a wholesale buyer and is able to use 30,000 or more lines in a year.

It does not matter to us whether one of our large customers deals on the services of an advertising agent or not. The net rate is the same to the agent as to the customer, who must add his commission or service charge. As a matter of fact one or two of our large local stores have taken an agency service and it has never led to confusion.

We feel that agency service is desirable to all except concerns doing enough business to warrant creation of a well organized advertising department. Even when they grow to that stage we prefer the agency refusing our rates until the customer can use over 30,000 lines.

All advertising goes on our books at the net figure. We never count commission as an expense, for the advertiser pays both our net rate and the agent's commission. The two items together make the gross rate which he must pay if the agent exacts his full commission. If he does not, it is item less.

We make no effort to keep track of what commissions to agents amount to. It only loads your revenue side with a fictitious item to enter advertising at the gross figure, and likewise bolsters up your expenses to charge commissions on the other side.

New York Tribune

led all New York morning newspapers in net paid circulation gain for the year ending September 30, 1919:

TRIBUNE	gained	27,575
TIMES	lost	5,521
SUN	gained	14,144
WORLD	gained	23,977
AMERICAN	lost	1,048
HERALD	gained	295

(FIGURES BASED ON PUBLISHERS' SWORN STATEMENTS)

New York Tribune's net paid circulation as shown in its last three reports to the United States Government:

Average, Six Months Ending

September 30th, 1919,	*117,053*
March 31st, 1919,	*108,011*
September 30th, 1918,	*89,478*

H. B. Law Resumes Business

Chicago, Oct. 8.—After two years in the army air service H. B. Law has resumed his advertising service business in this city.

"Features that sell newspapers"



Ever see a dog laugh?

"Dickey's Dogs" do, and with them laugh thousands of newspaper readers from New York to Idaho, from Massachusetts to Oklahoma.

They appear seven days a week in a humorous strip, now featured in twenty representative American newspapers. London has just made a bid for them.

Robert L. Dickey, their creator, made a name for himself, doing dog pictures for Life. Now he is devoting his entire time to his new strip. You will always find a chuckle in it, and now and then a touch of pathos. It appeals to men, women and children alike.

If your territory is open we should like to quote you terms.

The Metropolitan Newspaper Service

432 FOURTH AVENUE, N.Y.

THE BIRMINGHAM NEWS "*will go the limit*" in Endorsing the Monotype for the Ad Room

READ what Mr. T. B. Goodwin *(General Manager)* writes about the **Monotype Equipment** in the *"News"* composing room





The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

BIRMINGHAM, ALA.

August 9, 1919.

Lanston Monotype Machine Co.
Philadelphia, Pa.

Gentlemen:

The Birmingham News inaugurated the Non-Distribution System with two type, lead and rule casters on September 1st, 1917.

The best evidence of how successfully the system and the machines have worked out under the most exacting service conditions is the fact that, in March of this year, The News installed the third type, lead and rule caster to take care of its greatly increased business.

We have found the Monotype a great labor and money saver in our ad room and make-up department and we feel that we can go the limit in recommending similar installation to any other daily newspaper in proportion to its needs.

This method of handling these departments of newspaper work is the last word in efficiency and economy.

Very truly yours,

THE BIRMINGHAM NEWS.

(Signed) T B Goodwin

TBG/EF General Manager.

LANSTON MONOTYPE MACHINE COMPANY

NEW YORK: World Building PHILADELPHIA CHICAGO: Plymouth Building
BOSTON: Wentworth Building TORONTO: Lumsden Building
MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

251

This advertisement is composed in Monotype No. 8b, 861, 164 and 72L Series and Monotype Rule

PUBLISHERS RETRACT

Morris Libel Suit Against Denver Post Is Settled

DENVER, COLO., Oct. 4.—The $375,000 libel suit brought in the District Court by Ernest Morris against the Denver Post has been dismissed upon stipulation between the attorneys for both sides, the consideration being a full and complete retraction of its charges by the Post and payment by the publishers of $10,000 to local charities.

The Post published its retraction conspicuously in its issue of September 21, stating that the attacks upon Mr. Morris, in which he was accused of unpatriotism, were written by the owners while they were laboring under "great indignation and excitement."

Wyoming Derrick Wont Appear

CHEYENNE, WYO., Oct. 8.—The Wyoming Derrick, of which Jack A. Bristol is editor, has forfeited its articles of incorporation because the paper never was issued. Plans were completed to issue a weekly in Cheyenne devoted to oil news west of the Mississippi river, giving special attention to Wyoming, Kansas and Texas. The high price of print paper, says Bristol, crippled the publication and finally finished it before it was born.

Ad Agencies Use Dailies

CHICAGO, Oct. 7.—Local advertising agencies were heavy users of newspaper advertising space during the past week. Among the noteworthy advertisers were the Rankin Company, Buck & Hammesfahr, Erwin & Wasey and Lord & Thomas, the last named using full pages. Perley, Bertsch & Cooper and the Charles Daniel Frey Company, both special illustrators for advertisers, also have been doing consistent advertising.

Buffalo Rotogravure Changes

BUFFALO, Oct. 8.—The Commercial, which for the past eight months has issued a Thursday rotogravure supplement, announced the section will be discontinued, "due to circumstances over which it has no control." The Sunday Express, whose Sunday halftone supplement for more than a quarter of a century has been considered one of the best in the country, has substituted a rotogravure section for this old feature.

Argument Breaks Up Ball Game

HARTFORD, CONN., Oct. 2.—The baseball game between the Times and the Courant broke up in a row last Sunday over a misunderstanding about the score. In the seventh inning Umpire De Ridder of the Globe called the score 6 to 5 in favor of the Times, but Scorekeeper Green of the Courant said it was 6 to 6. The argument waxed so vehement that the game was called.

Hankins Agency Organized

TOLEDO, OHIO, Oct. 8.—The W. B. Hankins Company has been incorporated to conduct an advertising and merchandising business in this city, with offices at 120 Erie street, by S. G. Vrooman, W. B. Hankins and O. M. Fehn, who are president-treasurer, vice-president and secretary, respectively. Mr. Hankins was for a number of years promotion manager for the Miller Agency and has been identified with advertising and sales promotion work in the Toledo territory. At one time also he was with the O. J. Mulford Agency, Detroit.

Col. Moore Here on a Visit

After war service covering five years of active duty, Lieut.-Col. Harold A. Moore, a well-known British advertising man, has come to the United States to study American post-war conditions. He plans to spend about six weeks on a tour of the principal business centers of this country and Canada. Col. Moore is British director of Collin Armstrong, Inc., New York, and a member of the agency firm of Smith, Denne & Moore of Toronto, Montreal and London.

Wood Honored

Chicago, Oct. 4.—Junius B. Wood war correspondent of the Daily News, was honored at a banquet at the Elks Club. Among the speakers was Chas. H. Dennis, managing editor of the Daily News.

ESTABLISHED 1868

J.W. BARBER ADVERTISING AGENCY

SUCCESSOR TO BOODY AGENCY

Little Building, Boston, Mass.

Sept. 26, 1919

Mr. William F. Rogers,
Boston Transcript,
Boston, Mass.

My dear Rogers;

Taking up my Transcript as usual last Saturday evening, (Sept. 20) in which as near as I could estimate there were 240 columns of advertising: I was reminded of a remark that I made at the Executive Board meeting of our American Association of Advertising Agencies. The discussion turning upon circulations and advertising rates, I said:

"Gentlemen, the Boston Transcript enjoys the unique distinction of having the highest rate for advertising per thousand circulation of any metropolitan Daily in America, furthermore, it gets by and makes good."

You are certainly to be congratulated on the success that the Transcript has, maintaining as you do, a well printed, fearlessly edited and clean journal, both in reading and advertising columns.

Very truly yours,

J. W. BARBER ADV. AGENCY

JWB/T

The Transcript greatly appreciates this letter from the Dean of American Advertising Agents

OHIO FIRST

If you were to buy space in this list of Ohio daily newspapers as newspaper space, pure and simple you would make a pretty good buy.

But you buy more than that. You buy Ohio as a market—a dandy market. You buy dealer influence and co-operation. You buy home circulation. You buy local influence. You buy the good will and help of these newspaper men. You buy space along side of the dealers who are to sell your goods.

You buy concentrated circulation.

These daily newspapers work with you to get your goods over in Ohio—and you need them for that purpose.

	Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	31,110	.06	.06
*Akron Times (E)	20,454	.03	.03
Bellaire Daily Leader (E)	3,446	.02	.0125
*Cambridge Daily Jeffersonian (E)	8,117	.0179	.0179
Chillicothe News-Advertiser (E)	3,055	.00714	.00857
Cincinnati Enquirer, 5c. (M&S)	62,911	.12	.12
Cleveland Plain Dealer (M)	168,440	.24	.24
Cleveland Plain Dealer (S)	208,024	.27	.27
Columbus Dispatch (E)	75,402	.135	.105
Columbus Dispatch (S)	71,117	.135	.105
Columbus (O.) State Journal (M)	53,155	.10	.09
Columbus (O.) State Journal (S)	27,147	.10	.09
*Dayton News (E)	37,340	.065	.065
*Dayton News (S)	29,533	.045	.045
East Liverpool Tribune (M)	6,138	.015	.015
Lima Daily News (E&S)	12,549	.0286	.0214
Lima Republican Gazette (M&S)	10,008	.02	.02
Middletown Journal (E)	4,174	.0115	.0115
Newark American-Tribune (E)	6,217	.0179	.0179
New Philadelphia Daily Times (E)	4,413	.0129	.0129
Piqua Daily Call (E)	4,019	.0114	.0114
*Springfield News (E)	14,331	.03	.03
*Springfield News (S)	10,777	.03	.03
Toledo Blade (E)	82,973	.17	.15
Warren Daily Chronicle (E)	5,200	.02	.02
Youngstown Telegram (E)	21,601	.05	.05
Youngstown Vindicator (E)	24,558	.05	.05
Youngstown Vindicator (S)	22,222	.05	.05
Zanesville Signal (E)	10,704	.025	.025

Government Statements, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

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Pulitzer School Has Record Enrollment for 1920

Director-Emeritus Williams Makes Opening Address—Of 117 Students, 40 Are Women

At the formal opening of the Columbia University School of Journalism last week, Dr. Talcott Williams, director emeritus, addressed the students on the subject, "The League of Natinns and the Journalist."

Dr. Williams has been at Washington during the past seven weeks representing the League to Enforce Peace in its campaigu for the League and told the students of the part which the newspapers of the country are playing in moulding public opinion in favor of the League covenant

Dr. Williams faced the largest group of students ever enrolled in the School of Journalism. The total number of students is 117, of whom forty are women. The increase in the number of women students is particularly noticeable because during the seven years of the school's existence only thirty-two women have been graduated.

The professional work of the school is now given in two years, the preliminary courses formerly given in the school being now under the complete jurisdiction of Columbia College.

Charles P. Cooper, formerly night city editor of the New York Times, has been added to the faculty this year, taking the position formerly held by the late Franklin Matthews. The other members of the faculty are: John W. Cunliffe, professor of English and acting director of the school; Roscoe C. E. Brown, Albert W. Atwood, of the staff of the Saturday Evening Post; Robert E. MacAlarney, formerly city editor of the New York Tribune, and Edwin E. Slosson, literary editor of the Independent.

Walter B. Pitkin, who has been a member of the faculty since the school started, is absent on leave during the first semester.

Following the opening address, an informal reception was held at which the students met Dr. Williams and members of the faculty. Many former students, now empoyed on New York City newspapers, attended.

LADD MANAGING EDITOR

New City, Sports and Telegraph Editor Also in St. Joseph Gazette

St. Joseph, Mo., Oct. 5.—Walter Ladd has become managing editor of the Gazette, succeeding Fred Barkhurst, who will do syndicate work in New York. Herbert McDougall, former political writer, is now publicity commissioner for the Pershing Highway.

Robert Deming Lewis is the new sports editor, succeeding Ross Wheaton, who takes another editorial job on the same paper. Lewis has been with the Gazette and News-Press for several years. I. K. Fagan is now city editor and Luther Bowman is telegraph editor.

Spanish River Re-elects Mead

Toronto, Oct. 4. — At the annual meeting of the Spanish River Pulp & Paper Mills, T. H. Watson of Toronto was elected a director, and Col. Thomas Gibson, former secretary, was made a vice-president; Joseph G. Gibson, acting secretary, was permanently appointed. George H. Mead of Dayton, Ohio, was re-appointed president, and P. B. Wilson of Sault Ste. Marie, vice-president. The directors are developing a plan which they expect to submit to the shareholders in the near future, by which the matter of back dividends will be taken care of.

Ad Man Works Up New System

Philadelphia, Oct. 5.—C. M. Strieby, advertising manager of the Fulton Motnr Truck Company, has organized for that company a sales promotion department which will take care of a system of sales promotion and follow-up to aid the salesmen and to develop the territory, to be used in conjunction with an elaborate sales campaign, a statistical and research department. There has been gathered a vast fund of information regarding one and one-half to two-ton hauling costs in every line of business.

Wilson Enters Movie Field

Sioux City, Ia., Oct. 7.—Frank R. Wilson, formerly publisher of the Daily News, has signed up with the Griffith Film Company as press agent at a salary of $15,000 a year. The Daily News was taken over a year or two ago by the Sioux City Journal and the Tribune. Mr. Wilson has been handling publicity for the various war funds. The German Helmet souvenir for Victory Loan workers was his idea. It was through this scheme that the Griffiths offered him the position.

U. S. Ad Man Touring Canada

Winnipeg, Oct. 2.—O. Barclay of the staff of Vanderhoof & Co., Chicago, has been touring Canada for feature copy to be used across the line. He started at Halifax and is taking six weeks to cross the continent to Vancouver. Mr. Barclay spent several days in Winnipeg and made a trip to the new gold regions in Northern Manitoba.

Fougner Resigns

G. Selmer Fougner, manager of the press bureau government loan organization for the Second Federal Reserve District, New York, has resigned. Mr. Fougner served as head of the bureau during the Second, Third, Fourth and Victory Loan campaigns and supervised the preparation and distribution of all publicity material.

McAlpine Reported Killed

Philadelphia, Oct. 4.—Donald McAlpine of Warren, Pa., who was employed on the editorial staff of the North American at the time of his enlistment in the British Royal Flying Corps, was killed in England while on duty. Details of his death have just been received.

Kilby Resumes Work

Wichita, Kans., Oct. 7. — Karl E. Kilby is the new advertising manager of the Coleman Lamp Company. At one time Mr. Kilby conducted an advertising agency in Wichita and during the war he served as a Y. M. C. A. overseas secretary.

Indiana

Visualize Indiana this way.

Three million people—good, bad and indifferent—but averaging up a bit above the average.

If you want something to find fault about with the people of Indiana you will probably find it in their smug satisfaction with Indiana.

They know that Indiana is the state of states.

They know that there is more health, happiness, home life and harmony in Indiana than anywhere else.

They know, too, that there is nothing too good for Hoosiers—and they know that their own daily newspapers, their own cities, their own merchants are the best in the world.

They are easy to get acquainted with, if you go at it the right way—and the right way is via the usual Indiana channels of trade—through local dealers and local daily newspapers.

	Circulation	5,000-line rate
Elkhart Truth.....(E)	8,300	.025
Evansville Courier.....(M)	*23,893	.04
Evansville Courier.....(S)	*20,987	.04
Fort Wayne Journal-Gazette.....(M)	29.236	.05
Fort Wayne Journal-Gazette.....(S)	24,350	.05
Indianapolis News.....(E)	123,473	.16
Indianapolis Star.....(M)	92,851	.11
Indianapolis Star.....(S)	106,381	.14
Kokomo Dispatch.....(M)	5,400	.0171
Lafayette Courier.....(E)	*9,994	.02
Lafayette Journal.....(M)	10,415	.02143
La Porte Herald.....(E)	3,376	.0179
Logansport Pharos-Reporter.....(E)	6,621	.015
Muncie Press.....(E)	9,646	.01786
Muncie Star.....(M)	26,858	.05
Muncie Star.....(S)	16,818	.05
Richmond Item.....(M)	8,225	.03
Richmond Palladium.....(E)	11,096	.03
South Bend Tribune.....(E)	*17,436	.035
Terre Haute Star.....(M)	26,945	.04
Terre Haute Star.....(S)	19,422	.04
Terre Haute Tribune.....(E)	24,845	.04
Terre Haute Tribune.....(S)	19,192	.04
Vincennes Capital.....(E)	1,049	.01071
Total Daily Circulation and Rate.....	444,261	.71396
Total Sunday Circulation and Rate.....	207,150	.36
Total Daily and Sunday.....	651,511	

*A. B. C. Report, April 1st, 1919. Government Statement April 1, 1919.



From 43 to 80 In Less Than 60 Days

On August 11th we published a list of 43 representative newspapers that had purchased "ONE-SET" Automatic Suction Ink Distributing Rollers. Today, less than 60 days from August 11th, the list has grown to 80, showing an increase of 86%—and the list is growing daily.

You'll say "that's building business fast." It is, but behind it there's a big, powerful reason. Goodrich "ONE-SET" Rollers are the ideal ink distributing rollers for which publishers have long been looking. These rollers mean for them money saving, more profits and greater efficiency. They were convinced of these facts by actual press-room tests.

Goodrich "ONE-SET" Rollers need no re-adjustments from time to time. They resist the most radical temperature changes—hot or cold weather, slow or fast speed, long or short runs, they remain unaffected, functioning and distributing perfectly. They need no washing. They have the right properties of "tack." They are not affected by water. They're long-wearing, and save trouble, worry and money.

Install Goodrich "ONE-SET" Rollers in your plant because you need them, and because it is good business for you to do so. The standing and calibre of the newspapers that have adopted them should convince you of their merits.

Why not send us a core to be recovered and let "ONE-SET" prove its practical worth? At least write for prices, stating core diameter, finished diameter and length of cover face.

Look at This Partial Line-Up of Newspapers That Have Ordered "ONE-SET"

Akron Evening Times
Boston Post
Buffalo Courier
Buffalo Evening News
Chicago Tribune
Cleveland Press
Dallas News
Detroit News
Houston Chronicle Publishing Co.
Indianapolis News
Kansas City Star
New York Tribune
Philadelphia Inquirer
Portland Evening Publishing Co.
Public Ledger
Inter-Mountain
Washington Daily Phoenix
Pittsburgh Sun-Telegraph
Post Publishing Co.
Reading Eagle Sentinel
Sioux City Journal
Wheeling Register
York Gazette
Daily Pantograph

Akron, Ohio
Boston, Mass.
Buffalo, New York
Buffalo, New York
Chicago, Illinois
Cleveland, Ohio
Dallas, Texas
Detroit, Mich.
Houston, Texas
Indianapolis, Ind
Kansas City, Kan.
New York City
Philadelphia, Pa.
Cleveland, Ohio
Philadelphia, Pa.
Elkins, W. Va.
Wenatchee, Okla.
Parkersburg, W. Va.
Pittsburgh, Pa.
Jamestown, N. Y.
Reading, Pa.
Sioux City, Iowa
Wheeling, W. Va.
York, Pa.
Decatur, Ohio

Charles C. Fatten Co.
Newark Advertiser
Times Revelator Company
Repertory Publishing Company
Springfield News
Times Publishing Company
Pittsburgh Gazette Publishing Co.
Philadelphia Press
Atlanta Journal
Atlanta Constitution
Ashville Times
Akron Beacon
Cleveland Company
Columbian Dispatch
Tennent Company
Evening Bulletin
Fairmont Times
Huntington Advertiser
Pittsburgh Publishing Co.
Dallas News
Aurora Beacon Publishing Co.
Morgantown Post
World Herald
The Sun
Omaha Daily News

Baltimore, Md.
Newark, Ohio
Zanesville, Ohio
Canton, Ohio
Springfield, Ohio
Erie, Pennsylvania
Wilkes-Barre, Pa.
Philadelphia, Pa.
Atlanta, Ga.
Atlanta, Ga.
Ashville, N. C.
Akron, Ohio
Cleveland, Ohio
Columbus, Ohio
Charleston, W. Va.
Philadelphia, Pa.
Fairmont, W. Va.
Huntington, W. Va.
Wheeling, W. Va.
Dallas, Texas
Aurora, Ill.
Morgantown, W. Va.
Omaha, Neb.
Baltimore, Md.
Omaha, Neb.

THE B. F. GOODRICH RUBBER COMPANY
The City of Goodrich—AKRON, OHIO

GOODRICH
"ONE-SET"
Automatic Suction ROLLERS

EDITORIAL



A WORD TO NEWSPRINT MANUFACTURERS

DO you know of any other great industry in which the attitude of the manufacturers toward their customers is so arbitrary and hostile as that exhibited by you toward the publishers? Who profits thereby?

Have not your counsel, at various hearings before the Federal Trade Commission, stated in effect that the publishers were a group of profit-thirsty business pirates, operating through the powerful weapons at their command to coerce the manufacturers into furnishing them paper at an actual loss?

Is not your attitude toward the publishers even now one of cynical unfriendliness and suspicion? Do you not proclaim that the present shortage and high prices for newsprint are due entirely to the wasteful practices of the publishers and their folly in bidding against each other for excess tonnage in the "open market?" Have you not tried to convey the impression that there is ample paper for all legitimate uses—and that, therefore, a real paper shortage is non-existent?

Gentlemen, the fates have placed in your hands for the moment grave issues affecting the press of America. Will an attitude of criticism and sinister condemnation of your customers help you to meet those issues?

Whatever your grievances, fancied or real, your prosperity is linked with that of the newspapers. You stand or fall with them. You share their responsibilities to the public.

Sometime you must restore the normal relations that should exist between a manufacturer and his customers. Sometime you must re-establish that basis of friendly co-operation with the newspapers upon which your industry stood for so many years previous to the war. Sometime you must realize that your problem is merely a part of the publishers' problem, not to be solved by economy wars but by mutual concessions and understandings. Sometime you must realize that it is a good thing to have a customer for your product and that it is the part of business wisdom to co-operate with that customer in every way possible.

In short, sometime you will have to come and wine to meet your customers and to discuss with them in a mutually friendly way policies of active co-operation. Why not now?

CRAFT ORGANIZATION

IN every new movement, such as that of the organization of news writers, experimental and mistaken steps are apt to be taken. Radical elements, whose dearth of numbers is balanced by an excess of fighting spirit, are likely in many instances to gain temporary ascendancy. But, in due time, the rule of reason prevails. The men who write our newspapers are, as a class, too sane and poised to submit to dangerous leadership in any organization movement to which they may commit themselves. They recognize that their work is one carrying high and imperative obligations to the whole public, and that it must always be free from bias and from the influence or control of class interests, however worthy these interests may be of themselves. Based on sound principles, safeguarding the interests of the newspapers with which they are connected, news writers may very properly organize under forms of craft fellowship which will assure for all of them greater accomplishment and higher achievement. Yes, even the assuring of that sort of wage which present living conditions make imperative. For, as has been well said, "the day of the impecunious reporter has passed." It is folly to assume that editors and reporters are the one class that is immune and exempt under the present reign of high costs of living. And it must be said to the credit of the publishers that not many of them try to deceive themselves with any such folly. In fact, the movement for normal salaries for news writers under present conditions has made rapid strides lately and this is due to a recognition by publishers of the principle of a fair wage for everyone who has a part in the making of a newspaper.

WHEN MEN GET ACQUAINTED

SOME newspapermen of Mexico decided to attend the A.A.C.W. convention. For the most part, these men were competitors and political antagonists. Their thought, as freely admitted by one of their number, was to make the journey to New Orleans and to take part in the sessions of the convention without coming into personal contact with each other. They were at pains to travel by different trains, to secure quarters at different hotels.

But the spirit of comradeship at the convention caught them in its strong currents. They met. They found themselves interested in common purposes and ideals. They fraternized, and return to their homes good friends. For the first time the wisdom, the sanity, of co-operation appealed to them. They are now determined to work together to promote better press relations between their country and ours and throughout North and Central and South America. And better press relations mean better political and business relations, closer unity of ideals among all who call themselves Americans.

Groups of publishers in many of our own cities may find in this incident food for thought. Petty hatreds, rivalries and mutual distrust often serve to prevent competing newspapermen from adopting common sense policies. They stand in the way of effective conservation of resources. They are responsible for suicidal circulation "fights." They are the source of waste and extravagance.

If rival publishers in every city in the country would get acquainted, get together for helpful discussion of their common problems, and then adhere to standards which their collective common sense dictates as wise and progressive, many of the difficulties facing them would disappear.

It often happens that, in a city where there are three or four daily newspapers, one publisher is considered by his competitors as "a bad actor." Perhaps, in his fight for business, he cuts rates or bribes away some part of the circulation of the rival papers. In retaliation the other papers adopt some wholly unsound policy, reasoning that they must fight him with his own kind of weapons. Thus one "bad actor" in a city demoralizes other publishers who would much prefer to follow sound methods.

The remedy is: Get together. Show the erring publisher a better way. If he is still bent upon a rule or ruin policy, let him understand that he will have a united opposition and that he cannot set standards of practice for that opposition. In a short time he will either return to sound standards or he will eliminate himself from that field.

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EDITOR & PUBLISHER
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THE EDITOR & PUBLISHER CO.
1117 *World Building, 63 Park Row, New York.*
W. D. Wheeler, editor. John F. Redmond, managing editor; Dan F. Miller, News; Ben Mellen, Features.
James Wright Brown, publisher; J. W. Ferguson, advertising; Fenton Dowling, circulation.
London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.
Paris: F. B. Grundy.
Toronto: W. A. Leach.
Chicago: P. C. Eaton.
San Francisco: H. C. Bernstein.
Boston: M. J. Staples.
Washington: Robert T. Barry.
In cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

DIFFICULTIES OF THE FLAT RATE

WHEN James O'Shaughnessy, executive secretary of the A.A.A.A., in his message to the daily newspaper advertising managers at New Orleans, said that the adoption of the flat rate would bring to publishers at once an additional volume of national business amounting to $300,000 a year, and would eventually turn to the newspapers an increased volume ten times as large, he used "brass tacks" language. It had the effect of putting the managers present on record as favoring the flat rate for national, or "foreign," business, while they still adhered to the contention that the flat rate is not equitable or practicable for local business.

There are some disturbing problems to be considered in connection with the adoption of the flat rate for national advertising. There is a very real overhead expense in handling advertising, and this varies greatly according to the size and nature of each contract. If one contract calls for a full page of space, to be used once a week for a year, and another calls for three inches of space, 52 insertions, it usually happens that the clerical expense involved in taking care of these two accounts is practically the same. The same process must be followed in scheduling publication dates, in bookkeeping, billing, checking and collecting in the one as in the other account. The amount of correspondence involved in regard to lost checking copies, discounts, claimed adjustments, etc., is likely to average the same for the smaller as for the larger account.

On a flat rate basis it would require about fifty of the smaller accounts to amount to as much as the one larger account. Assuming that the matter of agency commissions takes care of itself automatically in either case, it remains true that the clerical work in handling fifty small accounts, amounting in the aggregate to the total revenue from the one larger contract, must be multiplied by fifty. Is it just to the newspaper, which must take into account selling costs? Is it just to the big advertiser, who relieves the newspaper of the need to negotiate and execute fifty contracts in order to sell fifty-two pages of space? Should not that wholesale buyer of space be entitled to a fair concession? Would not the flat rate inflict upon him a real penalty? For, would it not be true that, in fixing such a rate, the publisher would have to consider as a part of his selling costs a big overhead which the buyer of big space has no part in creating?

It must be confessed that the idea of the flat rate is an alluring one. It appeals, in theory, to advertisers and newspaper publishers alike. It is urged, always, as a progressive policy. But, in spite of all this, the difficulties enumerated above persist in intruding into the problem, and we fear that the solution for them will not be found through simply ignoring them.

HAVE I noticed Editor & Publisher's space-buyers' charts and market survey of Connecticut, I have studied this feature from every angle and have discussed it with all of my associates." Thus spoke, the other day, the advertising manager of one of the largest concerns using space in the daily newspapers of the country

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AN artificially created volume of classified advertising never holds—for only reader-interest, carefully and patiently developed, assures results from these little ads.

A MAN who feels that he is merely holding "a job" on a newspaper is never worth more—rarely as much—as the "job" pays.

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PERSONALS

FRED L. BOALT, editor of the Portland News, is recovering at a local hospital from a serious operation he underwent as the result of a recent accident.

Robert Lipsett, former news editor, has been appointed business manager of the Winnipeg Telegram.

Charles K. Blasser, who was circulation manager of the York (Pa.) Dispatch before he entered war service, has returned and taken his old position. Howard F. Eyster, who was circulation manager in the interum, has been made business manager.

B. E. Woolston, manager of the Butte (Mont.) Miner, and Leonard G. Diehl, business manager of the Great Falls (Mont.) Tribune, were visitors in New York last week.

George W. Norton, editor-in-chief of the Portland (Me.) Express-Advertiser, and member of Governor Carl E. Milliken's Executive Council, left this week for a month's vacation at Roach Pond in the Moosehead Lake region.

J. S. Crate, managing editor of the Ottawa (Ont.) Jonrnal, has been named chairman of the central publicity committee in Ottawa for the Victory Loan campaign.

Percy Hurd, member of the British House of Commons, well-known writer, and London correspondent (Winder mere) of certain Canadian papers, is now touring Canada.

Dr. Douglas S. Freeman, editor of the Richmond (Va.) News-Leader, addressed the National Bank section of the American Bankers' Association in annual convention at St. Louis, on "Some Unconsulted Ledgers."

IN THE EDITORIAL ROOM

Clement L. Manning, police reporter for the Chicago Herald and Examiner, was married recently to Miss Sadie Gill, of Chicago. "Carnation Dan" O'Leary, dean of the police press, cut the cake and acted as toastmaster at the wedding breakfast.

John E. Bierck has left the Hartford Conn.) Times staff to go into business in the Panama Canal Zone.

Joseph A. Reilly, for many years associated with the Brooklyn Daily Eagle and who was its war editor, has resigned to take up the practice of law in Brooklyn.

James Leonard Lee, one-time editor of the Evanston (Ind.) News-Index and later connected with Chicago newspapers, is now athletic director at Northwestern University.

Frederic C. Nelson, editorial writer on the Hartford Post, is handling the Connecticut publicity for the Harvard $11,000,000 Endowment Fund Drive. Mr. Nelson graduated from Harvard in 1916.

Leon M. Block has been appointed business manager and editor of Feeding Stuffs, New York. He is a former daily newspaper man.

Helen Rowland, formerly of the Evening World, is now contributing her features to the Wheeler Syndicate clients.

Gilbert S. Costello, Seattle newspaper man, has been appointed private secretary to Mayor Fitzgerald, who recently ascended to the executive chair upon the resignation of Ole Hanson.

Miss E. Cora Hind, agricultural editor of the Winnipeg Free Press, was one of the western delegates to a conference of Canadian women at Ottawa, where the problems of the women living on the farms in Canada were discussed.

F. Eugene Ackerman, former newspaper man, is editor and publisher of a book in Spanish which will be one of the instruments used to combat German propaganda in Latin-American countries. Mr. Ackerman has been with the Omaha Herald and the New York Herald. He toured the country with Roosevelt, Taft and Wilson and went around the world with the American fleet.

Gilbert B. Outhwaite, assistant secretary of the Troy (N. Y.) Chamber of Commerce, and formerly a reporter on the Troy Record, has resigned to engage in other work in New York City.

William D. O'Brien, former police reporter for the Bridgeport Telegram, has just been released from war service and has gone back to the paper of his apprenticeship, the South Norwalk (Conn.) Evening Sentinel. He was a sargeant in the Marine Corps.

Wallace T. Bassett is back on the desk of the Bridgeport (Conn.) Standard Telegram for the winter, editing telegraph copy. Bassett conducts a delightful summer resort during the summer at Walnut Beach, but may annually be expected in newspaper work between Fall and Spring.

Lee J. Mantell, who served with the American Expeditionary Forces in France for a year, has returned and joined the staff of the Albany (N. Y.) Argus.

Shannon Leintz, Sacramento correspondent of the Associated Press, has resigned to enter business with his brother in Los Angeles to take effect as soon as he is relieved.

E. W. Murphy of the Portland Telegram spent a few days of his vacation in Sacramento.

Will W. Watson is now on the copy desk of the Sacramento Bee.

Miss Jacque Wilson and Captain Darwin Smith have announced their engagement. Both are members of the editorial staff of The Sacramento Bee.

Miss Sara Blanche Wrenn, a newspaper woman, who for the past 18 months has been a special investigator for the Department of Labor, has sailed for Japan to join the staff of the Trans-Pacific, and American trade journal in Tokio.

Mrs. Grace Gallop, former city editor of the Blackwell (Okla.) Tribune, and Blaine Harris were married September 4.

Guy Goodwin, city editor of the Concordia (Kan.) Blade-Empire, has resigned to become principal of the Concordia High School.

Miss Ila Montgomery, for two years editor of the children's section of the Winnipeg Free Press, has resigned to enter the matrimonial state. She is succeeded by Miss Doris Metcalfe, late of the reportorial staff.

Hill Cocke has resigned from the reportorial staff of the San Antonio (Tex.) Evening News to resume studies at the University of Texas.

John Liscomb, formerly of the Portland (Me.) Daily Press staff, has moved to Boston to enter Boston Law School.

Ernesto Ocampo Herrera y Cairo, editor of La Prensa, a Tampico, Mexico, daily paper, has married Senorita Maria Concepcion Cardenas of Tampico.

TWO NEW REMINGTON MEN

Finley H. Greene is the New General Manager of Buffalo Agency



FINLEY H. GREENE

Finley H. Greene, the new general manager of the E. P. Remington Advertising Agency, of Buffalo, is known as an authority on marketing conditions as a result of the many years that he has devoted to investigation in many lines as the foundation for selling campaigns. Mr. Greene joined the Remington Agency on September 1, and prior to that was seeretary and sales manager of the Mathews-Northrup Works. His experience has included the preparation and handling of every branch of advertising. Clarence J. Monro, formerly of the Niagara Lithograph Company, is the new art director of the Remington Agency.

John W. Shaver, formerly of the Portland Oregonian, has joined the editorial staff of Engineering News-Record, New York. He served as a first lieutenant of engineers, in the army under Capt. Tomlin, now managing editor of Egnineering News-Record.

Ettore Patrizi, managing editor of L'Italia, San Francisco, is on his way to Italy, where he will study conditions of Italian emigration and look into economic, financial and political conditions. He will also visit France.

WITH THE AD FOLKS

George Warner of Scranton, Pa., former advertising writer for Stoehr & Fister, that city, has resigned from the Ryan Advertising Company of Wilkes-Barre, Pa.

F. A. D. Seelye has been appointed advertising manager of the Packard Motor Company of Pittsburgh, succeeding P. W. Stearn, who is now with the Parker, Duff & Morris Advertising Agency, same city. Mr. Seelye was formerly with the sales promotion department of the Firestone Tire & Rubber Company and later was automobile editor of the Pittsburgh Dispatch.

Charles G. Reed, for 15 years automobile editor and writer of motor news, has joined the Dunlap-Ward Advertising Company, Cleveland. He will also look after sales promotion interests of large auto and accessory concerns which are clients of the company. Mr. Reed began as an automobile editor in Cleveland "when Cadillacs had but one lung and curve dash Olds were steered with a stick." For the last four years he has been on the Detroit Journal. Before taking this position he spent a year studying factory methods in the Dodge Brothers plant, Detroit.

W. R. Warren, former advertising manager of the Westfield Manufacturing Company, Westfield, Mass., and more recently assistant advertising manager of the Corticelli Silk Mills, has been appointed advertising manager of the Sexton Manufacturing Company, Fairfield, Ill., maker of men's and children's athletic underwear and nightwear.

Clarence L. Fisher, president of the Fisher-Knebel-Brown Advertising Company, St. Louis, and Mrs. Fisher celebrated the twenty-fifth wedding anniversary recently. Among the gifts was a handsome silver water set from the families of the officers of the company.

H. R. Baker has been placed in charge of the Goodrich Tire & Rubber Company's department of honse organs, in Akron, Ohio, and will be assisted by H. G. Wilson. Mr. Baker succeeds Lester H. Butler, resigned.

Graham Lee Hemminger, formerly with the Richard A. Foley Advertising Agency of Philadelphia, has taken a position with the Massengale Advertising Agency, where he will charge of the copy and plan department.

Jacob Pfeffer, who has been connected with Jewish newspapers, is the founder of a new advertising agency in New York, which will handle Jewish advertising and publicity, exclusively.

L. G. Robbins, general sales and advertising manager of the A. J. Deer Co., Inc., of Hornell, N. Y., has been made an officer and director of the company.

The Rockford Morning Star has signed a contract for the Haskin Service for one year



IT keeps its subscribers abreast of the times on the important issues of the day

It operates with Washington, D. C., as a base.

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J. L. EBAUGH GOES TO BIRMINGHAM

Well-Known Business Manager of New Orleans Times-Picayune Appointed Successor to Buford Goodwin

BIRMINGHAM, ALA., Oct. 5.—John L. Ebaugh will become general manager of the Birmingham News on October 20. Mr. Ebaugh, now business manager of the New Orleans Times-Picayune, will succeed Buford Goodwin, who left The News October 1 to become publisher



JOHN L. EBAUGH

of the Atlanta Georgian. He is one of the best known newspaper men in the South.

Mr. Ebaugh was born in Houcksville, Carroll County, Maryland. He lived on a farm until he was 18, when he became a machinist's apprentice in the Baltimore & Ohio Railroad shops in Baltimore, and for four years he worked by day and attended school at night to learn mechanical and architectural drawing. He then worked for a year with the original Mergenthaler Linotype Company in Baltimore, going to the old New Orleans Times-Democrat in April, 1892, and remaining there until May, 1898, as linotype machinist.

He volunteered for service in the Spanish-American war and served as first sergeant of Company A, 1st Louisiana Volunteer Infantry. After being mustered out in November, 1898, he went direct to the Mergenthaler Company again and traveled for that corporation.

After the death of Mr. Mergenthaler, Mr. Ebaugh resigned and went back to the New Orleans Times-Democrat in November, 1899, as mechanical superintendent. In January, 1910, he was made foreman of the composing room and in 1915 became business manager of the Times-Democrat. Four months later the paper consolidated with the Picayune and was continued as business manager of the combined papers, from that time on known as The Times-Picayune. Mr. Ebaugh's entire time and energy for the past five years has been devoted to the business affairs of the Times-Picayune, which has achieved splendid growth under his direction.

Hartford Men Change Positions

Hartford, Conn., Oct. 5.—Clarence L. Moody, until recently telegraph editor of the Post, has gone to Brockton, Mass., to enter the employ of the Times in a similar capacity. Geo. Vennart of the Post's city staff, a veteran of the 26th Division, is handling publicity in Connecticut for the American Legion membership drive. Eugene Kelsey has resigned as staff photographer of the Post to accept a similar position on the Courant. Mr. Kelsey served in the war as a member of the photographic section of the A. E. F. in France. Harold M. Newsome has resigned from the Courant as staff photographer to take a rest which his health requires.

CIRCULATION NOTES

John Wood has become circulation manager of the San Antonio (Tex.) Express. He will be assisted by William K. Meyers and August Small, circulators, succeeding William K. Meyers.

The Cheyenne (Wyo.) State Leader is now in the midst of a circulation campaign, which is being managed by F. P. Shaughnessy, representative of Blair & Austin, of Louisville, Ky. Four automobiles and a piano and other prizes valued at $8,000 are being given away to the successful members of the Leader's "salesmanship club."

The Kansas City (Mo.) Post is devoting a page each Sunday to news from the high schools of Greater Kansas City. The news items are collected and edited by journalism students. Thomas Parry, Jr., is editor of the page.

Three hundred Omaha and Council Bluffs newsboys attended the annual picnic of the Omaha World-Herald. Circulation manager M. B. McMechen had charge of the program, which included a "feed" and a series of races and contests. $150 in prizes were given.

W. H. Russell Breaks Into Movies

Los Angeles, Cal., Oct. 7.—W. H. Russell, former editor of the Palo Alto Times and also the Stanger News in both the California cities, is now director of publicity for the American Film Company at its Santa Barbara studios.

Gale Blocki on Payne Staff

Chicago, Oct. 4. — The C. Logan Payne Company has added to its local soliciting force Gale Blocki, Jr., who for the past six months has been with Erwin & Wasey. Mr. Blocki's first advertising experience was with one of the University of Chicago papers while a student at that institution.

Daddy Stratton Meets His Boy

Topeka, Kan., Oct. 5.—Lieut. Cliff Stratton of the Capital staff, on returning from a year overseas met his son, Cliff Stratton, Jr., whom he had never seen, the boy having been born while his father was in the service. Mrs. Stratton was Miss Lenore Moore, formerly Capital society editor.

William Floto Marries

Kansas City, Mo., Oct. 4.—William Floto, head of the automobile department of the Post, and Miss Mary McClurg, society editor of the Leavenworth Post, were married in Leavenworth Wednesday.

New Jersey's Drive For a Million B. & L. Shares

There are states in which the building and loan association is almost an unknown factor in the economic and financial program of the rank and file of the population.

New Jersey has 871 building and loan associations—by far the largest number in proportion to population of any state in the country.

The number of shares carried by the people of the state of New Jersey runs beyond four millions.

And now there is a drive on to secure a million more shares in a week—and the associations are confident they will double the figure set as a goal.

Just ponder this, Mr. Advertiser, and ask yourself whether you can afford to omit a state with such proclivities for thrift from consideration in an advertising campaign.

Consider This List of New Jersey Newspapers

	Circulation	Rate 5,000 lines
†Asbury Park Press (E)	7,651	.0225
Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E) (A. B. C.)	17,656	.04143
Hackensack Record	4,879	.0178
Hudson Observer (Hoboken)	43,000	.08
Passaic Herald (E)	8,535	.025
Passaic News (E)	8,427	.025
Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	*8,723	.025
Plainfield Courier-News (E)	7,908	.0214

Government Statement, April 1st, 1919.
* A. B. C. Report, April 1st, 1919.
† Government Statement, October 1st, 1919.

Canadian Commerce

Always an important factor, Canadian commerce is looming up stronger, more important and more valuable than ever before.

Canadians always were friendly toward us, but since Canadian men and men from the United States have fought shoulder to shoulder, in the great war, since Canada and the United States did their bit so splendidly, we are no longer merely friends—we are Buddies—and Canadians are more willing than ever to buy from us what they do not manufacture.

However, they still stick to their own merchants and their own daily newspapers, and are best reached through cooperation with Canadian daily newspapers and Canadian merchants.

These daily newspapers can and do reach the buying power of Canada. They tell your story where you want it told—economically and effectively.

PROVINCE OF ONTARIO

Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	12,403	.03	.03
†Brantford Expositor	(E) 10,100	.025	.025
†Brockville Recorder-Times	(E) 4,225	.0179	.0107
Chatham Daily News	(E) 2,472	.01	.0071
*Galt Reporter	(E) 3,955	.015	.0125
†Guelph Mercury	(E) 3,877	.015	.01
*Hamilton Spectator	(E) 31,058	.055	.05
Hamilton Times	(E) 11,200	.035	.03
†Kingston British Whig	(E) 6,328	.025	.02
*London Free Press	(MN&E) 41,000	.07	.06
*Peterborough Examiner	(E) 5,329	.0193	.015
*St. Catharines Standard	(E) 7,632	.0275	.0175
†St. Thomas Times-Journal	(E) 9,016	.0275	.02
*Toronto Globe	(M) 86,388	.15	.11
*Toronto Star	(E) 86,157	.14	.11
*Toronto Star	(E) 86,157	.14	.11
*Toronto World	(M) 27,437	.09	.06
*Toronto World	(S) 87,655	.12	.09

Government Statement, April 1, 1919.
*A. B. C. Report, April 1, 1919.
†Publishers' Statement.

PROVINCE OF QUEBEC

Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000
*Montreal Gazette (3c-$8 yr.)	(M) 32,140	.085	.07
*Montreal La Presse (2c per copy)	(E) 147,127	.13	.11
*Montreal Star	(E) 111,151	.13	.11
*Quebec Le Soleil	(E) 39,356	.06	.06

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GUARDIAN AGENCY IS FORMED IN N. Y.

Robert Adamson, Dr. J. A. Harris, W. Lamar, E. S. Hamilton, B. C. Diven Incorporate Firm—Freeman Field Manager

A new advertising agency organization has just been formed in New York, to be known as the Guardian Advertising Corporation, with offices at 511 Fifth Avenue and a group of well-known financial, advertising and newspaper men at its head.

Robert Adamson, former fire commissioner of New York City, and who made his start on Atlanta newspapers and was afterwards with the New York World, is president.

Dr. John A. Harriss, a notably successful New York business man and who is now serving without pay as a deputy police commissioner in charge of traffic, is chairman of the board of directors, and he announces that a number of other well-known men shortly will be associated with him.

Washington Lamar, of Atlanta, a young and widely experienced business man, is vice-president; Emmett S. Hamilton, an active figure in financial and banking circles, is secretary, and B. C. Owen, who was for years head sales manager of the Babbitt Soap Company, is treasurer.

William C. Freeman, than whom there is no one better known in the American advertising field, is field manager of the new corporation, which is capitalized at $250,000 under the laws of the State of New York. It begins operations with no clients, but with bright prospects, it is announced.

Mr. Adamson will be actively in charge and Dr. Harris will take an active interest in connection with his many other business affairs. The latter says he has been keen for years to engage in advertising, which he regards as a most important industry.

William C. Freeman resigns from the service of Paul Block, Inc., to enter on his new duties, which will consist of creating business for the Guardian Agency.

Publishers Complain of Invasion

Lawrence, Kan., Oct. 4.—The University Daily Kansan, student paper at the University of Kansas here, is not being operated for profit, State officials declared, following a conference with local newspaper publishers, who complained that, with the announcement of a telegraph service and a report that last year closed with a profit, they felt their field was being invaded. They conferred with Governor Allen and the State Board of Administration, who stated that their only business efforts are for sufficient revenue to pay for the operating expenses in teaching journalism, and they will not compete with the local papers in the commercial field.

Pennsylvanians Take to Flying

Wilkes-Barre, Pa., Oct. 7.—Joseph Gorman of the Evening News has the distinction of being the first newspaper man to fly over this city. He made the trip with a government aviator. John Ruddy of the Scranton Times; Morton Piper of the Scranton Republican, and James Gibbons, editor of the Scranton Board of Trade Journal, are other newspaper men who have made flights in their section.

Chinese Student Wins Bennett Prize

The James Gordon Bennett prize at Yale has been awarded for the year 1918-1919 to Chien Chun, of Krashing, China, for his essay on "The Railway and the Government." The prize, which consists of the income from a fund of $1,000, was established in 1893 by the late James Gordon Bennett, proprietor of the New York Herald. It is given for the best essay upon a subject of contemporaneous interest in the domestic or foreign policy of the United States Government.

British Correspondent on a Visit

George Herbert Perris, who, during the war, was a correspondent on the western front for the London Daily Chronicle and the New York Times, has come to this country to deliver a series of lectures on the war and to describe for the Chronicle post-war conditions in America. Mr. Perris arrived in New York Monday and expects to remain until Viscount Grey returns to England next Spring.

Competition in Green River

CHEYENNE, Wyo, Oct. 6.—A new weekly newspaper, the Sweetwater County Chief, is to be published in Green River, Wyo., by E. R. Clayton, formerly of Portland, Ore. Associated with him in the undertaking will be J. E. LeMere, formerly of Brighton, Colo. The Chief will be republican in politics and is starting up in Green River as a competitor of the Green River Star.

In Involuntary Bankruptcy

Clarksburg, W. Va., Oct. 7.—An involuntary bankruptcy petition, with an application for the appointment of a receiver, has been filed against the Middlebourne News-Star, a weekly, in the United States District Court here. Charles Ashcraft of Middlebourne was named receiver. The petition was filed by the West Virginia Printing Company of Wheeling, the Central Ohio Paper Company of Columbus, O., and W. H. Carter of Middlebourne.

Harley-Davidson Ad Personnel

Milwaukee, Wis., Oct. 4.—Laey Crolius has resumed charge of the Harley-Davidson Motor Company's advertising on returning from military service, and O. Grigg, who was in charge during his absence, is now connected with the Klau-Van Pietersom-Dunlap Advertising Agency. T M. Agnew is now handling the publicity and newspaper advertising for the company.

Lawrence Syndicate Moves

WASHINGTON, D. C., Oct. 1.—Offices of David Lawrence, Inc., have been moved from the Home Life Building to 503 Commercial National Bank Building.

Iowa Ad Clubs to Convene

OTTUMWA, Ia., Oct. 1.—The Associated Advertising Clubs of Iowa will hold their eighth annual convention and business course in this city.

Iowa

Daily newspapers in Iowa compare in advertising rates very favorably to daily papers in general per line per thousand, but the ADVERTISER GETS the MAXIMUM for his money.

The farmer who reads one paper BUYS usually for a NUMBER of people.

And he buys in TOWN.

He buys for HIS percentage of a state with an income from farm crops of over $400 per person; that has nearly 700,000 savings bank depositors; and nearly one auto per family.

In fairness to Iowa rates, which are all right anyhow, consider WHAT kind of circulation its papers give you.

YES, think of the PRICE!

If you are a daily newspaper advertiser in Iowa you GET CLASS circulation for your money, not just circulation to delicatessen customers and OTHERS, but to BUYERS who live wholesale and keep the pantry FULL.

	Circulation	Rate for 5,000 Lines
Boone News-Republican.....(E)	3,636	.0143
Burlington Hawkeye .....(M)	10,908	.03
Burlington Hawkeye .....(S)	12,116	.03
Council Bluffs Nonpareil.....(E & S)	16,228	.035
Davenport Times .....(E)	25,643	.05
Des Moines Capital.....(E)	60,655	.10
*Des Moines Sunday Capital.....(S)	46,668	.10
Des Moines Register and Tribune.....(M & E)	111,517	.16
Des Moines Sunday Register.....(S)	70,745	.14
Fort Dodge Messenger and Chronicle.....(E)	8,763	.03
†Iowa City Daily Press.....(E)	3,280	.015
Mason City Globe-Gazette-Times.....(E)	9,602	.03
Muscatine Journal and News-Tribune.....(E)	8,331	.02
†Sioux City Journal.....(E)	31,083	.08
†Sioux City Journal.....(S)	28,281	.06
Ottumwa Courier .....(E)	13,606	.035
Waterloo Evening Courier.....(E)	14,484	.03

Government Statements, April 1st, 1919.
* Publisher's Statement.
†A. B. C. Report April 1st, 1919.

NEWS IN BRIEF *of the* NEWSPAPER AND ADVERTISING WORLD

A state-wide campaign of newspaper advertising is proposed by the Massachusetts Co-operative Bank League. The idea, sponsored by Joshua B. Merrill, treasurer of the Roger Conant Co-operative Bank of Salem, at the 31st annual convention held in Pittsfield last week, was very generally favored.

In celebration of the passing of his fiftieth anniversary in the newspaper profession Nathaniel H. Taylor of the Boston Globe, better known by plain "Nat" among his associates, was tendered a banquet and reception and presented with a purse of gold by his newspaper friends at the Boston City Club.

The Brookline (Mass.) Chronicle, one of the oldest town papers in the State, has purchased the Brookline Townsman, and henceforth the two papers will be merged and published as one.

President Stokes and Arthur Hoskins, president and secretary, respectively, of the St Louis Association of Journalists, are visiting various cities explaining the St. Louis Plan, with the idea that everything possible should be done at once to make the association a national affair. Each member is to be assessed a small sum to create a fund to bring together the newspaper men of the entire country in a general convention here in St. Louis early in the coming year. Some plan of protection for men who are thrown out of a position through illness or by an arbitrary dismissal is now being worked upon and will soon be submitted.

Lee Casey, editorial writer on the Denver Times and formerly of the Kansas City Star, has become head of the department of journalism at the University of Colorado.

Topeka Press Club members were guests Sunday of Clyde M. Reed, secretary to Governor Henry J. Allen and Mrs. Reed at the executive mansion. Mr. Reed is owner of the Parsons Sun.

Maurice E. Votaw has been named dean of journalism at the University of Arkansas.

The new home of the Little Rock (Ark.) Daily News has been completed.

The city of Lindsborg, Kan., has appealed to the State Utilities Commission to release it from complete Sunday isolation. No mail or rural mail or rail service are given it by the McPherson branch of the Union Pacific railroad, and the residents desire to avail themselves of these necessities.

An advance of 75 cents per day has been made by Kansas City (Mo.) newspaper publishers to 300 members of the I. T. U. The new scale is $6.50 for night work and $6.25 for day work.

Cleveland's newspaper printers are now receiving $41.40 per week of six days for night work and the day wage is $38.30 per week. The I. T. U. contract, made about four years ago on a five-year basis, calls for a night scale of $33 a week and $30 for day workers, but the publishers from time to time voluntarily have increased the pay to the present scale.

The 163d dinner of the Sphinx Club will be held October 14, at 7 p. m., at the Waldorf-Astoria, New York. Speakers will be Bainbridge Colby and Frank Crownenshield.

The Topeka State Journal has offered four prizes for the best ideas combating the high cost of living in a contest which closes October 25. Letters submitted will be printed for the benefit of all the readers.

James E. Edmonds has been appointed managing editor of the New Orleans Times-Picayune on his return from three years' Army service as an officer. Mr. Edmonds was formerly associate editor of the New Orleans Item and president of the Baton Rouge (La.) State-Times Publishing Company.

David Lampe has been appointed advertising manager of Parker, Bridget & Co., Washington, D. C. He was formerly retail service man with the Banker-Martin Company, Detroit, and advertising manager of Isaac Hamberger & Sons, Baltimore.

W. G. Bowdoin, art critic of the New York Evening World, is a contributor to the photographic exhibition of the Joan of Arc Statue, which is being held this month at the Camera Club, New York.

Both the Fort Smith (Ark.) Southwest American and the Times Record temporarily suspended publication Saturday night, following a strike of mechanical forces. The publishers claim the printers refused to arbitrate their demands, which included an increase of $10 a week, making the Fort Smith wage larger than those of Kansas City, Chicago and other larger cities. When the publishers saw that an agreement could not be reached, they issued their Sunday editions late Saturday afternoon.

Laura Becktenwalt has been elected president of the Buffalo (N. Y.) League of Advertising Women, to succeed Bertha L. Darling, resigned.

The Buffalo (N. Y.) Advertising Club has voted to affiliate with the Associated Advertising Clubs of the World.

The largest newspaper ever printed in Kansas was the September 28th edition of the Wichita Eagle, 124 pages. The Wichita Beacon on Saturday also issued a special Industrial Edition of 114 pages.

The Baseball Writers' Association has presented Joe Jackson of Detroit, who was president of the association for the first ten years of its life, with a handsome traveling bag. The association also passed resolutions thanking August Herrmann and the Cincinnati Chapter of the Association for the excellent care that had been taken of the baseball writers.

James R. V. Forrest, for many years editor of the Montreal Daily Witness and later on the editorial staff of the Weekly Witness, has just died in his 78th year.

Hon. Smeaton White, proprietor of the Montreal Gazette, entertained a trainload of Dominion Senators over the week-end at Shawinigan Falls and Grand Mere.

Senator Arthur Capper of Kansas has been elected president of the International Farm Progress. He is well known to farmers all over the Middle West as an advocate of progressive and up-to-date farm methods.

Randolph Leigh, editor and manager of the Cheyenne (Wyo.) State Leader, has just been named chairman of the committee in charge of an intensive navy recruiting campaign in the Cheyenne district.

John Fleming, advertising manager of the Cheyenne (Wyo.) State Tribune, has just taken his first vacation in several years.

H. C. Mellinger, for several years Wichita (Kan.) representative of the Capper Engraving Company and later with the Bickford, Constantine & Tyler Advertising Company, of Portland and Seattle, has returned to Wichita, where he has joined the staff of the Southwestern Advertising Company.

F. E. Long has resigned from the board of directors and executive committee of the Audit Bureau of Circulation, following his retirement from the presidency and active interest in the National Stockman and Farmer, Chicago. Action on filling the vacancy will be taken up at the next meeting of the A. B. C. executive committee. New newspaper members of the A. B. C. are the Durham (N. C.) Morning Herald, Madison (Wis.) Capital Times, and Pensacola (Fla.) Journal.

The name of the Binghamton (N. Y.) Republican-Herald has been changed to the Morning Sun.

Miss Mary Archer Glass, daughter of Secretary of the Treasury Carter Glass, is publisher of the Lynchburg (Va.) News and Daily Advance, is to be married November 1 to John G. Boatwright of Danville, Va. The ceremony will take place in Washington, D. C.

The Illinois Circulation Managers' Association will meet in Joliet, October 13, and the New England Association in Springfield, Mass., on October 15.

The Inland Daily Press Association's Chicago meeting will be held October 16 and 17.

The Western New York Newspaper Publishers' Association will meet in Rochester, October 18.

Albert Andrus has been promoted to be advertising manager of the Holyoke (Mass.) Transcript.

Roy V. Crawford, of Kokomo, has been added to the advertising staff of the Peoria (Ill.) Journal & Transcript.

William H. McDonald, recently discharged from the army, has joined the New York advertising staff of the Survey Magazine.

James M. Conklin, manager of the merchandising bureau for the Milwaukee Sentinel, is back on the job after a honeymoon trip through northern Wisconsin and Minnesota. He was married on August 27 to Miss Edna A. Blank, of Mellen, Wis.

W. A. Bower, who for the past twenty years has been business manager of the Anaconda (Mont.) Standard, has resigned and will take a vacation of two or three months before again engaging in business.

Edward E. Patton, who has been with the overseas division of the Y. M. C. A., is now connected with the advertising staff of the New York Commercial.

The Astoria (Ore.) Budget has been sold to the owners of the Pendleton East Oregonian, Messrs. Aldrich, Drake, Lampkin and Chessman. It changed hands on October 1. The Budget is an evening paper.

The Greybull (Wyo.) Standard has just changed owners and may become a daily. Under J. H. Harris, the paper was Democratic, but since its purchase by P. P. Anderson and F. F. Bristow, of Basin, Wyo., it is Republican. Mr. Bristow is business manager. Mac McCarthy, veteran newspaper man of Montana, is editor.

Declared "unfair" because they refused to quit their posts in the plants of the Bellingham (Wash.) Herald and American-Reveille after the building housing the two newspapers had been placed on the general "unfair" list growing out of a two-year-old dispute with the carpenter's organization, the printers and pressmen have demanded that the Central Labor Council rescind its action and offer a public apology to the Typographical Union. Unless their demands are complied with, the officers of the Bellingham typographical union declare they will withdraw from the central body.

Though John Ring, Jr., manager of publicity for the Mercantile Trust Company, St. Louis, has engaged in the advertising agency business, he will continue to handle the Mercantile's advertising. As yet no successor to Mr. Ring has been appointed.

Hazen Conklin has resigned as magazine editor of the New York Evening World to become managing editor of the Thompson Feature Service, New York.

C. F. Ridenour and J. A. Chew of the Xenia (Ohio) Gazette have purchased the Piqua (Ohio) Leader-Dispatch and Press. They will probably consolidate them into one paper on November 1. At present the two papers are Democratic. Mr. Ridenour will remove to Piqua to be editor and general manager. Mr. Chew will remain at Xenia as general manager of the Gazette.

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Newsprint Shortage Calls for Drastic Consertation

(Continued from page 5.)

"The prediction of five cent paper for this fall looks rather small now, considering that in the past fortnight the cheapest paper that I have any record of is 5.35. Some has been sold for 5.50 and 5.75, and one lot at 6c. All of this is f.o.b. mill. Add freight, cartage and insurance and the figures are staggering.

"This is, of course, spot paper. A fair estimate of the contract price delivered on sidewalk is around 4.20. It is impossible to accurately calculate what the big papers are now really paying, owing to their using contract paper and spot paper, but 4.25 seems a conservative estimate. I know of one big newspaper whose average cost in September ran close to 4.50.

The 1920 Problem

"But more important than all this is the really obtaining a full supply for 1920.

"At this writing there are grounds for belief that there will not be enough to go round.

"The large majority of paper manufacturers will not fix any price for 1920. They will contract for a limited tonnage, not what the publisher wants, but what the manufacturer is willing to furnish him. At the beginning of each quarter a price will be fixed for the ensuing three months. The only protection the publisher gets is a clause in the contract that he shall have as low a price as anyone else.

"What the average price of contract paper will be for 1920 nobody knows—not even the manufacturer.

"The price fixed in this variety of contract for October, November and December of this year is 3.90 f.o.b. mill. Some manufacturers admit privately that the first quarter of 1920 will be around 4 cents with a possibility of 4.10. They estimate that there will be increases over these figures for the second, third and fourth quarters of 1920.

Limiting Contracts

"Some of the smaller mills will not contract for more than 60 per cent. of their prospective output for 1920, hoping to get runaway prices for the remaining 40 per cent. which they will sell as spot paper.

"Personally, I do not think that the mills are justified in either their contract or spot paper prices. The bulk of the manufacturers should be able to produce newsprint anywhere from $55 to $65 a ton, which includes all overhead, interest and everything else except dividends. Some of the big modern mills can cut considerably under these figures. The cost sheets of one large paper company, whose mills are not of very modern equipment, shows an average per ton conversion cost of $16 and of prepared wood at the mill of $26, which impresses me as high.

"I mention this, because it means that in the instance of a curtailment of consumption, which ought to be brought about in some way, the price of newsprint will automatically drop."

The small publications will proportionately suffer most. Many of these do not and cannot make contracts and have to pay the mills or middlemen whatever they ask. If the consumption continues to increase these papers will be lucky to get their paper as low as seven cents.

"My experience has been that when the print paper supply exceeds the demand these smaller publishers have always got better prices than the large contractors. The situation is now being reversed, and the mills are not likely to be over merciful.

All Publications Are Bigger

"Practically all the newspapers in the country are putting out bigger publications than ever before, due to the unusual advertising, which in measure reimburses them for the enormous cost of white paper over circulation revenue. Here are some illustrations: One important New York paper's Sunday issue a week ago was 124 pages, and the print paper cost was between $20,000 and $25,000 more than its circulation revenue. Its daily ran as high as forty pages and averages for the week thirty-four pages which made an excess of $12,000 paper cost over the circulation revenue. Total for week nearly $35,000 more spent for white paper than was received from the sales of the publication. Another instance is a Chicago afternoon paper, which far-sightedly made a no-fixed-price contract some time ago for 40,000 tons of paper for 1920 delivery. I was surprised to hear of this tonnage for a paper without a Sunday edition, and on inquiry learned these facts: This paper has been putting out a paper around thirty-six pages, and was arranging to equip its presses to put out a forty-page daily. This means a loss on circulation of $3,000 per day on present prices.

"The same thing is happening in more or less degree all over. Last Monday's afternoon papers in New York, which formerly ran twelve and fourteen pages, were twenty-four and thirty-six pages, and the other days of the week also showed startling increases. Most of the morning papers and Sunday papers are running twenty-five to fifty per cent. larger than they used to. Consider from this the enormous increase in paper consumption. What is the end going to be? Here is what an executive of one of the large paper-making concerns told me a few days ago:

Crucial Situation

"We have oversold our product. Every publisher is making demands for additional paper which we cannot meet. It is the same with other manufacturers. The most crucial situation that has ever been in the newsprint industry has arisen. There is little new production in America, and the small amount of new Canadian paper will be used for export. The Canadian exporters are after the higher prices which the European and South American and other countries are offering.'

"I am not sure that raising dailies to three cents, and Sunday papers to ten cents, would ease the situation. It should reduce consumption somewhat. It will give the publishers additional revenue to help meet the higher cost of print paper, but another extraordinary increases, which they are up against.

"I also recommend substantial increases in advertising rates, not a cent or two a line, but increases based on the increased cost of producing the publication. This may reduce the volume of advertising a little, but even that would help the print paper situation.

Value of a Dollar

"The advertisers could not justly complain. The value of a dollar compared with several years ago is around fifty cents, and even if the rates were doubled the advertiser would really pay no more than formerly. The publisher is now bearing the burden.

"There is no certainty of how long this 'good-will' advertising will last. When it stops, other conditions remaining the same, anyone can see the disastrous results.

"Therefore, I cannot reiterate too strongly the necessity of both a raise in the selling price of newspapers, a substantial increase in advertising rates, and the other economies suggested.

"Unfortunately, there are important papers in some of the big centers, which will obtruct the raise in circulation price from selfish reasons. If all the publishers in a community could be got to work together for the general interest, any reasonable proposition could be put through. In San Francisco recently the publishers, who are there all working together, decided on an advertising raise, and as a body so notified the advertisers. Their demands were promptly acceded to. The same thing was done in raising the price of the Coast Sunday papers to ten cents. There was a slight falling off at first, but now the circulations are about what they were before the advance."

Brown Edits N. Y. Commercial

Walter B. Brown is now editor of the New York Commercial, succeeding the late Daniel Kendall. Mr. Brown has had wide experience in the business field and is a writer of authority on business, financial and economic subjects. Fred E. Crawford, Jr. has been appointed Western advertising representative of the New York Commercial, with headquarters in Chicago. He is the son of F. E. Crawford, Chicago representative of the New York Evening Journal, and was formerly with Ryan & Inman.

Ousting Billboards From Houston

Houston, Tex., Oct. 8.—A proposed anti-billboard ordinance now being considered by the City Council would put billboards ont of existence within the city limits. If the ordinance is passed the billboard men say they will contest it in the courts.


(300 ft. x 280 ft.)

The Detroit News

is the only Detroit paper which publishes its circulation figures every day. Why?

Members Audit Bureau of Circulation

40.6% GAIN

in August, 1919, over August, 1918, shows that the PLAIN DEALER is more than holding its own as the leading medium of Cleveland and Northern Ohio.

The PLAIN DEALER not only carries the most of Cleveland's advertising but grows the fastest.

A healthy sign for observant space buyers.

THE PLAIN DEALER

Largest Morning and Sunday Circulation Between New York and Chicago

dominance

You can absolutely dominate one of the most easily cultivated markets in U. S. A. through its dominant paper.

THE INDIANAPOLIS News

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined.

The Congregationalist

is not read for fun; it is read seriously; therefore it is well read.

Broad-minded advertisers know

THE CONGREGATIONALIST,
14 Beacon St. BOSTON, MASS.

During the seven months ending July 31

614,922 agate lines

of national advertising were published in

The Clarksburg Telegram

a gain over the same period of 1918 of

74.5%

It pays to advertise in "West Virginia's Leading Newspaper."

U. S. P. O. Report

For the period ending April 1, 1919. Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire south.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

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MAINE PRESS MEETS IN PORTLAND TODAY

Don Seitz, Business Manager of the New York World, Will Deliver Address on "The Newspaper and the Community"

Portland, Me., Oct. 7.—One of the finest sessions in the history of the Maine Press Association is expected at the annual meeting to be held in City Hall today and tomorrow. In addition to Don C. Seitz, business manager of the New York World, who is to deliver an address, John C. Koons, first assistant postmaster general, will speak, and also Carter B. Keene, of Freedom, Me., director of Postal Savings Banks, Francis M. Joseph of Waterville will talk on "A Standard Price for the Maine Job Printer."

Will Revise Costs

As the association includes in its membership job printers and the weekly papers, and as several of the daily newspapers have job printing establishments in connection with their newspaper business, part of the time at the annual meetings will be given over to discussion of subjects of interest to the printing craft.

It has been proposed to ask from all Maine job printers whether or not members of the Maine Press Association, a fee of $3 to have a paid secretary revise job printing costs and selling prices, and report publicly to the printers who share this expense.

A banquet will be held this evening at the Elks' Club, with an address by Mr. Seitz.

Guests of Newspapers

Out-of-town members of the association and members of their families will be guests of the three local daily papers, the Express-Advertiser, the Argus, and the Press. The details are in charge of a Portland committee consisting of E. C. Bowler of the Argus, chairman; George E. Lefavor, William H. Dow, publisher of the Express-Advertiser, John H. Dooley and Bartley A. Connolly, business manager of the Press.

Friday morning, a paper will be read on "Advertising Costs for the Country Weekly," by a speaker to be announced later. All addresses will be followed by a roundtable discussion. In the afternoon members of the association will be guests of the Chamber of Commerce and will be given an automobile trip to Cape Elizabeth and other points of interest.

Organize Advertising Service

MINNEAPOLIS, Oct. 5.—Frederick Kammann, Jr., Maurice Kammann and Carleton A. Kammann, brothers, have become associated in the rendition of the Kammann Advertising Service. Frederick Kammann resigns as head of the advertising service department of the Bureau of Engraving, Inc., to take up his new work and is succeeded by Harry P. Harper, from the Cramer-Krasselt Company.

Obituary

HARRY IRVING GREENE, novelist, short story writer, ex-newspaperman and member of the Press Club of Chicago, died September 25 at the Sheridan Park Hospital from injuries suffered in an automobile accident. Mr. Greene, who was 51 years old, spent most of his life traveling and camping in the less settled portions of the continent, although always making the Chicago Press Club his headquarters. He was a man of remarkable physique and has for years past been popularly known to all western and middle western newspapermen.

HENRY BROPHY, manager of the Toronto branch of the American News Company, died suddenly of heart disease while visiting in New York, September 23. He was 58 years old.

MRS. HORRITT CALISTA C. MCCABE, for many years editor of the Women's Home Missions, a Methodist Episcopal Church paper, died in Delaware, Ohio, September 25, aged 92 years. She was chairman of the committee which in 1877 formed the Woman's Christian Temperance Union.

CHARLES ROSS DALE, age 48, financial editor of the Kansas City Journal, died September 26 following a three months' illness. Mr. Dale as a young man was well known as a singer. A widow, mother and two brothers survive.

ROBERT C. SORBY, age 45, for many years in the composing room of the Kansas City Star, is dead at the Union Printers' home, in Colorado Springs, Colo.

MRS. LOUISE S. BRITTON, wife of Mason Britton of the McGraw-Hill Publishing Company and a director of the Audit Bureau of Circulations, died suddenly, September 26, aged 37 years.

ALBERT BANCROFT BAILEY, financial editor of the Philadelphia Record, died October 6 after a year's illness. At various times he was also connected with the Newark (N. J.) News and the Tacoma Ledger. Mr. Bailey was the son of the late John W. Bailey, a leader in American journalism 25 years ago. The elder Bailey was managing editor of the Philadelphia Record for a number of years.

MRS. CAROLINE A. PLUMB, widow of former U. S. Senator Preston H Plumb, one of the pioneer newspaper men of Kansas, died September 29 at Emporia. Senator Plumb established the Emporia News shortly after the city was founded.

ROSCOE CONKLIN MASSENGALE, head of the bill-posting department of the Massengale Advertising Agency, Atlanta, died October 1 after several months' illness. He was one of four brothers in the Massengale firm. One, Gordon B, Massengale, died a year to the day of Roscoe's death. St. Elmo and W. R. Massengale are the surviving brothers.

WILLIAM GOW of Johnsville, N. Y., formerly business manager of the Troy (N. Y.) Press, who later owned and conducted street car advertising in New York City, and other cities of the country, as a member of the firm of Ward & Gow, is dead, after a brief illness. He retired to his farm a few years ago and engaged in the production of certified milk.

MRS. MARY JENNY REDGTON, widow of John M. Redington, who was for many years marine reporter for the Brooklyn Daily Eagle, died October 3, in Brooklyn, aged 62 years.

WILLIAM V. SLOCUM, who died in Providence October 1, in his 83d year, was about 25 years ago editor-in-chief of the Phenix (R. I.) Gleaner, editorials from which were printed throughout the country.

CHAUNCEY K. SANDERS, one of the best known newspapermen in western New York, died September 22. He founded the Nunda News, and organized the Livingston Press Association, serving as its first president in 1893. When Mr. Sanders went to Nunda, his possessions were in a one-horse wagon. Oscar Woodworth of the Dansville Express was with him and they worked together on the first issue of the Nunda News. Mr. Sanders is survived by three children, one of them, Walter B. Sanders, at present is editor of the News.

EDWARD J. CUDDIHY, brother of Robert Cuddihy, who is treasurer of the Literary Digest, died in New York, September 29.

JOHN ELEAZOR REMSBURG, aged 71, a pioneer Kansas author and lecturer, died at Portsville, Cal., September 23. Born in Ohio in 1848, he served in the Civil War and came to Kansas in 1870. A son, C. B. Remsberg, editor of the Kansas City (Kan.) News, survives.

MRS. LETTIE JAMLET NUNN, wife of J. E. Nunn, owner and publisher of the Amarillo (Tex.) Daily News, died at Colorado Springs September 22.

W. H. EDMONDSON, aged 80, father of C. W. Edmondson, advertising manager of the Coffeyville (Kan.) News, died in Chetopah, Kan., September 21, from paralysis.

Want An Ad Club in Jackson

Jackson, Miss., Oct. 8. — Business men are considering the formation of an advertising club. They believe the people of Jackson and surrounding country could be saved yearly thousands of dollars, which they now spend unprofitably, if there were an organization to teach them how to advertise and how to spend their appropriations wisely.

Profit Sharing in Little Rock

Little Rock, Ark., Oct. 5. — The News is working out a plan whereby its mechanical department employes may secure stock in the company and have a representative on the board of directors. The News' new home is almost completed. A new press is expected late in October.

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative,
1806 Hayworth Building
29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. ROSDAHL, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

The True News FIRST
Always-Accurately
International News Service
World Bldg. New York

New Era Features
30 E. 42nd St., New York City
Forty Leading Papers Print Our Service
Send for our Headline History of the World War

Time and Money
Both time and money are saved by members of The Associated Newspapers who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.
Write at once for terms of membership. Only a few cities now open.
The Associated Newspapers
170 Broadway New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 38TH ST. NEW YORK

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EMPLOYES CAN'T BOSS NORTHCLIFFE

Will Stop His Papers Before He Will Be Dictated to on Strike Stand, He Tells Protesting Machine Managers

London, Oct. 3.—In reply to a letter addressed to him, saying: "We wish to enter a strong protest against the treatment meted out to the National Union of Railwaymen in the columns of your press, Lord Northcliffe has published the following declaration in the Mail:

"I am entirely satisfied with the attitude of my journals toward this national calamity, and rather than be dictated to by anyone or any body of men I will stop the publication of these newspapers, and have so informed the Newspaper Proprietors' Association."

Compositors and pressmen on the London newspapers have taken to themselves the right to censor expression of opinion in the newspapers.

Recently the compositors and pressmen held up the publication of The Daily Sketch until an editorial, strongly criticising the railway strikers, was deleted.

In another newspaper office publication was delayed by a demand by the workers that a Government advertisement, appealing to the public to help resist the strike, be thrown out, but the union leaders persuaded the men to withdraw their demand and remain at work.

The distribution of newspapers has been operated by motor truck, but the transport union men running the trucks and newspaper packers have placed every possible difficulty in the way.

Mahoney Admitted to the Bar

Chicago, Oct. 5.—"Eddie" Mahoney, formerly of the editorial staff of the Evening American, has just been admitted to the Illinois bar. He is taking a vacation before entering upon practice. He graduated the valedictorian of his class.

Bradley With Presbrey Agency

L. M. Bradley, well known veteran of the automotive industries until recently general manager of the Motor Accessory Manufacturers' Association, has been appointed to the representatives' staff of the Frank Presbrey Company, New York.

Tells of Casualty Division's Work

WILKES-BARRE, PA., Sept. 30—Col. Ernest G. Smith, general manager of the Times-Leader, who recently obtained his discharge from the army, described the work of the Army's Casualty division to the Kiwanis Club members recently. He said that although at one time 40,000 men of the A. E. F. were unaccounted for a recent report showed that the records of all but two soldiers, who had been reported missing in action, had been cleaned up.

NEW OVERTIME RULING

I. T. U. Orders Defined Law to Dispose of Controversies

The following order by President M. Scott, effective September 15, in newspaper chapels of the International Typographical Union governed by arbitration agreements with the A. N. P. A., is to dispose of controversies arising over the rate to be paid to men holding situations on seven-day papers who may be required to work on their designated day of rest:

"Local contracts made under the 1917-1922 International Arbitration Agreements require that situations shall be given out on a six-day or six-and-a-half basis, and under this rule foremen should designate the regular day or shift each week on which each employee shall not be required to report for duty. Necessary changes in this arrangement of the composing room force should be posted at the beginning of the financial week. Regular employes required to work more than two days in one financial week or on their designated day of rest should be paid overtime rates for such work.

"The above decision is not to be construed as giving approval to any evasion of any laborate law, nor shall it be construed as in any way affecting existing customs or working conditions or acts of foremen or verbal understandings covering double shifts on Saturday and Saturday nights.

"This decision to become effective September 15, 1919, and shall not be construed as upholding any claims prior to that date.

"The above decision to become effective on the date specified, and no claims for overtime paid for such work performed prior to that date will be sustained."

"What Went Ads Mean to Me"

Seattle, Wash., Oct. 2.—The Post-Intelligencer is collecting little stories on "What Ads Have Meant to Me," giving true accounts of positions it has gained by answering a newspaper classified advertisement. Prizes totaling $250 will be awarded to those submitting the best letters.

Woodhouse in "Big League" Movies

Des Moines, Ia., Oct. 5.—J. Stewart Woodhouse, former dramatic critic for the Register and Tribune, has broken into the "big league" of the movie world. Mr. Woodhouse recently sold a screen story, "Speed Car," to the Famous Players-Lasky Company, thereby causing that firm to depart from an old custom of adaptations from printed books in favor of an original story.

Will Supervise the Census

Kansas City, Mo., Oct. 5.—Three Kansas City newspaper men have been made supervisors of the census for their respective districts by the Department of Commerce. They are Capt. Ben S. Hudson, editor of the Fredonia Herald, Third District; W. C. Lansdon, publisher Salina Union, Fifth District, and J. Sidney Nye, telegraph editor Newton Journal, Eighth District.

New Cheyenne Daily Rumored

CHEYENNE, Wyo., Oct. 8.—It is rumored here that plans are being laid to start a labor daily in Cheyenne. The Wyoming Labor Journal, published here, is a weekly. Whether the new venture would be a step on the part of the weekly into the daily field or an entirely new enterprise was not intimated.

Salem Men Hold Re-union

Salem, Ore., Oct. 3.—George Putnam, who recently purchased the Capital Journal, was the guest of honor of the local newspaper colony at a recent luncheon. Frank Davey, pioneer newspaperman who wrote the first editorial for the Capital-Journal when it was established 31 years ago, presided as toastmaster. Twenty newspapermen attended.

Moulsby Succeeds Reynolds

Iowa City, Ia., Oct. 6.—William S Maulsby, assistant city editor of the Springfield (Mass.) Republican, has become the head of the department of journalism at the University of Iowa. He will succeed Prof. Conger Reynolds now on the European staff of the Chicago Tribune.

SIR EDWARD COOK WAS NOTED JOURNALIST

Was Formerly Editor of London Daily News and Pall Mall Gazette, and Until Recently Head of the Press Bureau

LONDON, Oct. 4.—Sir Edward Tyas Cook, whose death was noted briefly in EDITOR & PUBLISHER last week, had a long and active career in English journalism and was until recently head of the Press Bureau, is dead, aged 62.

He was born at Brighton, England, and not long after his graduation from Oxford with first class classics he became a regular contributor to the Pall Mall Gazette, then under Morley's editorship. Later he succeeded to the position of the present Lord Milner as assistant to Mr. Stead, and on Mr. Stead's resignation he became editor in 1890, resigning two years later when the paper was bought by William Waldorf Astor.

There then followed three years as editor of the Westminster Gazette, on the invitation of Sir George Newnes. From 1896 to 1901 he held the editorship of the Daily News. Westminster College made him a Fellow in 1903. King George knighted him in 1912.

Sir Edward, in addition to his journalistic labors, found time to publish a long list of books, which he either edited or wrote himself.

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit has the largest oil-engine factory, the largest wood-working machinery plant in the world. It is the disc-grinding center of the United States. It makes great paper-machines. It has a total of 30 factories. Beloit is the heart of the richest agricultural and dairy region of the continent.

The people are highly educated and have $7,000,000 in deposits in local banks.

One paper—the Beloit Daily News. Circulation over 7,100. Rate, 2½ cents per agate line.

LOS ANGELES

EVENING HERALD

CIRCULATION

127,773

DAILY

FIRST IN EVERYTHING

Member A. B. C.

The McClure Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including **Frank H. Simonds, Montague Glass and Sewell Ford.**

N373 Fourth Ave., New York

The Newark (N. J.) Ledger

Is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.

Morning Edition, 2c
Sunday Edition, 5c

Have you considered the desirability of including the NORTH JERSEY SHORE in your advertising appropriation?

With the growing acuteness of the housing problem in New York hundreds of families are making their homes in the NORTH JERSEY SHORE SUBURBS. These new citizens, for the most part, are prosperous business men with their families and they offer a wonderfully responsive and reliable market.

If you would reach these prospective customers and thoroughly cover this section of New Jersey you can do so only by using

THE ASBURY PARK EVENING PRESS
and
THE SHORE PRESS (Sunday)

These papers dominate in their field and their past performance inspires the confidence of their readers.

Standard Rate Card Member A. B. C.
Frank R. Northrop, Special Representative, 30 Fifth Avenue, New York City, Association Building, Chicago, Illinois.

J. Lyle Kinmonth, Publisher,
Asbury Park, N. J.

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is on acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Pittsburg Dispatch

with its dominating influence brings advertisers paying results.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
R. J. BIDDLE
Real Estate Trust Building, Phila

New Orleans States

Member Audit Bureau of Circulation
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory of the States is the logical and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

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REPORTERS PROVED THEIR METTLE

Mingling With Mobs During Race Riot, Getting Caught in Fired Building, Taking Action Pictures, All in Day's Work

OMAHA, NEB., Oct. 6.—The recent riot in Omaha, when a negro was lynched, Mayor Smith was nearly lynched, the million dollar court house burned, and fifty-six persons wounded, was the biggest event Omaha daily newspapers have been called upon to cover since the great tornado of March, 1913.

The fact that the mob began to gather at 3 o'clock in the afternoon gave the papers ample time to collect their forces of reporters. Both the day and night shifts were called and from the first reporters for the Bee, News, and World-Herald, mingled with the raging mob to be close to the scenes of action.

Right in Center of Trouble

The courthouse stands no more than two blocks from any of the newspaper offices, while it is directly across the street from the Bee. As the Bee building overlooks the courthouse square, its photographer was able to mount his camera on a second story balcony built off the business office and command the finest kind of a view of the whole disturbance.

How closely reporters mingled with the action is illustrated by a few instances. In the raging sea of 15,000 rioters, it chanced to be a reporter who caught the handkerchief flung down from the roof, the officers conveying the message of surrender.

Again a reporter, J. Nash McRea, of the Daily Bee, was assaulted by the fire in the office of the Clerk of the District Court. The clerk himself chanced to be in the office working on his books. Escape was impossible after he mob gathered, for they fired upon anyone who showed himself at doors or windows.

McRea and the clerk were driven from corner to corner by the heat of the burning gasolene which was flung into the building in bucketfuls constantly.

Surprise at Escape

When the heat grew unbearable, they locked themselves into the vault, resigned to their fate, still hoping against hope that in some way the fire would be extinguished.

An hour later when the excitement had died down, they emerged to find the gasolene had burned itself out on the floors of the fireproof structure, that the mob was dispersing, and that the lynching had been accomplished.

With the exception of a little market, sports and editorial, the papers gave over their columns entirely to the riot story and abundant photographs, even succeeding in getting wounded rioters to expose their bullet wounds for the newspaper camera.

Orders to obtain all pictures and plates made by photographers during the riot have been issued by the military authorities. These will be used to assist in identifying those who took part in the lynching.

They Welcomed President

Portland, Ore., Oct. 3.—Portland newspaper men had a prominent part in the reception to President Wilson when he visited this city in his swing around the country. C. S. Jackson was chairman of the local committee on arrangements and also was host to Mr. and Mrs. Wilson at a luncheon attended by 200 prominent Oregonians. Edgar B. Piper, editor of the Oregonian, also was a member of the committee. B. F. Irvine, editorial writer of the Journal, introduced the President to the big audience he addressed in the Portland Auditorium.

Kitchener Papers Are Merged

TORONTO, Sept. 22.—Amalgamation of the two papers published in Kitchener, Ont., is announced, the Daily News-Record and the Ontario Journal, a weekly paper. The controlling interest in the amalgamated newspaper will be held by W. D. Euler, M. P., and W. J. Motz, who have purchased the stock of W. V. Utley, managing editor of the News-Record for many years.

Condemn Alien Papers

Portland, Ore., Oct. 5.—Papers printed in foreign languages are the target of the American Legion in Oregon. At a state convention it adopted strong resolutions demanding that all foreign language papers be required to print English translations in parallel columns.

Bon Voyage to Miss Hemming

Montreal, Oct. 7.—Miss Doris Hemming, a reporter on the Star, was tendered a farewell reception by the Women's Press Club of Montreal on the eve of her departure for Paris, where she will engage in free lance work.

TORONTO GLOBE ADVERTISES

Carries Advertisements in Ontario List to Win Circulation

TORONTO, ONT., Oct. 4.—The Globe is conducting an advertising campaign in all daily newspapers and 5 farm papers in the Province of Ontario to increase its circulation. The confidence of the publishers of the Globe in daily newspaper advertising is such that a schedule of 7,800 lines has been laid out for the daily within the next ten weeks and a schedule of 4,300 lines for the farm list within nine weeks.

Flaherty Went to Norwalk

Bridgeport, Conn., Oct. 5.—When Norwalk had its Welcome Home celebration for returned service men on September 17 it produced a complex situation in the Bridgeport Times-Farmer office. Thomas E. Flaherty and C. Elliott DeForest are Norwalk residents and service men. Both wanted to attend the celebration, but only one could attend, and Flaherty was the fortunate one. He was a lieutenant with the 76th Division in France.

Aged Editor Honored

Paterson, N. J., Oct. 8.—Friends and associates of George Wurts, associate editor of the Press-Guardian, covered his desk with flowers and sent him many telegrams of congratulation on the recent occasion of his ninetieth birthday anniversary. Mr. Wurts is enjoying fine health and continues his active connection with the paper.

Condemns Censorship

Seattle, Oct. 4.—Vigorous condemnation of the policy of military and civil authorities in placing a censorship on news from the devastated areas of Corpus Christi, Tex., following the flood, was made editorially in the Seattle Times.

"Anything more absurd than a censorship from a devastated area could not be imagined," said the Times. "The whole country was hanging on the news from the stricken region in Texas. The country's hand was in its pocket and it was waiting to be told how much will be needed to succor the unfortunates."

Judd Succeeds Flandrau

St. Paul, Minn., Oct. 5.—W. W. Judd, telegraph editor of the Pioneer Press, has been made dramatic and music editor of the Dispatch-Pioneer Press, succeeding Charles M. Flandrau, who is motoring to the Pacific coast. Hamilton Johnson succeeds Mr. Judd as telegraph editor.

Paper for Portland Radicals

Portland, Ore., Oct. 5.—The radical element of the Portland Central Labor Council has established a new paper, the Portland Labor News. Its purpose is to oppose the Portland Labor Press, the official organ of the Labor Council.

Casper Herald Is a New Daily

CHEYENNE, WYO., Oct. 8.—The Casper Daily Herald is a new morning daily. It takes over the plant and equipment of the old Casper Press, which went out of business but a short time ago.

To Handle Yiddish Advertising

H. L. Sternfeld, late of the Day, has organized the Yiddish Publicity Service in New York to handle Yiddish advertising and deal in publications printed in that language.

Food Medium *of* New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY
20 Fifth Avenue — Lytton Building
NEW YORK — CHICAGO

CLINCHING THE CAMPAIGN
The Merchandising Service Department of the
BOSTON AMERICAN
Helps to assure and insure dealer cooperation, the successful clinching of your advertising and sales campaign
Govt. Statement for Six Months Ending April 1st
301,270

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report for 6 Months ending Oct. 1, 1919
33,137
Its sales promotion department is at the service of advertisers. And it really promotes.
Member A. B. C. — *Publisher.*

THE PEOPLE OF NEW LONDON, CONN. have money to spend for nationally advertised goods. The city was never as prosperous as it is today.
Advertise your goods at dawn and sell them before dark
The NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. — Chicago—Detroit

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.
Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue
New York City

Des Moines Register and Tribune
104,858 Daily
Morning and Evening
71,240 SUNDAY
Net Paid Average Six Months ending September 30, 1919
Member A. B. C.

The Dominating Force
In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post
Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
J. O. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

The
Pittsburg Press
Has the Largest
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, JOHN GLASS,
New York, Chicago.

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SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED — FOR SALE

ARGUE NEWS PRINT PRICES IN COURT

A. N. P. A. Counsel Asks Circuit Judges to Admit New Testimony Regarding Production Cost—Alleges Unfair Charges

The contention of the American Newspaper Publishers' Association that news print prices established by the Federal Trade Commission as of May 1 and July 1, 1918, in its supplemental findings last October, were exorbitant was argued before the U. S. Circuit Court in New York City, on Monday. The court reserved its decision.

The hearing was on application made by Acting Attorney General Alex C. King, as trustee for the publishers under its arbitration agreement with the Federal Trade Commission and the paper manufacturers. George W. Wickersham appeared for the publishers and Henry A. Wise represented the manufacturers.

It is the desire of the publishers that the Circuit Court set aside the findings of the Federal Trade Commission, fixing prices of $72.25 per ton and $75.05 per ton as of May 1 and July 1, 1918, respectively, and re-establish the price of $70 per ton fixed by the Circuit Judges in reviewing arbitrators, as of May 1, 1918, and thereafter.

The Canadian Figures

To establish the alleged justice of this revision of prices, counsel for the publishers sought at the hearing on Monday to have introduced later as evidence, reports by the Canadian accountant, Geoffrey T. Clarkson, as to manufacturing costs of Canadian manufacturers, subsequent to April 1, 1918. These reports were in evidence in the proceedings in Canada and formed the basis, with respect to costs, for the Paper Control Tribunal's finding of a price of $66 per ton from July 1, 1918, to November 30, 1918.

"If costs had increased subsequent to April 1, 1918, to the extent of $10 per ton, as claimed by the Canadian manufacturers before the Paper Control Tribunal," it was argued for the publishers at the hearing, Monday, "it is inconceivable that the Tribunal, having before it the full record upon which the U. S. Circuit judges had fixed a maximum price of $70 at April 1, 1918, would have established a price of $4 less per ton to apply from July 1, 1918, to November 30, 1918."

Would Stand Expense

In asking the Circuit Court Judges to admit additional evidence showing the cost of production at Canadian mills, counsel for the publishers said that the American Newspaper Publishers' Association was willing to pay the expense of having testimony taken in Canada, if the Government had no money to meet this expense.

"This evidence is material," it was argued, "in that it will establish that, contrary to the representations of the manufacturers, costs, at least as to four of the mills, did not increase after April 1, 1918, but, on the contrary, despite advances in labor and freight, were less than in the months prior to that date.

"This will confirm what has already been pointed out—that the increases upon which new prices were obtained by the manufacturers were not of general application and therefore not of such character as to justify any increase in price.

"Proof that the increases in labor and freight costs are not of general application and in some cases, at least, are of set purpose in order to create aspects will demonstrate that the loss to the publishers from the granting of a horizontal increase in prices without obtaining and averaging the costs of all the mills is actual and substantial and not theoretical only.

It was argued by Attorney Wise, on behalf of the manufacturers, that the American publishers should not be permitted to introduce such evidence regarding manufacturing costs because "they had already had their day in court"—that is, that it should properly have introduced this evidence before the Federal Trade Commission.

In reply to this, counsel for the publishers argued:

Evidence Was Not Obtainable

"No point can be made that there were not reasonable grounds for the failure to adduce this evidence before the Commission.

"The cost figures were not in existence at the time of the hearings before the Commission on July 29 and 30, 1918. They were first used in Canada, we are informed, about the time, late in September, 1918, that Commissioner Finlay fixed the price of $66, effective the preceding July 1. They were not known to the publishers or their counsel until the middle of October, but within two or three days thereafter were placed before the Commission.

"The record of this proceeding shows the further diligent efforts made by the publishers to have this evidence taken before and considered by the Commission. They were unsuccessful and therefore had no alternative but to ask your Honors to receive the evidence pursuant to the power granted by the provisions of the Attorney General's memorandum.

"Furthermore, in considering this application it should be borne in mind that the cost figures of the Canadian mills for the last period, April 1, to November 30, 1918, upon the basis of which the Canadian price just announced was fixed, were not in existence when the Supplemental Findings of the Commission were announced on October 19, 1918.

"Had the Commission withheld decision until these figures were obtained, as it was requested to do, and should have done, the increased prices would never have been granted."

Rhodes Off for Consular Post

Hartford, Conn., Oct. 5.—Russell H. Rhodes, late of the Courant staff, sailed Tuesday on the Cedric for London, England, where he will take up his duties as a United States Vice-Consul. Mr. Rhodes recently passed the American legion and received the first membership card issued in Hartford.

W. G. Vorpe's Mother Dead

Cleveland, O., Sept. 30.—W. G. Vorpe, Sunday and feature editor of the Plain Dealer, was called to Kenton, O., last week by the death of his mother, who had been an invalid for some time.

New Account for Woodwards

Aurora, Ill., Oct. 8.—Advertising of the Allsteelequip Company has been placed in charge of Woodwards, Inc.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

Goss Sextuple Press For Sale

At sacrifice for immediate acceptance—Sextuple Goss press with color attachment, eight columns, twelve ems, 21¾ inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate, pot and pump. This press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1677, Boston, Mass.

For Sale

Alt in good condition. Copper steam boiler for making stereotypers paste. Two platen size steam table with apron. Perfecting Flexitype mat dryer, flat. Small strong upright boiler for steam table. Great bargains. The Evening Day, New London, Conn.

For Sale

We have use of 33 inch rolls; can't use; must have 33½ inch; who will trade? Wire at once. The Herald, Reading, Pa.

INCORPORATIONS

New York.—American-Jewish News, $35,000; M. and S. J. Cohen, L. J. Gribetz, 383 Grand street.

Belknap Display Advertiser; dissolved. B. F. Buck & Co., printers and booksellers; $10,000; W. W. Reeves, P. D. Benson, A. E. Claffey, 154 Nassau street.

Applied Advertising Agency; $20,000; 42 Broadway.

Snodgrass & Gayness; $30,000; H. E. and R. T. Snodgrass, S. Gayness, Forest Hills, N. Y.

New Haven, Conn.—A. & S. Corporation, advertising; $7,000; Harry L. Slover, Edward J. Adams, Clarence G. Willard.

Philadelphia. — Downs Publishing Company; $500,000; George M. Downs, Jr., M. L. Downs and William Spier of Philadelphia; Charles J. Coleman, resident agent in Wilmington, Del. (Delaware corporation.)

Okmulgee, Okla.—Journal Publishing Company; $5,000; O. L. Allen, Z. E. Aiken and L. G. Agard.

Wilmington, Del.—Great America Publishing Society; $75,000; Harry D. Craig, John S. King, George B. Read, all of New York.

Davenport, Ia.—Tribune Publishing Company; $50,000; Walter Braehe, Harold Metcalf.

Alva, Okla.—Review-Courier Publishing Company; $3,000; L. A. and L. E. Willhite, H. A. Noah.

Tulsa, Okla.—Superior Art Printery; $3,000; J. L. Schmidt, V. V. Staats, G. B. Rhodes.

Seguin, Tex.—Co-Operative Publishing Company; $18,000; Edwin Eberhard, W. H. Bryan, Emil Halm.

Co-Operation Now Reigns

Des Moines, Ia., Sept. 26.—W. C. Jarnagin, managing editor of the Capital, discussed "An Editorial View of Advertising" before the Advertising Men's Club, September 23. Mr. Jarnagin contended that the antipathy between the editorial and advertising departments, which semed so necessary years ago, has disappeared. In its place has come a general understanding that there must be co-operation between the two. It was the last meeting of the admen before removing to quarters in the New Savery Hotel.

Held Big Golf Tournament

Winnipeg, Oct. 4.—A golf tournament under the auspices of the Free Press and the Manitoba Golf Association has proved a great success at Winnipeg. Two thousand dollars was raised for prizes.

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by
Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN
TYPE FOUNDERS CO.
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

FOR SALE
Hoe Matrix Rolling Machines in good condition.
Can be shipped at once.
Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.
WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To
POWERS
Open 24 hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business
BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery
of Every Description
CONNER, FENDLER & CO
96 Beekman St. New York City

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 10 words, two insertions FREE.

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years' experience on morning and evening and Sunday circuit of metropolitan newspapers east and west. Experienced in every department among newsboys, carriers, and city and country dealers. Can furnish references in N. Y. P. work and contents of every description. Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-825, care of Editor and Publisher.

Business Manager and Advertising Man

With a clean record of twenty years' continuous work, having sold interest, would like to connect with paper. Among which time has done work for years as ad-vertising men. Address A-900, care of Editor and Publisher.

Advertising Manager

Thoroughly competent, excellent record, wide successful experience, both metropolitan and suburban, desires change, best of ability, recommended as to ability and character. Address A-926, care of Editor and Publisher.

Opportunity Wanted

Competent editor-manager with unusual record will consider a proposition with or without interest. Foreign of daily in South Atlantic or New England states preferred. University graduate, 34 years old, capable of work from the case to the desk. At liberty now. Reason: ownership sale of property now built up. Address A-901, care of Editor and Publisher.

Two Young Live Newspaper Men

Now employed on one of country's leading morning dailies desire day work. Experienced in all lines of newspaper work and foll of "pep." Either street or desk work on afternoon paper in New England or Pennsylvania will be considered. Will not accept under $40 per week. Address A-899, care of Editor and Publisher.

Editorial Writer

Young man, twelve years' experience, four as down in Dutch and Mid-West, desires position on Michigan daily. Cover City Hall run, preferably no night work excepting council. Salary, forty dollars week. Write 2309 Gratiot Avenue, Port Huron, Michigan.

Mr. Magazine Publisher

Circulation manager at present employed on large metropolitan newspaper desires to make change. Would prefer magazine field. Has always been successful in producing larger circulations on any publication where have been employed. Address A-895, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia. Is married, sober, reliable, and can write heads to suit your style; will come on probation. C. J. T., care Editor and Publisher.

Circulation Manager

Now has charge of that department on a well known daily, but desires a change for the best of reasons. Have had 20 years' circulation experience on "big" papers and have always "made good." Familiar with all up-to-date methods of handling circulation. Best of references. Age 38. Address A-904, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Classified Man

Wanted—Energetic man, whose experience proves he is capable of developing a classified department on a morning newspaper in a city of 100,000. Applicants must furnish references and state salary required. Address A-862, care of Editor and Publisher.

Advertising Man, and Cartoonist.

Wanted—Competent advertising man and young cartoonist. Will pay good salary and also want the latter to devote some time to special writing. Clarksdale Daily Register, Clarksdale, Miss.

HELP WANTED

Advertising Solicitor Wanted

Wanted one or two bright, clever newspaper advertising solicitors between the ages of twenty-one and twenty-eight preferred on one of our travelling staffs, soliciting advertising for our permanent "Weekly Industrial" page which we are condensing for many of the large daily newspapers throughout this country and Canada. From one to three months in each city. Single men preferred. Commission basis and money advanced for transportation and drawing accounts for living expenses. Unusual opportunity for the right kind of young men. Offers wonderful education by continually rolling on our big business men. Reply in own handwriting, stating age and past newspaper or selling experience, and salary where last employed. John B. Gallaher Co., Metropolitan Office, Ninth Floor, Dexter Bldg., Boston, Mass.

Composing Room Foreman

Wanted an efficient and experienced composing room foreman in a non-union open-shop city. Must be a hustler, capable of handling help, good details, references and salary expected in first letter. Address A-903, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Mr. Advertisement

is the advertising business. I wish to secure advertising in Chicago territory for two or more papers to trade or syndicate materials. Only want good ones. I deliver the goods. References given. Address R. Ego, 853 People's Gas Bldg., Chicago.

Wanted

A well equipped newspaper man with highest references desires to lease small daily where there's opportunity to grow. Address Charles Young, 228 Lawrence St., Petersburg, Va.

FEATURE SERVICES

Advertisements under this classification thirty cents per line. Count six words to the line.

Poetry and Humor Column

New and original every day. My private rates are low. Shall I supply you with one week's copy free? Address A F8, care of Editor and Publisher.

NOTICE

INTERNATIONAL PAPER CO.
New York, September 24, 1919.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company payable October 15th, 1919, to preferred stockholders of record at the close of business October 7th, 1919.

OWEN SHEPHERD, Treasurer.

Will Promote Harvester Show

Houston, Tex., Oct. 5.—George E. Kepple, formerly publicity man for war work in Houston, has been made the publicity work for the National Rice Harvester Tractor Demonstration to be held here September 30-October 1. A big campaign of advertising will be put on by him for the tractor and the city of Houston.

Benson Chief Space Buyer

Chicago, Oct. 7. — W. V Benson has been appointed chief space buyer in the local office of Nelson, Chesman & Co. Mr. S. W. Nelson will hereafter be in charge of the promotion department. W. A. Wood is a new member of the copy staff.

Parrott Resumes Editorial Work

Clay Center, Kan., Oct. 5.—F. W. Parrott, former editor, has taken the management of the Dispatch-Republican. Mr. Parrott retired four years ago to enter other business. A group of local business men have secured control of the paper.

NEW HOME AND EQUIPMENT

Griffin News and Sun Is One of the Oldest Georgia Dailies

Griffin, Ga., Oct. 7.—The News and Sun has just moved into a handsome new home, occupying the ground floor in the new Drewry-Burn building. It is one of the oldest newspapers in the State, having been established in 1871 as a daily paper.

The present editor and publisher is Robert L. Duke, who has been connected with the newspaper for many years and for the past five years has been in active and complete charge. In addition to moving into a new home the paper has installed a new Whitlock press, cabinets and other modern equipment.

Fine Winter Program Promised

Scranton, Pa., Oct. 7.—The Advertising Club plans to wage a vigorous campaign for new members during the coming winter and some advantageous meetings already programmed these to be addressed by men who are considered experts in advertising. The Scranton club is only a few years old, but ranks with the most active advertising organizations in the country.

McEvoy's Work in Book Form

Chicago, Oct. 5.—J. P. McEvoy, rhyming columnist for the Tribune, has collected the best of his "Slams of Life" output into a volume, which has just been issued from the press. McEvoy's work is of the topical sort, replete with trick phraseology that reminds one of the late W. S. Gilbert developed along modern lines. Prior to joining the Tribune several years ago McEvoy handled a similar column on the old Herald.

Sets New Minnesota Record

St. Paul, Oct. 6.—The South St. Paul Daily Reporter signalized the establishment of an Armour plant in the great packing yards in that city by getting out an "Industrial Edition" of sixty-eight pages in seventen sections. It was the largest paper ever issued in Minnesota outside the three largest cities.

Work Starts on New "I. P." Mill

Montreal, Oct 5. — Over 200 men are already at work on the International Paper Company's new plant at Three Rivers, P. Q. The company has decided to build a plant that will comprise eighteen individual units or buildings, the total cost being in excess of $6,000,000. It is expected that the plant will be completed within two years.

Bleyer and Tuttle Start Agency

Chicago, Oct. 5.—Clifford Bleyer, Roger Tuttle and Donald R. Wegg are the organizers of a new advertising agency in this city, to be conducted under the name of the Clifford Bleyer Company. Mr. Bleyer has been with the Collins-Kirk Company and Mr. Tuttle with Critchfield & Co.

Mason Agency Enlarges Staff

Rochester, N. Y., Oct. 4.—The C. Henry Mason Advertising Agency has added Howard K. Hollister, late of System and the J. Walter Thompson Company, to its staff.

$50,000 for investment in a New York state daily newspaper property. Either politics. Proposition T. F.

Charles M. Palmer
Newspaper Properties
225 Fifth Ave. New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the methods for growth and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of

THE EDITOR AND PUBLISHER

published weekly at New York, for October 1, 1919.

State of New York, County of New York, ss.:

Before me, a Notary Public in and for the State and County aforesaid, personally appeared James W. Brown, who, having been duly sworn according to law, deposes and says that he is the Secretary of THE EDITOR AND PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, J. W. Brown.
224 Valentine Lane, Yonkers, N. Y.
Editor, J. W. Brown.
707 West 179th St., New York, N. Y.
Managing Editor, John Clyde Oswald.
642 West 158th St., New York, N. Y.
General Business Manager, Frederick Roy Martin.
94 West 160rd St., New York, N. Y.
Business Manager, Franklin Matthews.
447 East 4th St., Brooklyn, N. Y.

2. That the owners are:

THE EDITOR AND PUBLISHER CO., 63 Park Row, N. Y. City; James Wright Brown, 24 Valentine Lane, Yonkers, N. Y.; Nelson Da Witt, 37 So. Maple Ave., Orange, N. J.; H. Tipper Owens, Ocean Beach, Fire Pl.; George P. Leffler, 31 Bennett Ave., New York City.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of the bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

JAMES W. BROWN

Sworn to and subscribed before me this 30th day of September, 1919.

MADELINE COHEN
(My commission expires April 2, 1920.

Doupree Returns to Work

Indianapolis, Oct. 9.—Herman G. Doupree, home after two years in France where he attained the rank of first lieutenant, has joined the Russell M. Seeds Company. He was formerly assistant sales and advertising manager of the Remy Electric Company of Anderson, Ind., and the first automobile editor of the Indianapolis Star.

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PRINGLE TO RESUME HEARING TODAY

Canadian Newsprint Inquiry to Be Resumed — Controller Believes Production Will Be Increased 15,000 Tons This Year

Ottawa, Ont., Oct. 9—R. A. Pringle, Canadian Paper Controller, will resume readings today in regard to the fixing of Canadian newsprint prices. This date was decided upon after conference between the paper mills and the newspaper publishers. Mr. Pringle favors an abolition of all control of prices as soon as possible, now that the war is over, but it seems likely that there will be a limited control of the pulp and paper industry for some time yet.

Discussing the question of control of prices Mr. Pringle said today:

"So far as paper is concerned there are still serious transportation difficulties and the Scandinavian countries are not able to send their product to America as cheaply as they did before the war.

Wants Control Relinquished

"But both in Great Britain and in the United States state control was a failure and was abandoned. I think it is a fundamental rule that the state should not interfere in any business or enterprise that may be more economically and effectively carried on by private control unless its public character makes it necessary.

"The state should not interfere in prices, rates, wages, hours or any other matters whose proper settlement can only be found in the quotations on a free and untrammelled market. The government has no right to control individual liberty beyond what is necessary for the safety and well-being of society.

"I think that the government was absolutely justified in assuming control owing to the conditions which arose after the war, but I think they should relinquish control as soon as we get back to normal times and conditions.

Sees Big Increased Production

"It has been suggested that prices might be kept down by shutting off exports This would be a disastrous move for the country as the pulp and paper industry is one of the most important Canada has.

"The fixation of profits is an infinitely detailed operation. Wages and other factors are constantly changing and you no sooner get a price fixed than some of the variable factors move to upset its fairness. I think it is an almost impossible task to fix prices on all commodities. It is a question of fact to be determined in millions of different cases.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
and
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג

The National Jewish Daily

Editor & Publisher for October 9, 1919

We have been passing through abnormal conditions with economic chaos and upheavals in nearly every country in the world. All kinds of suggestions to bring down the prices are being tried out, but supply has to catch up with demand."

That there will be an enormous increase in the production of Canadian newsprint mills, which may help to relieve the situation is evident from recent announcements. The estimate of an expert on the subject places the increased production within the next year of 500 tons daily or 150,000 tons a year, which would bring the total production in Canada to 850,000 tons

NEARLY STAYED IN RUSSIA

Morgan Had Job Refusing Officers' Commission from Kolchak

Hutchinson, Kan., Sept. 23—Kansas and the mid-West came very near losing one of its prominent newspapermen when William Y. Morgan, the well-known owner and publisher of the Hutchinson News, was offered a commission as major in the Russian army, fighting under Admiral Kolchak. Only his intense desire to get back to Kansas prevented him from accepting, friends say.

The offer came to Mr. Morgan while he was with the Y. M. C. A. in France, where he did much work with the 35th and 89th divisions, in which were many Kansas boys, and later with the army of occupation in Germany. He professed to having some previous military experience as a private in a Lawrence (Kan.' state militia company and with the Sons of Veterans.

Eaton to Edit Colorgraphic for N. Y. Tribune

Briggs' Book of Cartoons Off Press, Gurnee Retires After 24 Years Service

Lawrence Harris has resigned as editor of the New York Tribune's Colorgraphic Section and Frank A. Eaton, editor of the Tribune Graphic, has been appointed his successor. Mr. Harris is visiting at his home in New Rochelle, N. Y., and will announce his plans shortly.

T. C. Gurnse, who has been connected with the business office for the past twenty-four years, has resigned to become New York manager of "Pacific Ports," an export magazine with headquarters in Seattle. Mr. Gurnse was one of the oldest (in years of service) of Tribune employees.

R. J. Bidwell Co.

Pacific Coast Representative

Daily Newspapers
of
"Advertising Value"

Rates, Circulation, Special Data,
Promptly Upon Request

PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

W. C. Johnson isn't satisfied with the big volume of business that just comes rolling into him up in the Tribune Syndicate office. He's gone out after more and is now visiting Kansas City, St. Louis, and other western cities.

Arthur S. Draper of the London office, is home on a vacation and is spending most of his time at Centerport, L. I. Mr. Getty has charge of the London office in Mr. Draper's absence.

Walter Carnahan of the advertising staff was the Tribune's representative at the annual convention of the A. A. C. W. Porter is well known below the Mason and Dixon Line on account of his former connection with the Beckwith Agency, when he represented several Southern newspapers.

Briggs' new book of cartoons, "Married Life," is off the press.

Denies It Is Subsidized

Ottawa, Ont., Oct. 4—Charges that the government has subsidized the Veteran, official organ of the Great War Veteran's Association of Canada are given an emphatic denial by the executive of the Association, which says the entire stock is owned and controlled by the veterans' organization. Edward Groves has been appointed business manager and C. G. Campbell, formerly with the Analyst of Toronto, and the New York Times, is now advertising manager.

Gibbs Joins Goodrich Company

Akron, Ohio, Oct. 7—E. D. Gibbs has beco appointed director of advertising of the B. F. Goodrich Company. He will have general charge of all publicity. E. C. Tibbitts, who has been advertising manager for a period of over twenty years, will continue in the same position.

A Publisher's Opinion of S. & M. Service

Mr. B. F. Lawrence,
The Indianapolis Star,
City.

Dear Mr. Lawrence:

The New Standard with the Schworm-Mandel Service July 1st. Up to that time we had a very considerable time with New York advertisers and agencies in getting their advertising billed promptly, because so many agencies and advertisers were complaining about non-delivery and checking copies.

On hand, I should say the Schworm-Mandel Service has reduced such complaints to a minimum, perhaps 10%, and our experience with the organization thus far has been very satisfactory.

The cost is comparatively small, and I believe we have fully that in postage and expense in handling extra copies. In addition, we have an absolute check on the agencies and they are not able to hold up their bills claiming non-receipt of papers or pages.

Very truly yours,
THE INDIANAPOLIS NEWS,
(Signed) F. T. Carroll,
Advertising Manager.

Cooperative Service of Schworm-Mandel Inc
450 Fourth Ave. N.Y. 1705-7200 Madison Sq.

Canadian Press Clippings.

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press
Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland, at our head office,
74-76 Church St., Toronto, Can.

Piece of service, regular press clipping rates—special rates and discounts to Trades and Newspapers.

KING ALBERT THANKS THE NEWSPAPERS

Sends His Message of Appreciation of New York's Welcome Through Press—Bids Reporters Good-bye on Leaving

As King Albert was about to board the train to take him from New York to Boston he shook the hands of several newspapermen and made the following statement, which is the first formal interview obtained from the Belgian ruler since he landed on American soil:

"I wish you would convey through the newspapers, our sincere thanks for the splendid receptions we have received in your wonderful city and the beautiful sense of sympathy your people have shown for our country We have all been impressed with what we have seen of your city.

"I also wish to thank the newspapers for their sympathetic reception."

Hughes—Sandera Wedding

Charles H. Hughes, a member of the New York *Times* staff, and Miss Kathleen Sanders of Carrothersville, Mo., were married at St. Stephen's Church, New York City, with a nuptial mass September 19. They are spending their honeymoon in the Pocono Mountains until October 15.

New Gary Truck Ad Manager

Cincinnati, Oct. 8.—R. C. Crowthers has resigned as automobile editor of the Commercial Tribune to become advertising manager of the Gary Motor Truck Company, Gary, Ind.

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
"G. LOGAN SMITH COMPANY"
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hemstreet's
PRESS
CLIPPINGS
Tenth Avenue at 45th Street
New York

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A Hint to the wise food advertiser!

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American .....(S)	365,660	.40	.40
Boston American....(E)	301,270	.42	.42
Boston Globe.....(ME)	293,781	.30	.30
Boston Globe.....(S)	329,781	.35	.35
Boston Post.....(M)	459,603	.45	.45
Boston Post.....(S)	367,074	.35	.35
Boston Record.....(E)	50,650	.15	.15
Boston Transcript....(E)	29,820	.20	.20
Fall River Herald....(E)	9,419	.025	.025
Fitchburg Daily News (E)	5,605	.0178	.0178
Fitchburg Sentinel....(E)	6,912	.025	.01785
*Haverhill Gazette....(E)	13,819	.035	.025
Lynn Item.....(E)	15,121	.05	.0333
‡Lynn Telegram-News .....(E&S)	15,221	.04	.04
Lowell Courier-Citizen .....(ME)	16,780	.035	.035
New Bedford Standard-Mercury .....(ME)	26,674	.05	.05
Salem News.....(E)	18,355	.055	.04
MAINE—Population, 762,787.			
Portland Express....(E)	25,263	.06	.045
Portland Telegram....(S)	21,846	.045	.035
RHODE ISLAND—Population, 591,215			
Pawtucket Times....(E)	23,752	.06	.04
Providence Bulletin..(E)	55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
‡Providence Tribune (E)	26,725	.07	.07
Westerly Sun.....(E)	4,223	.02	.015
Woonsocket Call-Reporter .....(E)	11,888	.04	.03
VERMONT—Population, 361,205			
Barre Times.....(E)	6,765	.0214	.0143
Burlington Daily News(E)	8,200	.02	.02
Burlington Free Press .....(M)	10,489	.025	.025
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Standard-Telegram .....(M&S)	45,463	.095	.09
Bridgeport Post.....(S)	13,205	.045	.04
Hartford Courant....(MS)	24,745	.06	.05
Hartford Times.....(E)	36,055	.07	.07
New Haven Journal-Courier .....(M)	15,101‡	.04	.035*
New Haven Register...(E)	26,959	.065	.055
New London Day....(E)	11,636	.034	.03
New London Telegraph .....(M)	4,830	.0128	.0128
Waterbury Republican .....(MS)	10,762	.035*	.025

*Rate on 3,500 lines.
Government Statements, April 1st, 1919.
‡A. B. C. April 1st, 1919.

New England is a bigger buyer OUTSIDE, in proportion to its size than any similar territory.

Having seven per cent of the country's entire population, it must purchase three-fourths of its food supply from other states.

That is a big order!

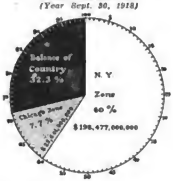
But it can well afford it. It is the most highly organized, densely populated and accumulating territory and makes enough money from what it SELLS to please itself in food specialties.

It is the COVETED market of the specialty manufacturers.

AND THE NEW ENGLAND DAILY NEWSPAPERS HAVE HELPED A HOST OF THEM TO FAME AND FORTUNE.

It Pays Best to Advertise Where There Is Most Money With Which to Buy Advertised Goods

BANK CLEARINGS
(Year Sept. 30, 1918)



THE NEW YORK ZONE

New York, New Jersey, Pennsylvania, Connecticut and Massachusetts.

The Richest and Most Prosperous Business Centre on Earth.

TOTAL BANK DEPOSITS
(Special Report from Treasury Department)

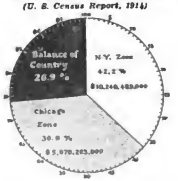


VITAL FIGURES

Population	27,648,485
Manufactured Products	$10,240,489,000
Assessed Valuation	$29,178,012,000
Bank Clearings	$198,477,000,000
Total Bank Deposits	$13,032,529,000
First four Liberty Loans	$7,470,587,000
Income Tax Payments, 1917	$1,481,755,748
Resources Federal Reserve Banks	$2,561,789,000
Number Daily Newspapers	490
Daily Circulation	10,448,804
Rate per line (5,000 line contract)	$21.31

(Analysis by States)	*Population*	*Manufactured Products*	*Assessed Valuation*	*Total Bank Deposits*	*Income Tax* 1917
New York	10,646,989	3,814,661,000	$13,160,287,000	$7,138,816,000	$685,265,000
New Jersey	3,084,371	1,406,633,000	2,635,285,000	1,829,964,000	71,811,484
Pennsylvania	8,798,067	2,832,350,000	5,769,777,000	2,522,594,000	495,889,801
Massachusetts	3,832,790	1,641,373,000	5,798,211,000	1,933,922,000	166,598,752
Connecticut	1,286,268	545,472,000	1,814,452,000	607,233,000	62,190,711
Total	27,648,485	10,240,489,000	$29,178,012,000	$13,032,529,000	$1,481,755,748

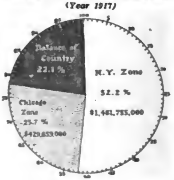
MANUFACTURED PRODUCTS
(U. S. Census Report, 1914)



WEALTH
(Assessed Valuations as shown in World Almanac and Chicago Daily News Almanac)



Income & Excess Profits Payments
(Year 1917)



MEMBER A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000 A DAY

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D2

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c Per Copy. NEW YORK, THURSDAY, OCTOBER 16, 1919 Vol. 52, No. 20

University of Illinois Library 1920

DAILY TRIBUNE LEADS

6 DAYS AGAINST 6

During September The Chicago Tribune carried more advertising in its week-day issues alone than the total lineage of any of the other five Chicago newspapers in six days or seven. The totals, in columns, follow:

		Columns
The Chicago Tribune	(Total)	7,345.08
The Chicago Tribune	(Sunday)	2,452.81
The Chicago Tribune	**(Daily)**	**4,892.72**
The Daily News	(Total)	4,880.63
The Herald-Examiner	"	2,989.81
The American	"	2,006.81
The Journal	"	1,514.95
The Post	"	1,466.03

4 DAYS AGAINST 26

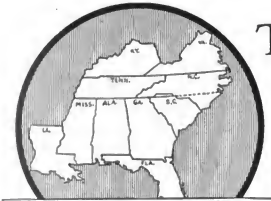
Note that (as shown by the statistics above) The Tribune printed in its four (4) Sunday issues more than half the lineage of the leading evening paper in its twenty-six (26) issues, and more than any one of the other evening papers in twenty-six (26) issues.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation in Excess of 400,000 Daily and 700,000 Sunday

Digitized by Google



An Empire in Itself

Today's Southern Spirit

Georgia is giving New York City a new publisher.

Birmingham is giving Georgia a new publisher.

We are going South to find big men—men who have done big things in a big way—men who have undertaken the impossible and made the impossible possible.

When they leave the South their places are taken by other Southerners who, having made good, are now going to make better.

It is the new Southern spirit. It is the spirit of "go to it," of "get there." It is everywhere through the South, and is indicative of the spirit that is doing things—doing big things.

Most of the people now in the saddle down South know the traditions of "the good old days," but they are merely traditions. Southern men and women of today regard the world war as a thing of the past, the Spanish-American War as ancient history, and the Civil War as tradition.

Get in line with these people. Go to them through their local daily newspapers, and local merchants. They are "big people" in every way and always welcome visitors.

		Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA				
Birmingham Age-Herald	(M)	23,560	.07	.05
Birmingham Age-Herald	(S)	29,795	.08	.06
Birmingham Ledger	(E)	36,022	.07	.07
*Birmingham News	(E)	46,121	.08	.08
*Birmingham News	(S)	46,588	.10	.10
*Mobile News Item	(E)	10,766	.03	.03
Mobile Register	(M)	25,179	.05	.05
Mobile Register	(S)	15,047	.06	.06
Montgomery Advertiser	(M)	24,258	.05	.04
Montgomery Advertiser	(S)	24,258	.06	.05
FLORIDA				
Jacksonville Metropolis	(E)	19,117	.045	.045
Florida Times-Union, Jack'v'e (M&S)		30,433	.06	.06
Palatka Morning Post	(M)	1,450	.0122	.0122
Pensacola Journal	(M)	5,450	.0172	.0171
Pensacola Journal	(S)	6,687	.0172	.0172
Pensacola News	(E)	5,096	.02	.01
GEORGIA				
Atlanta Georgian	(E)	49,441	.08	.08
Atlanta Sunday American	(S)	92,918	.12	.12
Augusta Chronicle	(M)	12,248	.03	.01
Augusta Chronicle	(S)	10,651	.035	.035
Augusta Herald	(E)	17,413	.035	.035
Augusta Herald	(S)	12,812	.035	.035
Columbus Ledger	(E&S)	7,462	.0275	.0275
Macon Telegraph	(M)	23,430	.04	.04
Macon Telegraph	(S)	19,121	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,360	.04	.04
KENTUCKY				
*Louisville Herald	(M)	52,456	.08	.08
*Louisville Herald	(S)	36,767		
Paducah News Democrat	(M&S)	7,004	.0225	.018
LOUISIANA				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	94,634	.15	.15
New Orleans Daily States	(E)	41,994	.10	.08
New Orleans Daily States	(S)	27,675		
*New Orleans Item	(E)	73,905	.12	.12
*New Orleans Item	(S)	47,585	.15	.15
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	8,734	.025	.025
Asheville Times	(E)	10,087	.025	.02
Charlotte News	(E&S)	11,598	.03	.025
Charlotte Observer	(M)	19,217	.05	.03
Charlotte Observer	(S)	19,217	.045	.04
†Durham Sun	(E)	5,000	.02	.02
Greensboro Daily News	(M)	16,955	.035	.035
Greensboro Daily News	(S)	22,468	.06	.04
Greensboro Record	(E)	7,401	.045	.035
Raleigh News and Observer	(M)	21,209	.05	.04
Raleigh News and Observer	(S)	21,209	.05	.04
Wilmington Dispatch	(E)	5,305	.02	.02
Wilmington Dispatch	(S)	5,305	.02	.02
Winston-Salem Journal	(M&S)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,630	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,693	.0178	.0178
Charleston American	(M)	7,393	.025	.02
Charleston American	(S)	10,451	.025	.029
*Columbia Record	(E)	13,719	.03	.03
*Columbia Record	(S)	13,719	.03	.03
*Columbia State	(M)	24,614	.05	.05
*Columbia State	(S)	24,085	.05	.05
*Greenville News	(M&S)	10,876	.035	.03
Greenwood Index Journal	(M&S)	3,245	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	2,978		
Spartanburg Herald	(M)	4,288	.03	.03
Spartanburg Herald	(S)	5,473		
TENNESSEE				
*Chattanooga News	(E)	17,362	.04	.04
*Chattanooga Times	(M)	30,458	.06	.05
*Chattanooga Times	(S)	31,960	.06	.06
Knoxville Sentinel	(E)	24,822	.05	.045
*Knoxville Journal-Tribune	(M)	24,838	.05	.045
*Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	82,275	.04	.12
Memphis Commercial Appeal	(S)	139,148	.17	.15
Nashville Banner	(E)	49,390	.08	.07
Nashville Banner	(S)		.08	.08
Nashville Tennessean	(M)	34,349		
Nashville Evening American	(E)	15,396	.08	.08
Sunday Tennessean & American	(S)	34,031		
VIRGINIA				
‡Bristol Herald-Courier	(M&S)	11,094	.04	.01
Danville Register and Bee	(M&E)	10,667	.03	.03
*Newport News Times-Herald	(E)	13,917	.04	.04
*Newport News Daily Press	(S&M)	9,463		
Norfolk Ledger-Dispatch	(E)	43,395	.07	.06
Roanoke Times	(M&S)	11,815	.06	.04
Roanoke World-News	(E)	11,298		

Government Statements April 1st, 1919.
*A. B. C. Statement, April 1st, 1919.
†Publisher's Statement, April 1st, 1919.
‡Includes Bristol, Tenn.

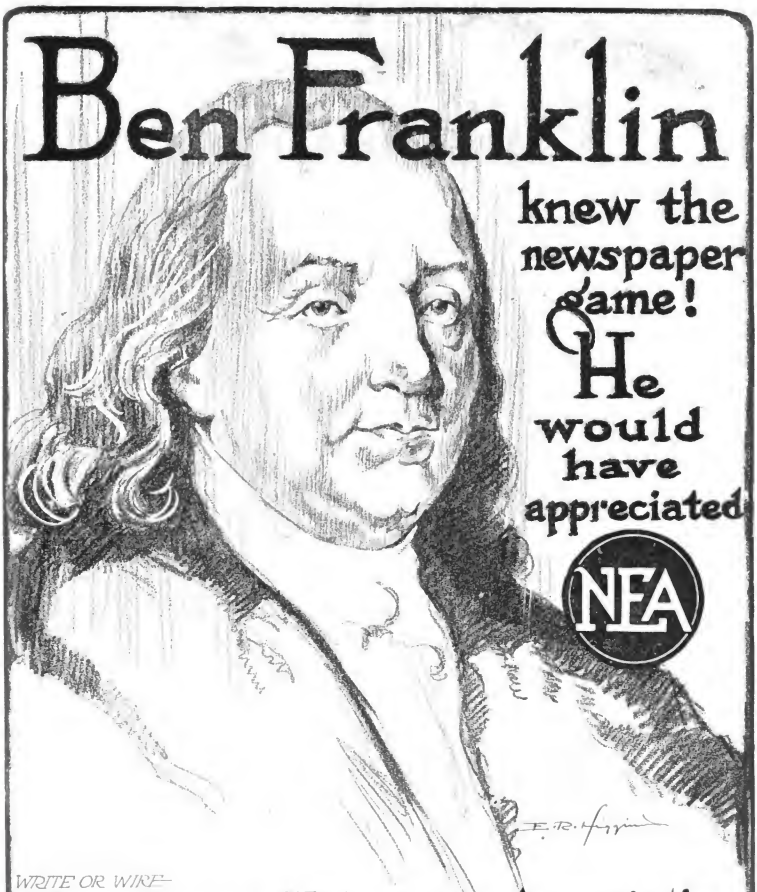
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Ben Franklin

knew the newspaper game!

He would have appreciated

NEA



WRITE OR WIRE

Newspaper Enterprise Association

A Service – not a syndicate

CLEVELAND, OHIO.

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Philadelphia

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports that within the city limits there are :

16,000 manufacturing places
48,000 wholesale and retail stores
392,000 dwellings
700,000 male workers
350,000 female workers

Do you realize the attractiveness and possibilities of such a compact market for large and quick sales of your commodity ?

Are its manufacturing places using your supplies ?

Are its stores distributing your goods ?

Are its dwellings being equipped with your wares ?

Are its workers and their families eating Food ; wearing Clothes or Shoes, or Hats made by you ?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper " nearly everybody " reads----

The Bulletin

Net paid average for six months ending September 30, 1919 **446,311** Copies a day

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin"

EDITOR & PUBLISHER

Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52 THURSDAY, OCTOBER 16, 1919 No. 20

AMERICAN JOURNALISTS ASSOCIATION FORMS AS EDITORIAL WORKERS' NATIONAL BODY

Founded on St. Louis Plan, which City's Chapter Takes Out First Charter---Its Officers and Members Volunteer to Bear Organization Responsibilities and Financial Needs---EDITOR & PUBLISHER'S Editorial Used

ST LOUIS, Oct. 15.

THE American Journalists' Association was organized here last Wednesday. At the meeting of the St. Louis Association of Journalists it was decided to nationalize "The St. Louis Plan." The officers and directors of the local association will serve provisionally as such with the national association until men from other cities have been added, which will be done as soon as the progress of the organization permits. It is planned to hold a national convention in 1920.

Editor & Publisher's Editorial

Blank applications for charters now are in the printer's hands and will be ready for country-wide distribution next week to lists of active newspapermen whose names have been in process of collection for some time past.

Along with the charter application will be mailed a 32-page booklet containing (1) the provisional rules and regulations proposed for the new national body, (2) a detailed reprint of the St. Louis plan for the equitable protective association of newspaper editorial workers, (3) a reprint of the September 25th editorial from EDITOR & PUBLISHER, which is regarded as one of the fairest comments on the plan so far given public presentation, (4) and a letter of enthusiastic endorsement of the entire idea from Dean Williams of the University of Missouri School of Journalism, who also is president of the Press Congress of the World.

Three Classes of Chapters

The founders have made it as easy as possible for any eligible newspaper group to secure a charter. Only ten signatures are required and there are no attendant charges for affiliation. The association's St. Louis members have officially voted to give voluntary contributions for nationalizing purposes, consisting of one week's pay of honuses and raises obtained by members since the organization was formed. This, it is estimated, will cover all preliminary exoenses.

Charters will be granted under three forms:

(1) Associate chapters will be organized at schools of journalism, these to comprehend both the instructors and students. Students will enjoy all rights of other members except that they will not be eligible to national association offices nor committeeships. Teachers will have full rights of all other members, including those of holding national offices. It is announced that the first associate chapters will shortly be established at the University of Missouri School of Journalism, of which Walter Williams is dean.

(2) Regular chapters shall consist of ten or more eligible employees of any daily or weekly bona fide newspaper, said eligibility to apply to reporters, copy readers, special writers, re-write men, editors and newspaper artists. Providing ten charter members are not immediately available on a single newspaper, then ten or more persons on two or more newspapers in the same town may form a chapter. If ten are not available in a single town, then ten or more in neighboring communities are privileged to organize an active chapter. This last provision is intended to include the country small town men. It is further intended that eligibility shall be extended to editorial writers and staff correspondents of trade papers and like periodicals, although no active campaign for enlisting their co-operation will be undertaken until the strictly newspaper membership has further progressed.

(3) Local associations shall consist of two or more chapters in any city, organized by themselves for purposes of administration. St. Louis may be taken as an example of this, five chapters here now being associated together. It is agreed that there shall be only one local association in any one city. There furthermore shall be no associate members of any chapter, associate chapter or local association.



RICHARD L. STOKES
President American Journalists' Association

Only One Source of Revenue

The total revenues of the American Journalists' Association and of all its subsidiary bodies will be derived exclusively from dues, fees and assessments paid by the members themselves. This specifically eliminates all possibility of practices of the past, which have crept into and blighted efforts to associate newspaper editorial men.

National officers elected to the A. J. A. this week are as follows: Richard L. Stokes, of the St. Louis Post-Dispatch, president; William G. Butler, first vice-president; George Y. Henger, second vice-president; Herman M. Hoelke, treasurer; Arthur C. Hoskins, secretary; John T. Rogers, corresponding secretary.

The executive committee consists of the foregoing, together with Edward McE. Lewis, Charles Y. Taylor and Emil Raymond.

It was voted by the local chapter to send its president, Richard L. Stokes, to Ann Arbor, Mich., on October 17 to explain the "St. Louis Plan" or organizing newspaper men to the national convention of instructors in schools of journalism and members of the Michigan Editorial Association, who will meet there at that time.

St. Louis Wants Convention

The School of Journalism of the University of Missouri has applied for the first charter as associate chapter.

One of the educational plans of the association is a course of lectures for its members, to which the public will be invited. Dean Williams will deliver the first lecture some time in November.

Charles F. Hatfield, secretary and manager of the St. Louis Convention and Publicity Bureau, has pledged his association to assist in every way to promote the convention at

(Continued on Page 20)

LONDON TIMES PAYS HIGH TRIBUTE TO FRANCE OF PEACE AND WAR

Issues Special Number to Commemorate First Battle of Marne—Practical Propaganda in Lord Northcliffe's Best Vein.

By Herbert C. Ridout

London, Sept. 30, 1919.

A NOTABLE achievement in newspaperdom and one that indicates not merely the power for international good that newspapers wield but the recognition of that fact by the great British publisher, Lord Northcliffe, was the publication of a special French number of the London Times to commemorate the fifth anniversary of the first battle of the Marne which drove back the Germans before Paris.

It was nobly conceived—a tribute to a great nation and a valuable propaganda effort for cementing a fresh l'entente cordiale.

Praises Journalism of France for Part in War

In the fifty pages that made up this (among British papers) monumental number, were authoritative articles on every phase of the war, with a fine record of "What France did."

But of special import was the fact that it more particularly dealt with the France of peace, its place in the League of Nations, its agriculture, its wines, its cities, Paris—"the deathless city," and the world's fashion centre, French labor, architecture, shipping, industry, commerce, fine arts, literature and drama, banking, education, railways and aviation. It gave a survey of the devastated regions of the country, and told what is being done in reconstruction. It told the story of the French Chamber of Commerce in London with its publicity and advisory help to traders with France.

Tribute to French Journalists

Of immense help to British journalists was the story of the French press, its literary qualities and the power of the political journalist. It paid graceful tribute to the felicitous work of French journalists as a whole, describing them as a race of born writers, gifted with the power of a graceful and easy expression and a turn of happy wit.

Even in the most obscure provincial sheet it is of almost daily occurrence to fall upon at least one article of undoubted style. It was pointed out that in recent years there has been a marked tendency in the press, notably in Paris, to adopt some of the features of English and American journalism, which has resulted in a process of industrial realization and in the evolution of those Paris papers which are known as the "Grande Presse."

"The Grande Presse" is as a rule much more concerned with its circulation than with its politics, although it, too, in times of political contamination is mobilized on one side or the other.

Political Attainment

They are the most widely read newspapers in the world, having daily circulations which exceed by many hundreds of thousands the highest figures reached by any English newspaper. This is partly due to splendidly organized systems of distribution, but the chief cause is, perhaps, to be found in the supremebold Paris has on the mind of the whole country.

The political weight of many of the French papers was illustrated by mention of the fact that some of the men at the top in French politics started their career as journalists, and only interrupt their journalistic activity when they are actually in office. Thus, in the present cabinet are some of the best-known journalists of the country.

Clemenceau has been, throughout the whole of his long life, among the most brilliant and ardent political writers in this country of polemic. M. Pichon, Minister for Foreign Affairs, left the editorship of the Petit Journal to join the present Government. Andre Tardieu was foreign editor of the Temps, when the war broke out, and had only just started his political career of rapid success.

The news-agency services of France are not nearly so highly developed as those of America or England, practically the whole of the press relying for its service of news upon the Agency Havas, the French Reuter. The service is by no means as extensive or as modern in its methods of news collection and distribution as is its British associate Reuter.

Indeed, it need only be mentioned that in Paris, with its scores of newspapers and news agencies, the tape machine is almost unknown, and its use practically restricted to the transmission of racing results and closing stock exchange prices to realize that in technical equipment much remains to be done. Havas, together with the rest of the French press, has been struggling with such problems under the tremendous handicap of war conditions.

Best of Advertising

The advertising side of this special issue was interesting because it included some of the best examples of French advertising, which, truth to tell, does not as a whole attain a very high standard.

The great Paris hotels and department stores, French mineral waters and wines, and French bankers, with the advertising agency of E. Arnaud de Masquard, 10 Rue de Colisee, Paris, and French Expansion, 23 Victoria Avenue, Paris, representing advertising interests — these were large users of space, while British advertisers like Dunlop Tyres, Swan Pen, Lincoln Pen (the exact dressmakers), and the Goldsmiths and Silversmiths Co., Ltd., also figured in its pages.

In all, the number was one that evoked general admiration as a remarkable production of high l'entente cordiale value.

"SEE AMERICA FIRST" ADVERTISERS URGE

Resolution Opposes American Bankers' Association Plan—Hon. M. Crutcher Elected President

At the closing meeting of the A. A. C. W. Community Advertising Department of the New Orleans convention Harry M Crutcher of St. Louis was elected president for the coming year. Mr. Crutcher is secretary to Mayor Kiel of St. Louis.

The following directors were also elected: Charles F. Hatfield, St. Louis; Harry N. Burhans, Denver; Thomas J. Hill, New Orleans; Arthur Thomas, Omaha, and Ross W. Kellogg, of Ithaca, N. Y. Representative of the Departmental elected to the National Advertising Commission was Charles F. Hatfield of St. Louis.

Resolutions were adopted endorsing the work of the Bureau of Service of the United States Railroad Administration in developing a broad policy of national publicity to stimulate travel in the United States and developing the "See America First" movement; and disapproving the American Bankers' Association campaign of advertising and publicity to promote European travel as "an injustice to the communities of the United States which are spending hundreds of thousands of dollars to develop their respective communities."

The departmental noted the significant growth of the principle of municipal appropriation in behalf of community advertising."

SHERMAN TAKES UP DUTIES ON HARTFORD TIMES



Clifton L. Sherman

THERE is nothing of the rover about Clifton L. Sherman, the new managing editor of the Hartford (Conn.) Times. Immediately on being graduated from Amherst College in 1888 he entered newspaper work and has been at it steadily ever since. In the thirty-one years spent in this chosen career he changed perhaps three times, having worked for one paper twice.

Mr. Sherman is a native of Vermont, having been born in East Dover, September 1, 1866. In the fall of 1888 he became telegraph editor of the Springfield (Mass.) Union when that paper put out an evening edition only, under the editorship of Deacon Shipley. In January, 1890, he went to the Hartford Courant as telegraph editor, and three years later was made managing editor. His service on the Courant, all told, was twenty-six years, all but three as managing editor. Mr. Sherman's period of service on that paper was interrupted, beginning in 1900, when he served for three and a half years as copy editor of the New York Sun.

He returned to Hartford in 1904 and resumed his old place on the Courant. He again resigned on August 1 of this year, and he already feels at home in his fifth job.

Mr. Sherman is a member of the Sons of the American Revolution; also of the Hartford Club and the Hartford Golf Club.

EMPLOYS AN AIRPLANE FOR CANVASSING

Grand Rapids News Reaches Mark of 100 Per Cent. Efficiency in Delivery of Newspapers—Newsies Stimulated, Too

Grand Rapids, Mich., Oct. 12. — Through a novel subscription campaign inaugurated by the Grand Rapids Press, newsboys and agents for the paper in the larger centers of western Michigan were given an opportunity to ride in an airplane and see their home town from 1,500 feet in the air. The flight was a reward for merit for the boys and was the feature of a week of 100 per cent efficiency in delivering papers by airplane over a 60-mile zone around "The Furniture City."

With the installation of a commercial airplane service in Grand Rapids, the Press grasped the opportunity to experiment in airship delivery and to make the experiment pay dividends in increased circulation. Lieut. Paul O. Sergent, former U. S. Air Service pilot and circulation manager of the Press, sketched out a schedule for six days of flying, and in the various cities where landings were to be made were notified of the airplane delivery program and given special airplane subscription blanks to be distributed among the newsboys.

Boys Worked as Never Before

The boy in each city who turned in the greatest number of subscriptions was to have the privilege of a flight in the big Press Curtiss biplane. There followed a feverish canvassing of territory for the Press. The results were more than satisfactory.

It is rather interesting to learn that in not a single city did the parents of the winning newsboy enter objection to his flight and not an accident or a delay marred this passenger-carrying delivery. Pilot Fish Hassell entered into the spirit of the campaign and with the intelligent co-operation of the editorial and circulation departments of the paper, was enabled to get away on time every day and made his landings on schedule or from three to five minutes ahead of time at every point.

Lieut. Sergent, with his experience as an airplane pilot, went out ahead of the plane every day, picked suitable landing fields, laid a "T" to help the pilot locate the field and arranged for automobile transfer of the papers from the plane to the headquarters of the local Press agent. A representative of the editorial department rode with the plane on each trip.

The plane dipped down close to all intermediate points and circled the town twice, once for dropping souvenir copies of the paper and once for photographs. The stunt was given publicity by spread stories on the first page every day and by the use of pictures taken from the air and at various landing fields.

Edmund W. Booth, editor and manager of the Press, was a passenger in the airplane on one of its flights.

Fear for Ivey's Sight

Kansas City, Mo., Oct. 12.—Gus Ivey, pioneer newspaper man of the Indian Territory days before Oklahoma became a state, is reported to be losing his eyesight. He has been at the Mayo brothers' sanitarium in Rochester, Minn., for treatment. Mr Ivey has been engaged in writing a history of the Five Civilized Tribes and of the Mid-Continent oil fields for some time, but was forced to give up his work

FLAT RATE OF 3 TO 4 CENTS A POUND IS PLANNED FOR SECOND CLASS POSTAGE

Congress Against "Digging Down" Into the Treasury to Meet Contemplated $200,000,000 Wage-Increase to Postal Employes, So Making Publishers Pay Difference Is Said to Have Been Decided as Easiest Way

By Robert T. Barry
Washington Correspondent for Editor & Publisher

WASHINGTON, Oct. 12.—There is a new turn of the wheel in the second-class mail question. This time the issue goes off on a new tangent and it gives evidence of promising important developments.

The situation is this:

A joint committee of Congress is about to recommend a new scale of salaries for postal employes. If the workers get what they ask, it would mean an increase of between $150,000,000 and $200,000,000 annually on the post office payroll.

They are not apt to get all that they ask. They are sure to get substantial increases, so that it is a foregone conclusion that additional revenues will have to be obtained by the postal service or Congress must dig down into the Treasury to meet the defeit.

To "Junk" the Zone System

Congress does not propose doing the latter, while the people are howling against federal expenditures and taxes.

The answer is simple. The postal employes suggest and many members of Congress agree, the additional money should come from second-class mail matter, and the plan is to junk the zone system and to establish a flat rate of 3 or 4 cents a pound.

Those publishers who have contended that they did not object to an increase in postage on a flat rate basis if the inequity of the zone system were removed will get that, but will Congress stop this side of a 4-cent rate?

Your correspondent ventures the prediction that before many more weeks have elapsed there will be a very powerful propaganda in operation to obtain the increased salaries for the postal employes and to have the newspapers and magazines pay the bill.

Reclassification Committee

Senator Bankhead of Alabama is chairman of this joint committee on salary reclassification. Other members are Senators McKellar of Tennessee; Gay of Louisiana; Sterling of South Dakota; and Moses of New Hampshire; and Representatives Moon of Tennessee; Bell of Georgia; Rouse of Kentucky; Steenerson of Minnesota, and Maiden of Illinois.

The committee has held hearings in New York, Boston, Chicago, St. Paul and Cincinnati. It will have a hearing in Washington this week and then will go to Atlanta, Memphis and Kansas City.

The postal employes are asking for very large increases. The clerks want a new scale beginning at $1,800 and running to $2,400 a year, according to length of service, with two additional grades for special clerks.

The carriers want the maximum raised from $1,400 to $2,400. The laborers want increases. The rural carriers want an annual allowance of $600 for equipment.

Cost to Be $600,000,000 Yearly

The annual expenditures of the postal service now are about $380,000,000. If the increases requested are granted the cost of the service will be above $600,000,000 a year. The Madden Bill, which has passed the House, gives all employes an increase of $150 a year as a sort of war bonus until the new scale of salaries is adopted.

Members of the committee stated that in several of the cities where hearings were held, the direct question was asked witnesses as to their suggestions for securing the revenue to meet the proposed increases.

The postal employes invariably have argued in favor of higher rates on second-class matter, it was stated, although in Detroit the business men were represented as being willing to pay a 3-cent rate on letter mail in order to improve the service.

Some members of the committee hold that a return to the 3-cent letter rate is not advisable and that, furthermore, it would not provide the necessary amount of revenue.

Favors Increased Wages

Representative Rouse of Kentucky, a defender of the zone system, declared today that he believed the postal employes of the country will urge an increase in second-class rates in order to meet the advances they expect to obtain from Congress.

"From the hearings we have held, I am convinced that the postal employes should have increases in pay," Mr. Rouse said. "This, it appears to me, is necessary if we are to maintain an efficient postal service by keeping capable men in the post offices, and if we are to attract good men to the service.

"The Madden Bill to give postal employes $150 a year, in the form of a bonus to put them on something like the same scale of other Federal employes, already has passed the House. If enacted into law it would add approximately $15,000,000 to the post office payroll.

"If the increases asked by the postal employes in the permanent revision of salaries is granted it would add, in my estimation, not less than $150,000,000 to the cost of operating the postal service.

For Higher Second-Class Rates

"Where is this additional money to come from?

"A great many of the postal employes believe it should come from higher postage on second-class mail matter."

In view of this situation, it is the belief of many members of the House, both Republicans and Democrats, that the Mondell Bill to repeal the zone law does not appear likely to pass, unless there is coupled with the repeal a provision for a flat rate of 3 or 4 cents a pound.

Mr. Mondell has not abandoned hope for his measure, but it is said that the pressure upon many other members has been such that they do not feel they can vote for it, even though they are cognizant of the injustices of the zone system.

St. Regis Charging 5 Cents

The St. Regis Paper Company, of Watertown, N. Y., is charging its contract customers 5 cents a pound at the mills for news print dating from October 1.



MEMBERS of the California Circulation Managers' Association had the time of their lives at their meeting held recently. A trip to Mexico was a part of the program. The picture above was taken on the border—it is not reported how far over it they ventured. We have here, left to right: A. L. Parker, of the Los Angeles Times; E. S. Simpkins, of the San Jose Mercury; John Grey, of the San Francisco Call; W. F. D. Brown, of the Oakland Tribune; H. C. Noe, of the Los Angeles Express; H. A. Gillis, of the San Diego Sun; A. C. Crawford, of the San Francisco Examiner; George Fisher, of the San Francisco Chronicle; W. O'Farrell, of the San Diego Union; P. Mallory, of the San Francisco Bulletin.

NEWS PRINT SHORTAGE ACUTE IN SOUTH

S. N. P. A. Committee Recommends Raising Advertising Rates—1920 Offers Bigger Problem

Lexington, Ky., Oct. 10.—The paper committee of the Southern Newspaper Publishers Association held a meeting October 7, at the call of the chairman, Charles I. Stewart, of the Lexington Herald. The other members of the committee present were Curtis B. Johnson, of the Knoxville Sentinel and Charlotte Observer; W. E. Thomas of the Roanoke Times and World News; and Walter Stouffer, of the Louisville Evening Post.

From the information before the committee it was the unanimous opinion that the abnormal demand for advertising space is primarily responsible for the present abnormal price of news print.

Insufficient Contracts

It was the opinion also that the situation was aggravated by the fact that in making their contracts for this year's consumption publishers did not make sufficient provision for their consumption, with the result that practically all publishers have been forced into the open market to secure the necessary tonnage.

It was the view of the committee that the chief remedies for the situation from the publisher's point of view are:

First, to make contracts, if possible, for a sufficient tonnage to meet next year's demand; and since the demand for advertising space is the big factor in the increased demand for news print, and the present high prices, publishers should advance advertising rates to cover this and other increased costs.

1920 Looks Dark

If Southern publishers only can renew for 1920 the 1919 contracts it will be necessary for many of them to make additional contracts with other mills or depend on the open market, or find producers who will offer adequate tonnage.

The probability that mills with whom Southern publishers have dealt this year will not increase tonnage for next year sufficiently to meet the demand is the most puzzling phase of the situation for the greater proportion of the Southern publishers.

The news print committee of the Southern Association will take steps looking to some sort of co-operative effort on the part of Southern publishers to secure by contract their necessary tonnage for next year.

Covering the "Gold Rush"

Winnipeg, Oct. 13.—Hay Stead of the Telegram has been spending several weeks in northern Manitoba, 500 miles north of Winnipeg, covering the rush to the new gold fields.

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

NORTH JERSEY CHAPTER

Members Will Act as Hosts at Annual Convention

THE regular monthly meeting of the North Jersey Chapter of the Association of National Advertisers was held at the Downtown Club, Newark, Tuesday evening, September 23, at 6:30 o'clock. Those present were: Arthur J. Palmer, Thomas A. Edison, Inc.; W. A. McDermid, the Mennen Company, George S. Fowler, Colgate & Co.; W. M. Neal, Rubberset Company; W. P. Coghlan, Klaxton Company; Paul Wing, Empire Cream Separator Company; Philip Thomson, Western Electric Company; Paul Sutcliffe, Edison Storage Battery Company; Myron D. Salisbury, Edison Storage Battery Company; Arthur A. Fisk, Prudential Insurance Company.

After an enjoyable dinner the minutes of the previous meeting were adopted as read and President Palmer called upon Mr. McDermid, president of the National Association. Mr. McDermid discussed at length the plans for the forthcoming annual meeting of the association to be held at the Laurel House, Lakewood, N. J., Wednesday, Thursday and Friday, December 3, 4 and 5, 1919.

He stated that plans were well under way for what promised to be one of the most successful annual meetings in the history of the organization, and that the North Jersey Chapter had been selected by the executive committee to act as host at the meeting.

The meeting adjourned until Tuesday, October 14, after President Palmer had requested that suggestions for the next program be submitted to him before that date

GEORGE FRANK LORD

ALTHOUGH, as we hope, the loss of Mr. George Frank Lord from the A. N. A., because of his resignation from the Du Pont Company, may only be temporary, we would rather not have any such loss at all.

Mr. Lord is of the race of strong men in advertising and he has a long record of experience and accomplishment. He is possessed of an enviable all-around knowledge of merchandising, having practised in every kind of field during a period of over twenty years. During his association with E. I. du Pont de Nemours & Co., the advertising department has steadily grown in importance, in scope and in personnel. Instead of only eleven persons in the department, as when Mr. Lord took charge, there are now around two hundred and the department has an equipment and, consequently, such a control over its functions, that any man with a modern advertising outlook could wish to have.

Last December Mr. Lord was elected one of the vice-presidents of the A. N. A., and, for administration purposes, was in charge of the Atlantic States section. He has been very active in promoting local chapters of the association, and the first Chapter established (that of Philadelphia) is outstanding evidence of his organizing skill and energy.

During the past ten months Mr. Lord has journeyed to New York every other week to attend the meetings of the executive committee, in the work of which his loss will be especially felt. And he has also been serving as one of the members of the consultation committee.

Mr Lord's future plans have not yet been announced. We hope he will soon be back in the A. N. A. as the representative of another company. Certainly the company that secures his services will be fortunate indeed.

GEORGE L. SULLIVAN

GEORGE L. SULLIVAN is another man who has (may we hope also temporarily?) passed out of the councils of the A. N. A. and active, if not entire, association with us. He has been for the larger part of the past year chairman of the executive committee, a chairman of statesmanship, of unfailing resource and balance and humor—to say nothing of the way of adjectives of his wit and felicity as a speaker. The J. Walter Thompson Company is to be congratulated on its having secured George, though in the A. N. A. it will not be too easy to replace him.

My friendship with George L. Sullivan began in the early part of 1915, when we worked together—he on behalf of the advertising agents in promoting the attendance of a large New York delegation to the Chicago convention of the A. A. C. of W. But it is on such bodies as the executive committee of the A. N. A., where men work together continuously and personally for about ten hours a month throughout the year, that one comes truly to know and appreciate a man like George L. Sullivan.

There was one time in the work of the A. N. A.—a conference with the directors in Boston—several years ago—when George, in a scintillating speech, held the absorbed attention of men who are generally supposed to know all that is worth knowing in outdoor advertising. From the remarks I heard after the meeting, they were a little surprised to find that George probably knew, at least, just a little more than they did. And that is also a compliment to the outdoor advertising men, I hurry to say.

FITTING THE SELLING ARGUMENT TO THE MANUFACTURER'S BUSINESS

FROM time to time there has appeared on this page references to, and somewhat sardonic depreciation of, what is a very common practice in selling advertising space—the assumption that there is such a uniformity of practice in merchandising manufactured goods that the refusal of some advertising manager to buy space in a particular publication, or class of publications, is a sure criterion of his unfitness for his position.

But things, and persons, and happenings, and mental workings are seldom what they seem to be. What looks like "nuttiness" from the outside looking in is frequently wise judgment from the inside looking out.

Recently, two A. N. A. office men went on a trip among some members in New England and had a somewhat merry time during one call. I say "somewhat" because really there was also regret that so much mental preparation as the convention of advertising solicitors showed should be futile and, therefore, wasted.

Some of these solicitations were, I happen to know, the result of earnest conferences, or, at least, considerable individual thinking: To be sure, the effect of such preparation must be excellent in the mental development of individuals. But the expense of the lost motion and time to a publication seems regrettable

Instances after instances were related in which, after the preparation of a soliciting attack with Prussian-like meticulousness, and on advance with assurance of victory, the onslaught (if anything so courteous and friendly as the visit of an advertising solicitor can be so ferociously designated) was rendered ridiculously innocuous by some such remark as, "We tried that ten years ago and wasted our money;" or "All the imperative conditions and circumstances of our production and distribution make it impossible for us to do what you propose."

And yet, without a doubt, the solicitors went away quite certain that the buyer—or, rather, non-buyer—of publication space was a monumental ass

AGAIN, SELL THE MARKETS!

IS it possible ever to know a manufacturer's merchandising problems and policies sufficiently well so that an advertising solicitor's "plan" will dovetail into them to a reasonably accurate extent?

"What, then, can the solicitor do? Must he confine his activities to talking about his publication's circulation, or its editorial features and policy?

Or are the greatest number of successes in selling space the result of, as one man said the other day, "using up shoe leather?"

If the solicitor can do only those things, then, if I may speak from an intimate knowledge of the work of the A. N. A. office, his day is already in the late afternoon stage; although there is a system of selling merchandise that has obtained considerable results from merely showing the face and the goods; but advertising space hasn't just the tangible quality of other manufactured goods.

About a year ago, an experienced and sapient farm paper man, in a discussion on this matter, actually ventured to speculate whether the sun of the advertising solicitor had not already set, and whether, having become a bit confused, he were not mistaking the after-glow for the "rosy-fingered" dawn.

They used to say something like that about the manufacturer's sale-man for that matter—a pretty good while ago. But he is alive because in many instances, he has learned new and additional functions, and, in comparison with his former state, is a super-salesman.

Sell the Markets!

That is the new work of the advertising solicitor. Get the outstanding facts concerning the nature of the manufacturer's product and of his distribution; find out therefrom where his markets are—here is room for speculation and imagination; set down the pertinent facts about those markets; establish accurately, truthfully and justly the relationship between the markets and your publication. And then prepare to be disappointed—but not so often as you probably are now.

To apply the advice given to the golfer in his novitiate,—keep your head down —to the facts. Don't keep looking up—into the clouds of "we ought to get that advertising."

If the solicitor will learn to function *additionally*, there is every reason why he should continue to sell space even as goods are still sold by personal salesmen.

GIVING FACTS, NOT ADVICE OR OPINIONS

WHILE on this subject of selling the markets by giving facts, it may be interesting to repeat what I think has been said on this page at least once —that even the A. N. A. office, the headquarters for marketing information of nearly three hundred manufacturers, is not peculiarly able to talk authoritatively, does not give opinions to the members of the Association, or even advice that may be interpreted as opinion, on the merits or demerits of any publication.

We furnish facts, and much experience enables us to know pretty accurately whether a fact is a "lie and a half," as some old cynic once said. It is the business of the advertiser to judge for himself in the selection of a publication according to the facts

Every now and then—I use a moderate phrase so as not to appear too uncharitable—a solicitor will go to the office and, without interfering with the conduct of an advertiser's business, even telling him he does not know his own business. Of course, I don't mean only publication solicitors; there are several kinds of solicitors

Get the facts and present them as suggested in the item above, "Again, Sell the Markets!"

MEMBERSHIP CHANGES

PAUL WING has resigned from the Empire Cream Separator Company, Bloomfield, N. J., and J. H. Colville, the vice-president and general manager, has been appointed to serve as the company's representative in the Association.

E. D. Copeland is now advertising manager of the Gillette Safety Razor Company, succeeding J. T. Ashbrooke and represents his company in the Association.

The Whitaker-Glessner Company has appointed Selden Irwin as advertising manager, succeeding H. M. Dobson.

Arthur J. Palmer is now the accredited representative of the Insurance Company of North America, succeeding R. T. Gebler.

STANDARDIZATION IS GREATEST NEED SAY ADVERTISING AGENTS

A. A. A. A., Convening in Boston, Deplores Waste of Money Through Varied Page Sizes, Contracts and Information Forms—H. D. Smith President.

BOSTON, Mass., Oct. 15.—The annual convention of the American Association of Advertising Agencies opened here yesterday and will come to a close this evening. In conjunction with the advertising men's gathering, the committee in charge of the A. N. P. A. Advertising Bureau, of which William F. Rogers of the Boston Transcript is Chairman, is also holding an important meeting. Tonight the agency men will be the guests of the Boston Newspaper Publishers Association at a banquet.

Business meetings, sight seeing and an entertainment in the evening to visiting members of the A. A. A. A. featured the opening day of the convention which is being held in the Copley Plaza hotel.

Charles Defends the Farmer

At the morning session of the Executive Committee H. H. Charles, a member of that body, presented a report on food production and food costs, in which he showed, by a careful analysis of the situation, that the high cost of living it in no wise due to the farmer. Mr. Charles has made a careful study of agriculture and is at present investigating the food problems and profiteering.

"The average net income of all farmers in 1918 (the latest figures available) is given as $1,200," he said. "This represents not only the work done by the farmer himself, but the total income of his entire family."

Guests of New England Council

At the meetings of the Executive Committee, William H. Johns of The George Batten Company, Inc., of New York, president of the association, presided and others present included Harry Dwight Smith of Fuller & Smith, Cleveland; Walter R. Hine of Frank Seaman, Inc., New York; M. P. Gould, of the M. P. Gould Company, New York; Jesse F. Matteson of Matteson, Fogarty & Jordan Company, Chicago; Stanley Resor of The J. Walter Thompson Company, New York; Bayard W. Barton of Critchfield & Co., Chicago; O. H. Blackman of The Blackman-Ross Company, New York; Wesley Winans of the J. W. Barber Advertising Agency, Boston; H. H. Charles of The Charles Advertising Service, New York; W. R. McLain of the McLain-Hadden-Simpers Company, Philadelphia, and William H. Rankin, of the William H. Rankin Company, Chicago.

The Executive Committee members were the guests at luncheon Tuesday noon of the New England Council of the Association, of which Maj. Patrick F. O'Keefe is chairman. The ladies accompanying the delegation were given a luncheon at the Copley Plaza and spent the afternoon for the most part in shopping tours. A dinner party was also arranged for them at the Hotel Touraine in the evening.

Lantern Club Entertains

The entertainment in the evening was given by the Lantern Club, whose members are the Boston representatives of national magazines, at the Boston Athletic association clubhouse. Meta B. Hayes, Governor of the Lantern Club, made it clear at the start that there would be no speaking, shop talk or otherwise, and that the affair was arranged simply to give the visitors a good time.

Vaudeville, boxing bouts, motion pictures and a dinner were provided on the long program.

The dinner was started with the singing of "The Star Spangled Banner," the hall being darkened and an illuminated American flag fluttering at the end of the hall meanwhile. After that things moved rapidly to the accompaniment of the best jazz efforts of the orchestra.

About 75 members and guests were present, among them Max Delang of Zurich, of the Swiss delegation now visiting America, who thanked the assemblage for the cordial welcome he had received in this country; President William H. Johns and P. M. Hollister of New York, in the day one of the best athletes in Harvard.

Mr. Johns extended the thanks of the visiting delegates to the Lantern Club for the entertainment. The committees in charge of the affair were Tilton Bell, Leon Duteh, and Edward Roys, finance; J. D. Hooley, Walter Anderson, and Ray Walker, entertainment; E. E. Kingman and H. W. Taylor, publicity; N. F. Foote and Irving Wheeler, dinner; and Murray Purves and Edward Steiner, transportation.

Standardization Necessary

Measures for standardizing newspaper and magazine advertising were discussed at this morning's meeting. All the reports of committees were submitted. Stanley Resor, of New York, presented for the Agency Service Committee, a report on the constructive side of advertising with the idea of teaching the fundamentals of advertising to business men. After a revision, this report will be made public.

O. H. Blackman of New York made a report on a cost finding system for advertising and Ben S. Nash of New York told of the reduction to charts of a survey of advertising markets.

Paul V. Troup of the Magazine Committee, reported that there are 72 different sizes of magazines, so that 72 plates are required if all are to be used. In as much as each original plate costs 200 times as much as a duplicate plate this represents a great item of waste.

It was estimated that agencies in the association experience a waste of $100,000 a year due to different newspaper sizes, a loss which inevitably falls on the publisher.

Rankin Lauds Newspapers

W. H. Rankin of Chicago urged the importance of nationalizing newspaper circulation. He emphasized the great importance of newspapers as a medium, since they reach 22,000,000 homes. He said he is preparing charts and schedules for reducing circulation to a single national quantity.

H. H. Charles of New York reported that farm papers are standardizing, and Robert Tinsman spoke in favor of more general use of trade papers.

George C. Sherman discussed outdoor advertising and C. R. Erwin, for the Finance Committee, discussed the stabilization of credits in advertising.

B. W. Burton, chairman of the Export Committee, has finished a survey of Latin-America so that advertising may now be placed there as readily as in New York state. Surveys of England and France are under way and eventually every country with a well developed market will be covered.

The members of the Association commented upon the action of the Boston authorities in their recent police strike as a stirring illustration of Americanism.

High Praise for Boston

James O'Shaughnessy of New York pointed out that this is the first Advertising Agencies' convention of a really national aspect and that the aim of the Association in meeting here is to get a close up view and ideas of the locality and the congested spot of manufacturing, wealth, prosperity and brains. These are the four essential things, he said, in determining advertising possibilities and in New England he felt, more than anywhere else, the possibilities are large.

"The fact that advertising makes more business for manufacturers," Mr. O'Shaughnessy said, "should result in Boston having the largest advertising appropriation in the country. No city in the country has more copy in its papers than Boston has and the growth of the city should follow in the wake of its advertising.

"The Boston and New England manufacturers will learn to advertise in a proper way and to maintain their pace in a proper percentage, Boston will be the biggest city in the world in 25 years. That is the main reason for the convention in this city—to show the possibilities of advertising and to make the advertising budget of Boston what it ought to be."

(*Continued on Page* 10)

W. N. Record a Vice-President

At a meeting of the Board of Directors of Wyatt, Record & Co., held Tuesday in New York, Willard N. Record, general manager of the Chicago office, was elected second vice-president. Charles F. Wyatt was elected manager of the service department of the Chicago branch, and Lloyd B. Myers was elected manager of the service department of the New York office. The personnel of this department has recently been enlarged by the addition of Frank R. Farnham, Waldo W. Sellew, and Jerome E. Walsh. M. Robert Herman was elected manager of the sales department in the New York office.

T. J. Barry Dies in Detroit

DETROIT, Oct. 9.—Thomas J. Barry, 62 years old, former general manager of the Free Press and for the last ten years president of the Conway Brief Company, is dead of pneumonia.

Starts "Directory Page"

The Ottawa (Ont.) Citizen is running a "Directory Page," signed up for 52 weeks. The spaces are 20 lines deep and 2 columns wide.

Davis Leaves Shelbyville

D. Leslie Davis has resigned as city editor of the Shelbyville (Ill.) Union to go with the Decatur Review. William Pick is now acting city editor.

GOVERNMENT PROBES NEWSPRINT IMPORTS

All Canadian Paper Costing 5 Cents or More Subject to Duty Tax —Customs Officials Active

The mounting costs of news print have started the U. S. Customs officials on an inquiry as to whether or not any paper costing five cents or more a pound has come into this country from Canada without paying duty. If it has, there will be some action taken immediately against the parties participating in the importation, for the Reciprocity Act distinctly provides that only news print paper valued at less than five cents a pound may be imported into the United States duty free.

U. S. Appraisal officials have been making quiet investigation since it recently became known that publishers have been paying "spot prices" as high as five cents and five and half cents a pound for news print paper.

Of course, if the high-priced paper was manufactured in America, it does not concern the authorities, but if imported duty free it would be a violation of the Federal laws and punishable, aside from being taxable on top of the big price paid.

Officials consulted by EDITOR & PUBLISHER would not admit that they knew of a specific case that started the inquiry nor would they venture a reply to a question on whether or not it would be proper for a jobber in America to charge five cents or more for Canadian paper after it has been brought into this country free at a lower price.

But they did emphasize that it would be well for publishers who are in high prices to make proper inquiry about where the news print comes from.

Aside from its legal status, the revenue point has other aspects, chief of which probably is: Will enforcement of the revenue laws serve to keep the price of news print manufactured in Canada and used in the United States below the five-cent mark? Or will the laws be amended to meet higher prices, as was done in 1916 when the free duty limit was raised from less than 2½ cents to less than 3 cents a pound. If not, the importing consumer will have to pay the higher price and the tax on top of it. How many can afford to do it is a question.

The dock and marine strike in New York has had its effect on the city's news print supply. In normal times paper is brought by train to the railroad yards on the Hackensack in the city and floated around to piers nearest the newspaper offices, requiring the minimum trucking haul and time to deliver it to the press rooms.

With the boat and dockmen on strike, the newspapers have had to truck the paper all the way from the far distant yards, a little bit at a time, and their plant reserve stocks have been hard hit. If the strike continues much longer it is considered certain that the shortage of ready rolls will make itself felt.

A "Noon-Hour" Daily

A new daily paper, the Bulletin, has made its appearance at Fort William, Ont. It is published at the noon hour and C. M. Dickinson is the publisher.

Wyoming Meeting Tomorrow

The Big Horn Basin Editorial Association of Wyoming will hold an editorial conference and convention at Worland, October 17 and 18.

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STANDARDIZATION GREATEST NEED

(Continued from Page 9)

The regular yearly election of officers of the American Association of Advertising Agencies, Incorporated, in executive session late this afternoon, was attended by about fifty important advertising agents.

There were some surprises. Paul E. Faust, of Mallory, Mitchell & Faust, Chicago, who was in line for the presidency and whose election had been forecast by agency men and publishers, declined to serve in that capacity, and Harry Dwight Smith of Fuller & Smith, Cleveland, was unanimously chosen as president for one year, succeeding William H. Johns of the George Batten Company, New York.

O. H. Blackman, of Blaekman & Ross, New York, was elected vice-president.

Herman Groth, of the William H. Rankin Company, Chicago, was elected secretary.

Hallman Treasurer

John P. Hallman of New York City was named treasurer.

James O'Shaughnessy was acclaimed executive secretary and general manager.

The following were chosen to the executive board for three-year terms: William H. Johns, Paul E. Faust, J. Wesley Barber of J. W. Barber Ageney, Boston; W. T. Mullaly of Maclay & Mullally, New York; and Maj. Jesse L. Matteson, of Matteson, Fogarty & Jordan, Chicago.

The election of the following chairmen of divisional councils was duly confirmed: Thomas E. Basham, of Louisville, chairman of Southern Counei; and W. R. McLain, chairman Philadelphia Council.

A. W. Erickson of New York was chosen a member of the executive board to fill out an unexpired term.

The executive committee received invitations to meet next time in Chicago and Philadelphia. No action was taken, however.

O'Shaughnessy Tireless

James O'Shaughnessy, the tireless and efficient executive secretary, told Editor & Publisher late Wednesday night that the conference had been one of the best ever held. The members themselves were amazed, he said, at the betterments in advertising that had been brought about through co-operative spirit. The standard rate card is now in use by over 60 per cent. of the newspapers, he said. In a week or two the new standard order blank will be in general use.

Mr. O'Shaughnessy spoke of the fine spirit shown in the conference with the committee in charge of the Bureau of Advertising of the A. N. P. A. on Wednesday, when the Bureau chiefs were the guests of the agents. He stressed the cash value of good will now in evidence by newspaper men, advertisers and agents.

PUBLISHERS ARE HOSTS TO AGENCY MEN

Banquet Marks Close of A. A. A. A. Convention — Broadar Grounds for Co-operation Outlined— Praise for Newspapers

Boston, Aug. 15.—About two hundred leading advertising agency men and New England publishers attended the dinner at Young's Hotel tonight, tendered to the representatives of the American Association of Advertising Agencies and the daily newspaper publishers of New England by the Boston Daily Newspaper Publishers Association and the Bureau of Advertising of the A. N. P. A.

The menu, prepared after recipes by Charles H. Taylor, Jr., of the Boston Globe, was nothing short of an "old-fashioned" New England gastronomic treat. Every one said so and the chairman and toastmaster gave Mr. Taylor all the credit.

The speakers were Louis M. Hammond, Boston Transcript, president of the Boston Newspaper Publishers Association; William H. Johns, Col. G. Edward Buxton, Providence Journal and Bulletin; Lieut. Commander L. E. Denfeldt, New England recruiting officer for the Navy; Harry Dwight Smith, the new president of the A. A. A. A., and Frank W. A. Thomson of the Advertising Bureau.

Thomson Toastmaster

At the head table were seated W. F. Rogers, Harry Dwight Smith, William H. Johns, Louis M. Hammond, W. A. Thomson, Col. G. Edward Buxton, Jr., Frank P. Glass, Major P. F. O'Keefe, and James O'Shaughnessy.

W. A. Thomson, as toastmaster, added considerably to his reputation as a wit and humorist.

Mr. Thomson stressed the pre-eminence of the newspaper as an advertising medium and the value of newspaper advertising to the purchaser of space. The aim of newspaper men, he said, is to make their product better. Boston, he said, lies in the heart of a territory that teems with advertising prospects, which can keep advertising men busy for a long, long time. Advertising agencies can help better the medium, he said, by giving thought to newspaper copy. Good copy is scarce, he declared, and the possibilities of black and white have been hardly touched.

Louis M. Hammond said that the constructive work of advertising agencies for newspapers was almost beyond estimate. "The publishers are not so broad minded as they should be toward the agencies," he said. "We have lost sight of the fact that the advertising agent is one of our own household. We should do all we can to till the ground—to sow the seed, and we reap the harvest to a great extent."

William H. Johns said that although members of the A. A. A. A. are keen competitors, their competition is based on service, and agencies should be proud to win new custom on that basis. The competition, he felt, should be on such a basis that the loser of a contract would feel free to discuss with the winner just how the latter obtained it and how he lost it. "Co-operation brings all success," he said. "Co-operation is not what you get, but what you give. We are glad to say that magazines and newspapers have met us more than half way."

Standardization Urged

He urged standardization of newspaper columns and pages as a measure of economy and efficiency. Standard rate cards, he said, are a great convenience to advertising agencies, and in return they are ready to offer standard order blanks to the publishers. Now, he said, 60 per cent. of rate cards coming to agencies are on A. A. A. A. standard forms. He expects the percentage to be 100 within a year. He said the first daily newspaper publisher of any standing to co-operate with the agents' association and adopt the standard form was E. E. Smith of the Meriden (Conn.) Record.

"Standardization of newspaper columns and pages," Mr. Johns said, "would mean a million dollars a year more foreign advertising for newspapers, now frittered away in mechanical details." Beginning January 1, 1920, he said, every agricultural paper south of Ohio will be of standard size as a result of the association's efforts.

He also urged the flat rate, to eliminate a sliding scale of discounts and consequent hard feeling between newspapers and agencies. He said that the practice of newspapers in granting the agency commission direct to advertisers is deservedly increasing.

Appeals for Navy Aid

Discussing the Navy campaign, Mr Johns said the thought of profit never had been considered. The aim was to show the Government the value of advertising and he stressed the importance

(Continued on Page 37)



Photographed especially for Editor & Publisher.

NEW OFFICERS OF THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Front row, left to right—H. H. Charles, H. D. Smith, W. R. McLain, Newcomb Cleveland.
Back row—James O'Shaughnessy, W. H. Johns, T. E. Basham, J. F. Matteson, O. H. Blackman, J. W. Barber, Stanley Resor.

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BRITISH DAILIES AROUSE PEOPLE TO NEED OF INCREASED PRODUCTION

Impress Its Relation to Workers' General Prosperity and Happiness---Bitter Campaign Being Waged on Men Responsible for Government Expenditures---American Visitors Urged to Register with American Chamber of Commerce

By HERBERT C. REDOUT,
London Editor Editor & Publisher.

THE British newspapers are playing their part in the endeavor to increase workspeople here to a sense of the country's industrial position. Facing perhaps the greatest industrial and trade crisis in the history of the country, the commercial leaders of Great Britain are bending every effort to speed up production. One of the latest developments, according to the American Chamber of Commerce in London, is a movement to bring home to the workers the dangerously critical position in which Great Britain is now placed because of her dropping output.

The big business men and commercial authorities of Great Britain know that exports are the life blood of British trade, but many a worker does not seem to grasp the connection between British exports and the price of his daily loaf of bread or his suit of clothes. He seems to fear that the demand for increased output may be a movement started by the employers to increase their own profits at his expense. He also has a tendency to feel that the less he does, the more work there is for the next man. All this talk about maintaining Great Britain's place as a world trader is a rather nebulous consideration to him, which he seems to regard more as a question of national pride than of vital necessity to him and his family.

The new spirit which is being widely urged is that employers should have "heart to heart" talks with their workpeople, and that Members of Parliament, the members of the clergy and financial experts should give their first attention to making the working man understand in his own terms the necessity for raising the country's output in all directions. The London Times is particularly active in this movement.

Another factor, which is receiving attention at the moment, is the profiteering that has been going on, and the steps which are being taken by the Government to check it. At the same time the Government itself is being severely criticised, the newspapers waging a bitter campaign that is already having its effect upon those responsible for national expenditure. The Times for instance has been running daily an important column headed, "The Road to Ruin," under which the huge outlay of Government funds is subjected to examination and given wide publicity.

Lack Advertising "Sense"

BRITISH Chambers of Commerce do good work in their way, and are always ready to respond to any call for concerted action, as, for example, during the Victory Loan "push," when their aid was asked to further the movement and they rendered service which was glowingly commented. But almost all of them are handicapped by their lack of the advertising sense, their ideas of publicity and propaganda for the towns they represent being limited usually to the publication of a local guide book or a volume telling the commercial story of the place. None of them encourages discussion of advertising. None of them has the sense of bigness that belief in advertising brings.

What would be thought of a Chamber of Commerce in an American town that roasted the Postmaster General for inserting advertisements in a telephone directory? That is what the Chamber of one of our biggest cities did a week or two back—and it was duly sat on in consequence.

Our newspapers might well put a little ginger into their local Chambers of Commerce and point out how they could benefit not merely themselves, but the whole community by the adoption of a wider vision. But our newspapers do not altogether realize their power in this direction, although they know how swiftly abuses are remedied when the press takes a hand. At the present time these Chambers of Commerce ought to be very busy in solving local problems of reconstruction, feeding the press with news of their activities, and inspiring all with an admiration for their work and an incentive to greater effort. But because they lack the advertising sense there is merely silence.

Re-construction Publicity

PERHAPS the biggest publicity "drive" to aid in reconstruction from war-production to peace, is that of Messrs. W. G. Armstrong, Wentworth & Co., Ltd., the greatest armament house in Great Britain. They practically own two or three towns in the north of England, and their works at Elswick alone employ over 10,000 hands. To effect a change-over in all their factories, from the manufacture of munitions, guns and shells, warships and aircraft, was problem of incalculable magnitude. But a far-sighted directorate, almost with the drying of the ink on the armistice, decreed that advertising on a wide scale should be employed to assist in the change. Today, that publicity scheme is in full going. Generous spaces of double and single-column width in newspapers and trade papers throughout the country, each announcing a special department upon which the house is concentrating in its reconstruction scheme. Some hundreds of thousands of dollars have been spent on this publicity and the campaign has excited widespread attention as one of the sanest endeavors to apply advertising as a mending influence.

Cuts Out "Red Tape"

IF is doubtful whether either British or American business men realize to the full the immense service to Anglo-American commerce and relationships that is rendered by the American Chamber of Commerce in London. That it is not one-sided association is seen by the fact that it cabled New York urging that American houses should not "rush" the British market as soon as the import restrictions were removed, but should only export necessities and thus give Great Britain a chance to recover herself. This generous act was the subject of much newspaper comment and praise.

There are so many American newspaper and business men projecting visits to London that what the Chambers offers them cannot be too widely known. It urges all such visitors to put themselves on record with the Chamber immediately on arrival, so that the Chamber can help him. It points out that there is no trouble about it. He doesn't even have to go to the Chamber if it isn't convenient, although he generally finds it worth his while to do so.

All he has to do is to write or ring up and say, "Hello, I am here, staying at such and such a place, for so many days, and would like to be kept in touch with the following subjects." The Chamber cites many instances where enquiries from British members have been on file for the very line of goods which the American was handling, or where such an enquiry has come in while the American was in town. On the other hand, there have been an unfortunate and entirely unnecessary number of "too lates."

The American Chamber in London is there primarily to put its American in touch with British markets and its British members in touch with American markets. Anglo-American trade currents centres in the Chamber, and American business men are simply furthering their own interests by registering with the American Chamber as soon as they hit town. For the Chamber cuts out "red tape," which is a thing some of our conservative Chambers cannot understand.

OLD FRIENDS MAY MEET AGAIN

Morrison and Whyte Find Each Other After Many Years

WINNIPEG, Oct. 13.—Frank Morrison, secretary of the American Federation of Labor, has located an old friend of boyhood days who had dropped out of sight for a score of years. "Jimmy" Whyte of the news room staff of the Free Press, and Mr. Morrison "stuck" type together on the old "Telescope" at Walkerton, Ont., thirty years ago. Then they parted and heard nothing about each other until a few days ago, when Mr. Whyte received a letter from the A. F. of L. secretary asking him if he was the same Jimmy Whyte of Walkerton. He is, so the next time Mr. Morrison comes west he is going to drop up to Winnipeg.

SIGHTSEEING WITH THE PRINCE OF WALES MUST BE SERIOUS BUSINESS! NOBODY SMILES!

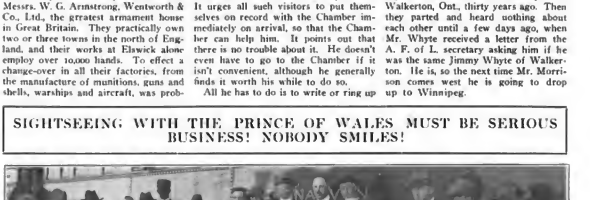


Photo by Courtesy of Canadian Pacific Railway

HERE are the occupants of correspondents' car, "Carnavan," which is attached to the Prince of Wales special train on the Canadian Pacific Railway:

Left to right—Tracy Mathewson of Kinograms Film Co. (with movie camera); J. C. S. Bennett, Canadian Pacific photographer for Canadian Press; Ernest Brooks of London, Royal photographer for English papers; A. K. Dawson (kneeling) of the Publishers Photo Service, New York, for U. S. papers; George Gordon, porter; G. Campbell, London Times; Fred Griffin, Toronto Star and United Press; Joseph Barnard, L'Evenement of Quebec; Everard Coles, Reuter's Service; F. C. Aldham, Canadian Press, Ltd., and Associated Press; Steadworthy, Canadian Pacific Railway; Percival Phillips, London Daily Express; Douglas Newton, London Chronicle, and A. E. Reames, Royal North West Mounted Police.

Why the Presiden

By RAY STANNARD BAKER

An intensely interesting, intimate, non-partisan account of the unceasing struggle of conflicting interests that centered upon the President at Paris and which so absorbed his time and strength as to bring about his present break down.

A series of six articles approximating two thousand words each, released bi-weekly, and written by *the one man* at Paris who is in possession of *all the facts* and who can tell the story.

"There can be no doubt that Mr. Baker was closer to the President than any other man in the Peace Conference. He was with him every day. We felt that Baker was upon better terms with the President than any other man in Paris." *William Allen White in Saturday Evening Post, Oct. 4th.*

Mr. Baker has written a graphic story of how Woodrow Wilson met the five great crisis of the Paris conference; he tells the inside story of each; he gives the details of the President's relations with other delegates, his methods of work and how important decisions were arrived at and how great points were attained or lost. Every article contains facts never hitherto published.

Wire for You

UNITED FEATURE SYNDICATE, -

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Collapsed

"Why the President Collapsed" has been purchased en bloc by the UNITED NEWS SERVICE, the night news-feature wire report of the United Press Associations, and among the papers which will receive the series, exclusively in their cities, via The United News wire are:

Baltimore Sun
Pittsburg Post
Cleveland Press
Detroit News
Chicago Tribune
Milwaukee Sentinel
St. Paul News
Minneapolis News
Omaha News
Kansas City Times

Publication rights on the series for points outside of the above territory are being reserved daily by telegraph.



RAY STANNARD BAKER

Reservation Today

- 318 World Building, New York

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WILLIAM PHILIP SIMMS JOINS I. N. S.

Succeeds John Edwin Nevin as Head of Washington Bureau—Won Fame as War Correspondent

William Philip Simms, one of the most famous of American war correspondents, has been appointed manager of the Washington Bureau of the International News Service, succeeding John Edwin Nevin.

Mr. Simms, who recently returned from Europe, has assumed his new duties. Mr. Nevin, who has been in charge of the Washington Bureau for nearly four years, resigned some time ago. He says he has no immediate plans except to take a much needed rest.

Mr. Simms is probably one of the best known to the public of all American war correspondents who covered



WILLIAM PHILIP SIMMS

the world war. He graduated from the University of Georgia, Department of Law, in 1901, and one year later began his newspaper career as a member of the staff of the Atlanta Constitution.

Notable Work Before War

Mr. Simms, who became correspondent-in-chief of the United Press at Paris in 1909, and continued in the same position until a few months ago, won fame as a foreign newspaper correspondent even before the outbreak of war. Among the big pre-war stories that he covered were the Parsi floods, the general railway strike, the assassination of Gaston Calmette, the trial of Mme. Caillaux and the champagne riots.

In the spring of 1913, Simms sent a story to the United States saying war seemed inevitable and that if it came at all it would be by July, 1914. This story was considered so improbable that it was little used.

Simms was in the war from start to finish and his big achievements were many. He scored a beat on the general mobilization of the French army and in November, 1914, was officially accredited to the French Army as correspondent representing United States newspapers, one correspondent each from six neutral countries only being thus accredited.

Many Exclusive Interviews

Simms' exclusive interviews with the leaders of France attracted world-wide attention. His interview with Prime Minister Viviani on France's entry into the war was the only one that statesman granted. He was also the first newspaper man to obtain interviews with Premier Briand and Marshal Joffre.

Simms made repeated visits to the French front until the Spring of 1916, when he went to Russia, where he remained until half of the same year. His work in Russia was notable for the number of exclusive stories that he sent out of that country, including interviews with the leaders. His interview with the Czar also sent over signal wires from Imperial General Headquarters at Mogilov and it is said to have been the only time such a thing was ever done.

During a visit to Italy he wrote a story forecasting that country's entrance in the war within 90 days. Italy made her declaration 89 days later.

At Peace Conference

Upon his return from Russia Simms joined the British Army in the Field and continued with it until just prior to the signing of the armistice, when he was ordered to Paris to become in a manner a United Press Chief of Staff, directing that organization's correspondents on all fronts. He continued as chief of the Paris office of the United Press during the Peace Negotiations.

One of Mr. Simms' greatest newspaper achievements during his long stay in the French capital was attained this year when he interviewed President Poiniare. It was the only interview that has been given to an American correspondent by a French president.

Mr. Simms joined the United Press in 1908, going to it from the Cincinnati Post, which paper he joined, first as dramatic critic and later becoming city editor, in 1903, after leading the Atlanta Constitution in 1903.

St. Joseph News-Press Men Return From War

Virgil Jackson, Minus an Arm, Can Operate Typewriter—Saunders Works for Love of It

St. Louis, Mo., Oct. 12.—George Maywell Crowson returned from a year's service overseas, is back in his former place on the editorial staff of the News-Press. Virgil Jackson, formerly society editor, who lost an arm in the battle of the Argonne, has returned and taken up work as a general assignment reporter. Jackson has learned to manipulate a typewriter with his remaining hand and arm.

Dewey McDonald has left newspaper work to become associated with the advertising department of a St. Joseph department store.

Joseph Hurst is now handling police, a run long covered by Arthur Burrowes, who is now make-up editor.

Clarence Saunders, of the News-Press, is said to be the wealthiest man actively working on a Missouri pay-rr. He is regularly employed as assistant telegraph editor, working for the love of the game with which he has always been associated—and in which he did not make his money.

Miss Olmeeda Senz was recently married to Luther Seip, a returned soldier. The groom's sister is also a member of the News-Press staff.

"A. B. C." Reports Issued

Chicago, Oct. 14—Audit Bureau of Circulations reports have been issued for the following newspapers: Kalamazoo (Mich.) Gazette, Sharon (Pa.) Telegraph, Streator (Ill.) Free Press and Streator (Ill.) Independent Times.

NEWMYER APPOINTED CHAIRMAN

Will Direct Work of S. N. P. A. Advertising Committee, Succeeding Bryan—Major Cohen Made a Member

New Orleans, Oct. 14—Arthur G. Newmyer, associate publisher of the New Orleans Item and southern vice-president of the Associated Advertising Clubs of the World, has been appointed chairman of the advertising committee of the Southern Newspaper Publishers' Association, to succeed Walter G. Bryan of Atlanta. Mr. Bryan, formerly publisher of the Atlanta Georgian, has gone to New York as publisher of the New York American.

Mr. Newmyer's appointment was made by J. H. Allison, president of the Southern Newspaper Publishers' association, and associate publisher of the Fort Worth Record.

Major J. S. Cohen, editor of the Atlanta Journal, has been appointed to membership on the advertising committee, in place of Mr. Bryan, to fill the vacancy left by his resignation.

Advertised the South

The other members of this committee are Victor Hanson, publisher of the Birmingham News; W. A. Elliott, business manager of the Jacksonville Times-Union; Charles Allen, vice-president of the Montgomery Advertiser; and C. F. Gadelleter, publisher of the Louisville Herald.

Thousands of dollars are to be invested by the advertising committee of the S. N. P. A. during the coming year, in a national advertising campaign to place before the people of the United States the enormous possibilities of development throughout the South, in all lines of business.

It was five years ago that the Southern Newspaper Publishers' Association began in a small way to carry on a campaign in national trade papers and in newspapers in East, North and West, that was planned to advertise the South, and the South's newspapers.

The results of the campaign bore to the business men and advertisers of the United States was that Dixie was prosperous as never before in all her history, and was the best and least developed market for sales of meritorious products.

Only a small amount was spent in this first year of the plan. Each year by year, as the foreign advertising in the South increased, and as sales and prosperity went hand in hand, the newspapers in the S. N. P. A. contributed more largely—and last year a fund of $10,000 was contributed to help the South and the newspapers of the South.

Every cent of it was spent advantageously in a scientific advertising campaign.

Campaign Bears Fruit

During the ten months to come, the committee plans to spend $1,000 a month in carrying on this campaign. Last year, in addition to the advertising through trade papers and newspapers, the committee also issued a booklet called "The South in 1921." That booklet was given wide distribution among national advertisers. It gave complete information on the South and on the southern newspapers in attractively arranged and accurately compiled statistics.

A new edition of this booklet, called "Dixieland of Today" is to be issued this year.

And this five-year advertising campaign of the South and the South's newspapers, carried on conservatively, intelligently, by experts, has borne the inevitable fruit of all intelligent advertising.

There was an instant increase in the amount of foreign advertising carried by those papers after the new policy went into effect. During the first year of the World War, when newspapers throughout the United States sustained decreases of foreign advertising to an extent of 20 per cent. or more, the Southern newspapers lost only about 2 per cent. of the foreign advertising.

In the years since then, foreign advertising has doubled in some and trebled in other sections of the country—and the greatest increase in volume has been shown in the South.

The Southern Newspaper Publishers' Association headquarters are in Chattanooga, in the News Building, in charge of Walter C. Johnson, secretary. At these headquarters is a complete file of information about the South and the newspapers of the South. The offices are regarded as a Southern newspaper clearing house. There are 168 members in the association. And those members represent every newspaper of more than 5,000 daily circulation in the Southern states.

Teaching Better Printing and Advertising

University of Manitoba Will Give Practical Advice for Small Town Improvement

Winnipeg, Oct. 12.—An extension course in better business methods for the small town, directed by the University of Manitoba, in connection with the Manitoba Retail Merchants' Association, has been giving good results Competent authorities on a variety of business subjects tour the province, stopping for two or three days in each town, getting the business men together, studying the community spirit, and discussing with them methods that will make for "Better Business."

The campaign was inaugurated last year and this winter it will be pushed on a more extensive scale. The agenda includes an extension course for the country printer and editor. His experience is sought and practical advice is given toward the solution of the problems that confront him. It is claimed that much of the advertising done by country merchants is useless on account of its poor presentation of the case, its lack of timeliness, and manner of display.

The lecturers sent out by the university and merchants are seeking to overcome this by giving the country merchant and the country printer a short course in modern avertising, showing them where their "ads" are weak and how it would be possible for better advertising to work to the advantage of both the advertiser and the publisher

W. J. Keyes, director of printing at the Kelvin Technical High School, is in charge of the advertising and printing end of the course.

No Ads for Radicals

Minneapolis wholesalers and jobbers have shut down on donations to radical publications and in their place substituted what they call their "Minneapolis Market Fund." All advertising propositions received must be made to the secretary of the American Committee of the Civic and Commerce Association and "strictly on their merits."

Google

in circulation

The POST-DISPATCH is the only St. Louis Newspaper to show a gain

According to the sworn statements filed with the United States Government by the five St. Louis newspapers as required by an act of Congress, the Post-Dispatch is the **ONLY** St. Louis newspaper to show a **GAIN** in **PAID circulation** for the six months prior to October 1, 1919, over the corresponding statements to the Government for October 1, 1918, as proven by the following published figures:

	Post-Dispatch	Globe Democrat	Republic	Times	Star
Oct. 1, 1919	184,957	161,179	76,702	*53,544	*98,545
Oct. 1, 1918	173,959	167,803	87,581	*87,834	*108,657
				(*No Sunday)	(*No Sunday)
GAIN	10,998				
LOSS		6,624	10,879	34,290	10,112

The average sale of the Daily and Sunday Post-Dispatch in the city of St. Louis is within only a few thousand of **double that of its nearest Daily and Sunday competitor**—the Globe-Democrat.

Largest Daily or Sunday Circulation of Any St. Louis Newspaper.

POST-DISPATCH

St. Louis One Big Newspaper

S. C. Beckwith Special Agency, Sole Representatives, Foreign Advertising

NEW YORK CHICAGO ST. LOUIS DETROIT KANSAS CITY

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PROGRAM COMPLETED FOR CIRCULATORS

Papers and Discussions for Convention Next Week Will Cover Wide Range of Circulation Problems

By Alfred W. Cockerill
CHAIRMAN PROGRAM COMMITTEE N. Y. S. C. M. A.

Here is the program for The New York State Circulation Managers' Association's Watertown convention, October 20-21. For the many helpful suggestions and for the co-operation of brother members the program committee hereby expresses hearty appreciation.

It is our hope that this program completely covers the field, but the success of our efforts, and of those who formally take part depends largely on members' active participation in the discussions at the convention.

Study the program now. Look up matters of interest to you and if there is some topic not on the program in which you are interested make a note of it and bring it up at the meeting for it may be of much interest to others and the interchange of ideas will help us all.

No Dull Hours

Brother Congdon is doing everything possible to prepare a good time for us while in his city and there will be no dull hours between sessions.

You will notice that special rates are extended by the Woodruff Hotel to those who attend our convention—$1.50 for room without bath; $2 and up with bath.

The hotel management has assured the local committee that every attention will be given for the convenience and comfort of all who attend.

The program follows:

MONDAY MORNING, 9:00 O'CLOCK

Secretary's Headquarters, Woodruff House.
Meeting of Board of Directors.
President's Announcements.
Secretary's Announcements.
Report of Local Committee.
General Business.

10 O'CLOCK

Convention Called to Order.
Roll Call.
Address of Welcome.
Reading of Minutes of Previous Meeting.
Report of Board of Directors.
Report of Local Committee.
Auditing Committee's Report.
Secretary's Report.
Report of Legislative Committee.
Report of Membership Committee.
Report of Special Committees.
President's Address.
General, Unfinished or New Business.

Reading and Discussion of Papers

United Co-operation necessary to insure successful distribution and how to secure same.—Daniel W. Tanner, Herald-Dispatch, Utica, N. Y.

Best methods of collecting back accounts on main subscribers discontinued by arrangement order October 1, 1918.—C. S. England, Leader-Republican, Johnstown, N. Y.

Ways to increase mail subscriptions on a morning paper. W. C. Hixson, Post-Standard, Syracuse, N. Y.

For General Discussion

RURAL CIRCULATION

How to build and collect rural circulation without the expense of a traveling representative, what is the best scheme at the least cost?

FEATURES

What new features have you used this year? Should a morning paper use features same as evening and Sunday, what kind would bring results? Advertising features in other newspapers, what is the result? What other methods have you used for advertising them?

CITY DELIVERY

Which is the best plan: Office owned routes, salaried carriers, office owned routes, commissioned carriers, or independent carriers on carrier owned routes?

MONDAY AFTERNOON, 2 O'CLOCK

Reading and Discussion of Papers

Ways in which members of New York State Circulation Managers' Association may co-operate to promote the general welfare of their Publishers.—J. M. Annesberg, Knickerbocker Press, Albany, N. Y.

Practical advantages of a mechanical arrangement for recording, addressing and mailing.—Evarts A. Kunting, Herald, Rome, N. Y.

Should mail subscriptions be a lower rate than papers delivered in City subscribers? —F. Eberle, The Times-Union, Rochester, N. Y.

Absorbing running back into the circulation field, and what can be done to combat them.—J. S. Levy, the Evening Mail, New York City.

For General Discussion

RETURNS

How many allow returns? How many allow discounts on bills in lieu of returns? What can we do when our competitors allow a full return privilege?

PREMIUMS AND CONTESTS

Do you favor the use of premiums or contests? What has been your experience? How many are using premiums? What is the value of straight circulation work as compared to scheme promotion?

SAMPLING

Does sampling on a morning paper bring results in out of town territory? What has been your experience on city sampling both morning and evening?

TUESDAY MORNING, 9:00 O'CLOCK

READING AND DISCUSSION OF PAPERS

A simple system for recording orders and slops for City Carrier and mail subscriptions.—C. E. Diewer, the Press, Binghamton, N. Y.

Successful methods of building rural free delivery circulation for an evening paper.—Frank A. McDuff, the Times-Union, Albany, N. Y.

The increasing costs of production, including the advancing price of Newsprint paper. What can its circulation department do to meet these problems?—M. J. Burke, the Eagle, Brooklyn, N. Y.

SELLING RATES

What is the average daily wholesale rate? What is the prospect of increasing wholesale rates? Is anyone considering raising the price? What are the best methods to increase subscription rates? If the New York Sunday papers increase their price would it be beneficial to the Sunday papers agents to continue their present rate.

AGENTS

Is one agent best in a town or territory, or should there be more than one.

Miscellaneous

Getting to press on time, who has troubles?
Mail room economies, who has any new suggestions?
The mail service, has it improved?
The newsboy age limit, what has been learned it?
Plans to increase street sales on morning and evening papers.
Labor conditions, wages, etc.
Open Meeting for Questions and Answers.
Election of Officers.
Selection of Next Meeting Place.
Unfinished Business.
Meeting of Board of Directors.

Entertainment

A special program of entertainment has been arranged by the local committee. This will include a trip to Deferiet where delegates may observe and inspect the manufacture of newsprint paper at the plant of the St. Regis Paper Company, the finest equipped paper mill in the state. Luncheons will be tendered the members at the close of the morning sessions, when they will be addressed by prominent men of Watertown.

Political Advertising Growing

Scranton, Pa., Oct. 13.—Politicians in northeastern Pennsylvania are learning that advertising in the newspapers is a real effective way of winning votes. In the last primary campaign the percentage of political advertising was far in excess of previous records, and candidates' expense accounts showed that money paid for newspaper advertising was in some cases the biggest item on the list. The established rule on political advertising is "cash in advance."

Robbed Bank with Ad Man's Auto

The automobile of W. L. Dotts, New York advertising agent, was stolen from in front of the New York Athletic Association on September 8, and when later found by the police was identified as the car that had been used by the bandits who robbed the Bronx Borough Bank. A bullet had passed through the machine.

I. N. S. Shifts in Hartford

Hartford, Conn., Oct. 14.—Jack O'Connell, for six years International News Service operator here, has left the Hartford office, expecting to take up similar work in New York. E. T. Samoyden, until recently of the Washington, D. C., office, is handling the Hartford end of the I. N. S. wire.

National Significance

Few newspaper situations in the United States compare with that in

Erie

Pennsylvania

The Market, 157,000

Erie Population, 105,000; Suburban (35 mile radius) 52,000

There one dominant medium, the Erie Times, has 50% *more* than the *combined* paid circulations of its two daily competitors and over *treble* the circulation of either.

Therefore an advertiser in the Erie Times is certain to dominate at small cost a big and prosperous territory.

Erie Daily Times

(A. B. C. Member)

Paid Circulation, 27,079

Line Rate 6c. flat. Evenings except Sunday

Too often a space buyer to guard against duplication will slight a fine market by not using enough mediums. But Erie is one of those rare exceptions. Search the country and you will find few parallels. In fact so exceptional is the combination of prosperous Erie and the dominant Times that you are justified in placing the Times in *every* campaign.

Your net profit percentage from Erie will be greater than in larger cities where divided newspaper competition makes the use of several mediums imperative. Are you interested?

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St. New York	Harris Trust Bldg. Chicago	Waldheim Bldg. Kansas City	Monadnock Bldg. San Francisco

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1,885 COLUMNS

OF PAID ADVERTISING

GAINED IN SEPTEMBER

BY THE

Baltimore Sun

MORNING . EVENING SUNDAY

The Baltimore Sun leads in all fields, Morning---Evening---Sunday—by large margins, and the three issues of The Sun again last month published more advertising than appeared in the five issues of all other Baltimore newspapers.

THE DAILY MORNING ISSUE gained 619 columns and carried 1,350 columns more than the second daily morning paper.

THE SUNDAY ISSUE gained 314 columns (4 Sundays in September, 1919, against 5 Sundays in September, 1918) and published 840 columns more than its nearest Sunday competitor.

THE EVENING ISSUE gained 952 columns and carried 520 columns more than the second evening paper.

The percentage of all newspaper advertising published in Baltimore in September that appeared in The Baltimore Sun was

52.7%

Baltimore advertisers recognize the value of home circulation in this City of Homes, and they know The Sun's exclusive carrier service delivers the kind of circulation that sells advertised goods.

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PRESS ARRANGEMENTS FORGOTTEN AT INDUSTRIAL CONFERENCE

Mrs. Clara Sears Taylor and "Jim" Preston Prevent Serious Complications at Last Moment—List of Accredited Correspondents

WASHINGTON, Oct. 15.

AFTER much concern as to the rights of the press at the sessions of the National Industrial Conference, arrangements have been concluded whereby the newspapermen assigned to the story are getting good service in the matter of accommodations.

Difficulties on the opening days of the conference arose from the fact that in this, as in nearly all matters where Federal departments are in the saddle, the press arrangements were about the last thing to be thought of.

Two Weeks' Work Accomplished in One Day

In this instance the efforts of representative Washington newspapermen during the week preceding the assembling of the conference were repaid at the eleventh hour by the activities of Mrs. Clara Sears Taylor, as director of the publicity. Mrs. Taylor did valuable work for the Department of Labor until the publicity organization was disbanded through lack of funds. Prior to that she was with the committee on public information.

Mrs. Taylor undertook to accomplish in a day a task on which she should have had at least two weeks. Her greatest work was that of issuing press tickets to the numerous applicants, and arranging for the transcripts of the proceedings, issued in mimeograph to the correspondents.

The scramble for seats at the press tables—representatives of trade journals taking all of the choice places and leaving the press associations and daily papers to take what was left—led to the ever present "Jim" Preston being summoned from the Senate Press Gallery to prevent serious bickerings.

Accredited Correspondents

The accredited press representatives included the following:

Adams, Geo. ..... Libertator
Alvord, Thos. G. ..... New York Herald
Authier, George F. ..... Minneapolis Journal
Atchison, J. C. ..... Locally News-Record
Baillie, Hugh ..... United Press
Beach, Edward C. ..... Publicity Dept., Community Councils of National Defense
Bell, Samuel W. Philadelphia Public Ledger
Bellamy, Paul ..... Cleveland Plain Dealer
Boyd, Jesse D. ..... Wall Street Journal
Brandenburg, Broadus ..... Brooklyn Daily Eagle
Bockell, R. M. ..... Independent
Brigham, William E. Boston Evening Transcript
Brunner, Milton ..... Scripps Editorial Board
Brown, George Rothwell ..... Washington Post
Brown, Sevellon ..... Providence Journal
Brown, Thomas F. ..... Universal News Service
Cayling, Thos. ..... Canadian papers
Cline, Sheldon ..... Washington Star
Collins, Ralph A. ..... New York Sun
Combs, Gerrie W. ..... Lynchburg News
Cotsch, Ralph F. ..... Central Press
Crawford, W. A. ..... Central News
Daley, William L. ..... Syracuse Journal
Davis, John Eric ..... Washington Star
Deaver, Clayton ..... United States Bulletin
Dougherty, Dennett G. ..... Sioux City Journal
Early, Stephen T. ..... Chamber of Commerce of United States
Easton, Edward C. ..... Philadelphia Inquirer
Emery, J. Fred ..... Baltimore Sun
Evans, Arthur M. ..... Chicago Tribune
Fairbanks, A. B. ..... Troy Record
Feiser, M. L. ..... Iron Trade Review
Fogarty, O. Selmer, ... New York Sun (London Correspondent)
Gill, George H. ..... Daily News Letter
Gardner, Gilson ..... Scripps Editorial Board
Gilbert, Clinton W. ..... Philadelphia Evening Public Ledger
Gowan, Stuart ..... New York Sun
Goodman, Louis L. ..... Detroit News
Greenwood, E. H. ..... La Nacion
Groves, Charles S. ..... Boston Globe
Harrison, Miss Marguerite R. Baltimore Sun
Hert, H. H. ..... American Contractor
Holmes, George ..... International News Service
Hunt, Harry B. ..... Newspaper Enterprise Association
Huerley, T. A. ..... Philadelphia Post
Johns, H. A. ..... Dodge Publications
Johnson, Harold S. ..... Journal of Commerce
Jones, Theodore G. ..... Boston Evening Transcript
Joy, Maurice ..... New York Evening Mail
Keough, F. W. ..... American Industries
Kershner, I. U. ..... Mutual Magazine
Lamm, L. M. ..... Newport Herald
Lane, Harold F. ..... Railway Age
Lawrence, David ..... Syndicate newspapers
Leary, John J. ..... New York World
Loesch, A. M. ..... National Grange Monthly
Low, Fred R. ..... Sun
Lucas, R. E. ..... Merchants Trade Journal
Lyman, Charles A. ..... Clipper Farm Publications
McCain, George N. ..... Philadelphia Evening Ledger
McDonnell, J. P. ..... New News-Record
McKenzie, Justin ..... Universal News Service
Macmanus, J. ..... International News Service
Magnuson, L. ..... Monthly Labor Review,
Manning, T. S. ..... Bureau of Labor Statistics
Manly, Basil ..... Scripps Economic Review
Markham, Edgar ..... St. Paul Paper-Press
Marquis, J. Clyde ..... Country Gentleman
Martinez, J. ..... Boston Herald
Mathews, Francis G. ..... Washington Times
Mayer, E. J. ..... Engineering Pro. Herald
Mehren, Benjamin ..... Jewish Daily Forward
Merchant, Charles ..... New News-Record
Moffett, L. W. ..... Cleveland Daily Iron Trade
Mock, Thomas H. ..... Pittsburgh Dispatch
Morris, Mildred ..... International News Service
Norton, Robert L. ..... Boston Post
Noyes, Newbold ..... Washington Star
Parmalee, H. C. ..... Chem. & Met. Engineering
Pew, George Curtis, ... Republican Publicity Association
Rechter, J. F. ..... Journal of Commerce
Reid, Hugh ..... The Public
Rigby, Cora ..... Christian Science Monitor
Roberts, Roy A. ..... Kansas City Star
Roberts, W. C. ..... American Federationist
Ross, Chas. G. ..... St. Louis Post-Dispatch
Rowe, Mrs. Lily Lykes ..... New York Tribune
Rowell, H. H. ..... Dearborn Independent
Ruth, Carl D. ..... Cleveland News
Schaefer, Arnold H. ..... Leslie's Weekly
Scott, Wm. R. ..... Christian Science Monitor
Shinerl, Arthur J. ..... Newark Evening News
Shubtmer, Allen, ... Automotive Industries & Motor Age
Small, Carl ..... Oregon Journal
Small, Robert T. Philadelphia Public Ledger
Spurr, J. E. ..... Engineering & Mining Journal
Stanley, Donald ..... Portland Journal
Stevens, Harry C. ..... Minneapolis Journal
Strachan, Henry D. ..... Havas News Agency
Steen, Herman ..... Prairie Farmer
Tipper, Harry ..... Motor World
Todd, Lawrence ..... Fargo Courier-News
Tucker, Glenn C. ..... New York World
Turner, Mrs V. B. ..... Monthly Labor Review,
Tuttle, Emmett ..... Federal Statistics
Underwood, J. J. ..... Seattle Times
Wood, Leroy A. ..... Chicago Daily News
Waters, George B., ... Newspaper Enterprise Association
White, William Allen, ... Associated newspapers
Wooten, Paul ..... McGraw-Hill Engineering Papers
Wood, Lewis ..... New York Times
Wright, Orville ..... Standard Corporation
Zachary, R. A. ..... Brooklyn Daily Eagle

Printers Compromise Demands

MADISON, Wis., Oct. 14—The local Typographical Union, which had submitted a wage scale asking increases of $3 a week, effective October 1, has reached an agreement with the publishers of the Capital Times and the Wisconsin State Journal providing for increases of $3 for the next six months and $1 more for the six months thereafter. The printers have been paid at the rate of $27 a week for day work and $29 for night work. Their salaries have been raised 50 per cent in the last eight years.

Political Daily in Yonkers

YONKERS, N. Y., Oct. 12—The Democratic party here has started its own daily newspaper, the Review, for campaign purposes. It consists of four pages, tabloid, and is distributed free. Joseph A. Brady, formerly on the New York Evening World staff, is one of the editors and a candidate for State Assemblyman.

Miss Dodds at Columbia School

CHEYENNE, WYO., Oct. 12.—Miss Clara R. Dodds, society editor on the Wyoming State Tribune, for the past year, is now at the School of Journalism of Columbia University, New York City, taking post graduate work. She is a graduate of the University of Nebraska journalism school. Mrs. Walter L. Larsh, wife of the Cheyenne postmaster, who was formerly society editor on the Tribune, is again filling that position.

Linotype Instruction at U. of O.

NORMAN, OKLA., Oct. 12.—Miss Fannie Inez Bell of Muscogee has been made editor of the University of Oklahoma Magazine, and Otto Brewer of Norman business manager. A new feature in the school of journalism is the installation of linotype instruction for the students.

Snyder Leaves Collar Field

TROY, N. Y., Oct. 15.—George L. Snyder, advertising manager of the C. W. Ferguson Collar Company, has moved to Cincinnati to enter the service of the Monitor Stove Company.

P. H. McMillan Dies in Detroit

DETROIT, Oct. 4.—Philip H. McMillan, secretary-treasurer of the Detroit Free Press, died here today, aged forty-six years. He was born in Detroit, was graduated from Yale in 1894 and from the Harvard Law School in 1898. He was president of the Detroit & Cleveland Navigation Company and a director in a number of financial corporations.

Gill Made Editor

ELMIRA, N. Y., Oct. 13—William C. Gill is the new managing editor of the Telegram to succeed the late John Moore. Alan Gould of the Herald staff is designated chief assistant to Mr. Gill as city editor. Before going to the Telegram Mr. Gill had been reporter and later city editor of the Advertiser, news editor of the Elmira Gazette and manager of the Evening Star. He is a native of Philadelphia.

Completes Study of Northwest

CHICAGO, Oct. 15.—F. O. G. Schindler of the copy department of Johnson, Read & Co. has recently returned from a months trip to the Pacific Northwest, devoted in part to a study of business conditions. The cities visited include Spokane, Seattle, Aberdeen, Chehalis, Portland and Salem.

More display advertising of Brooklyn retail stores appears each month in the Standard Union than elsewhere.

"Ask the man who knows."

How Dallas is "Sold" on "Nationally—Advertised"

A Leading Dallas Department Store recently "hung out its sign" and carried an 18-PAGE advertisement in the Dallas Times Herald, devoted entirely to nationally-advertised merchandise. For an entire week the sales force of this great store furthered the doctrine of "nationally-advertised" to shoppers of Dallas and North Texas.

Dallas, first City of Texas, is already "sold" on merchandise that is nationally advertised. Its people *believe in and buy* nationally-advertised products. They will buy *your* product if it is advertised in The Dallas Times Herald.

A real Promotion Department awaits the word to furnish trade data or any other reasonable service.



DALLAS TIMES HERALD

REPRESENTED BY THE S. C. BECKWITH SPECIAL AGENCY

New York Chicago St. Louis Detroit Kansas City

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CANADA IS SHARING IN NEW ERA

Advertising Volume Shows No Decline, and Space Buyers, as in U. S., Show Marked Preference for Daily Newspapers

OTTAWA, ONT., Oct. 13.—While general expectations a few months ago were that the advertising "boom" would let up to a considerable extent once the majority of Canada's fighting men had been returned from over-seas and reassimilated into civil life, this has not been the case.

New high records in lineage continue to be made by the leading papers of the country, and it is notable that this circumstance applies both to "foreign" and local advertising.

Never previously have avertising solicitors found such a ready response from their territories. The agencies have developed many important new accounts, cities experience little difficulty in putting on increase lineage. In the latter regard, it is interesting to note that special editions and "stunt" pages are contributing an important part, a close check of the Canadian press demonstrating that these are now "epidemic."

Whatever opinion may be held respecting this class of advertising, the fact remains that it is now popular with "local" space-users.

Those competent to gauge the situation believe that a let-up is not to be feared, provided the industrial situation does not become a greater factor than at present. They consider that the present situation merely marks the advent of a new era in advertising—and particularly with reference to newspaper advertising.

Pittsburgh Writers Elect

PITTSBURGH, Oct. 12.—Emulative of the St. Louis plan, The Pittsburgh News Writers Association was formally organized at a largely attended meeting today. These officers were elected: President, George B. Carrell, Dispatch; vice-president, James J. Long, Sun; secretary-treasurer, A. S. Friedman, Sun; sergeant-at-arms, Kirk Johnston, Chronicle-Telegraph; trustee, Nicholas Martin, Tri-State News Bureau; Vincent Drayne, Post, and A. E. Mercer, Gazette-Times.

AMERICAN JOURNALISTS ASSOCIATION FORMED

(*Continued from Page 5*)

the National Journalists' Association. Although the place of the convention has not yet been decided, invitation has been made by both the St. Louis



JOHN T. ROGERS
Corresponding Secretary

Association of Journalists and the local Convention Bureau to hold the first national gathering in this city.

Some idea of what has so far been accomplished in a brief period by the St. Louis plan in the city of its origin may be gleaned from the following abbreviated statement of facts:

The first action taken locally was by the Post-Dispatch chapter, which drafted a memorial to Joseph Pulitzer, Jr., the editor, asking for a 30 per cent general increase in salaries. Mr. Pulitzer replied by distributing a cash bonus of 20 per cent, retroactive to January 1, 1919, with the promise of a second bonus on the same terms to be paid the editorial men on December 31, 1919. That amounts to a flat 20 per cent salary increase to every worker on the paper for the year 1919. It is noteworthy that in addition to the foregoing, numerous individual editorial employes applied for wage increases which, in nearly all cases, were cheerfully granted them.

The St. Louis Star chapter presented a similar memorial to general manager B. E. Bradley, who answered with a proposal of permanent wage increases ranging from $2.50 to $7.50 per week, and averaging $5 per week for between twenty and thirty editorial employees.



HERMAN M. HOELCKE
Treasurer

Mr. Bradley himself figured out the individual apportioning of wage increases and submitted it for the approval of the chapter, which found his estimates entirely satisfactory.

About the same thing happened in the case of the St. Louis Times chapter. S. R. Stanard, the managing editor, set aside a certain sum and the staff men themselves were left to apportion it for individual distribution. The raises thus effected on the Times averaged $5 per week per employee.

The St. Louis Republic chapter, owned by ex-U. S. Ambassador David R. Francis, drew up a memorial, pointing out what had cheerfully been done by the managements of the Post-Dispatch, The Star and the Times, and asking for measures of salary relief. That memorial was endorsed by managing editor Sam Hellman and was by him presented to Mr. Francis on his return to St. Louis from Russia. Mr. Francis in turn announced that readjustments of salaries would be put into effect on the Republic on October 12.



CHARLES Y. TAYLOR
Executive Committee

Both Managing Editors Hellman of the Republic and Stanard of the Times are active members of their respective paper's association chapters.

The really extraordinary thing in the cases of the Star and the Times is that—for the first time in history—a managing editor has personally drawn up a schedule of salary increases and submitted it to an association of his employees for approval.

Adjourn Canadian Hearings

(BY TELEGRAPH)

OTTAWA, ONT., Oct. 9.—The Canadian news print investigation which was to have been resumed today has been adjourned indefinitely because the Government auditor has not completed his examinations of the paper companies' books.

THE NEWS

Greatest Buying Power in the Mountain States

That's the reputation of The Rocky Mountain News among people who know.

The "Greatest Buying Power" because of the class of people who are its readers.

Its readers are the people who have been, and are, responsible for the progress and prosperity of the Mountain States.

These people are readers of The Rocky Mountain News because it has always been found standing for the best interests in its community, and

Because its advertising columns as well as its editorial have been uniformly clean and untainted, it has the confidence of the real people of Denver and the Mountain States.

The Rocky Mountain News

Largest Morning Circulation in Denver and the Mountain States

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit.

The Shaffer Group

Rocky Mountain News — Denver Times
Indianapolis Star — Muncie Star — Terre Haute Star
Chicago Evening Post — Louisville Herald

THE NEWS

The West Virginian

The Evening Newspaper
Published at Fairmont, West Virginia
announces the appointment of

ROBERT E. WARD
5 South Wabash Avenue, Chicago
225 Fifth Avenue, New York

as

National Advertising Representative
Member of A. B. C.

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Signs Infallible

THERE are numerous ways in which prosperity manifests itself in a community. The building of new and better homes, the laying out of parks and places of amusements, the erection of public libraries and the establishment of civic centers are all unfailing signs of a financially thriving community. These are not only concomitant with, but are the surest indicators of prosperity.

Bridgeport has all the ear-marks of prosperity. Its extensive building developments, effected by the Bridgeport Housing Company, under the direction of the Bridgeport Chamber of Commerce, resulted in the erection of a large number of well-built apartment and unit houses, both within the city limits and outside in the cities of Fairfield and Stratford.

Bridgeport's standard of living is continually rising. Employers and employes are making money and are spending it in Bridgeport.

You, *Mr. Advertiser*, can reach this great purchasing power by advertising in the

Bridgeport Post
(Evening and Sunday Morning)
AND
Bridgeport Telegram
(Morning Except Sunday)

Connecticut's Largest Circulation

Only Bridgeport Publishers Member Audit Bureau of Circulations.

I. A. KLEIN
Metropolitan Tower
New York City

Foreign Representatives

JOHN GLASS
Peoples Gas Building
Chicago

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CHILE OFFERS FIELD TO ADVERTISERS

Wonderful Opportunity Awaits Enterprising American Business Firms, Says a Government Investigator—

WASHINGTON, Oct. 13.—There is an opportunity in Chile to put to good use America's unrivaled power in advertising.

Trade Commissioner J. W. Sanger, investigator of the advertising situation in Latin-America for the Bureau of Foreign and Domestic Commerce, Department of Commerce, states in a report issued today that in Chile alone of the west coast countries, the dealers and importers are beginning to realize the economic function of advertising.

"At present, Chile is passing through a transition period as regards both advertising and merchandising," says the report. "It has not wholly broken away from the old method whereby a small group of strong importing commission houses practically controlled the entire business of the country. These importers used advertising in only a perfunctory way, depending more upon their acquaintance with the trade and their ability to extend credit suitable to the buyer.

"They have buying offices established in all the important buying centers, particularly in Europe, and the consumer found them willing and eager to extend credit on anything from a plow or typewriter to the entire equipment for a factory.

Smaller Merchants Awakening

"Having been established for generations and having filled a want that was met in no other way, they came to occupy a place of marked influence. Today, however, the smaller merchants are coming more and more to buy direct from the factories, placing their orders with the salesmen who make regular visits or with American houses that have established branch agencies."

Whereas, formerly the dealers were sceptical of the wisdom of the huge appropriations made by American manufacturers for domestic advertising, there is now among them, especially among the importers of such lines as automobiles, an enthusiastic acceptance of advertising as a means of reducing selling expense.

The report makes the point that the significance of the advertising situation for the United States lies not so much in the fact that other countries have not used advertising as in the possibilities of developing abroad a power in the domestic use of which we are unrivaled.

In a non-manufacturing country like Chile, with a high ratio of per capita imports and an excellent average of literacy among its virile and aggressive population, advertising deserves a place as a sales-promoting force of far more importance than it holds at present.

Possibilities in Peru and Bolivia are also considered in the report, but are held not to be so promising as in Chile.

INTERNATIONAL ADVERTISING

Arrangement Between Rankin and Higham Completed

By the association arrangement (noted in EDITOR & PUBLISHER last week) between the William H. Rankin Company of Chicago and Charles F. Higham, Ltd., of London, the Rankin Company will solicit accounts for Higham, and Mr. Higham will solicit new business for the Rankin Company in Great Britain. The arrangement was consummated through mutual friends and especially Messrs. Byoir and Hart of New York, who have been the personal representatives of Mr. Higham in this country. Mr. Higham already represents two of the customers of the William H. Rankin Company, namely, Wilson & Co., the Chicago packers, and the B. F. Goodrich Rubber Company of Akron, Ohio.

Mr. Higham, who is a member of Parliament, is an American who, after long association with an Eastern advertising agency, went abroad many years ago.

FORT SMITH STRIKE TIES UP PAPERS

Printers Demand Wages of $48-$51 and Refuse Arbitration—Publishers May Adopt "Open Shop"

(BY TELEGRAPH)

FORT SMITH, ARK., Oct. 15.—All newspapers in this city are still completely tied up by a strike of union printers, which began October 4. Job shops are likewise affected. Up to the present time the employing printers and publishers have made no effort to operate. Arbitration of the new wage scale presented by the union was refused by the union and there have been no negotiations since the calling of the strike. The maximum demand of the new scale is $51 for foremen and $48 for machinist operators on morning papers, time and half for overtime and double time after four hours. Most of the printers have sought employment in other cities, while the few who remain are getting out a small daily paper without telegraph, which is called "The Fair Daily" and is devoted mainly to presenting arguments in defense of the union's strike action.

Many business men are demanding that the newspapers resume publication on the "open shop" basis, if the printers do not return to work immediately.

Hardy Moves to Kansas City

Kansas City, Mo., Oct. 7.—The C. R. Cook Paint Manufacturing Company has appointed Paul W. Hardy of New York as manager of its advertising department. Mr. Hardy was formerly assistant advertising manager of Valentine & Co.

Mrs. Rose Welcomed Home

CHICAGO, Oct. 14.—The Woman's Advertising Club gave a dinner to Mrs Florence C. Rose of Evanston, Ill. The guest of honor recently returned from France, where she had been engaged in canteen work for two years.

Airing a Grievance

MUSCATINE, IA., Oct. 15.—Norman Baker recently had a grievance against the Journal, so he hired a hall to air it. In their paper the Journal publishers commended Mr. Baker for thus voicing his opinions in public rather than doing so in private.

DISPUTE OVER UNION OF NEWSBOYS

Attempt Being Made to Form New Seattle Body to Protect Bona-Fide "Newsie," Exploited by Older Men

SEATTLE, WASH., Oct. 14.—Unanimous request for the revocation of the charter of the Seattle Newsboys' Union on the ground that the organization has come under the control of older men presuming to "own" downtown street corners and exploiting the smaller boys, who actually sell the papers, was made this week by the Seattle Central Labor Council to the American Federation of Labor. The case is of interest because it involves the age-old circulation problem of "corner ownership."

The labor council refused to sanction the agreement which the Newsboys' Union signed with the Seattle Times, Post-Intelligencer and Star, declaring it was not expressive of the will of the majority of the union members. Those alleged to be in control of the union have declared a boycott against the Seattle Union-Record, organized labor's daily paper here, refusing to permit the sale of the paper on "their corners."

The agreement signed by the union with the Times, Post-Intelligencer and Star has been declared void by the labor council.

An attempt will be made to organize a new newsboys' union in Seattle to give full protection to the so-called bona fide newsboys.

Myers Admitted to Bar

SCRANTON, PA., Oct. 12.—Jerome I. Myers, formerly a local newspaper man, was recently admitted to the practice of law in the courts of Lackawanna County, Pa. Mr. Myers was graduated from the Dickinson Law School at Carlisle, Pa.

Raising Fund for Hospital

HARTFORD, CONN., Oct. 13.—M. C. Manternach, president of the Manternach Company, has been appointed advertising and publicity director of the drive to obtain a $500,000 fund for the Hartford Hospital.

Elliott Now a Teacher

WINNIPEG, Oct. 8.—J. Courtland Elliott, formerly a member of the Kingston (Ont.) Whig, has been appointed assistant professor of political economy in the University of Saskatchewan at Saskatoon.

Tisch With Robb Motors

Detroit, Oct. 8.—A. L. Tisch, advertising manager of the Paige-Detroit Motor Car Company, has resigned to become a member of the executive staff of the Robb Motor Company, Chicago.

Parks Goes to "Bay City"

ST. PAUL, MINN., Oct. 14.—J. J. Parks, late of the local staff of the Daily News, has taken a place at the copy desk of the San Francisco Chronicle. While in St. Paul, Mr. Parks was adjutant of the local post of the American Legion.

Astor Acquires Another Paper

LONDON, Oct. 14.—The Daily Financial Times and the Drapers' Record have been purchased by Major Waldorf Astor, M. P., for a price said to exceed $2,000,000. Major Astor is the principal owner of the Sunday Observer and is the son of Lord William Waldorf Astor.

Wanamaker Buys Famous Yacht

Vincent Astor has sold his yacht, Noma, reputed to be the fastest private steam yacht in the world, to Rodman Wanamaker, executor of the James Gordon Bennett estate. The purchase price was not made public.

Reynolds Recovering Slowly

Stanley M. Reynolds, correspondent of the Baltimore Sun, who was a member of President Wilson's party and was injured in the same accident that killed Ben F. Allen of the Cleveland Plain-Dealer, is making satisfactory progress toward recovery. Physicians, however, say it will be several weeks before he can leave the Good Samaritan Hospital in Portland, Ore.

Drawing for Mail Syndicate

Harry J. Tuthill, late cartoonist of the St. Louis Star and the Post-Dispatch, will join the forces of the New York Evening Mail Syndicate, October 27th.

Robert F. R. Huntsman, publisher of the Brooklyn Standard-Union, is confined to his home by illness.

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events, Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. LeBERTHON

2 RECTOR STREET NEW YORK CITY

Keeping Up With The Times

A FACT A WEEK

What is a good slogan to express the position of The Times as an advertising medium in the Washington field?

The sworn and audited circulation figures of the Washington newspapers show that no single one covers anything like the entire field. Also, that no combination of two papers which excludes The Times covers the field.

Would an effective slogan be "Don't leave the Washington job half done," or "You can't cover Washington without The Times?"

The Washington Times,
WASHINGTON, D. C.

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NEWS IN BRIEF *of the* NEWSPAPER AND ADVERTISING WORLD

Leonard Webster, an advertising man employed by the Omaha World-Herald, has been arrested for alleged complicity in the lynching of Will Brown, negro, the burning of the Court House and attempted lynching of Mayor Smith on September 28, and according to the police he has confessed.

C. V. Van Anda, managing editor of the New York Times, has been granted a temporary injunction restraining a real estate operator from ejecting him from his apartment where he has lived for many years, because of a disagreement over rental.

Marcus Garvey, editor of the Negro World, which was shot and seriously wounded while in his office Thursday afternoon, by George Tyler, a business associate.

Jack Veiock, sporting editor of the International News Service, who was taken suddenly ill while covering the World Series at Chicago, is confined to his home in New York as the result of an attack of pleurisy which followed a heavy cold.

Cornelius Vanderbilt, Jr., of the New York Herald staff, has returned to New York after a trip to the Pacific Northwest, where he interviewed the Prince of Wales and former Mayor Ole Hanson, of Seattle, for his paper.

Speaking about activity in real estate, half a dozen prominent New York news-paper men have purchased dwellings during the last few months—Ruy W. Howard, president of the United Press, bought a beautiful place in Pelham; Frederick Roy Martin of the Associated Press, a home in Bronxville; W. W. Hawkins, general manager of the United Press, a home in South Yonkers; Howard Davis, business manager of the Tribune, a place at Pelham; and James Wright Brown, president of the Editor & Publisher, the house in Yonkers, N. Y., where his family have been living for the last six years.

A. H. Belo & Co., publishers of the Dallas News and Journal, and Galveston Daily News, at banquets tendered their employes in Dallas on October 1 and in Galveston on October 2, announced a free insurance plan for recognizing faithful employes' service. For employes who have been with the company six months, the amount of the policy will be $300 and it increases until for 21 years or longer the policy will be $2,500. In addition the company will pay a cash bonus of 10 per cent. of the preceding three months' salaries to each employe. All editions of the Belo newspapers now carry a copyright line.

At the annual convention of the American Electric Railway Association, at Atlantic City, N. J., organization of a section composed of street railway publicity and public relations men was effected with these officers: Chairman, Leake Carraway, Virginia Railway & Power Company; vice-chairman, Luke Grant, Chicago Elevated Railway; executive committee, the above officers and W. P. Strandborg, Portland (Ore.) Railway, Light & Power Company; Dwight Burroughs, Baltimore United Railways; E. R. Kelsey, Toledo Railways; W. Collins, Connecticut Company, and A. D. B. Van Sandt, Detroit United Railways.

The Charleston (W. Va.) Gazette has been elected to active membership in the American Newspaper Publishers Association.

J. W. Schuler has resigned from the Scranton Times to become circulation manager of the Charleston (W. Va.) Mail.

The McGraw-Hill Publishing Company, New York, has purchased the Journal of Electricity. It will continue to be published from San Francisco.

Secret Service men and detectives guard the courtroom where Gust Alonen and Carl Piavio are being tried on a charge of criminal anarchy before Supreme Court Justice Weller, New York, in connection with publications in The Class Struggle, a Finnish magazine. The unusual precautions are an aftermath of the distribution through the city of a circular "Arm Yourselves."

Acting on the advice of Mr. and Mrs. W. C. D'Arcy, there has been substituted in the service flag of the loving cup selected at the recent A. A. C. W. Convention for presentation to Arthur Newmyer, associate publisher of the New Orleans Item. A suitable inscription was prepared by Mr. D'Arcy and is being cut on the service together with the Truth emblem of the Advertising Clubs.

Secretary Walter C. Johnson has arranged a meeting of the legislative committee of the Southern Newspaper Publishers' Association to take place in Nashville about October 20.

Dan F. Miller has resigned as news editor of Editor & Publisher to take charge of financial advertising for Troy & Co., an investment securities firm located in the Flatiron Building, New York.

New Paris offices of the United Press have been opened at 32 Rue Louis le Grand. Henry Wood is manager.

The annual election of the St. Louis Advertising Club will take place October 28, the following two slates having been prepared: (1) C. E. Storer, Louis H. Budke, A. W. Paulsen, C. E. Gottschalk and Sam Hewitt. (2) R. Fullerton Place, E. A. Wright, George Barnes, P. M. Fahrendorff and A. J. Gaines.

William McCollum, dean of newspapermen in Wilkes-Barre, Pa., has practically decided to become a candidate for city councilman. The office pays $3,000 a year.

At a banquet given by employees of the Wilkes-Barre (Pa.) Times-Leader as a welcome home from France to Col. Ernest G. Smith, general manager, the publishers announced their decision to place a profit sharing plan in operation. First checks will be given out Christmas. The arrangement will benefit every employee of a year's service. Wage advances are also to be given certain employees. For the first year it is estimated the bonus will be paid on a basis of 5 per cent.

Audit Bureau of Circulations reports have been issued on the Regina (Sask.) Morning Leader and the Regina Daily Post.

Advertising promulgated by the Banker's Trust Company, Seattle, designed to encourage American travel in war-ridden lands of Europe, was condemned in resolutions adopted by the Washington Hotel Men's Association on the ground that tourist travel at home should be urged.

Members of the Scranton Advertising Club have launched a new slogan for their city. It is "Wear a Flower." The idea was proposed at a recent meeting of the club by T. J. Duffy, advertising manager of the Republican, and has already been endorsed by the Kiwanis and the Rotary Clubs. The club also decided to hold its next conference in Wilkes-Barre, where it is hoped to organize a branch to be known as the "Federated Advertising Association of Northeastern Pennsylvania."

With the famous bell back on the job after an absence of many years, the St. Paul Town Criers (Advertising Men's published by the majority of newspapers Club) held its first meeting of the 1919-1920 season with more than seventy-five in attendance. Elliott C. Hensel, president, announced a membership of 193, with two associate members. Regular meetings will be held Wednesday evenings, besides noonday luncheons and educational features. F. G. Shute has resigned as chairman of the vigilance committee and Charles Buckbee was named in his place.

The Jewish Times, a weekly printed in English edited by Rabbi C. A. Rubenstein, has appeared in Baltimore. It is the first Jewish paper in Baltimore since the failure of the Jewish Comment about two years ago.

The Houston (Tex.) Sunday Chronicle's publication of over 1,800 classified advertisements is believed to have made a record for South Texas. The Chronicle was also the first paper in Houston to reach the 1,200, 1,300, 1,400 marks.

Altnow-Singleton-Held, Inc., is a new advertising agency corporation in Seattle, Wash. J. R. Singleton is president, J. F. Held vice-president and George G. Altnow secretary-treasurer.

The Cross of Chevalier of the Order of Leopold was bestowed upon James T. Williams, Jr., of the Boston Evening Transcript, during the visit to Boston of the King and Queen of the Belgians. The decoration is in recognition of "devoted services rendered the Belgian cause during the war."

The Yonkers (N. Y.) Chamber of Commerce has started a drive to raise $10,000 for advertising the advantages of the manufacturing city. The campaign is under the supervision of Harry E. Storm and E. C. Abbot, two New York advertising men. Space will be taken in the real estate sections of most New York newspapers.

Madrid newspapermen are attempting to form a union, and, it is said, will demand a minimum monthly salary of 300 pesetas ($57.90 normal exchange.) They threaten to strike if this rate is refused.

Cisco (Tex.) is to have a morning paper backed by local capitalists, who have taken over the old Roundup plant and will add new equipment.

A resolution thanking the newspapers of the country for the fine spirit of cooperation they have shown in keeping the news of the nation-wide campaign of the Episcopal Church before the public was adopted by the Episcopal Board of Missions at a special session to Detroit in connection with the general convention of the church.

Recent changes on the Burlington (Vt.) Daily News include the appointments of Louis Fenner Dow as managing editor, succeeding A. B. Grimes; Robert H. Washburne as state editor; Ralph H. Marden, city editor; and Francis F. Kellogg, assistant city editor.

D. M. Smith, former mechanical superintendent of the Kansas City Journal and previously with the Topeka Capital as foreman, has taken charge of the composing room of the Fort Smith (Ark.) Southwest American.

"The newspaper is far more than a medium of publicity," said Mrs. Louise F. Brand, director of publicity for the Wisconsin Anti-Tuberculosis Association, in an address on "Social Publicity" at the Institute for Social Service in Milwaukee. "It is an organized social force, as many instances the pioneer socializing agency in the community outside of the school and the church. It is an educator with a vast enrollment of pupils. No other agency does so comprehensive a work, for there is seldom a poject for civic betterment which does not have the newspaper as one of its influential backers."

The Minneapolis Tribune has inaugurated a service department, one of the features of which is a new publication called the "Tribune Merchandiser" devoted to the interests of national advertisers and retail merchants. Willis L. Williams, formerly advertising manager of the St. Paul Dispatch and head of the St. Paul Pioneer Press, Dispatch Service department, is manager, with Thomas A. Boright, of the Tribune's editorial department, as assistant.

P. W. Hardy, late assistant advertising manager of Valentine & Co., New York, has been appointed advertising manager of the Cook Paint & Varnish Company, (formerly the C. R. Cook Paint Company), Kansas City, Mo. An extension of the advertising program is planned to cover both Middle and Southwestern newspapers, periodicals and trade papers.

The New England Sun is a new paper in Bridgeport, Conn., owned by Italian stockholders. Alfred Stewart O'Brien, for years with the Bridgeport Sunday Herald, is the editor.

"Tillie Altartra," queen of all Holstein cows, was the guest of honor of the Portland (Ore.) Ad Club recently at luncheon. Miss Margery Dana, daughter of Marshal N. Dana, president of the club, crowned Queen Tillie with a wreath of flowers which she promptly ate. Then Mayor Baker donned a milk maid's costume and milked Tillie while all applauded.

There are rumors that a new morning paper is to be established in Winnipeg, Man., in the near future. Liberal politicians in eastern Canada are said to be interested.

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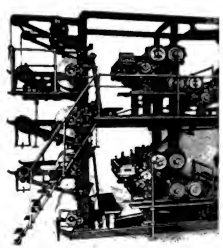
WHEN A PUI

about all that is best in printing machinery,
machines are not only standard, but oc

HOE PRESSES ARE USED BY THE
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HOE Superspeed and High-Speed Presses Have

Philadelphia Bulletin	6 Decuples
Philadelphia Bulletin	1 Octuple
Baltimore Sun	3 Decuples
Pittsburgh Post	3 Octuples
Pittsburgh Post	1 Quadruple
Boston Post	2 Octuples
Boston Globe	2 Sextuples
Cleveland Plain Dealer	2 Octuples
Toronto Telegram	2 Octuples
Toronto Globe	1 Octuple
Binghamton Sun	1 Sextuple
Columbus Dispatch	1 Octuple
Bronx Home News	1 Sextuple
Chester Times	1 Quadruple
Cleveland News-Leader	1 Decuple
Cleveland News-Leader	2 Octuple Decks
Halifax Herald	1 Quadruple
Hamilton Spectator	1 Decuple
Hartford Times	1 Octuple
Indianapolis News	1 Sextuple
Indianapolis Star	1 Sextuple
Jacksonville Times-Union	1 Sextuple
Long Island Star	1 Quadruple
Los Angeles Times-Mirror	1 Octuple
New Orleans Times-Picayune	1 Octuple



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ACTUAL RUN
80,000 papers per hour of 4 to 16 page
20,000 papers

Hoe Rotary Presses now in course of construction or being installed
time in the Printing Press Industry and indisputable
From the Viewpoint of Speed, Net Outpu

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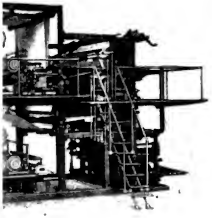
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SHER THINKS

surely thinking of *Hoe Machinery,* for Hoe
ı position of *Indisputable Supremacy.*

\T MAJORITY OF THE PROMINENT PUBLISHERS IN AMERICA.

tly Been Purchased by the Following Newspapers:



Press with two extra Formers just
SCO CHRONICLE.

D CAPACITY
0 papers per hour of 18 to 32 pages
5 to 64 pages

New York Sun	1	Octuple
New York Sun	1	Sextuple
New York Times	1	Sextuple
New York Tribune	1	Sextuple
Pontiac Press-Gazette	1	Sextuple
Portland Journal	1	Octuple
Richmond Times-Dispatch	1	Octuple
Richmond Times-Dispatch	1	Sextuple
Rochester Democrat & Chronicle	1	Sextuple
San Francisco Chronicle	1	Octuple
Seattle Times	1	Octuple
Spokane Spokesman-Review	1	Sextuple
Springfield Republican	1	Octuple
Wilmington Journal	1	Sextuple
London Daily Mail	2	Octuples
London Daily Mirror	6	Sextuples
E. Hulton & Co., Ltd.	2	Octuples
News of the World	2	Quadruples
Pictorial Newspaper Co.	2	Sextuples
Birmingham Gazette	4	Sextuples
Sheffield Independent	4	Sextuples
Paris Daily Mail	2	Sextuples
Paris Daily Mail	1	Quadruple
Copenhagen Politiken	2	Sextuples

Besides Many Smaller Machines and Additions

ate over *four hundred 16-page sections,* an absolute record for all
: that *Hoe Presses Constitute the Best Investment*
in Running and Economy of Operation.

& CO.,

NEW YORK

, MASS.

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EDITOR & PUBLISHER'S

Space-Buyers' Chart and Market Survey of the

CITY OF WASHINGTON

PAGES 26 TO 32 INCLUSIVE

WASHINGTON OFFERS ATTRACTIVE MARKET FOR NATIONALLY ADVERTISED GOODS

Capital of the Nation, Political Nerve-Center of the World, this Regal City Has Its Share of Industrial Enterprises and Supports an Army of Wage-Earners



(Photo copyrighted by Underwood & Underwood)

AS THE CAPITAL CITY APPEARS TO AN AVIATOR

Remarkable View of Washington Made by a "Birdman." The Capitol Is Rarely Pictured so impressively. The Senate Office Building Is Shown in the Right Foreground

WASHINGTON is unique among the world's capitals. It was created by mandate to serve as the capital of a new federation of states—to stand as the symbol and enduring sign to the world of a nation founded on the rule of the people.

Washington was predestined to grow as the republic grew—to expand as the nation expanded, registering always the tides of life in the new world. It has fulfilled that destiny. It has reflected the measure of our political and economic progress. It has taken its place among the great capitals of the world—a city of real beauty, a city in which is centered the hopes of free peoples.

We are all accustomed to think of Washington in these aspects—to cherish it as the custodian of our liberties to feel a solemn pride in the vital part it has recently played in the grimmest drama of history.

But we are not accustomed to think of Washington as a city with industries whose activities afford employment to hosts of men and women a-

(Continued on Page 28)

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MAP SHOWING RETAIL TRADING TERRITORY OF THE CITY OF WASHINGTON

WASHINGTON OFFERS ATTRACTIVE MARKET

(Continued from Page 26)

whose products add materially to the wealth of the nation.

Yet Washington has its industrial life and plays its part in the creation of new wealth. It has a large population of wage earners, aside from those employed in Government work, and these men and women are sharing fully in the fruits of our present era of prosperity.

The city—which is coextensive with the District of Columbia, named in honor of the great discoverer—contains 1 square miles, of which 60 square miles represent land surface.

The present population of Washington is estimated at 450,000, as compared with 331,069 shown by the 1910 census. The city outranks any one of perhaps a half dozen states in the number of its inhabitants. Its present density of population is 7,500 inhabitants to the square mile.

Washington's Largest Industry

The United States Government, with its many departments, is of course Washington's largest industry. It is estimated that there are at present in Washington about 75,000 war workers. These represent every part of the country, and include executives, specialists, skilled workers of every kind. They help to make the city national.

Records of leading hotels show that an average of 9,000 people a day visit Washington. Generally speaking these are people of means. They buy goods at Washington stores—for the average American likes to take back home with him something which he has purchased in the capital city.

Washington stores have, in a very real sense, a sort of national distribution. They have customers from Alaska, and from Porto Rico, from Maine and Texas—in addition to the normal volume of local trade.

In considering Washington as a market the manufacturer, or the space-buyer, must take into consideration many factors which do not enter into the situation in other cities. He is dealing here with a complex population, entirely urban and suburban, and in part cosmopolitan; with thousands of people who live in this splendid city because they have the means to choose their mode and place of living and deliberately elect to abide near the great nerve-center of the nation; with other thousands who are employed in the conduct of the affairs of the Government, and to whom Washington means "the home town," with all that is meant by the term, and with still other thousands who find here, in the private industries, their best opportunities for earning a living and the best surroundings in which to live.

Attracts People of Wealth

To illustrate the diversity of interests of the population—the city boasts a greater number of schools and seminaries for girls and young women than are found in any other American city. This may seem to be a fact of merely incidental interest to advertisers. But it must be considered that these young women are, in almost every instance, from homes of wealth. They come to the center of American culture from every part of the land. One may be the daughter, the niece or the cousin of a congressman; another a banker's daughter from the far West. All are women of culture, and naturally customers of Washington stores and shops, buying without stint everything appealing to the feminine taste.

Washington is the home of thousands of people of great wealth, the center of the official life of the nation, having a society on a par in every particular with that of the most exclusive capitals of the old world. Diplomatic life in Washington is a factor of great importance in the general social scheme of things. Here the courts of the world view with each other in the magnificence of their representation and of the social functions which they sponsor. Thus Washington assumes a special importance as a market for high class merchandise, appealing to people of exacting tastes and requirements.

Value of Manufactured Products

But if the wealthy classes of the capital city afford an exceptional market opportunity for high grade products, what may be said of the wage-earning classes? A glance at the statistics of manufacture for the city will afford a clue.

The latest figures of the Department of Commerce cover the calendar year of 1914; but, as these relate to private industries, which have of course shown a normal growth in the intervening time, they will throw valuable light on the industrial importance of the city.

The manufactured products in 1914—and these mean only the products of privately owned industries, not Government enterprises—amounted to $28,978,241. The average number of wage earners employed in these private industries was 8,867. The number of establishments was 514; the total number of persons engaged, including salaried employees, was 13,323. The amount of capital invested was $40,810,200. Salaries and wages paid totaled $8,605,693. The value added to the cost of raw materials by manufacture in that year was $16,720,118. This was the sum of created wealth due to the privately owned manufacturing industries of the city.

It is an interesting fact that printing and publishing stands first among the private industries of Washington. If the gigantic printing and publishing operations of the Government were to be included this industry would take on large proportions. Without considering the Government's great plants, the value of the products of the printing and publishing industry of Washington for 1914 was $6,241,578, and the number of employees engaged was 1,671. The value added by manufacture was $4,593,389. The number of establishments was 156.

The dominant private industry of the city, therefore, includes nearly a third of the total establishments engaged in manufacture, and the value of products represented 21.5 per cent. of the total for all industries. Included under this classification are newspaper and job offices, book publishers and binders, steel and copper plate engravers, etc.

(Continued on Page 28)

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WASHINGTON OFFERS AN ATTRACTIVE MARKET

(*Continued from Page 27*)

Ranking second among Washington's private industries are bakery products. 58 establishments being devoted to this line, employing 1,161 wage earners, with an annual product valued at $3,916,169.

Foundry and machine shop products totaled in value $1,230,244, and 562 people were employed in these lines.

Variety of Manufactured Products

Other lines of industry whose annual products were valued from a million dollars down the scale to $300,000 were: Confectionery, patent medicines, lumber and planing mill products, coffee roasting and grinding, copper, tin and sheet iron work, marble and stone work.



VIEW OF A PRESS ROOM IN GOVERNMENT PRINTING OFFICE
Uncle Sam's Printery Is the Most Complete Establishment of the Kind in the World. In Normal Times the Employees Number About Four Thousand.

One hundred and ninety-five plants, which the Department of Commerce does not classify separately, and in which 4,246 wage earners were employed, yielded an annual product valued at $12,897,497. Of this total, the value added by manufacture was $7,246,015.

Of the wage earners employed in these private industries, nearly nine-tenths were males.

Washington industries, even before the advent of the national child labor law, never employed children under sixteen in any considerable numbers. In 1914 but 43 children were employed.

The Basis of Home Life

The buying power of wage earners is naturally affected by the stability of their employment, and in this respect Washington industries rank very high. Very slight fluctuation in the average number of employees month by month is shown. In the month of December, 1914, the peak of demand for labor during that year, 9,227 wage earners were regularly employed; in March, the low tide of labor demand for the year was reached, when 8,658 were employed. The other ten months of the year showed but slight variation in the number of employees.

These figures would indicate that the great majority of Washington wage earners have steady employment throughout the year—and this is the only basis upon which home life prospers and the ability to buy is assured.

As elsewhere during the last ten years, there has been in Washington a marked trend toward the shortening of the working day. In 1914, 4,839 wage earners worked eight hours or less each day.

The Government as a Manufacturer

The larger industrial establishments of Washington, of course, are under corporate ownership. The tendency toward expansion always leads to such control.

The Federal Government, in 1914, conducted 11 distinctive manufacturing establishments whose products were exclusively for governmental use, and no statistics as to the value of the output are available.

However, 11,639 persons were employed in these industries, of whom 1,025 were officials and clerks and 10,614 were wage earners.

In the Bureau of Engraving and Printing and establishments operated in various departments, 4,146 persons were employed.

In the Naval Gun Factory 3,239 persons were employed.

In the Government Printing Office 4,051 persons were employed. In other industries, 202.

Thus it will be seen that, in industries similar to those under private ownership, the Government in 1914 was a larger employer of labor than the combined manufacturers of the city. Of course, when the United States entered the war, these industries were enormously expanded and numerous others created. The fact that, according to a recent estimate, there are now in Washington about 75,000 war workers would indicate that this enormous increase of governmental activities during the war was not entirely transitory, but must be taken into consideration as a major factor in any analysis of Washington today as a market for merchandise.

Stability of Employment

Governmental employees, forming so large a part of the wage-earning population of Washington, enjoy for the most part stability of employment. Those under Civil Service regulations have lifetime positions, assuming their own fitness and dependability. While salaries and wages are not as high as in some branches of private enterprise, these workers are enabled to order their lives very much according to their tastes and desires, and they are able to buy the things they need quite as freely as professional and salaried people anywhere.

The Government has aimed, of course, to regulate the earnings of this vast army of workers according to the prevailing economic conditions, taking into account the increased costs of living.

Washington's Daily Newspapers

Washington has four daily newspapers. These rank with the best metropolitan dailies of the country. Indeed, it is said, not more than two thousand copies of outside newspapers are sold in Washington each day. This estimate is made by an executive of one of the Washington newspapers. Even if the figures should be ultra-conservative it is evident that the people of Washington, outside certain official circles, depend for the news of the day upon their own newspapers.

It must be remembered that, like all metropolitan cities, Washington dominates a considerable trade territory outside its own geographical limits. To the north this trade territory is somewhat circumscribed owing to the proximity of Baltimore, yet it is safe to assume that there is here an "even break" between the two cities. To the south and west the zone of Washington's trade is far more extensive. A large part of populous north-east Virginia is naturally tributary, in a trade way, to Washington. The capital newspapers reach and influence this trade, as a matter of course, so that advertising in them has the usual wide appeal carried by important city newspapers.

There is a general—but erroneous—impression that Washington has a vast negro population. The census figures of 1910 show 28.5 per cent. negroes. There are certain sections of the city in which the negro population runs as high as 41 per cent, but this is the natural result of segregation. Many colored people, of a distinctly high class are employed by the Government. In fact, a large proportion of the Washington negroes are salaried employes or prosperous wage earners, and not by any means to be overlooked as buying prospects.

Vital Statistics

Native whites of native parentage constitute 50.4 per cent. of the total population, while native whites of foreign parentage represent only 13.6 per cent. Foreign born whites total but 7.4 per cent. of the population.

Washington has more women than men. There are 91.3 males to 100 females.

The illiterates—those over ten years of age who cannot write—constituted, in 1910, but 4.9 per cent. of the total population.

Of the male population of Washington 53.8 per cent. are married.

The largest number of foreign born residents of the city, of the different countries represented, are Irish, who numbered 5,343 in 1910.

In the last census year the number of dwellings in the city was 58,313, while the families numbered 71,339. These figures, of course, do not apply to the greatly larger Washington of today, but do afford evidence that the capital is distinctly a city of homes.



(*Copyright by Underwood & Underwood*)

LOOKING UP PENNSYLVANIA AVENUE TO THE CAPITOL
On the left are the Hotels Willard and Raleigh and on the right the Southern Railway Building, and the tower of the Post Office Department. The Exhibit of Motor Cars, Parked and in Action, Is Impressive.

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EDITOR & PUBLISHER
SPACE BUYERS CHART

PART I

Washington, D. C

Population

1910 Census	331,069
A. B. C. (date, Sept., 1919) City	415,000
A. B. C. City and Suburbs	550,000
Chamber of Commerce Estimate, City	401,681
Chamber of Commerce, City and Suburban	525,000

Native Whites	64%	Industrial Workers	15%
Negroes	28.5%	English Reading	90%
Foreign Born	7.5%	Home Owners	55%

Suburban and Farm Residents

Floriculture, truck growing and dairying are the chief agricultural industries. The area of farms is declining as the city grows. Practically everything grown in the District of Columbia is consumed in Washington.

Many suburban homes are show places, not run for profit. Residents of Georgetown and the adjacent country in Virginia trade in Washington.

City Classed as

Political and residential. Seat of government of the United States.

Location

On Potomac River, 30 miles from Baltimore, 136 miles from Philadelphia, 228 miles from New York.

Seven railroads—Richmond, Fredericksburg and Potomac; Washington and Southern; Chesapeake and Ohio; Baltimore and Ohio; Pennsylvania; Washington and Old Dominion; Southern.

Banks

Savings	24	Resources	$24,562,000
Trust Companies	6	Resources	73,057,000
National	14	Resources	112,668,000

There are no state banks in the District of Columbia. There are 44 banks, the total resources are $210,587,000 on June 30, 1919, an increase of $77,314,000 since June 29, 1918.

Theatres

66 Moving Picture Theatres, 2 Vaudeville and Moving Pictures, 4 Legitimate Theatres, 2 Burlesque. Largest, 2,700 seats; average, 1,300 seats.

Churches

Episcopal, 47; Methodist Episcopal, 35; Roman Catholic, 27; Baptist, 27; Lutheran Evangelical, 13; Methodist Protestant, 8; Methodist Episcopal South, 6; Disciples of Christ, 5; Seventh Day Adventist, 5; Hebrew, 5; Congregational, 4; Christian Science, 4; Presbyterian, 12; Universalists, 1; Unitarian, 1.

Schools

Public Grade	101	No. Pupils	46,761
High	8	No. Pupils	7,337
Catholic Schools	16	No. Pupils	3,915

There are more seminaries in Washington than in any other city in the United States.

The historical advantages, together with the social advantages, attract students from all over the country. There are 161 miscellaneous schools.

Principal Industries

Being the seat of government, Washington is the home of some 15,000 government employees.

There are 514 manufacturing establishments, employing 11,323 operatives, and with an annual payroll of $8,605,893. The value of their output is $28,978,241.

Ice, pottery, brick and clay products, flour, structural iron work, castings, lumber and planing mill products are the principal products.

Special Information

There are 69.245 square miles or 44,800 acres of land in the District of Columbia, and 8 square miles of water.

Washington is the best shaded city in the world, there being 12,000 more trees in Washington than in Paris.

There are 87 hotels in Washington, and the tourist travel is from all over the world.

It is safe to estimate that at all times there are fully 75,000 temporary residents in Washington.

Note: This information was obtained from The Heskins Service, Board of Trade, Chamber of Commerce, Merchants and Manufacturers' Association and other sources.

Should You Want to Know
More About Washington

The number of dealers who handle a similar product.
The proportionate demand for competitive articles.
Suggestions for covering local dealers.
Plans of local co-operation.

The TRADE-AID Department of The Washington TIMES offers co-operation of a calibre that

—The representative of Palmolive Soap says is "the best ever."
—The Troco Nut Butter people say "goes further and accomplishes more."
—George C. Krusen, proprietor of The Josephine Le Fevre Co., says is "the greatest he ever saw."
—The Corn Products Co. representative says is "splendid."
—The C. F. Blanke Tea & Coffee Co. representative says is "just what we wanted."
—And the Royal Baking Powder people say "your co-operation is very much appreciated."

The Washington TIMES was one of the very first newspapers to realize the value of co-operation and establish a TRADE-AID Department. Like most beginnings, the TRADE-AID Department of the Washington "TIMES" was small, and at first had more to learn than to impart. But the work of The TIMES TRADE-AID Department has grown with the years that have passed; from it have "graduated" an assistant publisher, several advertising managers of "nationally known" products, and a couple of heads of advertising agencies. Each of these men played a part in the building of this Department of The TIMES; and each left behind unerasable evidence of his value that has stood as sign posts to success for those who followed in this work of co-operation. Best of all, one of the mainstays of this Department throughout its years of service is with it to-day and, to quote a big national advertiser, "presides over a department prepared to give a fellow the kind of co-operation to fit his particular needs instead of one plan for everything."

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The Heart of the Nation

is Washington, D. C., the Capital of the United States

Presidents of the United States are inaugurated here
National Judgments are rendered here
National laws are enacted here

Washington's prosperous population of over 400,000 represents the most genuinely cosmopolitan citizenry of the United States—representative of every state, with home ties binding to each community in the country.

It is the logical city in which to inaugurate a national advertising campaign, for the voice of the Washington public finds attentive ears in every city and hamlet throughout the United States.

There is undeniable prestige attached to Washington's indorsement. The way to enter the Washington market is easy—simple—economical.

One medium—The Washington Star—not only covers the entire field, but its news and advertising columns are read with confidence by its readers.

Sell Washington and you will soon have the United States for a customer.

The Evening Star

With Sunday Morning Edition

The Evening Star
102,235

Facts About Circulation

(Taken from the last American Audit Bureau of Circulations statement for the six months ending March 31, 1919)

The Sunday Star
82,577

The circulation of The Evening Star is believed to be between two and one-half and three times that of the corresponding edition of its afternoon contemporary.

The circulation of The Sunday Star is more than ten thousand greater in Washington than its nearest competitor.

The Star is received in nine out of ten homes in Washington and is read by the entire family.

It is read by all classes—cabinet officers, Supreme Court judges, senators, congressmen, bankers, executives, clerks, laborers.

In fact, practically everybody in Washington who reads at all reads The Star—*Washington has The Star habit.*

Facts About Advertising

The Evening Star stood Number Five among all the daily and Sunday newspapers of the United States for the volume of advertising carried for the six months ending June 30, 1919.

It frequently prints more local advertising than all three of the other Washington papers combined.

It does not print any advertising containing fraudulent or misleading statements.

New York Office:
Dan A. Carroll,
Tribune Building.

Let our statistical department investigate for you the possibilities of the Washington market as applied to your specific line. We are ready to co-operate with deserving products. Write direct to the Advertising Manager of The Evening Star, Washington, D. C., or through our New York or Chicago office.

Chicago Office:
J. E. Lutz,
First National Bank Building

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EDITOR & PUBLISHER
SPACE BUYERS CHART

PART 2

Washington, D. C.

Wholesale Houses

Beef and Provision Dealers	10
Tobacconists	11
Confectioners	11
Druggists	4
Flour Dealers	5
Fruit Dealers	9
Grocers	7
Commission Merchants	29

The wholesale business is confined largely to Washington and adjacent territory. Considerable trade is conducted with the adjacent towns of Virginia, but not much north of Washington.

Retail Section

Pennsylvania Avenue is the principal retail street of Washington, but side streets as well as parallel streets contain large establishments.

The trading area is almost solid for over a mile west and north from the Capitol, and is closely built up.

Many suburban and neighborhood stores all over the city do a thriving business and carry merchandise into all parts of the city.

Residential Features

Washington has many fine residences, many of them historical. The modern houses are pretentious, fully in keeping with the social prominence of the city.

A great many boarding houses are maintained throughout the city.

The northwest section of Washington is the fashionable district.

Trading Area

The immediate trading area of Washington, particularly as to retail business, includes the most aristocratic, the oldest and richest part of the country. Mt. Vernon, Fairfax, Culpeper, Fredericksburg, Manassas, Spotsylvania, Stafford, Calverton, Leesburg, Alexandria, Winchester, King George and other small towns shop in Washington.

Every state, territory and possession in the United States have Senators and representatives in Washington.

Every civilized recognized nation in the world has representatives in Washington.

The Washington hotels have on an average of some 9,000 guests every day, and tourists from all over the world visit Washington.

These conditions make Washington an unique and far-reaching market.

The social activities of Washington make it a splendid market for high grade merchandise of all kinds.

Retail Outlet for Nationally Advertised Product

Automobile (Passenger) Agencies	72	Delicatessen	103	Garages	156	Millinery	93
Automobile (Truck) Agencies	33	Dressmakers	61	Grocers	927	Opticians	40
Automobile (Tire) Agencies	50	Druggists	220	Hardware	93	Photographers	27
Automobile (Parts) Agencies	142	Dry Goods	90	Hats and Caps	36	Pianos	73
Bakers	86	Department Stores	7	Jewelers	116	Plumbers	102
Cigar Stores	1,727	Electrical Supplies	68	Ladies' Tailors	73	Restaurants and Lunch Rooms	686
Cloaks and Suits	17	Florists	70	Meat Markets	356	Shoe Dealers	84
Clothiers	96	Furniture and Carpets	93	Men's Furnishings	81	Sporting Goods	15
Confectioners	183	Furriers	31	Merchant Tailors	300	Stationers	83

Morning Newspapers	Evening Newspapers	Sunday Newspapers	Weeklies
Post. Herald.	Star. Times.	Herald. Post.	Star. Times.	24 Weekly—1 Semi-Monthly. 30 Monthly Publications.

THE WASHINGTON HERALD

The Only Newspaper in Washington Whose Circulation Has Increased Since the Armistice Was Signed

The Largest Percentage of Home Served Circulation

Nearly 1,000,000 Lines of Advertising Gained in Nine Months of 1919

More Than 40,000 Circulation And Growing Steadily Every Day

RATES — 10c Open — 5,000 Lines 9c — 10,000 Lines 8c

THE ONLY PAPER IN WASHINGTON THAT HAS MAINTAINED ITS PENNY PRICE

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JEWELERS CONSIDER BIG ADVERTISING

Plan Outlined Before National Associations Calls for Purchasing $300,000 Space Within Three Years to Link Retailers

"Advertising that will keep before the minds of the masses, the beauty and permanent value of jewelry, the sentiment that lives with the jewels, is the best means to build a greater prosperity upon the present promising foundations," declared Harry Freund, manager of the National Jewelers' Publicity Association, in speaking before the American National Retail Jewelers' Association.

Mr. Freund proposed starting at once a $300,000 campaign of national advertising providing for the expenditure of this money in direct advertising in daily newspapers, weekly publications and the media of national circulation. The campaign will cover the entire country for a period of three years. The object will be to prove the intrinsic worth and lasting value of jewelry, watches, diamonds and silverware, and to direct the reader of this advertising to his or her local jeweler to make the purchase.

Retailer Most Important Link

"For the financial success of the nation-wide educational advertising campaign the whole industry must be organized quickly, for we have to rely on the industry to back up the improvement with all its strength," urged Mr. Freund. "The retail jeweler is the most important link in the chain of this national advertising, for he is brought in personal contact with the ultimate purchaser.

"Co-operative or group advertising has proven the biggest and greatest factor in selling the service of the products of leading industries to the American people; some of the united business interests that have launched advertising campaigns on a co-operative plan are:

"The National Florists Association, $300,000; National Dairy Council, $750,000; California Fruit Growers, $400,000; coffee growers, $250,000 a year for a period of four years; custom tailors, $250,000; Southern Pine Association, $300,000; Irish Linen Industry, $650,000; Society of Electrical Development, $200,000.

"American toy manufacturers have started a big national advertising campaign, as have the athletic goods manufacturers, the raisin growers, walnut growers, Florida citrus association, cranberry growers and paint and varnish manufacturers.

"Important group advertising campaigns have also been initiated in the automotive industry.

Value of Advertising Proved

"These associations of business men have proved that advertising an industry, as a unit, advances the prosperity of every individual firm in that industry. The phenomenal increase in trade which the California Fruit Growers developed through their advertising in the interest of 'Sunkist' oranges, furnishes a fine illustration of the wonderful advantages of co-operative advertising.

"'Hand advertising,' says Roger W. Babson, director of the educational service department of the U. S. Department of Labor, 'is a cure for all the ills real or imagined prevailing in the business world during this critical period of reconstruction. Prosperity ultimately depends upon the consumer. My advice to the merchant is this: for your own interest, and the good of the country, increase the advertising appropriation you have made this year. Let us make our *present prosperity permanent by advertising.*'

"That last line is the keynote of the whole present situation in your business; for the proposed national publicity campaign of $300,000 for the jewelry and allied industries is—*prosperity insurance.* With your co-operation and support it will eventually make the American people regard the purchase of jewelry, watches, diamonds and silverware as a necessity and living essentials."

American Firm Sets Records with Cabled Advertisement

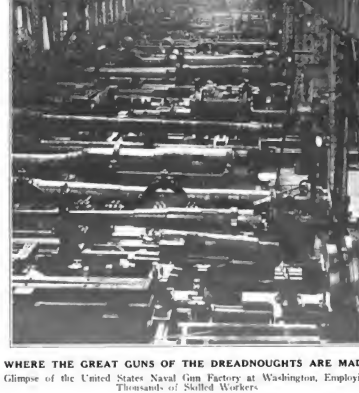
552-Word Message Carries Fur Auction Announcement to Japan Advertiser

A record breaking advertisement for the Orient was carried in the Japan Advertiser of September 5, according to the publishers, on the last page for that day, 14-inches deep and 2-columns wide.

One of the most unusual things about this advertisement was the fact that it was placed by an American firm, Funston Bros. & Co., of St. Louis. The text matter and instructions for display and space were cabled from St. Louis to Tokyo in a single message of 552 words, which is believed to be the longest commercial message ever sent under the Pacific. The cost per word was 2.26 Yen.

The regular rate of the Japan Advertiser for the space occupied is 70 Yen, but the cable tolls added brought the cost to 1538.32 Yen. The advertisement was an announcement of an auction fur sale held in St. Louis from September 10 to September 20, inclusive.

Harry G. Jacobs resigned as secretary-treasurer and manager of Motorcycle and Bicycle Illustrated to become sales manager for the bicycle and motorcycle division of the Kokono Rubber Company, Kokomo, Ind.



WHERE THE GREAT GUNS OF THE DREADNOUGHTS ARE MADE
Glimpse of the United States Naval Gun Factory at Washington, Employing Thousands of Skilled Workers

WIDE-WIDE-WORLD STILL GIBBS' TERRITORY

It has been remarked, many times, that if there was any branch of the art of advertising as it relates to results that E. D. Gibbs is not thoroughly acquainted with, the man who announces it is going to have the time of his life "showing" those who dwell in the world of "Truth." That will no doubt explain the new happy feeling in the Goodrich organization.



E. D. Gibbs

Mr. Gibbs is not a one-country man. He helped to prove the National Cash Register to be an international necessity. If you have ever heard of the National Cash Register you already know something about Mr. Gibbs. During the twelve years he was advertising director of that company his messages of higher business efficiency were carried into every country in the world. His activities included direction of the second largest printing plant in the country owned by a private corporation and one publication with a distribution 1,200,000 a month.

Mr. Gibbs' reputation as a lecturer and writer on topics of advertising and merchandising is international and other advertising men have heaped many honors on him, including the presidency of the Associated Advertising Clubs of the World, presidency of the Sphinx Club of New York, and also of the New York Sales Managers Club. He is a charter member of the Sphinx Club of London.

Following his resignation from the National Cash Register Company, Mr. Gibbs was associated with Robert Patterson as advertising and sales counselors, with offices in Chicago. Later, he was with the Bush Terminal Company, and resigned from his position there to join the Goodrich Company.

In his new position, as advertising director of the Goodrich organization, Mr. Gibbs relieves W. O. Rutherford, second vice-president in charge of sales, of his advertising duties, but he will continue to lend time to spread the good humor which helped win him fame.

PRINTED WORD BUILDS GOOD WILL

W. F. Sheen, Scranton Dealer, Explains Importance of This Often-Unappreciated Service in Ad Club Address.

SCRANTON, PA., Oct. 12.—An important factor in advertising, often overlooked, is its power to increase good will, W. F. Sheen, president of the Scranton Commercial Association and manager of the Thomas F. Leonard Company, hardware dealers, declared in an address before the Scranton Advertising Club.

"The average merchant estimates the good will of his business to be at least 5 per cent of the total volume of his annual sales," he said. "When he undertakes an advertising campaign and is satisfied that by advertising he has increased his business, say 20 per cent, I think he should be justified in estimating the value of his advertising at 2½ per cent plus the increased value of his good will."

Illustrating Its Value

"For example, a $100,000 business is worth $5,000 in good will. If it be increased by advertising to $120,000 that additional $20,000 business at 2½ cost $500, but it is worth $5000 00 plus $1,000 for increased good will.

"There are other items of value in advertising to the merchant which usually escape attention. It is customary to send out copy of advertisements in all departments, the preparing and making of such copies for a year would be no small items of expense if as in the jobbing trade they were prepared by department heads, typewritten and distributed.

"Prince of Pinch-Hitters"

"My belief in advertising has been greatly strengthened by a careful study of the various items of cost in conducting business. Interest on investment, rent, light and heat, delivery service, insurance and most other help and expenses, other than the buying, sales force and advertising are what might be called inert forces when we wish to produce sales. Sales are the vital force of a store.

"We can ginger up the advertising and the sales people and buyers, but the balance of the overhead expense cannot respond to our efforts to produce sales, and the prince of all for a pinch hitter is the advertising, because it is the most promising and amounts to but two and one-half per cent of the volume of sales."

Mayor Gets $8,000 Damages

YOUNGSTOWN, OHIO, Oct. 14.—C. S. Westover, mayor of Alliance, was awarded a verdict of $8,000 damages against the Review Publishing Company of Alliance. An appeal will be taken by the publishing company, it is understood.

Davis Moves to Denver

CHEYENNE, WYO., Oct. 13.—Meredith Davis, formerly editor of the State Leader, is now copy editor on the Denver Post.

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PENNSYLVANIA —the Market

Pennsylvania has 147 cities of over 5,000 population. Collectively they have 4,669,074 people. Nearly 55 per cent. of the population of the state—8,522,017.

26 wholesale and 3,519 retail druggists.

133 wholesale and 3,013 retail dry goods stores.

105 wholesale and 4,590 retail shoe dealers.

148 wholesale and 2,878 retail hardware dealers.

228 wholesale and 24,420 retail grocery dealers.

398 sporting goods dealers.

457 department stores.

2,854 auto and accessory dealers.

3,169 garages and repair shops.

32,159 tobacconists.

Pretty good territory—pretty good sources of distribution. Hard to beat anywhere. Intensive cultivation of this territory—co-operation with local dealers and local daily newspapers will open big trade for merchandise of all kinds.

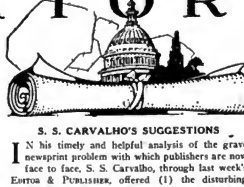
These daily newspapers co-operate.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.04	.04
*Altoona Mirror (E)	23,676	.05	.05
Altoona Times (M)	14,940	.025	.025
Bethlehem Globe (E)	6,766	.025	.025
*Chester Times & Republican(M & E)	14,177	.05	.04
Connellsville Courier (E)	6,888	.015	.025
*Easton Express (E)	11,096	.02	.02
Easton Free Press (E)	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E)	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M & E)	22,018	.05	.05
Lebanon Daily News	8,349	.0179	.0179
New Castle News (E)	13,411	.025	.025
Oil City Derrick (M)	6,125	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)		.19	.14
Pottsville Republican (E)	10,797	.04	.03
Scranton Republican (M)	27,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E)	11,926	.03	.03
Wilkes-Barre Times-Leader (E)	19,376	.05	.035
*Williamsport Sun (E)	16,110	.05	.035
York Gazette (M)	14,555	.03	.03
Total	678,331	1.0423	1.4518

Government statement April 1st, 1919.
*A. B. C. statement April 1st, 1919.

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EDITORIAL



PRESERVING OUR INHERITANCE

THAT "Government of the people, by the people and for the people shall not perish from the earth" has again become the direct and personal concern of all who are loyal to the democratic ideal.

When its adherents and beneficiaries cease to safeguard it from the assaults of its enemies, democracy —as a governmental system and a social ideal— ceases to properly function.

When the will of law-defying minorities—such as the I. W. W.—can be enforced in sinister disregard of the rights of majorities, and the industrial life of the country paralyzed, little or greatly, it is time for plain speaking.

The marine workers, organized as a branch of the I. W. W., tie up the commerce of the harbor of New York. That their arbitrary action means the endangering of the food supply of six millions of people does not interest these strikers. They issue a statement attacking organized labor and its leaders and calling for "one big union" to replace all existing craft unions. They see in this plan a promise of autocratic power for their own leaders—power which would menace the life of the people far more gravely than would the triumph of political autocracy. For this hoped-for power would carry with it no responsibility—only the weapon of force, to be exercised at the sweet will of some "leader" of the Foster type, who has played so great a role in the steel strike.

This man Foster, however, followed what he conceived to be a more clever policy for the attainment of radical ends. He chose to work from within the unions, introducing into their ranks a vociferous element opposed to all law and forms of law, and advocating rrime as a legitimate weapon in labor fights.

The labor unions as a whole are sound and sane. They represent patriotic American citizenship. The rank and file of their members believe in arbitration, in the integrity of contracts, in law and order, in Lincoln's immortal definition of democracy. It beromes highly important for them to purge their ranks of Bolsheviists, I. W. W. followers and radical elements who disregard human rights and the principle of liberty under law. The poison of the Soviet madness has infected some of their members, as has been clearly shown by recent events. The remedy must be found, and quickly, if the patriotic workers of America would aid in protecting our free institutions from those who would destroy them.

Americans as a whole believe in our labor unions, and support in a moral way every legitimate effort they make to better working and wage conditions. It is up to the unions themselves to steer a clear-cut course in the present period of unrest and radical activity—to stand, as they have always stood, for free government and the rights of man.

HOW ADVERTISING HELPED

A STORY carrying a timely point is related in the Howland Homily, an interesting little house organ issued for advertising Howland and Howland, publishers' representatives, of New York.

A candy manufacturer (and retailer) tells how he succeeded in keeping his profits intact, in this period of increasing costs, without increasing the selling price of his candies.

He figured that increased production and sales would solve the matter. So he proceeded to increase his output, with little additional overhead, and to open branch stores. For the first time he advertised adequately, using all of the daily papers in his city. His sales kept pace with his larger production, and volume of sales enabled him to earn satisfactory profits. He thus demonstrated once more the economic status of advertising—how, by speeding up volume and quirkening turnovers of capital, profits are earned on very small per-sale margins.

THAT newspaper which carries a large volume of classified is, actually, "the voice of the people."

S. S. CARVALHO'S SUGGESTIONS

IN his timely and helpful analysis of the grave newsprint problem with which publishers are now face to face, S. S. Carvalho, through last week's EDITOR & PUBLISHER, offered (1) the disturbing facts of the present situation and (2) some concrete suggestions to publishers as to how to best meet the crisis.

He shows how the squeeze predicted for the late fall began in September and is growing more serious every day. The prices prevailing to-day for spot paper, he shows, are practically prohibitive—yet publishers, with a great volume of advertising to print, must secure additional supplies somehow, or cripple their operations.

Among the constructive suggestions made by Mr. Carvalho perhaps that of most urgent importance is for the increase of the selling prire of daily papers to three cents and of Sunday papers to ten cents.

He also points out that paper will have to be saved by condensing the reading matter from ten to twenty-five per cent. Much rewriting will have to be done. This method of condensation does not contemplate the exclusion of any vital news but the telling of news without waste of words or non-essential details. Men on the news staffs must be trained to "cut to the bone," while retaining the vital spark of every story. The waste basket, Mr. Carvalho believes, should play a more important role in editorial rooms.

He urges "no returns, free papers or samples." And he remarks that some metropolitan papers still take returns.

Mr. Carvalho believes that publishers should, at once, put into effect every possible paper economy—not only because of the present shortage of supply, but because the outlook for 1920, as he views it, is dubious indeed. Manufacturers will make only tentative contracts, leaving the matter of price to be determined earh quarter and the matter of supply to be controlled by output and demand. The publisher will be able to buy such quantities of paper as the manufacturer decides that he can sell to him. Contract prices, he thinks, at the beginning of the year, will range from $4 to $4.10, with increases for each succeeding quarter.

Drastic curtailment of consumption, he points out, would automatically redure the price of paper.

Higher rates for advertising, Mr. Carvalho states, are imperative. This may reduce the volume of space used, but not the revenues—so that this policy would be in the nature of newsprint conservation.

Through this clear-cut analysis of the present situation and of logical remedies, Mr. Carvalho has rendered a valuable service to American publishers.

RELATIONS between advertising agencies and newspapers are growing better all the time— due to the better recognition of mutual interests.

October 16, 1919. Volume 52, No. 20.
EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, Park Row, New York.
W. D. Showalter, editor; John F. Redmond, managing editor; Ben Wilson, Features.

James Wright Brown, publisher,
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Rideut, 42 Kimberly Gardens, N. 4.
Paris: F. H. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cass.
San Francisco: H. C. Bornstein.
Boston: M. J. Staples.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

THE "LIFE" OF AN ADVERTISEMENT

THE periodicals and magazines, through their promotion work in selling their advertising spare, place strong emphasis on one argument, and have found it effective with many national advertisers who neglect to subject it to common-sense analysis. It is one of those arguments which carries an impressive face-value, but which loses its force under examination.

This argument is to the effect that the "life" of an advertisement in a daily newspaper is but one day, while the life of the same advertisement in a weekly periodical is one week, and in a monthly magazine it is lengthened out to a full month. This assumes, of course, that an advertisement in a weekly has seven times as many chances of being read as in a daily; and that an ad in a monthly has four times as many chances of being read as it would have had in a weekly, and thirty times as many as it would have had in a single issue of a daily.

This proposition, to win any sort of credence, must be based upon the assumption that the average reader devotes seven times as much time to reading his weekly periodical and thirty times as much to reading his magazine as he devotes to reading his daily newspaper. The mere statement of the thing is sufficient answer to it.

The daily newspaper deals with the world of realities—and its trade and merchandising are very much realities. Just as the newspaper presents the "spot news" of the world, so it presents the "spot news" of the stores and of products and commodities. When a product is advertised in a newspaper the reader not only considers the selling argument presented, but he learns just where, in his own city, the product may be purchased. Magazines and periodicals of general circulation cannot render either to the manufacturer or to the consumer this vital part of advertising service. They cannot link the local dealer with the national advertising. The newspapers can and do, thus giving the advertising in their columns that immediate service-value to readers which accounts for its superior effectiveness.

Most of the periodicals and magazines of large circulation deal, in their contents, with the world of unrealities—with the puppet folks of the novelists and the poets. The cultural side of magazine and periodical literature is not under debate. But when it is urged that the appeal of advertising, presented in conjunction with literary material, is on a par with the appeal of advertising when it is presented in conjunction with—actually as a part of—the news of the day, the contention is wholly unsound.

If we take that fellow this line of magazine logic as to the longer "life" of advertisements, then the ideal advertising medium would be a publication issued annually!

THE British Institute of Journalists has asked the associations of newspaper proprietors to grant to them a minimum wage double that prevailing before the war. They believe that such an increase would account for the difference between the purchasing power of money then and now. The British journalists are undertaking negotiations with publishers and hope to come to an amicable agreement. There is no mention made of any recourse to compulsory measures. This is quite in line with the new spirit which is finding only too infrequent expression among organized workers. It exists, however, and will grow.

JOHN SULLIVAN, whose weekly page of A N A. News and Views was resumed in last week's EDITOR & PUBLISHER, emphasizes anew the fact that buyers of advertising are growing more and more competent for that task. He quotes President McDermid as saying to a group of special representatives recently that salesmen for newspaper advertising space should have something more to offer than "that bromidic parkage, the circulation."

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PERSONALS

DAN R. HANNA, proprietor of the Cleveland News-Leader, has purchased for his son and daughter-in-law, Mr. and Mrs. Mark A. Hanna 2nd, 170-acre country estate at Briarcliffe, N. Y., which includes a lake and house of English design and furnishings.

EDITORIAL PERSONALS

William Noakes has resigned as telegraph editor of the Regina (Sask.) Leader to become night editor of the Canadian Press, Limited, at Winnipeg. He was presented with a silver case and a purse of gold by his confreres on the Leader.

David Erwin, for two years overseas with the infantry, has joined the reportorial staff of the Seattle Times.

Lloyd S. Graham, who left newspaper work in Buffalo to become publicity man for the Buffalo Y. M. C. A., and later to be publicity director for the eastern department of that organization, has been appointed its publicity director for the state of Virginia.

Miss Margaret Crehan, feature writer on the Seattle Times, was married this week in Seattle to Stacey Jones, formerly of the Post-Intelligencer and more recently of the Detroit News. The bridegroom recently returned from overseas. Mr. Jones will return to Detroit to resume work with the News.

Lieut. Clinton A. Burton, a newspaper man of Fort Wayne, Ind., has been appointed secretary to John H. Stevens, president of the Trans-Siberian railway commission and will accompany the commission to Siberia and central Europe.

William Arns, late of the advertising force of the St. Paul Dispatch-Pioneer Press, is now with the Des Moines Capital.

Frank G. Macomber, formerly managing editor of the Hartford Sunday Globe, has purchased an interest in Nyser's Photographic Studio, there.

Ben Manning, former managing editor of the Butler (Pa.) Citizen and later with the Butler Eagle, is now on the Fort Smith (Ark.) Southwest American.

Capt. Walter L. Haight, a Racine (Wis.) newspaper man, will write a history of the accomplishments of the county during the war. Capt. Haight formerly was with the Milwaukee Free Press and the Milwaukee Sentinel, as well as on newspapers in Chicago and Butte, Mont.

N. E. McDonald, formerly reporter on the Bridgeport (Conn.) Standard-Telegram, is now with the Providence (R. I.) Daily News.

George H. Archer, police reporter of the Milwaukee Journal, was married recently at Chicago to Miss Lilian Elizabeth Artingstall. Mr. Archer for years was marine and labor reporter of the Milwaukee Wisconsin News. He recently returned from service in the army.

Joseph H. Shea, reporter on the Bridgeport (Conn.) Post, is recuperating at the Hartford hospital following an operation on his throat.

Joseph Connelly, for some time reporter with the Bridgeport (Conn.) Standard-American and with the Standard-Telegram later, is temporarily out of the newspaper business.

C. R. West has left the Minneapolis Tribune to go into the moving picture business and is succeeded as day city editor by Downsley Clark, formerly assistant night city editor. Miss Sally Spenley has left the reportorial force to devote her entire time to fiction writing.

Harry M. Grayson, sporting editor of the Portland Oregonian, and Miss Jessie Harriet Gullifer have been married; also Arthur D. Ford, Oregonian copy reader, and Miss Ethel Mills. Both Mr. Grayson and Mr. Ford recently returned from service.

Miss Lucile Messner, an Oregon girl who has been attached to the reconstruction division of the United States army, is editor of "Tenshun 21," an eight-page weekly published at the Army General Hospital 21, Denver, Colo.

Philip A. Adler, who has been with La Crosse (Wis.) papers, has been added to the reportorial staff of the St. Paul Daily News.

Robert Johnson, city editor of the Wilkes-Barre (Pa.) Record, has been chosen chairman of the Luzerne County Republican publicity committee, while William Hughes of the News is secretary of the Democratic City Committee.

Lieut. John Cummings has returned to the Philadelphia Record staff.

Wallace Depew, formerly a reporter on the Scranton (Pa.) Republican and now a sergeant in the army, recently re-enlisted for a second term. He is in recruiting service.

Robert G. Mitchell, city editor of the South Norwalk (Conn.) Evening Sentinel, has been re-elected tax collector, and William O. McLean, formerly with the Norwalk Hour, was elected to his run for councilman in the Second Ward, in the recent city eleetions.

IN THE BUSINESS OFFICE

John De Wild has left the advertising department of the Minneapolis Tribune to become manager of the Northwest Commercial Bulletin's new service department. He is succeeded on the "placing" desk by Charles Rostad, formerly in charge of foreign advertising.

A. V. Napier, for past twenty years active in the Kansas newspaper field, is the new business manager of the Santa Ana (Cal.) Register. Since 1911 Mr. Napier had been with the Iola (Kan.) Register as business head.

Will F. Hessian, advertising solicitor of the Portland (Ore.) Journal, has just returned from service. He enlisted as a private and returned as a first lieutenant.

WITH THE AD FOLKS

Philip F. Broughton, formerly with N. W. Ayer & Son, Philadelphia, has joined the Manternach Advertising Agency staff in Hartford, Conn., as an account representative.

Otis H. Adams, formerly sales promotion manager of the Connecticut Telephone & Electric Company at Meriden, has become associated with the Greenleaf Company in Boston, handling plans and promotion. In the past he has also been with the National Cash Register Company, the General Motors Corporation, and the Martin V. Kelley Company.

J. Clark Thompson and Gordon Smith have organized the firm of Thompson & Smith, advertising counsellors, in the Security Building, Los Angeles.

Paul F. Wiggin has been appointed advertising manager of the Emerson Phonograph Company, New York.

Edward Hall Putnam of the Wales Advertising Company, New York, is the author and illustrator of "Watty & Co.," a book for boys and for yachtsmen.

Claude C. Smith and George Wallace have joined the Seelye & Brown Advertising Agency staff, Detroit. Mr. Smith, who was formerly connected with the Campbell-Ewald Company, will supervise space buying and have charge of research work. Mr. Wallace, who has been connected with banking and investment organizations, will take supervision of financial advertising and assist in analytical and development work. Both men also will act as account managers.

Vinton M. Pace, advertising manager of Gimbel Brothers, Milwaukee, in a recent address before the advertisers' section of the Milwaukee Association of Commerce, declared: "The American public has learned that an advertisement may be relied upon, and it is up to the advertisers to retain this confidence in advertisements by fair dealing."

Arthur Liebes, advertising manager in the United States for a group of newspapers in South America and for El Mundo, of Havana, was the speaker at a recent luncheon of the Milwaukee Association of Commerce. Mr. Liebes brought a personal message from Mario G. Menocal, president of Cuba, telling of the desire of the Cubans to do an increasing business with the United States.

S. W. MacLewee, Earl R. Obern and Miss N. M. Davidson have joined the copy staff of the K. Leroy Hamman Advertising Service, Oakland, Cal.

Paul W. Shafer and Phil L. Nicar have organized the advertising firm of Shafer & Nicar, Kalamazoo, Mich. Mr. Shafer has been with the Battle Creek Moon-Journal and the Elkhart Review, while Mr. Nicar is from the South Bend Tribune.

Charles E. Boyd is the new secretary of the Detroit Better Business Bureau, succeeding H. C. Dart, who is now associated with the Paige-Detroit Motor Car Company.

Frank E. Russell, copy writer at the Manternach Advertising Agency, Hartford, Conn., has left to become advertising manager of the Universal Auto Company. Mr. Russell was at one time chief copy writer in the service department of the Cutler publications.

B. W. Heimer has returned to the Wylie B. Jones Ageney, Binghamton, N. Y., in his old position as space buyer, after almost two years' war service in the Army.

Charles J. Babcock and F. R. Feland have been elected directors of the George Batten Company, New York.

DISPOSITION LANDS ARMSTRONG BACK ON COAST

DISPOSITION, medium" is tucked away somewhere in a big book of facts that contains the name of C. L. Armstrong, advertising man of varied experience, and that may explain why he has been placed in charge of the department of plans and merchandise of the Izzard Company, of Seattle—not the statement but the disposition.



C. L. Armstrong

His disposition is backed by blue eyes and curly hair and he is married. Mr. Armstrong's work has called him from coast to coast and to defend his principles he went overseas. For a time he was connected with the Bates Advertising Agency, at Boston; afterward he free lanced in Montreal and Toronto; then, with R. A. Hutchison, he founded the Hutcharm Company, of Vancouver, Victoria, Seattle and Calgary—it was afterwards Hntcharm, Ltd. He had charge of all copy, plans and merchandising for that organization.

From 1915 to 1917, Mr. Armstrong was with a Scottish Unit of the Canadian Expeditionary Force, joining as a private and winning a commission. He was invalidated out of the service with a pension as a result of disabilities incurred during the first Battle of the Somme in 1917. Upon his return from "over there" he was made publicity commissioner for the city of Victoria, and resigned to join the copy department of Mallory, Mitchell & Faust, Chicago. Before leaving to acquire an interest in the Izzard Company he was associate copy director.

He is aged 34, back on "the coast" and happy.

The Superior Telegram has signed a contract for the Haskin Service for one year



Questions on Astronomy and other sciences do not puzzle Frederic J. Haskin because he operates from Washington and government storehouses of information are open to him.

He answers such questions for the readers of the newspapers he serves.

COUNTRY NEWSPAPERS ARE LOSERS BY CONCEALING OWN VALUES

Adoption of Standard Rate Card Would Enable Agencies to Include Many More in National Campaigns, Says Secretary of A. A. A. A.

THE Navy's paid- advertising campaign for recruits which is now under way—the biggest newspaper campaign, in scope, in history—is going to be the means of a better understanding between the country newspapers of the United States and the advertising agencies.

This is the belief of James O'Shaughnessy, secretary of the American Association of Advertising Agencies, which, as "The Advertising Agencies Corporation," is conducting the campaign for the Navy.

"Papers Themselves Are to Blame"

"If country newspapers don't get all the advertising that is coming to them hereafter, it is their own fault," said Mr. O'Shaughnessy. "We receive a good many complaints at the main office of the A. A. A. A. from small-town papers that believe they are being neglected when a big campaign is put on, but the real explanation of this usually is that such papers have kept their existence a secret.

"There are thousands of dollars at A. A. A. A. headquarters right now that would be invested in country newspapers if only they would enable this office to get acquainted with them.

"What I mean is that in order to include them in a campaign, we should first have certain data and facts regarding them and so far, they have been remiss in not supplying this.

Hard to Convince Them

"Why don't all the small-town newspapers adopt the standard rate eard and so enable all the agencies to sell their space for them, intelligently? It is a difficult task to get them to do this obviously practical thing. Recently, I circularized all of them, and spent seven cents to tell each one all about the standard rate card, but most of them were not interesta.

"One letter I got recently was from the editor of a Texas weekly, asking why he never got any advertising from members of our association. He enclosed a rate card on which there were just three pieces of information—the name of his paper, the name of the town where it was printed, and his transient advertising rate.

"I wrote back that this information was not enough to enable an advertising agency to make intelligent use of his columns, and I told him what additional data was needed. This letter must have offended him for he hasn't answered it."

The Navy Campaign

Mr. O'Shaughnessy said the Navy's campaign is progressing favorably and there are many indications that it will be a big success. It started September 24 and will continue until the latter part of November.

The number of daily papers being used is 2,166, and the number of country weekly papers, 5,240. This includes every local daily and weekly paper over 1,000 circulation, printed in the English language in the United States. The total circulation of all publications used in the campaign is more than 35,000,000. Forty-one tons of electrotypes were supplied these papers. Never before have so many newspapers been used in a single schedule.

PLANS AERO DELIVERY

Express Service to Distribute in Neighboring Countries Proposed

Government subsidies for fast airplane mail service to neighboring countries for the purpose of enabling German newspaper publishers to land their morning papers in the principal cities and towns of Holland, Czechoslovakia, Latvia, Lithuania, Poland, Hungary and the Scandinavian countries on the day of publication is a form of propaganda strongly recommended by a writer in the Berlin Vossiche Zeitung of July 12.

He takes Holland as an example of the need of this service, and points out that the Dutch are well supplied with English and French papers, frequently forwarded by airplane. Some German publishers are making an attempt to eomnete in quick deliveries by using their own planes, but the writer insists that they cannot keep this up and that the only remedy is a speeial airplane newspaper mail servioe at low rates.

Error Costs Paper $250 Damages

MONTREAL, Oct. 12.—P. Girardin has been awarded $250 damages and costs in a libel action against La Patrie Publishing Company. In August, 1917, a report published in La Patrie alleged that Girardin had been arrested in a fight and was one of a gang of bandits who terrorized the population. The allegations were in error and Girardin sued for $10,000 damages.

E. H. Putnam Writes a Book

Edward Hall Putnam, of the Wales Advertising Company, New York, is the author and illustrator of "Watty & Co.," a book for boys and for parchtsmen of all ages, just published by the Macmillan Company, New York. The book is a human narrative of the experienees of three Exeter boys, who dared the joys and rigors of life on an island off the northern coast of Maine.

Tietsort Eleeted President

EAST ST. LOUIS, ILL., Oct. 12.—W. B. Tietsort, editor of the Medora Messenger, was eleeted president of the Southern Illinois Editorial Association at the annual convention in East St. Louis. Other officers are: Vice-President, John C. Fisher, Cairo Citizen; secretary, A. J. Hollman, Millstadt; treasurer, Bert Hill, Southern Illinois Herald, Carbondale. President Tietsort appointed the following executive committee: H. J. Schmidt, Nashville; W. M. Evans, Belleville; Fred Owens, Murphysboro; S. P. Preston, Gillespie.

Wants to Hear from Navy Men

Men actively engaged in newspaper work who were in the United States Naval Reserve, during the war, are asked to send their names and present business connections to Lieut.-Commander Wells Hawks, U. S. N. R. F., Navy Recruiting Bureau, 318 West Thirty-ninth street, New York City.

Into the Waste Basket

PORTLAND, ME., Oct. 14—The Sunday Telegram in its "They Say' column remarks "that the newspapers are still receiving bales of publicity stuff sent out by the war bureaus, and the bulk of it goes into the waste basket."

Beckman Moves to Cincinnati

CINCINNATI, Oct. 12—James W. Beckman has joined the advertising staff of the Monitor Stove Company. He is from the New York Globe's editorial staff.

Loud Will Teach Journalism

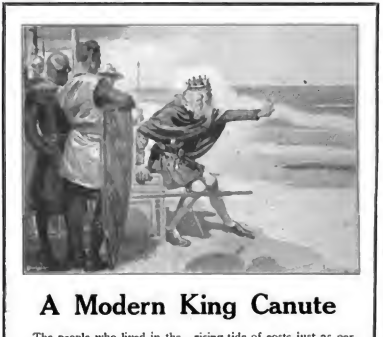
MILWAUKEE, WIS., Oct. 8.—Grover C. Loud has been made instructor in journalism at Marquette University. Mr. Loud is a graduate of Harvard University and has worked on Boston and New York newspapers and the Associated Press. He taught at Dartmouth and Brown and was professor of journalism at the University of Kansas.

Brenham to Have New Daily

BRENHAM, TEX., Oct. 12.—The Messenger, a weekly, has been taken over by Henry Mueller, William I. Tucker and Henry Tucker, who will start a morning daily about October 1. The weekly will be continued also. The editor is William J. Tucker, who recently returned from army service.

Mrs. Murphy a Candidate

SCRANTON, PA., Oct. 12.—MRS. Thomas Murphy, wife of the Times city editor, has been nominated for school director on the Democratic ticket. The election takes plaee on November 4.



A Modern King Canute

The people who lived in the good days of the wise King Canute thought he had the power to make the ocean recede at a mere word of command. Today the Bell Telephone Company finds itself in a position not unlike that of the ancient king. Its mere word will not hold back an ocean of expense.

Rigid economy and the most modern methods of operation have made it possible for the Bell Company to keep its rates at a far lower level than that of the commodities which it must use in construction and upkeep. But it has felt the rising tide of eosts just as certainly as has every business and every family.

The one source of revenue of the Bell Company is the price you pay for servicе. If this price fails to cover fair wages and necessary materials, then both you and your telephone company must suffer.

For one year the Bell Company was under Government control. The Government analyzed methods and costs; and established the present rates as just. All the Bell Company asks is a rate sufficient to provide satisfactory service to every subscriber.

American Telephone and Telegraph Company
And Associated Companies

One Policy One System Universal Service

WESTERN OFFICE FOR A. N. P. A. AD BUREAU

Immediate Opening Authorized by Committee in Charge—Meeting and Conference with A. A. A. A. in Boston

BOSTON, Oct. 15.—Today's meeting of the committee in charge of the A. N. P. A. Bureau of Advertising was well attended. W. F. Rogers, Boston Transcript, chairman, presided. There were present: William Findlay, Toronto Globe; John B. Woodward, Chicago Daily News; David B. Plum, Troy Record; Louis Wiley, New York Times; M. D. Hunton, New York; Col. G. Edward Buxton, Providence Journal; Frank P. Glass, of the Birmingham News, president A. N. P. A.; L. B. Palmer, general manager of the A. N. P. A.; William A. Thomson, director of the Bureau, and his associate, Thomas H. Moore.

The present financial condition of the Bureau was a cause for rejoicing. It was unanimously voted to open a Chicago office of the Bureau and Director Thomson was authorized to secure a good location and appoint a Western representative.

The questions of standard rate card and order blank, agency commission and other vital subjects, were very freely discussed.

PUBLISHERS ARE HOSTS TO AGENCY MEN

(Continued from Page 10)

of success, in order that the Government may soon become the greatest advertiser in the country.

Lieut.-Commander L. E. Denfeldt, of the Navy Recruiting Service here, said that the Navy's condition is critical for lack of men and that advertising is vital because so few men know the Navy's advantages. He urged the active interest and co-operation of all publishers in making it plain to the people that the Navy is a big vocational school, that an able ambitious young man may learn a good trade in short time while seeing the world. "The Navy needs young men to man your battleships and destroyers," he said, and he made it clear that the eyes of official Washington are on this campaign.

Col. G. Edward Buxton, Jr., treasurer of the Providence Journal and Bulletin, who served in the 82nd Division during the war, said that there are now few requests received by his paper for "thinly disguised advertising masquerading as news." Printing such matter, he said, injures the prestige of a newspaper, and once prestige and public confidence are gone a newspaper is about as valuable as a dodger thrown over the back fence.

Buxton Tells of Heroes

All publishers, he said, prefer standardization in the interest of efficiency, good will and greater profit. The acid test of a newspaper, he said, is service and value.

Col. Buxton told, at the request of the toastmaster, of the unconquerable spirit of American boys in the battles of the Argonne and of the exploits of Sergeant York and other heroes of his division. It was a thrilling and inspiring talk. It was announced by the toastmaster that the Colonel has just completed a history of the 82nd Division.

Harry Dwight Smith was the last speaker. He stressed the commercial value of the real "get together" spirit and bespoke a better understanding for the good of advertising.

The famous menu was as follows:

Cape Cod Oysters
Cocktail Bonze
Boston Clam Chowder
Mixed Sea Grill
New England Succotash a la Creole
Toasted Johnny Cake
Old Fashioned Pumpkin Pie
Coffee

Among those present were:

H. E. Ayres, H. W. Allen, Otis H. Adams, Chas. K. H. Bunting, J. Wesley Barber, Harold P. Barber, John D. Bogart, James Wright Brown, George F. Booth, W. A. Brownell, G. Edward Buxton, Jr., W. O. Bryan, O. H. Blackman, Frank B. Baldwin, Russell Bacon.

H. H. Charles, Cleaveland A. Chandler, H. Wendell Curtis, A. P. Crary, A. Conover.

William H. Duncan, Timothy F. Dwyer, B. H. Dingley, John A. Davis, G. R. Dunham, J. J. Devins.

Fred W. Enwright.

William Findley, S. M. Fisher.

M. P. Gould, A. R. Greenleaf.

M. D. Hunton, Arthur E. Holden, Henry B. Humphrey, Irving W. Humphrey, Chas H. Hastings, Frank C. Hoyt, Walter R. Hine, J. P. Hollman, Wm. B. H. Hall, Elmer E. Horton, Edward Hooker, Thos. A. Hagerty, A. B. Hall, F. W. Hartford.

William H. Johns, F. E. Johnson, Frederick Jordan.

Henry Knott.

Charles Lanahown, J. M. Linton.

Julius Mathews, A. O. Miller, Robert F. Maréee, E. A. MacKen, J. A. Mushling, M. MacMartin, H. Marks, John J. Morgan, James T. Murray, W. F. Maloney, Thomas H. Moore.

Fleming Newbold.

Robert L. O'Brien, P. F. O'Keefe, James O'Shaughnessey.

E. W. Preston, Chester J. Pike, Joseph H. Powers, Charles E. Pancoast, Lincoln B. Palmer, David B. Plum, J. D. Plummer, Charles Prentrey.

John R. Rathom, Stanley Reeor, William M. Rose, J. W. Richards, William F. Rogers, Philip Ritter, Philip Ritter, Jr., H. C. Rice, A. H. Rogers.

Walter H. Snow, Carl E. Shumway, E. E. Smith, Franklin P. Shumway, W. C. Sampson, R. E. Sickels, Arthur P. Sachtleben, F. R. Sands.

C. H. Tobey, Charles H. Taylor, Jr., William A. Thomson.

Mr. Veth.

Louis Wiley, E. A. Westfall, Allen H. Wood, C. Wholley, James Albert Wales, C. H. Wtite, Robert L. Wright, John B. Woodward.

NEW DAILY FOR NORFOLK

News, Democratic, Will Soon Appear in Morning Field

NORFOLK, VA., Oct. 13.—This city is to have a new morning paper as soon as an application for a charter, which has been made by the Norfolk News Publishing Corporation, has been granted by the state corporation commission. The paper, it is understood, is to be Democratic. It will enter the morning field now occupied by the Virginia-Pilot, which is also Democratic.

In the application for charter, W. R. Wilson, formerly associated with the New York Times, is named as president; H. M. Huppell, of Norfolk, who was head of the Red Cross work there during the war, is vice-president, and B. Gray Tunstall, the city treasurer, is secretary and treasurer. Minimum capital is $100,000; maximum, $500,000.

S. N. P. A. Meeting on October 21

Chattanooga, Tenn., Oct. 15.—A meeting of the executive committee of the Southern Newspaper Publishers' Association has been called to meet at the Hermitage Hotel, in Nashville, on October 21. The legislative committee, as well as the newsprint committee and the advertising committee, will probably meet at the same time. A number of matters of importance will be up for consideration.

Van Burne and Tims Promoted

New Orleans, Oct. 15.—J. A. Van Burne has been appointed business manager of the Times-Picayune, succeeding John L. Ebaugh, resigned, and John F. Tims, Jr., becomes advertising manager in Mr. VanBurne's place.

ILLINOIS

While Illinois, as a state, stands first in valuation of its field crops, and has the highest valuation of farm lands of any state in the Union,

Illinois is the greatest market for the selling of farm products in the world.

The wheat, oats, corn, meat and butter of the United States find their greatest market in Illinois.

Producers from all over the country send or take their products to Illinois to sell.

Consumers from all over the country go to Illinois to buy.

The greatest wholesale dry goods house in the world is in Illinois.

The greatest retail store in the world is in Illinois.

Illinois daily newspapers as listed below, cover this great state, and cooperate with manufacturers in creating and maintaining sales.

They localize national advertising.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	16,000	.045	.045
Bloomington Pantagraph (M)	17,213	.035	.035
Champaign Daily Gazette (E)	4,605	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M)	289,004	.38	.31
*Chicago Herald-Examiner (S)	596,851	.53	.46
Chicago Daily News (E)	386,498	.43	.43
Chicago Journal (E)	116,807	.22	.18
Chicago Post (E)	55,427	.25	.12
Danville Commercial News (E)	15,086	.03	.03
†Elgin Courier (E)	8,173	.025	.025
Moline Dispatch (E)	10,113	.03	.03
Peoria Star (E)	22,738	.045	.04
*Quincy Journal (E)	8,342	.025	.025
Rockford Register-Gazette (E)	13,477	.03	.03
Sterling Daily Gazette (E)	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, $2,3304.
Government Statement, April 1st, 1919.
† Government Statement, October 1st, 1919.

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CORPUS CHRISTI PAPER BACK IN FORM

Part of the Caller's Plant Was Wrecked, But It Only Missed Two Issues—Hedges City Editor

While the first floor of its new building was practically wrecked and the large press was under water for ten hours during the tropical storm that swept the Texas Gulf coast in September, the Corpus Christi Caller only missed two issues. However, for the first few days after the storm the paper appeared only as a one sheet broadside.

The broadsides carried all the latest news and lists of the storm casualties and were read eagerly by the Caller's many subscribers. The only days on which the Caller missed were September 15, the day immediately following the storm, and Sunday, September 21.

The business office of the Caller was wrecked by the storm and the loss in furniture, files, records and white paper was very large. Owing to the fact that the city plants were practically destroyed, the Caller was without light, gas and power for two weeks.

On September 22, publication of the Caller as four-page daily began in the plant of the Record at Kingsville, forty miles from Corpus Christi and continued until September 30, when publication was resumed in the home plant. More than six hundred lives were lost in the storm at Corpus Christi and the property loss is reported to have been in excess of $20,000,000.

The Caller, now back to its old form of service, reports the following changes in its staff since the storm: Frank H. Hedges, formerly with the Miami (Okla.) Record has been appointed city editor, and Walter F. Doney has been appointed classified advertising manager, succeeding Frank H. Scott, resigned.

TO FIND ADVERTISING JOBS

S. DeWitt Clough Will Aid Discharged Soldiers and Sailors

CHICAGO, Oct. 14—The Advertising Post of the American Legion has appointed an employment committee, of which S. DeWitt Clough, 4757 Kenwood avenue, is chairman. The object of this committee is to fill, so far as possible, vacancies in advertising jobs, with service men, having the proper qualifications and experience to fill these positions. The Government Employment Bureau for Returned Soldiers and Sailors has had few openings for high class advertising men. There is a need for a clearing house in Chicago, which will bring together employers and advertising men seeking positions, and the employment committee of the American Legion will try to fill it.

Col. W. D. Mann 80 Years Old

HAGUE, N. Y., Oct. 12.—Col. William D'Alton Mann, who has had been in editorial work since 1867 and owner and editor of Town Topics since 1801, has just celebrated his eightieth birthday anniversary at Sauterer's Rest, his summer home here, following his return from Detroit where he attended the annual reunion of the Custer Cavalry Brigade.

"Western Reserve" Has Ad Course

CLEVELAND, O., Oct. 15.—The Western Reserve University opened an advertising course September 24. The course is conducted by the Cleveland Advertising Club, the faculty including Charles W. Meara, C. H. Handerson, and L. E. Honeywell. Mr. Meara is president of the club and advertising manager for the "Winton Six." University students taking this course will receive credit toward degrees. Classes meet Mondays and Wednesday evenings in the quarters of the Cleveland Ad Club, Hotel Statler. Men and women are eligible.

Helped Capture Bandits

ST. PAUL, MINN., Oct. 15.—Vincent O. Law, a reporter for the Pioneer Press, accompanied a squad of detectives in their pursuit of bandits who had just robbed two banks, and took part in the gun fight which resulted in the capture of the criminals. Mr. Law wrote a spirited account of the battle for his paper, saying it reminded him of the occasions when he faced the Germans in France.

Will Teach Journalism

The College of the City of New York has established a course in journalism at the Brooklyn branch of the college, in charge of Herbert L. Bridgeman, business manager of the Brooklyn Standard-Union, H. V. Kaltenborn, assistant managing editor of the Brooklyn Eagle, and Dr. Frederick B. Robinson, dean of the recently organized School of Business and Civic Administration.

Show Service in Ads

St. Louis, Oct. 4.—The Star of this city and the Chicago Evening American have been running large daily advertisements, emphasizing advertising as a time-saving service to readers. "Without advertising, you would have to visit a score of places, weighing and choosing, and then not being sure you had made the right selection at the most economical price," says the Star in a piece of current copy.

Ad Clubs Among Students

DES MOINES, IA., Oct. 13.—The Advertising Club is investigating the possibility of establishing Junior Ad Clubs in the local high schools. A committee consisting of Ed. Hopkins, of Successful Farming; E. F. Schwartz, of the Register and Tribune, and Paul M. Talbot, of Corn Belt Farming, has been appointed to look into the matter.

Paper Has Tractor Show

DECATUR, ILL., Oct. 15.—The Herald scored a big success recently with a farm power show it staged near this city, more than 2,000 farmers being present.

Besides exhibits of other farm machinery, there was a demonstration of plowing by eight makes of tractors.

K. of C. Paper Sold

CEDAR RAPIDS, IA., Oct. 14.—The Caravel, State organ for the Knights of Columbus, formerly published by A. F. O'Hern, business manager of the Davenport Times, has been taken over by Joseph McCormick of Cedar Rapids.

J. L. Cochrane Is Ill

CLEVELAND, O., Oct. 10.—John L. Cochrane, a newspaper man well known here and in Washington and who has been handling the publicity of the United States Bureau of Mines, has suffered a stroke of apoplexy.

By Highways and Byways of 75,000 miles Wisconsin's Country-side is assured of its DAILY newspaper!

Agricultural Wisconsin is, the rich foundation of Wisconsin's Urban wealth, POSITIVE ASSURANCE of Cumulative success in the territory for ANY worth-while specialties that will concentrate their advertising effort and use the Dailies liberally.

***Every day advertising* in the English language Dailies of Wisconsin will cost to exceed 3 cents per habitant family *only* by as much as you can expand, and THAT means 312 days at that!**

Of course you can put a whole year into five pages, or spread the space over every day, several inches each time; or go as you please as BIG as you like and as MUCH as you can afford.

Try it in these papers. You cannot beat it.

Papers	Circulation	Rate for 5,000 lines
†Appleton Daily Post (E)	5,010	.0143
Beloit News (E)	6,593	.025
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
†Fond du Lac Commonwealth (E)	6,017	.025
†Green Bay Press Gazette (E)	11,011	.025
Kenosha News (E)	5,221	.01.29
La Crosse Tribune-Leader Press(E&S)	13,567	.035
Madison, Wisc, State Journal (E)	†14,689	.035
Madison, Wisc, State Journal (S)	†10,891	.03
Milwaukee, Wisconsin News (E)	*20,248	.012
Milwaukee Journal (E)	113,830	*.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.03
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1, 1919.
*Publishers' Statement, October 1st, 1919.
†A. B. C. Statement, April 1, 1919.

NEWSPAPERS PROVE NOTE SELLERS

An Electric Railway & Light Company Finds Easiest Way of Selling $2,850,000 Notes to Public.

MILWAUKEE, Wis., Oct. 15—The Milwaukee Electric Railway & Light Company has sold $2,850,000 worth of notes by means of newspaper advertising.

The advertising cost $51,525.62 and office and other expenses amounted to $22,246.11, making the total cost $73,-771.83. The company hitherto has marketed its securities through banks.

A desire to have the public take a financial interest in the company, so as to diminish the hostility that is the common lot of public utility concerns, was the principal reason for selling through the newspapers.

The experiment was such a success, it is held by financial experts here, that it may be undertaken by public utilities in other cities—especially if enterprising newspaper advertising managers call the attention of officials of companies to the possibilities of the method.

The total amount of the note issue was $3,600,000. The other $750,000 worth was sold early in the campaign by means of a small field force, by circulars and by the sale of $400,000 worth to a Milwaukee bank.

There were 5,458 buyers, of whom 3,600 were residents of Milwaukee, 1,608 residents of other places in Wisconsin and 160 residents of other states. The number of women buyers was 1,394. The notes will mature in five years, and bear 7 per cent interest.

HELPING ADVERTISERS

South Bend Publishers Issue Special Information Paper for Them

SOUTH BEND, IND., Oct. 15—The News-Times, Jr., a monthly publication issued by the advertising department of the News-Times for the benefit of advertisers, has made its appearance. The News-Times, Jr., is a small four-page paper, printed on heavy book paper and will be mailed regularly without charge to all business houses in the city which use newspaper advertising space, whether it be large or small.

It is the plan of the publishers of this small newspaper to co-operate with the advertiser in every way possible for the purpose of making his advertising space just as profitable as possible.

The paper will contain helpful data of all kinds.

TWO LEAVE BRIDGEPORT

Members of Newswriters' Association Plans Dance for October 27

BRIDGEPORT, Oct. 12—Arthur J. Good, for some time city editor of the Times and recently returned from France, has gone with the Boston Journal.

Ira S. French, formerly of the Standard Telegram, left last week for Providence, R. I.

The Newswriters' Equity Association is planning a dance.

IN POLITICAL QUANDARY

Publisher Must Stand for or Against Sun in Montrose Campaign

SCRANTON, PA., Oct. 14—An interesting situation has developed in Montrose, Pa., where the Independent Republican was recently purchased by Dr E. R. Gardner. In the last political campaign Dr. Gardner's son, who ran for a county office, was beaten for the Republican nomination, yet was a victor on the Democratic side. As a result Dr. Gardner's newspaper, always a steadfast supporter of Republican candidates in the future, now faces a problem of opposing the candidacy of its owner's son, or withholding its support from the regular Republican nominee.

Form New Bureau in St. Louis

ST. LOUIS, Oct. 12—The Mid-West News Bureau, covering the territory in and surrounding St. Louis, is a new organization launched by a group of local newspaper men. The concern will have offices in a downtown office building and will announce its plans and organization details within the next few weeks.

Editors in Libel Suit

Ferruccio Corradetti, of New York City, publisher of the official bulletin of the Italian Musical League, has been arrested in connection with a civil action for $25,000, brought by Alfredo Salmaggi, editor of Music and Musicians, who charged libel. The publisher was released on bail.

Georgia Soldiers Have Monthly

ATLANTA, GA., Oct. 12.—Application has been made for a charter for a monthly magazine to be printed here, known as the Georgia Ex-Serviceman. It will be the official organ of the American Legion in this state. The first issue will appear sometime this month.

Oldshue in Hungary

PITTSBURGH, Oct. 14.—Valentine J. Oldshue, former city editor of the Gazette-Times, who has been engaged in war activities overseas since 1915, is now at the head of the first Red Cross relief expedition that has entered Hungary. His charge consists of thirty-five cars filled with food and clothing for a new central Red Cross base.

Walters Agency Adds to Staff

MILWAUKEE, Wis., Oct. 12.—The Walters Company announces the appointments of Norbert C. Beerend as production manager and Charles M. Somers to its general staff. Mr. Beerend until recently was advertising manager of the Badger Manufacturing Corporation, Milwaukee.

Lamphere Moves to Louisville

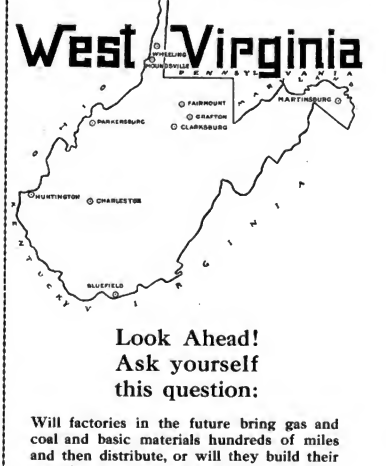
LOUISVILLE, KY., Oct. 13.—C. L. Lamphere, who has been connected with the Hearst papers for a number of years, is now superintendent of the composing rooms of the Courier-Journal and the Times, here.

St. Paul Has New Agency

S. PAUL, MINN., Oct. 12.—The Betting-Thompson Advertising has been incorporated by William J. Betting and Howard M. Thompson, formerly associated with the Randall Company and the Buehler-Mears Company, respectively, of St. Paul.

Raises $1,339 for Tanner Children

KANSAS CITY, MO., Oct. 12.—A draft for $1,399.52 was mailed by the Kansas City Star to the trustees of the William Fitch Tanner children fund in Chicago. This represents the amount contributed to the children through the Star.



Look Ahead! Ask yourself this question:

Will factories in the future bring gas and coal and basic materials hundreds of miles and then distribute, or will they build their manufacturing plants near the mines and the sources of power in West Virginia?

People like to live where they can get steady work and earn a little more than they have to spend for life, liberty and the pursuit of happiness. That they are already coming to West Virginia is shown by the multiplying industries of chemicals, glass, paper, pottery, etc.

Are you advertising in the newspapers in West Virginia and establishing yourself here in good time to PROFIT by the future as well as the present? Do it NOW!

	Circulation	Rate for 5,000 lines.
Bluefield		
*Telegraph ...(M)	5,463	.02142
Charleston		
‡Gazette .....(M)	14,300	.03
‡Gazette .....(S)	14,500	.03
‡Mail .....(E)	9,336	.025
Clarksburg		
†Telegram ....(E)	7,864	.02
†Telegram ....(S)	8,351	.02
After Feb. 1st, 1920..... .03 line flat.		
Fairmont		
*W. Virginian.(E)	5,192	.02
Grafton		
*Sentinel .....(E)	2,275	.014
Huntington		
†Advertiser ...(E)	8,524	.02
†Herald-Dispatch ....(M)	11,165	.02
†Herald-Dispatch .....(S)	11,599	.02
Martinsburg		
‡Journal .....(E)	3,349	.0129
Moundsville		
*Echo	1,730	.0115
Parkersburg		
*News .....(M)	6,239	.02
*News .....(S)	6,239	.02
‡Sentinel .....(E)	6,695	.017
Wheeling		
†Intelligencer .(M)	30,139	.0325
†News .....(E)	14,749	.04
†News .....(S)	17,800	.05

*Government statement, April 1, 1919.
†A. B. C. statement, April 1, 1919.
‡Publishers' statement, April 1, 1919.

File the Facts for Reference

LOVING CUP FROM A. A. A. A. TO WALTER BRYAN

ATLANTA, Oct. 10.—On the eve of Walter G. Bryan's leaving for New York, he was again surprised by token of appreciation from the Southern Council of the American Association of Advertising Agencies, repre-



sented in Atlanta by the Massengale Advertising Agency and the Johnson-Dallis Company.

W. R. Massengale and Ernest E. Dallis called at the Georgian office and presented Mr. Bryan with a handsome loving cup, suitably engraved, as an appreciation by the advertising agencies of his and the Georgian's work for better advertising and the co-operation given them during his four years in Atlanta. The members of the Southern Newspaper Publishers' Association had previously presented Mr. Bryan with a silver service.

Obituary

JOHN RAY BIXLER, aged 77, editor of the Curwensville (Pa.) Herald, died on September 29. For many years he was editor of the Williamsport (Pa.) Sun and News.

ISAAC HAYLEY KNOX, aged 57, publisher and editor of the Waynesboro (Pa.) Republican, died October 6.

JOHN S. MCNALLY, for many years an employe of the Columbus (Ohio) State Journal, is dead.

CHAMBERS AGENCY, Maison Blanche Bldg., New Orleans. Has secured accounts of Magnolia Coffee Company, "Wamba Coffee"; Pyrotol Chemical Company, hair tonic; Figaro Chemical Company, meat preservet. Newspaper schedules are going out.

The Long Island City (N. Y.) Star has been compelled to suspend publication because of a dispute with its union printers.

Last P. O. Report

For the period ending Oct. 1, 1919
Average Daily and Sunday Circulation

76,806

New Orleans Item

Send for a copy of our $3/60 Book of Facts and Figures concerning selling 1/3 of all the people in the United States.

Publicity Is Now Blamed for Industrial Unrest

Agitators Used It and Industry Fails to Counter, Sphinx Club Is Told

The Sphinx Club of New York resumed activities for the 1919-20 season by holding its 163d dinner at the Waldorf-Astoria Tuesday evening. Sherman Rogers, lumberman, and Bainbridge Colby of the U. S. Shipping Board were the principal speakers, the subject of discussion being "Industrial Unrest."

Lack of counteracting publicity to meet agitators' propaganda was declared by Mr. Rogers to be greatly to blame for present conditions. One point he made was:

"Because there was no counter publicity campaign to counteract the campaign of lies the Bolsheviats, the I. W. W.'s and the radicals grew bolder in Seattle and told the shipbuilders their employers were making $100 a day on each man's labor. This was believed. Right here in New York there are fifty publications doing the same work and accomplishing the same results as were accomplished in the West. You can see it on every side, yet there is not a move made to combat this influence."

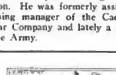
Mr. Colby urged a firm stand in connection with present industrial unrest and declared that among the accepted axioms of other days which must be relegated to the scrap heap was that of labor's unqualified right to strike.

Agency Folks on Outing

The Street & Finney Advertising Agency, New York, recently held its fall picnic at Bayville, L. I., a chicken dinner being served under the supervision of Miss Amy Smith, head of the company's domestic science department.

Langdon Out of Army

DETROIT, Oct. 12.—F. M. Langdon has been appointed to the advertising staff of the Lalley Electro-lighting Corporation. He was formerly assistant advertising manager of the Cadillac Motor Car Company and lately a lieutenant in the Army.



(300 ft. x 280 ft.)

The Detroit News

has a Sunday circulation in Detroit 49 greater than its only Sunday competitor.

Members Audit Bureau of Circulation

The circulation of

The Evening Star

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

BOOKBINDERS SIGN UP FOR $6 INCREASE

Dry Goods Economist Comes Out in Mimeograph — Literary Digest Photographs Typewriting and Prints from Plates

The first hope of an early settlement of the printing trade labor disagreement, which has tied up the industry in New York since October 1, came Wednesday when Bookbinders Unions Nos. 1, 11, 22 and 119 signed new contracts with employers providing for a $6 weekly increase in pay for a 48-hour week; 44-hour week to become effective on May 1, 1921; and an advance of 17 per cent. in overtime piece work. These are among the unions that have been holding out, along with the compositors and pressmen, for $14 increase in pay and a 44-hour week immediately.

It was also announced by President Gootenson of the Hebrew Typographical Union No. 83 that the members had received from the Hebrew owners of job printing plants a $6 a week raise for a 44-hour week, to go into effect at once.

The members of Typographical Union No. 7, comprising the German compositors, had been granted a bonus by the German Herold so that their wage scale now practically equals that of the English compositors.

An appeal to President Gompers of the American Federation of Labor has been made by the international officers of the pressmen's, typographers, and stereotypers' and electrotypers' unions asking that the Central Federated Union of New York be compelled to rescind its resolutions of sympathy with the seceding unions of New York passed at a meeting last Friday, and that upon failure to do so its charter be revoked.

"Big 6" Will Arbitrate Wages

At a meeting of "Big 6" members, Sunday, the officers were instructed to arbitrate the $14 wage increase demand, but to "hold out" on the 44-hour week. It was also voted to return to the members the $100,000 strike fund that has been collected since October 1.

"Big 6" members are not on strike, but many who have not been laid off because of the shutting down of plants, due to the lockout of pressmen, are on "vacation," despite orders from their international union officers to stay at work.

The present attitude of the employers toward "Big 6" members was expressed by F. A. Silcox, representing the labor committee of the Printers' League, as follows: "As soon as the typographers make a request for a conference, we shall be ready to meet them."

Won't Recognize Pressmen

Regarding the pressmen, the Printers' League declares: "The employing printers have decided they will not hold any conferences or make contracts with any union not in good standing with its international and affiliated with the American Federation of Labor. They intend to see this issue clear through to the finish. In this they have the backing and indorsement of the international unions of the American Federation of Labor. The situation is all a part of the general fight all over the country to determine whether agreements are to mean what they say and are to be kept in good faith or are to be mere scraps of paper.

"Members of the League have always operated union shops and they desire to deal with responsible unions, but have grown sick and tired of trying to do business under constant threat that if this or that is not immediately done there will be a walkout, strike or 'vacation.' There can be no compromise on the issue of keeping contracts or secession."

The most novel move since the printers' trouble began has been made by the Literary Digest, the October 18th number of which has been printed from photo-engravings of typewriting.

The Dry Goods Economist has been issued in mimeograph form, keeping up its record of 73 years without missing an issue.

prestige

You buy more than so much circulation when you purchase News advertising. You buy real reader interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.

The Indianapolis NEWS

FOR 80 YEARS A NEWSPAPER.

Charter Member A. B. C.

PUBLISHERS!

"The S & M Insured Agency Delivery Service—Our Checking Card" means to you what the A. B. C. means to Advertisers and Agencies—

Definite Proof Of Insertion
GUARANTEED Payment
[In Full and On Time]

Send for List of Subscribers

Conquelin's Schwarzer Mandel Inc
450 Fourth Ave. N.Y. 7705-7706 Madison Sq.

During the seven months ending July 31

614,922 agate lines

of national advertising were published in

The Clarksburg Telegram

a gain over the same period of 1918 of

74.5%

It pays to advertise in "West Virginia's Leading Newspaper."

138,810 More Lines

of Foreign Display advertising appeared in the PLAIN DEALER during August, 1919, than in the second Cleveland paper—or almost as much again.

National advertisers have proven that they get the best results in Cleveland and Northern Ohio from

The Plain Dealer

Largest Morning and Sunday Circulation between New York and Chicago.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

MAINE PAPERS MUST ADVANCE PRICES

Warning of "Fatal Business Error" Sounded at Portland Convention —Don Seitz Tells of Newspaper Service

PORTLAND, ME., Oct. 11.—The annual meeting of the Maine Press Association, features of which were addresses by John C. Koons, first Assistant Postmaster General; Carter B. Keene, director of the Postal Savings System; and Don C. Seitz, business manager of the New York World, was held here Thursday and Friday.

Charles H. Fogg, publisher of the Aroostook Times, at Houlton, was elected president to succeed Charles F. Flynt, business manager of the Augusta Journal, who declined a re-election. Roland T. Patten, business manager of the Independent-Reporter, Skowhegan, was re-elected secretary and treasurer.

President Flynt in his opening address said the purpose of the meeting was to discuss business and make plans for the betterment of the advertising and printing business.

"Today we are passing through one of the greatest periods of labor and social unrest the world has ever witnessed," he said. "The newspapers particularly have been very hard hit with sharp advances in all materials and labor entering into the making of the newspaper. The Maine publishers cannot long continue in business at the old rates, either on subscriptions or advertising.

"This is a time when nearly all publishers outside of the State are advancing their subscriptions and advertising rates, and the Maine publisher who does not advance his rates, commensurate with his increased costs, will make a fatal business error."

Mr. Flynt then recommended that a legislative committee be appointed to go to the Legislature and look after the interests of the printers.

Seitz Makes Able Address

The names of Anson M. Goddard of Augusta, A. L. T. Cummings of Orono, Percy Whiting of Augusta and Walter A. Smith of Bucksport were accepted for membership in the association. Francis M. Joseph of Waterville spoke on "A Standard Price List for the Maine Jobbers" and his address was followed by discussion.

The out-of-town members were guests of the three local daily newspapers, the Daily Eastern Argus, Portland Press and the Express-Advertiser, at the banquet served Thursday evening at the Elks' Club.

Don C. Seitz, business manager of the New York World, who started his career in a humble capacity in the office of the Norway Advertiser, a Maine weekly paper, spoke on "The Newspaper and the Community."

Mr. Seitz said that in his soul he believed that the war between the states in this country was largely fostered by the newspapers of the North and South. "If they had told the facts," he said, "each of its own section and concerning the other section and had left out the fire eating and the shouting and evil ideas, I feel sure the country would not have had the Civil War."

Mr. Seitz's subject gave him a wide scope and he entered into an address which he appeared to enjoy equally as well as his audience. He told how the first newspaper was started in England and how at that time it was in the form of a written news letter in which the general doings of the city of London were detailed and passed about for those who desired to read. It was the idea of a woman which brought to the fore the printed newspaper. At first, and for a full 100 years there was only a weekly newspaper. Then came the daily, very small at first, but growing gradually up to the present big metropolitan sheet.

The newspaper for many years performed its proper function, that of a news and facts distributor, but in an evil day, he said, it became the organ of a cause and the agent of some political party or some political person. "Then," said Mr. Seitz, "it ceased to be a newspaper and became a partisan organ, a mere lobbyist and a bringer on of strife." It was at this point that the speaker made the remark that he believed the newspapers of the North and South were responsible for the Civil War.

Pulitzer Revived Ideals

"It was not until Joseph Pulitzer came into prominence in the newspaper field in 1878," said Mr. Seitz, "that the old ideas began to come back. Mr. Pulitzer brought back to life the idea that a newspaper was the servant of the community, that the press is or ought to be free, not in the sense of the word freedom for license, but in the sense that a newspaper ought to be free to tell all the public is entitled to know and the public is entitled to know everything."

Mr. Seitz then remarked that in some respects the papers of today are carrying this idea too far; they are telling too much. They have usurped the old-time stump speaker in the political field. The speaker gave a short account of the newspapers of half a century ago, and finally spoke of the local paper, stating that it had a field all its own. He told how to build up a newspaper by utilizing its full space for value either of news or of advertising that pays. "The trouble with editors," said Mr. Seitz, "is that they deal with men and not with objects."

Interesting talks on the postal service were given by First Assistant Postmaster General Koons and Carter B. Keene, director of postal savings and a native of Maine.

The greater part of the final session on Friday morning was taken up by an open discussion of the methods of running a country newspaper. The discussion was opened by Charles H. Fogg of Houlton, the newly elected president, who gave an interesting account of the financial methods of one country newspaper which he suffered to the members as a "horrible example" of inefficient business methods.

"Horrible" Business

At the end of the reading of his paper, it was not quite clear to those present whether this publisher whose methods were described had made a profit of a few dollars for his year's work or was owing money to himself.

Leon A. Gray gave an interesting account of his experiences the past six months in the publishing of a country weekly, the Lincoln County News at Damariscotta. He told his methods frankly and said he believed he had solved a problem which similar publishers had considered a bugbear.

President Fogg appointed an executive committee, consisting of Frank B. Nichols, of Bath, who also will be chaieman of the daily newspaper division, Fred B. Merrill, of Bethel, to be chairman of the country newspaper division, and Francis M. Joseph of Waterville, to be chairman of the job printing section, and the vice-presidents.

Association of Dailies Meets

PORTLAND, ME., Oct. 14—In order that the members might attend the annual meeting of the Maine Press Association here, the quarterly meeting of the Maine Daily Newspaper Association was held in this city Wednesday night.

The members of the association, which consists of the publishers and business managers of the daily newspapers of this State, were the guests of William H. Dow, business manager and treasurer of the Evening Express Publishing Company. They were entertained at the Elks' Club where the banquet and business meeting were held.

A shop-talk of some two hours was indulged in with mutual benefit, the dry edge being taken off the business discussions by the telling now and then of an amusing incident in the experience of the gentleman telling it. One of these was related by Colonel Charles H. Prescott, publisher of the Biddeford Journal.

Colonel Prescott told a story of a $30,000 dinner which he paid for in Brazil some four or five years ago while making a tour of South America. There were three persons in the party beside himself. He paid the price named for the dinner for the four and said he had eaten a good many better dinners. The amazement of his hearers became less, however, when he said that the $36,000 in Brazilian money equalled only about $6 in Uncle Sam's good money.

Connecticut Convention October 18

HARTFORD, CONN., Oct. 13—The Connecticut Editorial Association will hold its fourth quarterly meeting at Derby, Conn., on Saturday, October 18. Governor M. H. Halcomb will be the guest of honor, and the members will inspect the plant of the Connecticut Light and Power Co., at Stevenson, during the day.

Blakelock Makes Change

NIAGARA FALLS, N. Y., Oct. 12.—The Niagara Wall Paper Company's advertising has been placed in charge of F. G. Blakelock, heretofore advertising manager of the U. S. Light & Heating Corporation.

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative.
1606 Heyworth Building
29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 30 and 10 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

WE SPEND MORE THAN $500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

The True News FIRST
Always—Accurately
International News Service
World Bldg. New York

New Era Features
30 E. 42nd St., New York City
Forty Leading Papers Print Our Service
Send for our Headline History of the World War

Time and Money
Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up *for themselves* a service of their own.
Write or wire for terms of membership. Only a few cities now open.
The Associated Newspapers
170 Broadway New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 37TH ST. NEW YORK

CIRCULATORS CHANGE THEIR POSITIONS

Annenberg Goes to Philadelphia Press and Hasenack to New York Sun—New Posts for Barry and O'Connor

Several important circulation management interchanges became effective this week.

J. M. Annenberg resigns as circulation manager of the Albany Knickerbocker Press to take charge of circulation for the Philadelphia Press. He succeeds James Hasenack, who becomes circulation manager of the New York daily and Sunday Sun, relieving Edward Barry, who will hereafter be in full charge of the Evening Sun's circulation.

John W. O'Connor, who was Mr. Annenberg's assistant, becomes circulation manager of the Albany Knickerbocker Press.

CHICAGO BANK ADVERTISERS

Copy Handled From News Stand Point, With Striking Effect

CHICAGO, Oct. 12.—Dow, Jones & Co., the corporation which operates the Wall Street Journal and the News Bulletin Service in New York, has become active in the Chicago financial advertising field by handling the account of the new Great Lakes Trust Company. The work is in charge of Glenn Griswold, who for six years was financial editor of the American and the Tribune and left the latter institution July 1 to enter the advertising field.

Although not the first to embrace the theory, Mr. Griswold believes that bank advertising is bank news and that every advertisement is a story. The opening of the bank was widely advertised purely on its news merits.

MAKING NEWSPAPER STUDY

Several Publications Co-operating in Plan for Better Understanding

The Committee for Newspaper Research, formed by the Brooklyn Eagle, Minneapolis Journal, Des Moines Capital, Sacramento Bee, Milwaukee Journal and Omaha World-Herald—whose special representatives in New York are O'Mara & Ormsbee, Inc.—is engaged in the work of preparing, for publication in two parts, a study of newspaper advertising. The purpose of this research work is to serve as a sales argument for the newspapers concerned, but to promote a better understanding of the possibilities and costs of newspaper advertising in general, to throw light on dealer and consumer problems and to promote the improvement of typographical effects in newspaper advertising copy by showing examples of possibilities in this direction.

The preparation of the work is in direct charge of Merrill Rogers, secretary of the committee, with offices at 225 Fifth avenue, who will welcome the cooperation of those interested in adding to accumulated advertising knowledge.

Chinese Student Wins Bennett Prize

The James Gordon Bennett prize at Yale has been awarded for the year 1918-19 to Ch'en Chun, of Krashing, China, for his essay on "The Railway and the Government." The prize, which consists of the income from a fund of $1,000, was established in 1893 by the late James Gordon Bennett, proprietor of the New York Herald. It is given for the best essay upon a subject of contemporaneous interest in the domestic or foreign policy of the United States Government.

Organize Advertising Service

MINNEAPOLIS, Oct. 14.—Frederick Kammann, Jr., Maurice Kammann and Carleton A. Kammann, brothers, have become associated in the conduct of the Kammann Advertising Service.

80 Tons of Paper in One Edition

OKLAHOMA CITY, OKLA., Oct. 12.—More than eighty tons of newsprint were used in the Fair edition of the Daily Oklahoman last Sunday. The issue contained 152 pages and is the largest issue ever published by an Oklahoma newspaper.

Lyon to Be Tried for Murder

RICHMOND, Mo., Oct. 14.—The trial of Robert S. Lyon, editor of the Richmond Conservator, charged with the murder of Judge Frank F. Divilbiss last spring, will be held at the October term of the Ray County Court.

"A. B. C." Reports on Peoria

CHICAGO, Oct. 14.—Audit Bureau of Circulations reports have been issued on the Peoria (Ill.) Journal and Sunday Journal-Transcript and the Peoria Evening Star.

Mackin Joins Scranton Times

SCRANTON, PA., Sept. 30.—Lieut. James G. Mackin, formerly on the Republican news staff, is now with the Scranton Times.

Wide-Awake Houston Man Uses Opportunity

Once-in-a-Century Date Combination "9-9-1919" Makes Hit for Houston House

HOUSTON, TEX., Oct. 14.—Commemorating that one period of a century when but two figures express the number of the month, the day and the year, viz.: 9-19-1919 a local dry goods firm made a decided hit with a display advertisement in the Houston newspapers on September 19. J. B. Westover, advertising manager, evolved the idea, which proved a success.

In the text it was stated that the last time a similar combination of figures could be made was August 18, 1818, and the next occasion such a combination can be used will be February 20, 2020. The sale which this advertisement heralded was unusual in the manner in which the prices were featured, as for example: 119 silk dresses in 1919 styles offered for $19.19.

Throughout the advertisement the combination of nine was thus used.

Buys Maine Journal Interest

BOSTON, MASS., Oct. 14.—Winfield M. Thompson, long connected with the Globe and recently called as an authority on yachting and maritime matters, has purchased an interest in the Marine Journal of New York. He has concluded the work for the United States Shipping Board Recruiting Service and will be associated with Winthrop L. Marvin and Capt. George L. Norton, who will retain the position of president of the Marine Journal Company. Mr. Thompson's address is 17 State street, New York City.

Printer in Bankruptcy

Corydon A. Woodward, printer, 5 Beekman street, New York, has filed a petition in bankruptcy, with liabilities of $14,000 and assets of $200.

Rowe Won't Succeed Barrett

WASHINGTON, D. C., Oct. 11.—Representatives of the Treasury Department declared to a representative of EDITOR & PUBLISHER today, that reports of Dr. Leo. F. Rowe's appointment as director-general of the Pan-American Union "are entirely without foundation." It was stated that as soon as the President accepts Dr. Rowe's resignation as Assistant Secretary of the Treasury, Dr. Rowe will take charge of the Division of Latin-American affairs in the Department of State.

New Maine Ad Agency

PORTLAND, ME., Oct. 14.—The Right Advertising Company, Inc., has been organized here with a capital stock of $10,000. The officers are Albert E. Anderson, president; Harold F. Schnurls, treasurer; William H. Murray, clerk; Anderson, Schnurle and Helen H. Wheldon, directors. All are residents of Portland.

Ocain Returns to Santa Ana

SANTA ANA, CAL., Oct. 12.—Charles D. Ocain has returned from Tucson, Ariz., to his old position as advertising manager of the Register. "There's no place like California," he told the representative of Editor and Publisher.

Scranton Veteran Retires

SCRANTON, PA., Oct. 13.—Michael Walton, Sr., who has been foreman of the composing room at the Times for a number of years, has been retired on pension. Fred Kellar, assistant, has been advanced to the foremanship.

New Daily in Marshall, Tex.

MARSHALL, TEX., Oct. 8.—The Morning News is a new daily. Homer M. Rice is editor and Bryan Blaylock is business manager. It carries the Associated Press service.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.

Morning Edition, 2c
Sunday Edition, 5c

90%
of the circulation of the
ASBURY PARK PRESS
is sold within a radius of 20 miles. This territory constitutes the heart of the NORTH JERSEY SHORE SECTION which is thoroughly and intensively covered by the evening and Sunday editions of the Asbury Park Press.
The Press is supreme in its field and it reaches a highly desirable and responsive class of people. It has the largest circulation in the territory named and is essentially a home newspaper.
Member A. B. C. Standard Rate Card.
Frank R. Northrop, Special Representative
303 Fifth Avenue, New York City
Association Building, Chicago
J. Lyle Kenmouth, Publisher,
Asbury Park, New Jersey.

The Most Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County
This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Test Town of the Country for the National Advertiser
Beloit, Wisconsin
Here is a city rich in factories and agriculture, rich in educational institutions, rich in contentment and Americanism. Workmen own their homes and deposits in banks total $7,000,000.
Beloit has one paper—the Daily News—in which the people have faith.
Circulation over 7,000. Rate, 2½ cents per agate line.

Dominates its Field
LOS ANGELES
Evening Herald
Circulation
127,773
DAILY
Member A. B. C.

The McClure Newspaper Syndicate
supplies continuous daily and weekly services that make and hold home circulation
ALSO
Big Special Features on Timely Topics by Leading Writers
Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.
N373 Fourth Ave., New York

The Pittsburg Dispatch
is the daily buying guide in thousands of thrifty households.
WALLACE G. BROOKE
Brunswick Building, New York
THE FORD PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Phila.

New Orleans States
Member Audit Bureau of Circulation
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade properties in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

CARVER PURCHASES A DAILY

Sells His Interest in Augusta Chronicle and Becomes Sole Owner of Wilmington (N. C.) Dispatch

AUGUSTA, GA., Oct. 12.—The sale of his interest in the Augusta Chronicle and his purchase of the Wilmington (N. C.) Dispatch were announced to EDITOR & PUBLISHER today by R. S. Carver, business manager of the Chronicle. Thomas W. Loyless, president and editor of the Chronicle, announces that he has bought Mr. Carver's 110 shares of stock.

Mr. Carver has bought all the stock of the Wilmington Dispatch from Parker R. Anderson, becoming sole owner of the publication, which is the afternoon paper at Wilmington, with a Sunday morning edition. The Dispatch has the daily afternoon and Sunday morning leased wire of the Associated Press. Wilmington is the second largest city in North Carolina.

Mr. Carver bought a minority interest in the Augusta Chronicle on June 1, 1918, and became business manager. He will take active charge of the Wilmington Dispatch and give his attention to its development.

Blumenstock in New Work

CHICAGO, Oct. 13.—George Blumenstock, formerly advertising manager for J. Schwartz & Sons, is now handling advertising for the Perlstein Company, boys' clothing manufacturers. A special daily newspaper campaign has just been prepared.

Injured in Saving Boys

JUNCTION CITY, KAN., Oct. 12.—C. H. Manley, Jr., owner and editor of the Republican, suffered painful injuries when in attempting to prevent a moving automobile from backing into a crowd of boys he was run over and caught by one of the wheels.

Compromises in Tulsa

TULSA, OKLA., Oct. 9.—The Tulsa Democrat, which was tied up Wednesday by the strike of pressmen, who demanded a wage scale of $45 a week from $33 and $35, effected a compromise and resumed publication today. The World did likewise yesterday. A contract for two years at $40 a week was signed by both sides. Former contracts were for only three months each.

New Account for Woodwards

AURORA, ILL., Oct. 15.—Advertising of the Allsteelequip Company has been placed in charge of Woodwards, Inc.

Witte's New Work

CHICAGO, Oct. 13.—In his new position abroad for the Chicago Daily News, George W. Witte will be associated with Michael Farbman in covering Germany and the new states to the East. Both men will work under the direction of Gordon Stiles, who is in charge of the Berlin office.

Omaha Doubles Advertising

Omaha is to double its appropriation for advertising the city nationally for 1920. The bureau of publicity of the Chamber of Commerce spent $30,000 advertising Omaha during the past year. Last week three hundred salesmen voluntarily canvassed the city and raised the bulk of the $60,000 subscription in two hours.

$37-$40 Scale in Oklahoma City

OKLAHOMA CITY, Oct. 11.—Following the end of the strike, which tied up the newspapers here, E. K. Gaylord announced the scale for printers on the Oklahoman and Times would be $37 a week for day work and $40 for night, the same as the compromise offer made to the unions during their strike.

Thayer Takes Up New Duties

PULLMAN, WASH., Oct. 14.—Frank Thayer, formerly in charge of courses in journalism at the University of Iowa, has arrived here to supervise the department of journalism at State College.

"C. P. L." Will Meet Nov. 26

TORONTO, Oct. 14.—The Canadian Press, Limited, will fix annual meeting immediately before that of the Canadian Press Association, which is now scheduled for November 27 and 28. Both meetings will take place in Toronto.

Katz Wins Copy Prize

BALTIMORE, MD., Oct. 14.—Joseph Katz, advertising manager of the Hub Store, has been awarded first prize by the National Association of Retail Clothiers for the best retail clothing advertisement submitted in a recent contest.

Sharp Leaves Chicago

DES MOINES, IA., Oct. 14.—The C. E. Erickson Company has a new sales and advertising manager in the person of W. B. Sharp of Chicago, who was sales promotion manager of the International Tailoring Company.

"3-I" Circulators to Meet October 21

Attendance Will Include Representatives of Newspapers of Illinois, Indiana and Iowa

(BY TELEGRAPH)

ROCKFORD, ILL., Oct. 10.—The semi-annual meeting of the Circulation Managers' Association of Illinois, at Joliet October 21, will be the first held with Indiana and Iowa circulation managers as members and a large attendance is expected.

The program of papers and discussions includes:

"How to Stimulate Circulation Among Country Agents."—J. A. Beckett, Decatur Herald.

"How I Get Out My Carriers' Bulletin, and Benefits Derived from Same."—G. S. Galloway, Rockford Register-Gazette.

"The Organization and Operation of An Up to Date Circulation Department."—Clarence Eyster, Peoria Star.

"The Building and Maintaining of an R. F. D. Circulation."—W. P. Lovell, Bloomington Pantagraph.

"Systems, Diarys, Etc."—W. H. Coonradt, Decatur Review.

"How to Encourage Carriers to Secure New Business."—W. C. Hunter, Quincy Journal.

"Mail Room Efficiency."—E. C. Hewes, Danville Commercial-News.

"The Duties of a Circulation Manager."—Ruth L. Goodsill, Galesburg Mail.

Topics open for discussion by all members will be: "Cost of Delivery," "Collecting," "Office Owned Routes," "Cost of Delivery," "Independent Carrier Systems."

JULES VERNE OUTDONE

Strange Story Told Concerning Wealthy Reporter

"It is also alleged," says a story in the Rochester Post Express, "that $60 was stolen from the desk of a newspaper office here where Hazzard was employed as porter. The money represented the life savings of a news writer." It is also, we conjecture, alleged.

One envisages the Post Express office as that story was written. The reporter, in a prankish moment, added the last sentence; and the copy-reader didn't have the heart to eat it out.

But our City Ed. says it **was the** Post Express proofroom that erred. "Probably," he says, "it was $6."—F. P. A., in the New York Tribune "Conning Tower."

Covering Industrial Conferences

WINNIPEG, Oct. 15.—T. B. Roberton, labor editor of the Free Press, is spending several weeks in eastern Canada. He attended the Canadian industrial Conference at Ottawa and will take in the Trades and Labor Congress of Canada at Hamilton, Ont.

Buys Land to Build

ABILENE, TEX., Oct. 12.—The Abilene Printing Company, which publishes the Daily Reporter, has purchased a corner lot at North Second and Cypress streets for $20,000 and will erect a modern building to house its printing establishment.

Block Moves New York Offices

The offices of Paul Block, Inc., were moved last week from 250 Fifth avenue to 95 Madison avenue, corner of 29th street, where they occupy an entire floor.

Lamson Joins the Capital

DES MOINES, IA., Oct. 12.—Flora Lamson, society editor for the Register and Tribune, has taken a position with the Capital.

New Press in Sheridan

SHERIDAN, WYO., Oct. 12.—The Enterprise has installed a new Cox press.

Food Medium *of* New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

25 Park Avenue, NEW YORK — Lytton Building, CHICAGO

Reaching the MOST Buyers at the LEAST Cost

BOSTON AMERICAN

Govt. Statement For Six Months Ending April 1st.

301,270

The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

Des Moines Register and Tribune

104,858 Daily Morning and Evening

71,240 SUNDAY

Net Paid Average Six Months ending September 30, 1919 Member A. B. C.

The Dominating Force

In a manufacturing territory famous for its Textile, Thrift and Posterity where a million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep this on your list.

FOREIGN REPRESENTATIVES

J. C. Klein, Metropolitan Bldg., New York.
John Glass, Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.

Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P. Reasonable requests for trade information given prompt attention.

F. R. Northrup, 302 5th Avenue New York City

THE PEOPLE OF NEW LONDON, CONN.

have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

The NEW LONDON TELEGRAPH

JULIAN D. MORAN, Publisher and Mgr.

Representatives

Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Congregationalist

is not read for fun; it is read *seriously*; therefore it is *well* read.

Broad-minded advertisers know

THE CONGREGATIONALIST, 14 Beacon St. BOSTON, MASS.

The Pittsburg Press Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives, Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, New York. JOHN GLASS, Chicago.

SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

PLAIN DEALER STARTS NEW BUILDING

Plans to Double Size of Present Home, Which Has Been Outgrown in Ten Years—Hurrying for New Presses

CLEVELAND, OHIO, Oct. 13.—The Cleveland Plain Dealer will double the size of its present home, which was erected about ten years ago. Work was started last week in tearing down old buildings on the west side of the present Plain Dealer home, which is on the northwest corner of Superior avenue and East 6th street.

The new building will be a duplicate of the present structure in exterior appearance, but plans for the interior have not yet been completed. Work on the foundation and basement will be rushed so that new presses, now badly needed, may be installed as soon as possible.

SULLIVAN IN PORTLAND

A. N. A. Secretary Speaks Before the Kiwanis Club on "Advertising"

PORTLAND, ME., Oct. 11.—Members of the Kiwanis Club listened with much interest to an address by John Sullivan, secretary-treasurer of the National Association of Advertisers, on commercialism through advertising. Many of the phases of industrial business of all lines were presented by Mr. Sullivan in a clear-cut and definite manner. He declared that business concerns are learning that the fundamental success of their business is through advertising and that each concern or company must specialize and make a study of its business and articles advertised.

Many failures have been due, he said, to advertising when the heads of the company spent their monies without a study of market conditions.

AGENCY USES AIRPLANE

Takes Photographs from Sky of Real Estate for Advertisements

SEATTLE, OCT. 12.—The Strang & Prosser Advertising Agency here is making use of an airplane to take photographs from the sky of real estate offered for sale in newspaper advertisements by their clients. These photographs are reproduced in the ads.

In an aerial photograph, there is shown the contour of the country and many other details that cannot be brought out in a map, the agency explains.

TROWBRIDGE GOES WEST

N. Y. "Special" Joins O'Mara & Ormsbee in Chicago

E. C. Trowbridge has been appointed Western manager of O'Mara & Ormsbee, Inc., and Roy F. Hinman has returned to the firm's New York selling forces, after war service.

Mr. Trowbridge for several years past has been the Eastern representative of the Los Angeles Herald, the San Diego (Cal.) Union-Tribune and the San Francisco Call-Post. O'Mara & Ormsbee have added the San Diego paper to their list, but announcement of the future representation of the others has not been made.

Nichols-Moore Agency Starts

CHICAGO, Oct. 15.—The Nichols-Moore Company has been organized here as an advertising agency by Drustus R. Nichols and John C. Moore, both lately with the Allied Publicity Bureau, Cleveland. E. J. Writhoff and C. C. Shiras are associated with Messrs. Nichols and Moore in the operation of the business.

Timberman in Own Business

WILKES-BARRE, PA., Oct. 12.—Lieut. Charles Timberman, formerly a member of the Record, has been elected secretary of the Fahringer Engraving Company, a new concern. Mr. Timberman is also a stockholder in the company.

Revives After War

CHEYENNE, WYO., Oct. 12.—The Snake River Sentinel of Baggs, Wyo., which suspended publication a little over a year ago on account of the stress of war conditions, has just been revived by the former editor, M. P. Christensen.

Sullivan With Motor Age

CHICAGO, Oct. 12.—Lambert Sullivan, formerly automobile editor of the Daily News, has joined the editorial staff of Motor Age, Chicago, as news editor and assistant to Darwin S. Hatch, the managing editor. Fred B. Schafer has joined the Motor Age copy staff.

Leaves News for Agency Work

CLEVELAND, O., Oct. 13.—Charles G. Reed is a new addition to the publicity and sales promotion staff of the Dunlap-Ward Advertising Agency. For a number of years he has handled automobile news and advertising for local newspapers.

Will Manage Political Campaign

Joseph Johnson and William A. Orr, former New York newspaper men, have been appointed managers of the political campaigns of Irwin Untermyer for Justice of the Supreme Court and William H. Chorosh for Justice of the City Court, respectively.

Sign New Printers' Scale

COFFEYVILLE, KAN., Oct. 12.—The local typographical union has signed up a new scale representing an increase of 6% per cent. over their 1914 scale. Changes also were made in working conditions.

2 Pages of Classified in Kansas

LAWRENCE, KAN., Oct. 14.—The Journal-World carried two full pages of classified advertising, a record said never to have been exceeded in the history of any small town newspaper in Kansas.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

Press For Sale

Owing to consolidation will sell Goss eight-page stereotyping press and full equipment in good condition. Chew Publishing Co, Xenia, Ohio.

INCORPORATIONS

New York—Applied Advertising Agency, $20,000; D. and J. Whitestone, D. L. Cohen, 42 Broadway.

Bolivar Trading Company; printers' and lithographers' supplies; $10,000; H. Voelcker, H. Barger, L. Barth, 32 Union Square.

Plottier Publishing Company; $25,000; A. Plottier, E. C. Regut, G. Burlet, 54 West 26th street.

Rich Printing Company; dissolved.

Neura Paper Company; capital increased from $600,000 to $1,200,000.

Lithoprint Company (Delaware corporation); authorized; printing and engraving; $195,000; representative, M. C. Hale, 41 Warren street.

Auburn, N. Y.—Auburn Publishing Company; capital increased from $100,000 to $125,000.

Astoria, Ore.—Budget Publishing Company; $50,000; E. B. Aldrich, F. W. Lampkin and M. R. Chessman, recent purchasers of the Budget.

Glen Cove, N. Y.—Echo Press; $15,000; P. C. Winmill, M. C. H. Davenport, J. C. P. Davis.

Chester Parish Is Appointed Tribune Building Agent

Julian White Enters Real Estate Business—American Legion Post Organized—Other Activities

Julian White, renting agent for the N. Y. Tribune Building, has resigned to become associated with the real estate firm of Cross & Brown. Frank R. Parish, a brother of Chester Parish of the Tribune Advertising department, has been appointed as Mr. White's successor.

Samuel L. Dashiel of the local staff sails for France on the 14th. He will make his home in Paris.

Clare Briggs and H. T. Webster, syndicate cartoonists, has been up to Maine over a week end to buy an island, or maybe two. Clare says he wants a haven of refuge in case the strikes make New York unsafe for newspaper cartoonists.

The organization of the Lieut. William S. Lahey Post, No. 144 of the American Legion, made up of Tribune service men and formed as a memorial to "Bill" Lahey, of the Tribune copy desk, who was killed in action, has been completed. At a meeting this week the following officers were elected: Post Commander, F. J. Pries, jr.; vice-commander, W. O. McGeehan; adjutant, Thomas E. Powers; finance officer, Albert E. Fuller; historian, Louis Lee Arms; chaplain, P. T. Edrop. The other members are Samuel L. Dashiell, Walter J. Fenton, Arthur J. O'Sullivan, Robert L. Stern, Morris R. Werner, B. O. Mc-Avoy, Silas B. Fishing, W. C. Krankowitz, Herbert S. Flinn, Russell S. Sims, George L. Seese, William J. Masters, A. K. Perrin, Grantland Rice of the Editorial Department; Arthur Bunnell, Sidney Hydeman and Godfrey Hammond of the Advertising Department, and Israel S. Kaplan, photographer.

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN
TYPE FOUNDERS CO.
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

FOR SALE
Hoe Matrix Rolling Machines in good condition.
Can be shipped at once.
Scott Flat Plate Casting Box to caste plates 18 x 24 inches. Send for prices.
WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To
POWERS
Open 24 hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders' Machinery of Every Description
CONNER, FENDLER & CO
26 Beekman St. New York City

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed. Not to exceed 50 words, two insertions FREE.

Mr. Publisher or Business Manager

Are you satisfied with your present circumstances? Do you contemplate a change for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulator on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newsstands, carriers, and city and country dealers. Vide experience in R. F. D. work and control of every description. Can furnish permanent connection as circulation director, but would consider proposition for special work in any department. Address A 828, care of Editor and Publisher.

Business Manager and Advertising Man

With a clean record of twenty years' continuous work, having sold interest, would like to connect with paper. Among other duties has done work for years of two additional papers. Address A 900, care of Editor and Publisher.

Advertising Manager

Thoroughly competent, excellent record, wide and general experience, both metropolitan and suburban, desires change, married, well recommended, ability and character. Address A 903, care of Editor and Publisher.

Advertising Salesman

Advertising salesman, fifteen years on metropolitan dailies, best of references, prefer southern newspaper. Age 36, married, no booze. Address A 908, care of Editor and Publisher.

Business Manager

Advertiser, who graduated from composing room to successive positions as solicitor, agency, advertising manager, and business manager of daily paper with good clean record of achievement, is seeking to better himself; prefer position as such in city over 50,000; good personality, energetic, tactful, can build up a non-down proposition. Address A 911, care of Editor and Publisher.

Opportunity Wanted

Competent editor-manager with unusual record will consider a proposition with or without investment. Evening daily in South Atlantic or New England city preferred. University graduate, age 43 with knowledge of work from the ink to the desk. Will cheerfully because of advantageous sale of present now built up. Address A 903, care of Editor and Publisher.

Copy Man

With considerable general agency experience wants immediate job where he will have chance for opportunity of proving that he knows his business from A to Z. Address A 907, care Attention of Book Publishers and Literary Bureaus to the fact of his having made a study of The Book. Address A 909, care of Editor and Publisher.

Live Reporter

Ex-overseas Christian young man, 28, seven years with educational institution, nine months as general reporter on aerial publication while in the Army, desires connection with live publication. Best of references. Can furnish excellent references; correspondence and consideration. Address A 910, care of Editor and Publisher.

Newspaper Woman

Ill-round experienced newspaper, magazine and syndicate woman desires connection as editorial work. Address A 905, care of Editor and Publisher.

Want City Editor or Reporter?

Experienced man on daily having 6,000 circulation desires change; versatile writer, energetic, reliable; has desk experience, initiative; age 28; married. Address Progressive, care of Editor and Publisher.

Experienced Copy Editor

Seeks permanent position in New York or Philadelphia; 27 years old, college graduate; an writer leads to suit young man well; some on probation. C. J. T., care Editor and Publisher.

Circulation Manager

Wants change and that department on a well known daily, but desires a change for the best interests of all concern. Has had 15 years' circulation experience on "big" papers and knows always "sound, conservative" but up-to-date methods of handling circulation. Best of references. Age 35. Address A 904, care of Editor and Publisher.

Advertising Solicitor

Wanted—Advertising solicitor who knows how to write copy and sell it; one who does not expect to be made business manager the first week. For such a man who will really work there is a fine opportunity on a Middle West newspaper in a charming city where the people are congenial and pleasant. Address A 908, care of Editor and Publisher.

Advertising Manager

Wanted—An advertising manager for morning and evening daily in growing southern state card in city of 20,000 population. Must be able to write strong copy and handle business. Young man preferred. State age, experience and salary expected in first letter. Address A 908, care of Editor and Publisher.

Classified Man

Wanted—Energetic man, whose experience covers by-standing up a classified department on a morning newspaper in a city of 100,000. Applicants must furnish references and state salary required. Address A 862, care of Editor and Publisher.

Advertising Man, and Cartoonist,

Wanted—Competent advertising man and a young cartoonist to join Staff. Good chance for also want the latter to devote some time to special writing. Clarkedale Daily Register, Clarkdale, Miss.

Circulation Manager Wanted

who is now making about $4000 per week, to take a position that would pay him from $5000 to $6000 per week, depending on his ability to handle a force of from 100 to 200 solicitors. The position pays salary and commission. It is permanent. Good chance for promotion for a man who wants to get out of a rut. Reply will be confidential. State age, experience, and if at present employed when he could start. Address A 912, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, ten cents per line. Count six words to the line.

Mr. Advertisement

In the advertising business, I wish to secure advertising in Chicago territory for two or more publications of a high character and quality. Only want good one. I deliver the goods. Reference given. Address R. Iov, 353 People's Gas Bldg., Chicago.

Changes on El Paso Times

El Paso, Tex., Oct. 10.—W. B. Griffin, formerly with the International News Service and the Tucson Citizen, has succeeded Charles P. Downs, as telegraph editor of the Times and R. L. D. McAllister, late of the Philadelphia Public Ledger and the New York Times, becomes state editor in the place of Claude A. Brown, who retires to enter the oil business in the Homer Field, Louisiana.

32-Page Limit in Kansas City

Kansas City, Mo., Oct. 10.—The Kansas City Star today carried the following announcement to its advertisers: "In today's issue of the Star, fifty columns of advertising—more than seven pages were omitted. Due to the scarcity of white paper and the burden imposed on the carriers, the Star must limit its week day issues to 32 pages and refuse more than one page to any advertiser."

Ritter Agency Appointments

The Philip Ritter Company, New York, has added the following to its agency staff, James A. Watson, Philadelphia; H. A. Thompson, Buffalo; and H. P. Bender of New York.

Cunningham Sells to Ender

Chippewa Falls, Wis., Oct. 13.—The Daily Herald-Post has been sold by T. J. Cunningham to August F. Ender, a newspaper man of fifteen or more years' experience.

CIRCULATION NOTES

The newsboys of the Houston Post will aid the Salvation Army drive for funds by donating the entire proceeds of their sales for two days. The Post will supply the papers to them without charge.

The Ottawa (Ont.) Journal is conducting a figure puzzle contest that is bringing in many new subscriptions.

Carrying the first shipment of any consequence of newspapers ever sent by airplane in the Southwest, a machine engaged by the Tulsa Democrat Printing Company arrived in Oklahoma City on September 30, with a thousand copies of the Democrat. It was the first day of the strike called by the typographical union. Leaving Tulsa soon right after the city edition was off the press the plant arrived at the state fair grounds and was met by Mayor Walton and other officials and citizens who expressed their appreciation of being given a chance to scan the world news during the period of their own newspapers' suspension.

"Ask us anything; we know."—So thoroughly has the information bureau of the Seattle Times been organized, with a resultant excellent service to the community, that it is an unusually important one in the newspaper. Every day questions pour in, ranging from a query as to the name of the prince who presides over the Native State of Hyderabad in India to the time of day. The daily mail brings dozens of letters from all parts of the Pacific Northwest.

The Houston (Tex.) Post employes' library has been opened by Roy C. Watson, president and publisher, to every paid-in-advance subscriber to the Post.

The St. Paul (Minn.) Dispatch has started a contest on the question, "What Has America Meant to You?" Letters relating personal experiences are called for. A prize of $2 is offered for each letter deemed worthy of publication, and at the end $10 will be paid for the best one of the lot.

"Who's Who in Oil" is the head of a paragraph appearing daily in the Houston Chronicle giving a sketch of the life and accomplishments, along oil and other business lines of Houston men, accompanied by a picture of the subject.

The Houston Chronicle's Sunday picture-gravure section is printing the winning pictures entered in its recent photograph contest, which resulted in 400 pictures being submitted from all over the state. Fourteen prizes of $10 each were offered, seven going to professionals and seven to amateurs—$1 is to be paid each artist meriting honorable mention.

John A. Quaid of Bedford has been made a traveling representative of the Manchester (N. H.) Union-Leader.

The Houston Chronicle used two airplanes to distribute baseball extras between Houston and towns 150 miles away during the world's series.

A C Finlay is again circulation manager of the Atlantic City (N. J.) Gazette-Review, succeeding N. W. Cowherd. For the past year Mr. Finley has been with the Chester (Pa.) Times

$23,000 buys only daily newspaper property in a city of 9,000. Annual volume of business $23,000. Deturn to owner for personal effort and investment $4,643. Proposition T. J.

CHARLES M. PALMER
Newspaper Properties
225 Fifth Avenue, New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

Philippines May Supply Newsprint

Seattle, Oct. 12.—The Philippines are in a position to supply newsprint for export in large quantities, according to a report received by the Seattle Chamber of Commerce and Commercial Club. The director of the Bureau of Forestry of the Islands says the raw materials available, such as the bamboo and two kinds of grasses, the cogon and the talahib, are of such good quality and can be so cheaply secured that if this industry is given careful study the Islands will not need to import annually $2,000,000 worth of paper as heretofore but will be exporting about that quantity.

A Distinctive Feature

The Philadelphia Evening Bulletin carries every day an amazing volume of "In Memoriam" advertisements, ranging from three to four columns. These are in addition to the usual death notices. The "human interest" element in advertising, as illustrated in these daily tributes by kin and friends, takes on a new significance. Obviously only a newspaper close to the hearts of the people could command such a volume of this class of advertising. The Bulletin makes no solicitation for this business.

Joins Dunlap-Ward Co.

Cleveland, O., Oct. 12.—Charles G. Reed, for the past four years automobile editor of the Detroit Journal and formerly with the Cleveland Leader, has joined the Dunlap-Ward Advertising Company and will be in charge of sales promotion for a number of automobile and accessory firms.

Editor Made City Historian

Syracuse, N. Y., Oct. 12.—Franklin H. Chase, formerly managing editor of the Journal, has been named historian of the city of Syracuse. This is the first time Syracuse has ever had an official historian. Mr. Chase is secretary of the Onondaga Historical Association.

Wanamaker Buys Famous Yacht

Vincent Astor has sold his yacht, Noma, reputed to be the fastest private steam yacht in the world, to Rodman Wanamaker, executor of the James Gordon Bennett estate. The purchase price was not made public.

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TIPS FOR AD MANAGERS

COLLIN ARMSTRONG, Inc., 1457 Broadway, New York. Will handle advertising for Johnson & Hopkins Company.

N. W. AYER & SON, 300 Chestnut St., Philadelphia. Placing classified orders generally for Hess & Clark.

THOMAS E. BASHAM COMPANY, Inter-Southern Life Bldg., Louisville. Making 5,000-line contracts with Southern newspapers for Ballard & Ballard.

GEORGE BATTEN COMPANY, Fourth Avenue Bldg., New York. Placing orders with newspapers for Walter Janvier, Inc.

BLACKMAN-ROSS COMPANY, 95 Madison ave., New York. Preparing a newspaper campaign to be placed as soon as possible for National Canners' Association; placing orders with New York City newspapers for Foamite Firefoam Company.

BRADLEY-HAMILTON COMPANY, Michigan Trust Bldg., Grand Rapids. A newspaper campaign will be started by using one newspaper in a city, beginning with New York City for Nulyne Laboratories.

CLARKSON A. COLLINS, JR., 120 Broadway, New York. Reported will make up farm paper list during November for Herenies Powder Company.

ARTHUR M. CRUMBINE COMPANY, Columbus Savings Trust Bldg., Columbus. Placing orders with newspapers for United Commercial Travelers of America.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Again placing fall copy with newspapers for Penick & Ford.

RICHARD A. FOLEY ADVERTISING AGENCY, Terminal Bldg., Philadelphia. Placing copy with newspapers for Felt & Co.

GARDNER ADVERTISING COMPANY, 1627 Locust st., St. Louis. Again placing fall copy with newspapers for Fownes Brothers & Co.

GOLDSMITH COMPANY, 207 Market st., Newark. Placing orders with New England newspapers for S. B. & C. Shoe.

GORNAY, INC., 605 Fifth ave., New York. Placing orders with newspapers that have rotogravure sections for Manhattan Doll Company.

C. IRONMONGER ADVERTISING AGENCY, 95 Madison ave., New York. Placing orders with newspapers for Frank Tourist Company.

JACOBS & COMPANY AGENCY, Clinton, S. C. Making 700-inch contracts with Southern newspapers for Yel-O-Pine Company.

H. E. JAMES-ADVERTISING AGENCY, 110 W. 19th st., New York. Placing new medical schedules with newspapers for Dr. King and Dr. Bell; placing special copy with newspapers for Sloan's Liniment.

WYLIE B. JONES ADVERTISING AGENCY, Binghamton. Again placing orders with newspapers for S. C. Wells Company.

MARTIN V. KELLEY COMPANY, 171 Madison ave., New York. Again placing copy with newspapers for Willys Corporation, 52 Vanderbilt ave., New York.

LORD & THOMAS, Mallers Bldg., Chicago. Placing orders with some Eastern newspapers for Van Camp Packing Company.

THEODORE F. MCMANUS, 44 E. Hancock ave., Detroit. Making contracts with some New Jersey newspapers for F. A. Thompson & Co.

MARION-ROBINSON COMPANY, Lincoln Bldg., Louisville. Making 5,000-line contracts with Texas newspapers for Dr. William G. Korony.

EUGENE MCGUCKEN COMPANY, 105 N. 13th st., Philadelphia. Again placing orders with newspapers for Hemlet Manufacturing Company; placing blind advertising with some large city newspapers for Lighter Cars.

MCJUNKIN ADVERTISING COMPANY, 5 S. Wabash ave., Chicago. Making contracts with newspapers for Kling Brothers.

MITCHELL ADVERTISING AGENCY, Albay Bldg., Minneapolis. Placing 13-time orders with Middle West newspapers for Northwestern Knitting Company.

MOSS INTERNATIONAL AGENCY, 449 Fourth ave., New York. Again making renewals with newspapers for B. F. Allen & Co.

NASH & COTINS, Paul Bldg., Utica. Reported will make up list during November for American Separator Company; placing orders with newspapers for Duofold Health Underwear Company.

MOSS-CHASE COMPANY, 170 Franklin st., Buffalo. Placing new schedules with newspapers for Buffalo Specialty Company.

MUTUAL SERVICE CORPORATION, 140 Cedar st., New York. Placing orders with newspapers for Jonathan Boyed Apples.

FRANK PRESBEY COMPANY, 456 Fourth ave., New York. Placing orders with newspapers for Pennsylvania Rubber Company.

FRED M. RANDALL COMPANY, Book Bldg., Detroit. Placing orders in magazine sections of newspapers for World's Battle Creek Company.

REMFIELD ADVERTISING AGENCY, 34 W. 33d st., New York. Placing orders with newspapers for Swiss Federal Railroads

MILO C. REYNOLDS, 104 Church st., Burlington, Vt. Placing 5-inch 26-time orders with New York State newspapers for Junius Barnes Company.

ARTHUR SHAMAN, 170 W. 34th st., New York. Placing 4-time orders with Wisconsin and Minnesota newspapers for Dupont Chemical Company.

SCHOBHAUSEN & KUHN, 104 Fourth ave., New York. Placing orders in magazine sections of newspapers for Auto Knitter Hosiery Company.

ARTHUR SHAMAN, 470 Fourth ave., New York. Reported will make up lists during November using newspapers for S. K. F. Industries.

SHERIDAN, SHAWHAN & SHERIDAN, 30 East 34th st., New York. Placing orders with New York State newspapers for Pacific Coast Borax Company; will later gradually cover the country.

WALTER THOMPSON COMPANY, 242 Madison ave., New York. Gradually extending newspaper orders for O'Sullivan Rubber Company.

THURSTON CANNING COMPANY, Goldchain Bldg., New Orleans. Placing orders with newspapers for Thurston Carribbean Sea Genuine Turtle Soup.

TRACY-PARRY COMPANY, Lafayette Bldg., Philadelphia. Placing orders with New York City newspapers that have rotogravure sections for Charles E. Shedaker & Sons.

VAN PATTEN, INC., 50 E. 42d st., New York. Placing special copy with newspapers for American Chicle Company.

VREDENBURG-KENNEDY COMPANY, 185 Madison ave., New York. Again making new contracts with newspapers for Alonzo O. Bliss.

WALES ADVERTISING COMPANY, 110 W. 40th st., New York. Placing front campaigns with New Jersey newspapers for Holophane Glass Company; also for Rex Ignition Manufacturing Company.

WARD & GOW, Times Building, New York. Placing orders with New Jersey and New York City newspapers for Listerated Gum Corporation.

C. C. WINNINGHAM, Book Bldg., Detroit. Making 2,400-line contracts with newspapers for American Electric Heater Company.

LEROY A. KLING COMPANY, Consumers' Building, Chicago.—The following are charter accounts of this new agency: John A. Lauson Manufacturing Company, Liberty Steel Products Company, General Fireproofing, Inc., Midwest Manufacturing Company, LeRoi Company, Gill Manufacturing Company, Burke & James, Inc., Yankee Tractor Manufacturing Company, South Bend Chilled Plow Company, Clark Trucktractor Company, Independent Harvester Company.

N. W. AYER & SON, 300 Chestnut street, Philadelphia Will place advertising with newspapers for Welch Grape Juice Company.

BLACKMAN-ROSS COMPANY, 95 Madison avenue, New York. Will make up list during November and December using newspapers for Vacuum Oil Company of New York.

STARKO DRUG MANUFACTURING COMPANY, 402 Amherst street, Buffalo Are making up lists using foreign newspapers.

GARDNER ADVERTISING COMPANY, St Louis. Will make up lists during the Fall for domestic advertising using newspapers for Certain-Teed Products Corporation.

J. ROLAND KAY COMPANY, Conway Bldg., Chicago. Will make up lists during the Fall for foreign advertising using newspapers for Certain-Teed Products Corporation.

GARDNER AGENCY, Advertising Bldg., St. Louis. Account of the Eisenstadt Manufacturing Company, St. Louis (large manufacturing jewelers) has been placed in the hands of the Gardner Agency. I. T. Finneran is handling the account, which shortly after the first of the year will embark upon a national advertising campaign, using liberal space in daily newspapers.

FISHER, RUBEL & BROWN AGENCY, Advertising Bldg., St. Louis. Account of the new Textile Products Manufacturing Company, 1330 Dolman street, St. Louis, Mo., has been placed with this agency; concern manufactures work clothing; Mr. Gutweiler is handling account for the agency.

JOHN RING, JR., COMPANY, Victoria Bldg., St. Louis.—Placing full-page copy in all Texas and Oklahoma dailies for the Mercantile Trust Company, St Louis; also copy for the same company in Kansas City dailies.

MANTERNACH COMPANY, Hartford, Conn. Has completed preparations for advertising Russell Manufacturing Company, Middletown, Conn.; copy on woven belting, brake lining and clutch facings will appear soon.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
and
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The Day
דער טאג

The National Jewish Daily

R. J. Bidwell Co.

Pacific Coast Representative

Daily Newspapers
of
"Advertising Value"

Rates, Circulation, Special Data,
Promptly Upon Request

PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

FIRST

In nine months this year The New York Times published 13,509,130 agate lines of Advertising, the greatest volume ever printed in a similar period by any New York newspaper.

Canadian Press Clippings.

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland, at one brief office.

74-76 Church St., Toronto, Can.

Place of service, regular press clipping rates up-to-date and discounts to Trades and Newspapers.

Hemstreet's
PRESS
CLIPPINGS

Tenth Avenue at 45th Street
New York

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Old Egypt in New York

The S. Anargyros Branch of The American Tobacco Company recently produced a new brand of cigarettes, "Old Egypt."

In marketing these cigarettes The American Tobacco Company, following a system, introduced them first in New York State.

They announced them through the daily newspapers of New York, and a sale was immediately created.

A cigarette smoker, seeing the advertisement, asked for them in a store, and was pleased with them.

A few days later he was in Washington, and asked for "Old Egypt" cigarettes and found that they had not been placed on sale in that city.

Here is the answer—in more ways than one.

The American Tobacco Company knows, of course, that New York State is the greatest market on earth. They know that men from all parts of the country are in New York State every day. There are enough important cities in New York State with a sufficiently varied industries to attract men from everywhere to New York. So, first there is the market already there; then there is the transient population. And these transients, returning to their homes, ask for the brand they found in New York, thus advertising the goods by word of mouth, everywhere.

It is as simple as A. B. C. and, to many it seems to be the one logical merchandising scheme.

Anyway, it is followed by people who have spent millions of dollars learning how to advertise.

These New York State newspapers are at your service with circulation and rates that make them particularly attractive, and they back distribution that adds to their value vastly.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,559	.07	.07
Albany Knickerbocker Press (S)	43,957	.07	.07
*Batavia News (E)	8,638	.0225	.0225
Binghamton Press-Leader (E)	26,546	.07	.06
*Brooklyn Daily Eagle (E)	46,902	.18	.18
*Brooklyn Daily Eagle (S)	69,046	.18	.18
*Brooklyn Standard-Union (E)	53,264	.15	.15
*Brooklyn Standard-Union (S)	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)	70,826	.15	.12
Buffalo Courier (S)	115,359	.17	.15
Buffalo Evening News (E)	103,634	.16	.16
Buffalo Evening Times (E)	56,861	.10	.10
Buffalo Sunday Times (S)	71,435	.10	.10
Elmira Star-Gazette (E)	25,889	.06	.05
Glens Falls Post-Star (M)	6,045	.0214	.0214
Gloversville Leader-Republican (E)	6,275	.02	.02
Gloversville Morning Herald (M)	6,245	.03	.02
Ithaca Journal (E)	6,791	.025	.025
*Jamestown Morning Post (M)	9,131	.025	.02071
*Mount Vernon Daily Argus (E)	7,193	.02	.02
Newburgh News (E)	10,613	.04	.03
New York American (M)	305,241	.50	.41
New York American (S)	947,270	.75	.65
New York Globe (E)	179,906	.36	.36
†New York Herald (M)	107,642	.40	.36
†New York Herald (S)		.50	.45
New York Evening Journal (E)	675,118	.75	.75
New York Post (E)	32,369	.25	.20
New York Sun (E)	194,695	.39	.36
†New York Sun (M)	117,414	.39	.36
†New York Sun (S)			
†New York Telegram (E)	190,681	.342	.315
†New York Telegram (S)		.246	.225
New York Times (M)	350,598	.50	.485
New York Times (S)	500,000	.55	.5335
New York Tribune (M)	108,011	.32	.28
New York Tribune (S)			
New York World (E)	355,069	.40	.40
New York World (M)	334,513	.40	.40
New York World (S)	569,762	.40	.40
Niagara Falls Gazette (E)	12,454	.03	.03
Poughkeepsie Star (E)	9,920	.03214	.025
*Rochester Times-Union (E)	67,121	.14	.12
Rochester Herald (M)	35,826	.06	.06
Rome Sentinel (E)	5,353	.0179	.0157
Schenectady Union Star (E)	17,660	.08	.04
Syracuse Journal (E)	45,030	.08	.08
Troy Record (M&E)	25,537	.04	.04
Yonkers Daily News (E)	3,640	.0178	.0178

*A. B. C. Statements April 1st, 1919.
Government statements April 1st, 1919.

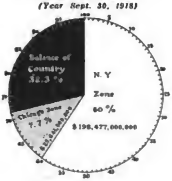
Total Circulation	6,886,236
10,000 Line Rate	9.4266
2,500 Line Rate	10.1597

†Seven-day average.

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It Pays Best to Advertise Where There Is Most Money With Which to Buy Advertised Goods

BANK CLEARINGS
(Year Sept. 30, 1918)

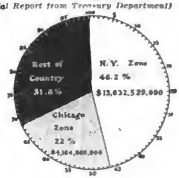


THE NEW YORK ZONE

New York, New Jersey, Pennsylvania, Connecticut and Massachusetts.

The Richest and Most Prosperous Business Centre on Earth.

TOTAL BANK DEPOSITS
(Special Report from Treasury Department)

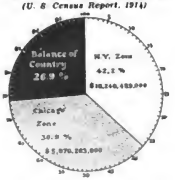


VITAL FIGURES

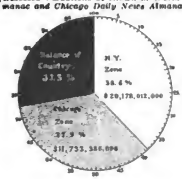
Population	27,648,485	Income Tax Payments, 1917	$1,481,755,748
Manufactured Products	$10,240,489,000	Resources Federal Reserve Banks	$2,561,789,000
Assessed Valuation	$29,178,012,000	Number Daily Newspapers	490
Bank Clearings	$198,477,000,000	Daily Circulation	10,448,804
Total Bank Deposits	$13,032,529,000	Rate per line (5,000 line contract)	$21.31
First four Liberty Loans	$7,470,587,000		

(Analysis by States)	*Population*	*Manufactured Products*	*Assessed Valuation*	*Total Bank Deposits*	*Income Tax* 1917
New York	10,646,989	3,814,661,000	$13,160,287,000	$7,138,816,000	$685,265,000
New Jersey	3,084,371	1,406,633,000	2,635,285,000	1,829,964,000	71,811,484
Pennsylvania	8,798,067	2,832,350,000	5,769,777,000	2,522,564,000	495,889,801
Massachusetts	3,832,790	1,641,373,000	5,798,211,000	1,933,922,000	166,598,752
Connecticut	1,286,268	545,472,000	1,814,452,000	607,233,000	62,190,711
Total	27,648,485	10,240,489,000	$29,178,012,000	$13,032,529,000	$1,481,755,748

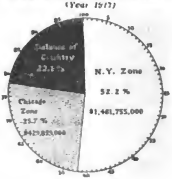
MANUFACTURED PRODUCTS
(U. S. Census Report, 1914)



WEALTH
(Assessed Valuations as shown in World Almanac and Chicago Daily News Almanac)



Income & Excess Profits Payments
(Year 1917)



MEMBER A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000 A DAY

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52 Pages — Two Sections — Including Space Buyers' Charts of Rhode Island

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c Per Copy. NEW YORK, THURSDAY, OCTOBER 30, 1919 Vol. 52. No. 22



FRAZIER HUNT

Who Got the Peace Treaty For the Senate

Will Cable World News

Frazier Hunt's stories to THE CHICAGO TRIBUNE from the Archangel front aroused American sentiment to demand the recall of our soldiers from Russia.

Frazier Hunt as a CHICAGO TRIBUNE correspondent was the first American to enter bolshevik Russia, interview Lenine and Trotsky, and write first hand reports of conditions.

Frazier Hunt achieved one of the greatest scoops of history by bringing the peace treaty to the TRIBUNE in Chicago and later presenting it to The Senate of the United States.

THE CHICAGO TRIBUNE is now sending Frazier Hunt around the world, via Japan, Siberia, China, Philippines, India, etc., with a commission to find live news about *the world as remade by war*, and to CABLE at least two stories a week.

A wonderful field is opened to this enterprising reporter.

Cables will be sent regardless of expense.

Hunt may be depended upon to find great stories and write them, as he has done on every assignment covered in the past.

For Rights, Wire Syndicate Department

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

PENNSYLVANIA

Pennsylvania is proverbal for producing prodigious profits.

Pennsylvania people have been famous, for years, as people who grow rich rapidly.

The kind of fortunes made in Pennsylvania are, for the most part, the kind that are produced by labor.

The textile business, the iron industries, the steel industries, the coal mines and the great farms that make Pennsylvania so great are all propositions requiring great amount of labor.

This means that there are a tremendous number of people in Pennsylvania who work to produce the great wealth of the state.

They, in turn, are perhaps the best paid lot of workers in the country. This argues that they have ample means to gratify their desires for the good things of life, which in turn, means that Pennsylvania is a whale of a market for merchandise of all kinds.

Pennsylvania daily newspapers are producers. They are awake to their possibilities, and are constantly "on the job," ready, willing and able to cooperate with national advertisers in making themselves valuable in a business way.

These daily newspapers will produce handsome results for the money you spend with them in advertising.

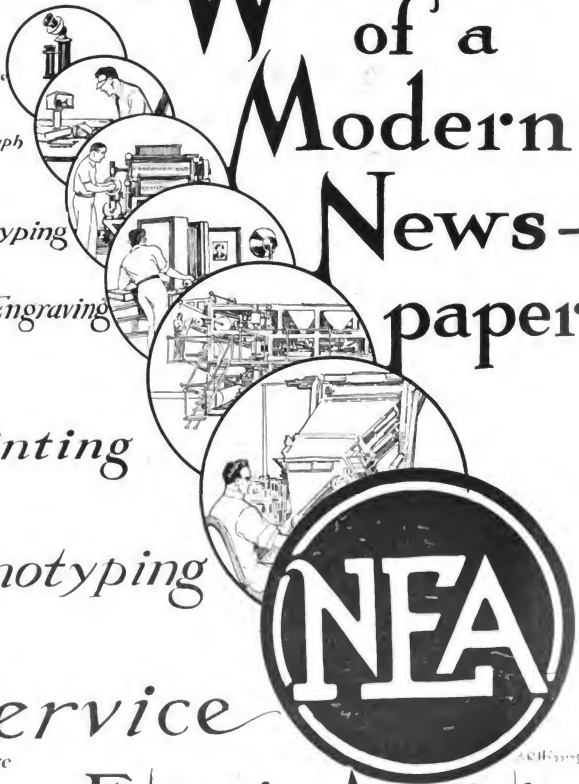
		Circulation	2,500 lines	10,000 lines
Allentown Cell	(M)	23,146	.04	.04
†Altoona Mirror	(E)	23,678	.05	.05
Altoona Times	(M)	8 026	.025	.025
Bethlehem Globe	(E)	6,685	.025	.025
†Chester Times and Republican	(M&E)	14,177	.05	.04
Connellsville Courier	(E)	6,774	.015	.015
*Easton Express	(E)	12,044	.02	.02
Easton Free Press	(E)	14,161	.0285	.0285
Erie Herald	(E)	8,039	.025	.025
Erie Herald	(S)	9,626	.025	.025
‡Harrisburg Telegraph	(E)	28,910	.045	.045
‡Johnstown Democrat	(M)	9,841	.03	.025
‡Johnstown Leader	(E)	8,039	.015	.015
Lancaster Intelligencer and News-Journal	(M&E)	22,183	.06	.06
Lebanon Daily News	(E)	8,319	.0179	.0179
New Castle News	(E)	13,014	.025	.025
Oil City Derrick	(M)	6,213	.023	.010
‡Philadelphia Record	(M)	123,277	.25	.25
‡Philadelphia Record	(S)	133,680	.25	.25
Pittsburgh Dispatch	(M)	55,055	.13	.08
Pittsburgh Dispatch	(S)	55,208	.14	.14
Pottsville Republican	(E)	19,865	.04	.03
Scranton Republican	(M)	30,628	.08	.07
Scranton Times	(E)	33,969	.08	.07
West Chester Local News	(E)	11,590	.03	.03
Wilkes-Barre Times-Leader	(E)	18,237	.05	.04
Williamsport Sun	(E)	15,764	.05	.035
York Gazette	(M)	14,310	.03	.03
Total		724,827	$1.6494	$1.5244

Government Statement, October 1st, 1919.
*A. B. C. Report, October 1st, 1919.
†A. B. C. Report, April 1st, 1919.
‡Government Statement, April 1st, 1919.

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Seven Wonders of a Modern News-paper

1. *Its telephone connection*
2. *Its telegraph Service*
3. *Stereotyping*
4. *Photo-Engraving*
5. *Printing*
6. *Linotyping*
7. *Service*



Write or Wire

Newspaper Enterprise Association

A Service – not a Syndicate.

CLEVELAND, O.

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You can
at one cost
reach the greatest number
of possible consumers
in the Philadelphia territory
each day
by concentrating
in the newspaper
"nearly everybody reads"

The PHILADELPHIA BULLETIN

Net paid average for six months ending October 1st, 1919 **446,311** Copies a day

"The Philadelphia Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day."

The Philadelphia Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is the third largest in the United States.

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EDITOR & PUBLISHER

Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52 NEW YORK, THURSDAY, OCTOBER 30, 1919 No. 22

EDITOR HENRY J. ALLEN HAD GOVERNORSHIP "THRUST UPON HIM" BY HOME FOLKS

Owner of Wichita Beacon Worked Hard to Win His Spurs as a Newspaperman, But Political Honors Came to Him Unsought—Built First Kansas Skyscraper as Home of His Newspaper

BY ELMER T. PETERSON

(EDITORIAL NOTE: Elmer T. Peterson, the brilliant young editor of the Wichita Beacon, who won for that paper the gold medal awarded by EDITOR & PUBLISHER for the best editorial on the Fourth Liberty Loan, has written—after much persuasion from this office—a simple narrative of the dramatic career of Governor Henry J. Allen, of Kansas. Mr. Peterson has felt that his close personal and professional relations with the Governor stood upon him a policy of studied moderation in estimating Mr. Allen's genius. Governor Allen is, at this moment, on outstanding figure in our national life, logically in line for the highest political honors. Yet he is of heart, by training and temperament, a newspaperman and would probably be happier in guiding the destinies of his newspaper than in a post of greater prominence but of less power. EDITOR.)

A YOUNG reporter crouched in the loft of an auditorium in a Kansas town, peering through a small ventilator shaft and listening intently to what was going on down below. In the arena down there was a state gathering of the Farmers' Allianee—that remarkable organization which gripped some of the plains states in the eighties and nineties.

It was a secret meeting, as were all the Alliance meetings in those days. Pass-words and secret "work" were employed with almost religious fervor, as in regulation "lodge" meetings. It was a heinous offense to give away the secrets, and representatives of the hated Republican party especially were anathema.

Why He Was in a Hurry

The next day, to the horror of the delegates, the Salina Journal, a Republican newspaper, came out with a complete account of the Alliance meeting. The young reporter had been unable to get the open covenants openly arrived at in the usual way, and so he went and opened the covenants himself, in his own way, by the expedient of secreting himself in the loft. Henry J. Allen had scored his first big "beat."

Skipping a few scenes in the play, let the curtain rise at Somsedieue, France, a few days after the signing of the armistice.

A divisional Y. M. C. A. director, with Argonne mud still on his uniform, is talking earnestly with Major General Traub of the 35th Division.

"I've got to go home right away, General."

"Why all this hurry?"

"Well, the people of Kansas have just elected me governor."

"The —— they have. How did they come to do that?"

Again Henry J. Allen had scored. He had been elected governor of Kansas by the biggest majority ever given a gubernatorial candidate, while he was in France with the Red Cross and the Red Triangle. He had been elected without having made a single political speech or written a single political letter or spent a single penny. All the work had been done by his friends. Again the versatile American system of government was functioning in its highly original way.

About ten or eleven years ago, after Henry J. Allen had been publishing the Wichita Beacon for two or three years, he looked at a livery stable on Main street. Hay was sticking out of the door of the mow. The rear end of the barn faced the Federal building, to the infinite disgust of the post-office employes. This monstrosity was only half a block from the busiest corner of the city, which was then a thriving place of 50,000 population.

First Skyscraper in Kansas

"There ought to be a ten-story building there," said Allen.

In the whole state of Kansas there was no building higher than five stories at that time. People haw-hawed and pooh-poohed. "What does a newspaper man know about business?" they scoffed. "And where will the money come from?"

He went ahead and organized the Beacon Building Company, and, sure enough, there was a ten-story building, the first "sky-scraper" in Kansas, on the site of the old livery barn. The offices were snapped up in a hurry and the company has prospered. In this building is found the office of his newspaper, said to be one of the most complete and best appointed of its size in the United States.



HON. HENRY J. ALLEN
Governor of Kansas, a Life-long Newspaper Man.

Vision Good and Practical

Now there are three other buildings in Wichita the same size as the Beacon building. And office space is still a scarce commodity. Allen's vision was good and it was eminently practical.

The dramatic rise of Henry J. Allen from the estate of a poor chore-boy on a Kansas farm and a cub reporter on a small town daily to that of governor of one of the great states of the Union and big business man is typically American. His story, like that of all successful men who have battled their way to the top, is full of dramatic interest and it is likewise full of hard work and heavy, jolting knocks. Through it all he has preserved the youthful outlook and the adventurous spirit that is reminiscent of Roosevelt. William Allen White's book, "The Martial Adventures of Henry and Me," relating the lighter features of the first trip to France taken by Allen and White, is illuminating in this connection.

"Just Go Ahead," His Advice

Not one man in ten thousand would leave a large business enterprise in the hands of young assistants, cutting himself off beyond the vague, submarine-troubled mists of the Atlantic and burying himself in the wild Vosges or Argonne, on such a mission as that which called Allen to France in 1917. A newspaper is no ordinary enterprise. The path of the publisher is full of storms and maelstroms. A few false turns of the helm might wreck the ship.

I shall never forget the remarkable interview I had with him the day he left for France.

"Is there anything you have to suggest about our course or policy?" I asked.

"No, just go ahead," he replied.

Afterward it dawned upon me that this power to delegate responsibility to others is the rare quality that distinguishes the most successful admin-

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istrator, and I understood why his instructions were so simple.

I asked him about his political prospects. He said a few perfunctory words about general political affairs, but within two minutes was back on his favorite and all-absorbing subject—the war. It was literally and exactly true that he had cast aside all thoughts of politics and business success and cared only for the great cause in which he was to have a part. A new and astonishing phase of human nature had revealed itself to me.

He was off to the war, and the first thing he did was to establish the Home Communication Service for the Red Cross—the bureau which kept the soldiers in touch with the home folks, whether they were sick, in trouble or in enemy prison camps. He cut red tape right and left and soon had the bureau going. This activity fully organized, he returned and turned his restless energy to the Y. M. C. A. service for the 35th Division—the home boys from Kansas and Missouri who were just then crossing the Atlantic.

"Was Going Toward the Front"

He went with them to the Vosges, and there he did a lot of the hewing of wood and drawing of water that is necessary in such service. He became ill and nearly died with diphtheria while there. Recovering, he went with the division to the Argonne. As to his service there, he would never affirm or deny, but a light was thrown on the subject last winter when Major Salisbury, a Democrat, by the way, spoke to a public body and was publicly hostile to Allen. Taking it for granted that because of politics Salisbury would give Allen a little the worst of it, they asked him about the governor's service in the Argonne.

"Which way was he going when you saw him?" they asked, and settled themselves for a laugh.

"He was going toward the front when I saw him last," was the solid reply. "I saw him under fire a great many times, and he performed fine service for the soldiers."

A sodden silence fell upon the group, and the subject was changed.

Henry J. Allen became interested in newspaper work and politics when a reporter on the Salina Journal, where he went upon the completion of his college course. Restlessly seeking an outlet for his boundless energy and ambition, he acquired interest in or complete ownership of several papers in succession, among them being the Manhattan Nationalist, where he invested his own savings, the Ottawa Herald, the Parsons Sun and the Garden City Telegram. Selling the Ottawa Herald, he went to Wichita and bought the Beacon in 1906. It was a struggling newspaper of about 6,000 circulation, published in an out-of-the-way second floor location. Now it has more than 40,000.

Always a Fighter

Shortly after he landed in Wichita, he got into the municipal hurly-burly and came out against the open saloons that were then running in open defiance of the Kansas prohibitory law.

His opponents snarled and jeered, "If Allen has his way the grass will be growing in the streets of Wichita within two years."

With that unanswerable and unquenchable humor that is familiar to all who know him, Allen wrote editorials advocating the purchase of a lot of municipal mowing machines and the establishment of a municipal haymarket.

He was once summoned as a witness in a vital liquor case. The attorney for the liquor interests, a local politician of great bulk, stood close to Allen, thrust his face at him and shouted, "State your name to the court."

"Pardon me," was the soft answer. "Would you mind repeating the question?" There was a titter in the court room.

"State your name," howled the attorney, with his face almost against Allen's.

With an innocent smile, the witness turned to the judge. "I am hard of hearing," he said. "If it please the court, I would like to have the question repeated."

Drove Out Saloons

The judge, jury and crowd all burst into a loud guffaw. The liquor attorney forgot his other questions and sat down.

The saloons finally were driven out, and Wichita prospered greatly.

He began a campaign for the commission form of government, and the movement became popular. Becoming interested in the city manager plan as an improvement over commission government, he led the fight for that form, and now Wichita is one of the American cities employing this efficient method of government. The city made a saving of ten times the manager's salary on a single contract, due to the wrecking of the old system.

Henry J. Allen and Theodore Roosevelt had many points of contact and many traits in common. They were always together practically and had similar in views and aspirations. In the Progressive national convention of 1912 he was selected as Roosevelt floor leader and interpreter in the mass of the convention in a speech which attracted national attention.

Like Roosevelt, Allen has courage and refuses to truckle to expediency or local prejudices. While a prospective candidate for governor he took the breath of the Kansas cattlemen away when he told them in their annual convention that the new plan to limit herds and get bigger prices thereby, advocated by one of their leading speakers, was unpatriotic and selfish. This was in addition to his answer to their state association in Wichita.

His Remedy for Bolshevism

Only a short time ago he gave an address of welcome to the Kansas department of the American Legion. In his introductory remarks he said he had been warned repeatedly not to touch on the bonus question, as it was a ticklish one for a politician to handle. He then proceeded to take the lid off, and frankly told the soldiers to "let it alone" and not ask for bonuses. It would have been fatal career but interested glittering generalities, but he faced the issue squarely.

He spoke at Lindsborg, Kansas, where the great majority of the population are of Swedish descent or birth, to a national gathering of Swedish Lutheran church officials. His subject was Americanism, and he told his audience frankly that they should do away with the Swedish language in their church meetings as quickly as possible and use the American language. The conservatives were astounded at his point-blank statements, but before the meeting was over he had won his audience to his point of view.

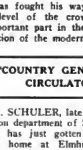
Governor Allen's hobby is "Plant the Farmer in the Soil." He is trying to encourage home-owning. In France he saw the insidious tides of German socialistic propaganda rush three times against the French population, only to fall back, defeated of their object, because nearly 90 per cent of the French farmers owned the soil they tilled. He believes that the surest preventive and cure of the Bolshevist spirit is home ownership. The Kansas constitution needs bringing up to date. Its limitations as to taxation classification are narrow and unjust. It does not allow the state to encourage farm ownership through farm loans. Therefore two amendments recommended by Governor Allen are to be voted upon this year—one to permit a change in tax laws and the other to permit the state to loan money out of the school fund to tenants who wish to own farms. These amendments, together with a vigorous publicity campaign and a movement for better rural schools constitute his program for adding new strength to the agricultural population.

Farm tenantry and absentee landlordism has increased alarmingly in Kansas because of the defects in the organic law. He wants to see his state a state of home owners, in the city as well as in the country. He is going at the fundamentals of economic and industrial unrest.

Courage, business acumen, a statesmanship that unhesitatingly looks far across oceans to the problems beyond, the saving American grace of humor and a genius for planning for a great America and a greater Kansas characterize the Henry J. Allen of today. Practical and successful business men with broad vision are needed in the days of reconstruction, and this man, who has fought his way up from the dead level of the crowd, is playing an important part in the rapidly shifting action of the modern world drama.

A "COUNTRY GENTLEMAN" CIRCULATOR

J. W. SCHULER, late of the circulation department of Scranton (Pa.) Times, has just gotten nicely settled in his home at Elmhurst nearby—a home that put him in the class frequently referred to as "country gentlemen", when Walter E. Clark, former governor of Alaska and present owner of the Charleston (W. Va.) Mail, heard about his work and decided that the people of the Mountain State needed him



J. W. SCHULER

Mr. Schuler heard former Gov. Clark's call and bundled immediately as he is still young, industrious and ambitious and has spent about twenty years preparing to become a circulation manager who knows "how." That job is now his on the Mail and the new field of his activities includes a city of 40,000 with a rich and populous suburban territory.

Scranton has always been home to Mr. Schuler, but he says that he is going to like Charleston because he likes his start. He began work on the old Scranton Tribune about 20 years ago. His first job was carrier boy. Shortly afterward he joined the Times and remained with them until a few weeks ago. He held practically every position in the circulation department of that paper and during the war was in charge.

ORGANIZATION WORK GOES FORWARD

President Stokes Finds Michigan Editors, Detroit News Writers and Journalism Teachers Interested in "St. Louis Plan"

Richard L. Stokes, president of the St. Louis Association of Journalists and provisional President of the newly organized American Journalism Association, informs EDITOR & PUBLISHER that the prospects are bright indeed for the quick growth of the national body through the formation of local chapters under the St. Louis Plan.

At the meeting of Michigan editors and teachers of journalism at Ann Arbor last week Mr. Stokes delivered an impressive address, outlining in detail the critical economic conditions among St. Louis news writers during the past year, and the spirit of unrest which was taking hold of the men. He told how this led to many conferences as to plans of organization, and of the gradual development of the principles which are embodied in the rules and regulations as finally adopted.

The Michigan editors, and the 200 journalism teachers, Mr. Stokes says, were deeply interested in the movement and active co-operation was promised. One of the most enthusiastic supporters of the new organization is George A. Stevenson, editor of the Saginaw Morning News, and son of former Governor Chase S. Osborne. Mr. Osborne has consented to serve as one of the two national officers for Michigan. It is expected that a Detroit man will be chosen as the other Michigan representative.

Mr. Stokes addressed two meetings of Detroit news writers, representing the four daily papers of that city, and found them deeply interested in the plan. At one of these meetings Harold Callender, editorial writer on the News, was chosen chairman. The work of forming Detroit chapters is going forward, meetings having already been held for the purpose of inaugurating the work.

"The thanks of all newspaper men of the country," says Mr. Stokes, "should be extended to EDITOR & PUBLISHER for the alertness with which it grasped the possibility of a national organization of their profession, far ahead of any other publication, and for the energy and generosity with which it has expressed the spirit. If the idea succeeds it will be due in large part to the fervent championship and widespread publicity which EDITOR & PUBLISHER has given it without the least solicitation, to the movement."

$16-$20 DEMAND IN ROCHESTER

Employers' Offer of $6 Refused by Printers

ROCHESTER, N. Y., Oct. 26.—Union printers here today, by a vote of 130 to 0, rejected the employers' counter-proposal, in answer to their recent demand of $44 a week for day workers and $48 for night workers. The employing printers offered $34 for day work and $37 for night work.

No arbitration is provided for in the agreement with the employers, which is operative until November 1, when agreement favors a strike. The employing printers have thirty days' grace in which to meet the printers' demands or negotiate a new contract. The present scale is $28 a week.

The contracts of newspapers and job and commercial shops expire on November 1 and they are alike affected by the printers' demands. The publishers believe the entire proposition will go to arbitration.

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WELFARE OF WHOLE FIELD OF ADVERTISING IS PRIME REASON FOR A. A. A. A.

Harry Dwight Smith, New President, Seeks and Welcomes Earnest Co-operation of Newspaper Publishers in Special Statement to EDITOR & PUBLISHER on Taking Office—Announces National Chairmen

BY J. H. WEBB

CLEVELAND, OHIO, Oct. 24

HARRY DWIGHT SMITH of the advertising agency of Fuller & Smith, occupying nearly all of the fifteenth floor of the big Guardian Building, this city, today outlined to the EDITOR & PUBLISHER his idea of the duties of the president of the American Association of Advertising Agencies.

Mr. Smith returned from Boston, where he was elected president of the association, full of "pep, vim and vigor," and buckled down to work in his usual modest way.

Small in build, quick and keen of perception, modest as a school boy, appreciative of real service, he is no advocate of "personal publicity."

Name Is a Personal Trade Mark

"I have but one real hobby, if I may call it such, in a personal way in connection with my advertising agency business," he said, when he declined to be "mugged" for a newspaper picture. "I always sign my full name—Harry Dwight Smith—whether I am signing letters, checks or even receipts for express packages.

"This name is my personal trademark. You know, there are quite a number of Smiths in this country and their initials are varied—so I do not use my initials—but sign 'Harry Dwight Smith.'

"The day of the flannel-mouthed advertising man is gone. Service and results are what do the trick now. Personal publicity-seekers are not in favor with the rank and file of members of our association. I, for one, am opposed to personal publicity and do not seek it."

In discussing his duties as president of the association Mr. Smith said:

Realizes Responsibilities

"In accepting the election to the presidency of the American Association of Advertising Agencies, I fully realize the grave responsibilities laid upon me. To follow through on the splendid administration of William H. Johns is no small task, but I am planning to give unstintingly of my time and effort, and I know I can rely upon the whole-hearted and unanimous support of the one hundred and seventeen agencies represented in our association.

"The unity of purpose and the unselfish team work of the constituent members and of the executive board and standing committees, throughout the first two years of our existence, will continue to be the association's greatest strength, and can be taken by readers of EDITOR & PUBLISHER as the best indication that the association will show commendable progress for years to come—no matter who may head the organization as president.

"In all of the association's deliberations and activities our prime motive has been to consider the welfare of the whole field of advertising. We recognize fully the law of business that, whatever is "right and best for the entire advertising industry will be right and best for each factor within the industry.

"Our judgments must be based on this sound principle. It can never be simply a question of what is good for agencies or for newspapers, or for any other group of advertising interests, but rather what is good for the whole course of constructive advertising and for its permanent benefit.

"When reviewing the work of the past, this broad motive is clearly indicated, and I can assure you that it is so deeply imbedded in the minds of those who guide the association's work that it will prevail throughout all future activities.

"We seek and welcome the earnest co-operation of newspaper publishers in whom we see a ready acceptance of this same motive.

"I bespeak on behalf of the association the fullest co-operation from publishers with the work of our standing committee on newspapers, now headed by A. W. Erickson of the Erickson Company, New York, as national chairman, and with our standing committee on circulation, of which Paul V. Troup of Lord & Thomas, of Chicago, is national chairman.

"The Association contact with newspaper publishers will be mainly through these two committees, which represent but two of the twelve standing committees of the association. The diversity of these twelve committees indicates the scope and all-embracing character of our work, a list of which, with the national chairmen for the current year, follows:

Committee Chairmen for 1920

AGENCY SERVICE: Mac Martin, Mac Martin Advertising Agency, Security Building, Minneapolis, Minn.

AGENCY SYSTEMS AND FORMS: Newcomb Cleaveland, the Erickson Company, 381 Fourth avenue, New York.

CREDITS AND FRAUDS: Paul V. Troup, Lord & Thomas, 5 South Wabash avenue, Chicago.

NEWSPAPERS: A. W. Erickson, the Erickson Company, 381 Fourth avenue, New York.

MAGAZINES: W. C. D'Arcy Advertising Company, St. Louis.

AGRICULTURAL PRESS: H. H. Charles, Charles Advertising Service, 23 East 26th street, New York.

TRADE PRESS: Robert Tinsman, Federal Advertising Agency, Inc., 6 East 39th street, New York.

OUTDOOR AND STREET-CAR ADVERTISING: C. C. Sherman, Sherman, Sherman & Bryan, Inc., 79 Fifth avenue, New York.

FINANCE: C. R. Erwin, Erwin & Wasey Company, 56 East Washington street, Chicago.

EXPORT: Bayard W. Barton, Critchfield & Co., 223 West Jackson Boulevard, Chicago.

MEMBERSHIP COMMITTEE: Paul E. Faust, Mallory, Mitchell & Faust, 189 West Madison street, Chicago.

PREPAREDNESS

BY JOSEPH P. BARRY
OF THE NEW YORK TIMES.

THREE years ago the American people were participating in huge parades and other demonstrations signifying their fervor for war-preparedness. It would not be out of place now if similar demonstrations were held, urging upon the people preparedness for the readjustments which will inevitably take place in the next few years, as an aftermath of the war.

The publishing industry is enjoying an era of extraordinary prosperity, despite the high cost of labor and material. Nevertheless, now is the time for the publisher of vision to think clearly of the future, and to realize that the present prosperity is hectic, and cannot, and will not endure.

The sooner he realizes that the rainy day will follow as inevitably as day follows night, the better prepared will he be to weather the storm when it comes.

Recent volumes of advertising are being reported from all over the country, until it almost becomes monotonous; circulations at higher-prices have been maintained, and in many cases, increased. While there is every reason to believe that this prosperity will continue for at least another year, is it not a safe and sane policy for every publisher to "dig in" now while the "digging" is good, so that a few years hence—it may be 10 years hence—when the pendulum swings the other way, he will be so entrenched that he can hold his own without any undue strain?

Of course circulation increased during the war; occasional newspaper readers became steady readers, and many people who took one newspaper daily, now take two; the point is, will they continue to do so when the news is less sensational? It is my belief that publishers can hold their circulations only by making greater efforts than ever to publish good newspapers, and by using the best service that money can buy to their readers.

It is easy to understand that during the war a man would walk several blocks to buy a newspaper who in normal times would rather go without it than make such an effort. There is still room for tremendous improvement in the service given by most publishers, and those who increase their appropriation for service now will reap big dividends when the lean years come.

This is the psychological time for each publisher to work as he never did before to marshal his forces for the coming fight.

Prosperity is the deadly foe of efficiency. Do not allow it to undermine the efficiency of your organization

WHOLE WORLD LOOKS TO AMERICA

So Declare Dr. F. H. Stead and Frederick W. Wile, English Writers, Now Visiting Philadelphia

PHILADELPHIA, PA., Oct. 24.—Two representative Englishmen—one a newspaper man and the other a brother of one of England's most noted journalists, were in Philadelphia this week. Both talked of the situation that has developed in Europe since the war.

Frederick W. Wile, American newspaper man, who has spent twenty years in Europe as a correspondent of English and American newspapers, pleaded for a correction of the "American misunderstanding."

Misunderstanding Hurts

"I urge American business men," he said, "that until Germany as a nation shall unmistakably show her repentance, you consider it as a felony for any man, woman or child to buy one dollar's worth of German-made goods."

In speaking of the "American misunderstanding" of the English, he urged that the children of America be informed that George III was a German and never learned to read or write English. He also suggested that the school child be taught that the acts of oppression which led to the Revolution were not approved by the English people and that the British public today deplores the unwise English policy which resulted in the revolt against the home government.

Mr. Wile insisted that the solution of the Irish question lies mainly in the formulation of a definite, constructive program which all Ireland will approve.

America's Position Unique

Dr. Francis Herbert Stead, brother of the late W. T. Stead, who went down on the Titanic, declared that if America does not take its place as the "leader of the world, there will follow another war even greater than the one we have just passed through."

"This war, if it should come, would strike America and England a terrific blow," said Dr. T. Stead, "America's position is unique and it requires that this country be the salvation of the world—humanely speaking. The entire world is looking to America for leadership and to take the part in present-day history has assigned to it."

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ROUND TABLE TALKS FOR AD MANAGERS

Chicago Convention Discussions Grouped for Benefit of All Classes of Newspapers in National Association

Round-table talks, classified according to population of the cities represented, will be the main feature of the convention of the National Association of Daily Newspaper Advertising Managers at the Congress Hotel, Chicago, on November 10 and 11. Monday afternoon will be given over to the round-table discussions, which will be grouped as follows:

Advertising managers representing newspapers in cities of 25,000 to 100,000.

Advertising managers representing newspapers in cities of 100,000 to 200,000.

Advertising managers representing newspapers in cities of 200,000 to 300,000.

Advertising managers representing newspapers in cities of 300,000 upward.

General discussion will be held on Tuesday, concluding with the election of officers.

The officers of the association are:

President, H. A. Ahern, New York Journal; first vice-president, Rowe Stewart, Philadelphia Record, second vice-president; J. B. Woodward, Chicago Daily News; secretary-treasurer, E. W. Parsons, Chicago Tribune.

Board of Directors—W. G. Bryan, chairman, New York American; Wm. McKay Barbour, New York Globe; W. C. Rogers, Boston Transcript; E. Lee Clifford, Minneapolis Journal; George M. Burbach, St. Louis Post-Dispatch; Otis Morse, Detroit Free Press; Charles Miller, Atlanta Georgian; H. R. Young, Columbus Dispatch; F. R. Hussey, Chicago Evening Post; A. A. Carrington, Omaha Bee; H. A. Roberts, Cleveland Plain Dealer; H. E. Grant, Milwaukee Journal; Rowe Stewart, Philadelphia Record; J. B. Woodward, Chicago Daily News; E. W. Parsons, Chicago Tribune; H. A. Ahern, New York Journal.

AUGUSTA CHRONICLE SOLD

T. A. Hamilton Buys Control From Thomas W. Loyless

(By Telegraph)

Augusta, Ga., Oct. 28.—Thomas W. Loyless, president and editor of the Augusta Chronicle, yesterday sold his controlling stock of 850 shares in the Augusta Chronicle Publishing Company to Thomas A. Hamilton, formerly managing editor of the Augusta Herald. Mr. Hamilton will take charge as editor and manager on November 1. R. S. Carver recently sold his interest in the Chronicle and purchased the Wilmington (N. C.) Dispatch.

Mr. Loyless, with R. H. Cabiniss, former business manager of the Atlanta Journal, bought the Chronicle in 1903. Upon Mr. Cabiniss' retirement in 1908 Mr. Loyless became editor and manager. Since 1916 he has been associated with R. L. McKinney of the Macon News in the ownership of the Columbus (Ga.) Enquirer-Sun.

Mr. Loyless has not made any definite plans for the future, but states that he will probably re-enter the newspaper business later on.

HOLDERNESS ELECTED

Creel and Hawes Speak Before St. Louis Ad Club

(By Telegraph)

St. Louis, Oct. 28.—Marvin E. Holderness, vice-president of the First National Bank, today was elected president of the Advertising Club. He headed the "Winners' Ticket," which carried all officers but one—Charles R. Eschbam, advertising manager of the Semi-Weekly Republic, being made secretary. The other officers are: First vice-president, Arthur Siegel; second vice-president, Edward Mead; third vice-president, Frank W. Swann; treasurer, D. R. Ruebel.

George Creel, former chairman of the Committee on Public Information, was the principal speaker at the dinner that followed. Richard S. Hawes of St. Louis, president of the American Bankers' Association, pledged the support of the association to the vigilance work conducted by the Associated Advertising Clubs of the world.

FAR EAST VIEWS ON SCREEN

Schols Will Describe Tour at Dinner in His Honor

Stereoptican views of the Orient, with short descriptions bearing on business and financial, as well as scenic, aspects, will be shown by Emil M. Scholz, former publisher of the New York Evening Post, at a dinner to be given him by his intimate friends at the New York Advertising Club on November 3. Harry Ahern, advertising director of the Evening Journal, will be toastmaster, and among the speakers will be David Lawrence, head of the Bureau of Research, Washington, D. C.; Oswald Garrison Villard, formerly editor of the Evening Post, and James Wright Brown, publisher of the Wall Street Journal.

About sixty of Mr. Scholz's intimate friends in the New York newspaper field will be at the tables, and other guests will include John B. Woodward, advertising manager of the Chicago Daily News; R. L. McLean, of the Philadelphia Bulletin; Truman A. DeWeese, advertising director of the Shredded Wheat Company, Buffalo, and Robert Adamson, head of the Guardian Advertising Agency, New York.

NEW YORK AD MANAGERS SHIFT

Caruthers Promoted on Tribune When Alexander Joins Sun

F. Porter Caruthers has been appointed advertising manager of the New York Tribune, succeeding Edgar M. Alexander, who has gone to the Evening Sun as advertising manager. The Evening Sun post has been vacant since the death of Frank McLaughlin in July.

Mrs. Ogden Mills Reid continues as director of advertising of the Tribune. Mr. Caruthers' successor in charge of the Tribune's rotogravure advertising has not been announced.

Progress on New Pacific Cable

Clarence H. Mackay, head of the Postal Telegraph and Commercial Cable Company, on arrival home from Europe on October 22d, said: "The principal object of my trip," he continued, "had to do with a new cable under the Pacific to Japan and I have every reason to hope that it will be finished in two years from now. All we are waiting for now is the designation by the Japanese Government of landing points in Japan." Mr. Mackay added that the cost of laying cable had increased 100 per cent. since 1914.

Another Class for Blanchard

A class in advertising has been opened in the Brooklyn Central Y. M. C. A., under the direction of Frank L. Blanchard, who is secretary of the New York Advertising Club and conducts a similar course at the 23d street Y. M. C. A. in New York.

Sixty Periodicals to Resume Publication

New York Printers League Helps Publishers to Produce Papers Outside of City

Sixty New York periodicals have arranged to resume publication, printing outside of New York, some of them permanently and others until the local printing labor situation is straightened out. The Literary Digest has also secured several additional converts to its method of printing from plates photographed from original typewritten sheets, among them the Scientific American, American Machinist, Independent, Musical Courier, Nugents' Bulletin, Dress Essentials, American Art News, New Success, Paper Mill, and Magneto Bulletin. The Dry Goods Economist and several other trade papers are being mimeographed.

This out-of-town printing work is being done with the consent and assistance of the Printers' League, which helped the publishers to make the necessary connections in many shops east of the Mississippi River. The cities helping out are Boston, Chicago, Cleveland, Cincinnati, Philadelphia, Harrisburg, Newark, San Francisco, Dayton, Yonkers, Albany, Jamestown, N. Y.; Stamford, Conn.; Worcester, Taunton, Pa.; Scranton, Baltimore, Schenectady, Springfield, Ohio; Paterson, Scarsdale, N. Y.; Hartford and Poughkeepsie.

While the situation is still tangled, it was announced by the Printers League late this week that several shops had reopened with union compositors and pressmen. Efforts are still being made by the Pressroom Executives' Association, composed of pressmen foremen, to compose the differences between the International and local unions of the pressmen, but it was not intended that any negotiations up to the time Editor & Publisher went to press.

Strike benefits were paid this week by Typographical Union No. 6 to its members who are enjoying "vacations." The 10 per cent. assessment which was laid on all members of "Big Six" is enabling the union to pay a benefit of $25 a week to the members. The Book & Job Men's Relief Association, which the union organized among its vacationing members.

Boston Pressmen Censor Life

Boston, Oct. 28.—Pressmen of the Chapple Publishing Company, who were working on Life, discovered a cartoon, which they considered a reflection on organized labor, and refused to continue on the edition until the cartoon was eliminated.

MISS WHEAT AGAIN PRESIDENT

St. Louis Ad Women Elect New Slate With One Exception

(By Telegraph)

St. Louis, Oct. 28.—The Women's Advertising Club of St. Louis yesterday unanimously re-elected Miss Mary Wheat, owner of Miss Wheat's Letter Office, president.

Other officers were elected as follows: Mrs. Julia Shipley Carroll, the Drygoodsman, vice-president; Miss A. E. Reiss, Overland Automobile Company, secretary; Miss Elsa Queller, First National Bank, treasurer; Miss Anita Moore, chairman program committee; Miss Louise Lenoir Thomas (re-elected), chairman membership committee; Miss V. A. L. Jones, chairman publicity committee; Miss Mary Semple Scott, chairman education and extension committee; Miss Olive Breuggeman, chairman auditing committee.

Hugh McVey Heads Ad Agency

Wichita, Kan., Oct. 29.—Hugh McVey, former advertising counselor of the Capper Publications, is head of the Southwestern Advertising Company when it is announced that the advertising business with the new organization, is business manager; C. E. Seward, formerly of the Capper Engraving Company, is head of the art and catalog department, while R. R. Glenn heads the copy staff. The local company has affiliation with the Southwestern Advertising organizations of Dallas and Oklahoma City.

Harry C. Rook Dead

(By Telegraph)

Pittsburgh, Oct. 28.—Harry Coffey Rook, secretary of the Dispatch Publishing Company and manager of the Philadelphia branch office of the Dispatch, died at Philadelphia this morning, aged 49 years. He was the youngest son of the late Alexander W. Rook, one of the founders of the Pittsburgh Dispatch, and a brother of C. A. Rook, who is now president and editor of the Dispatch.

Barton Goes to Europe

Robert Barton, assistant manager of the American Express Company, New York, has gone to Europe to fill the position of advertising manager there for the company, with offices at 11 Rue Scribe, Paris. Leslie W. Rowland has been appointed assistant advertising manager to fill the vacancy left by Mr. Barton's appointment.

AD AGENCY COPY MEN COMING INTO THEIR OWN

F. R. FELAND, who has been elected a director of the George Batten Company, New York, hails from old Kentucky and gained his first experience in newspaper lore in that state, which he still has cherished recollections of, though he has lived East for some years.

Mr. Feland started his career on a country weekly, for which he gathered local items and then came back to the office and set type. At the age of twenty-one he went to work for Elbert Hubbard in East Aurora, N. Y., as a compositor, and here also, he studied advertising under the celebrated Felix Shay.



F. R. Feland

In 1909, he decided to try his fortune in New York, and to this city he came, serving for six months with the Federal Advertising Agency, from which he tells with a touch of humor that he was fired. "Then, I came to the George Batten Company, and I have been here ever since," said Mr. Feland. Continuing he said: "It is interesting to note that there is a general trend in all agencies at the present time to promote the writers and preparers of the copy. Formerly, honors went to advertising solicitors, but at last the copy man is coming into his own."

Mr. Feland is the head of the copy department of the George Batten Company.

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A. N. P. A. MAY CALL FOR WAR RESTRICTIONS TO AVERT PAPER DISASTER

Paper Committee and Directors, Finding Increased Supply Impossible, See Modified War Industries Board Regulations and End of All Waste as Only Method of Keeping Demand Within Amount Available

IMMEDIATE voluntary reapplication of the war restriction measures of 918, as the only adequate means of meeting the present newsprint shortage risis, may be urged upon members of the merican Newspaper Publishers' Asso- iation as the result of a meeting of the aper committee and board of directors f the A. N. P. A., held in New York on Tuesday.

The officials sat in executive session f an entire day, listening to reports f shortage conditions from all parts of he country, and considered ways and means to meet them. At the close, it was stated to EDITOR & PUBLISHER by one of those who took part that readoption of the War Industries Board regulations of 1918, modified somewhat perhaps to meet peace conditions, seemed to offer the only feasible source of possible relief.

Conceding that there is no possible means of increasing the paper supply so that it can even approximately meet the demand caused by the unexpected and unheard of advertising now being placed in the daily papers, the A. N. P. A. leaders determined to make the paper now available go as far as possible by the absolute elimination of print paper waste in all departments of a newspaper—editorial, advertising, circulation and mechanical.

A bulletin will be sent out at once from New York headquarters of the A. N. P. A. calling attention to the gravity of the situation, urging publishers to keep out of the market in order to stabilize at a lower level the price of what little paper there is on the "spot market" and to again put in force in their plants the rules promulgated last summer by the War Industries Board, or the elimination of wasteful practices in circulation and of all editorial matter except that which is absolutely necessary.

"We are faced with the problem of making two suits where there is cloth or only one." Lincoln B. Palmer, general manager of the A. N. P. A., told EDITOR & PUBLISHER after the meeting. 'We can get no more paper than we now have and it is likely that the demand will continue to exceed the supply. Elimination of all uses of paper not essential is the only way out."

The regulations enforced during the regime of the War Industries Board were as follows:

Wasteful Circulation Practices

Discontinue the acceptance of the return of unsold copies.

Exceptions—Employees of newspapers who are employed directly at the home office by a newspaper, as wholesale distributors to newsboys, news agents and news stands, may return unsold copies, provided such unsold copies have not been in the possession of news boys, newsstands or retail dealers. Such employees cannot take back, under any consideration, papers which have already been distributed for sale.

2. Discontinue sending paper after date of expiration of subscription, unless the subscription is renewed and paid or.

3. Discontinue the use of all samples or free promotion copies.

4. Discontinue giving copies to anybody except for office-working copies or where required by statute law in the case of official advertising.

Exceptions—Copies may be given free to employes of newspapers if such is the present practice of the office.

Copies may be sent to the library of Congress and to state or other public libraries which will agree to bind or otherwise preserve the files of the paper; also to Government departmental libraries.

Copies may be given free in return for actual service rendered.

Copies may be sent free to clipping bureaus which render an equivalent service to the newspaper.

Copies for service purposes only may be sent free to newspaper correspondents and press bureaus.

5. Discontinue giving free copies to advertisers, except not more than one copy each for checking purposes.

Exceptions—Trade and advertiser who customarily places advertisements with the newspaper in at least four issues each week and advertising agencies from whom the publisher receives advertising regularly may be put on the regular mailing list to facilitate handling in the mailing room.

Copies must not be sent as a means of advertising the newspaper itself to advertisers or advertising agencies from which the publisher does not receive business regularly.

6. Discontinue selling advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount.

7. Discontinue the arbitrary forcing of copies on news dealers (i.e., compelling them to buy more copies than they can legitimately sell in order to hold certain territory).

8. Discontinue the buying bark of papers at either wholesale or retail selling prices from dealers or agents in order to secure preferential representation.

9. Discontinue the paying of salaries or commissions to agents, news dealers or newsboys for the purpose of securing the equivalent of the return privilege.

10. Discontinue all cash discounts or bonuses to wholesale or retail dealers.

11. Discontinue all free exchanges.

12. Reading matter consists of all matter printed, except paid advertisements and the following schedules are based upon a standard column of 300 agate lines.

Weekday Editions

13. Reduce reading matter up to 50 columns 5 per cent.

14. Reduce on additional space over 50 columns and not over 70 columns 15 per cent.

15. Reduce on additional space over 70 and not over 90 columns 15 per cent.

16. Reduce on all additional space over 90 columns 50 per cent.

Sunday Editions

17. Reduce reading matter up to 150 columns 10 per cent.

18. Reduce on additional space over 150 columns and up to 200 columns 20 per cent.

19. Reduce on additional space over 200 columns and up to 250 columns 30 per cent.

20. Reduce on additional space over 250 columns up to 300 columns 40 per cent.

21. Reduce on additional space over 300 columns up to 350 columns 50 per cent.

22. Reduce on all additional space over 350 columns 60 per cent.

SCRIPPS EDITOR HONORED

Frank Rostock Is Decorated by King Albert

CINCINNATI, Ohio, Oct. 29—One American editor lost his level-headed poise for a couple of minutes during the visit of King Albert of the Belgians. His name is Frank Rostock and his paper is the Cincinnati Post.



THE ALBERT MEDAL

It happened when one of his reporters called him on the telephone and told him that the King wanted to see him at once up at the Music Hall. The reporter was called upon to do some fine explaining before Mr. Rostock made the journey—and he did it.

King Albert shook hands and then decorated Editor Rostock with "The



FRANK ROSTOCK

Albert Medal," remarking at the same time to the assemblage:

"Mr. Rostock, I give you this as a token of the appreciation of the people of Belgium of the fearless attitude of the Cincinnati Post during the war as to our enemies."

Rostock thanked him, was introduced to the Queen and others—and then found an open door leading to an alley.

MUST FIX SIZES AND STICK TO THEM

Vice-President Foster of S. N. P. A. Tells of News Print Conditions in South—He Is Saving 10 Per Cent.

Marcellus E. Foster, president of the Houston Chronicle Publishing Company, Houston, Texas, is in New York, following a meeting of members of the Southern Newspaper Publishers' Association in Nashville, Tenn. Mr. Foster is vice-president of the latter organization and reports that the executive committee of the Southern publishers, met primarily to take steps to put in effect drastic economies in the matter of using news print. The proceedings of this meeting were told fully in EDITOR & PUBLISHER last week.

"I think every publisher in the South realizes the seriousness of the present situation," said Mr. Foster. "They have all determined to conserve on paper and they realize that the only way to conserve it to conserve.

The South's Position

"The South is experiencing great prosperity and we have the same demand for big papers to accommodate advertisers as have the larger publishers in the East. The Southern newspapers, however, do not consume more than 25 per cent of the tonnage and a curtailment in that section without similar drastic economies being put in effect in other sections, will be of comparatively little avail.

"To my mind the main trouble is that each publisher is afraid to fix on a definite size of his paper and stick to it.

"In the case of the Houston Chronicle I have issued positive instructions that we must not print more than eighteen eight columns each. Sunday the limit has been placed at sixty pages.

"This means that we will save on the Chronicle at least 10 per cent of our quota of paper and we are going to do it simply by accepting advertising only to a certain amount each day and then refusing all other space offered. We will average not less than 60 per cent of advertising on each issue of sixteen pages or more.

Fair Profit Necessary

"For example, in a twenty-two page paper we carry eight columns of advertising and 66 columns of reading matter. We could easily print a twenty-eight page paper on Fridays with 150 columns of advertising, which means that on each Friday we will probably refuse 40 columns of good advertising space.

"But why worry about it? We can make a fair profit on a twenty-two page paper and can save some news print that is today in many cases worth more than the advertising itself.

"I find on my visit to New York that some publishers have recently paid as high as 7½ cents for a few rars of

(Continued on Page 32)

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CLYDE STEEN ACTIVE SOUTH AND WEST

International Editorial Association, an Organization for Newspaper Men, Suddenly Decides to Move

(Special Correspondence)

BEDFORD, VA., Oct. 28.—This town believed that it was going to be boast of having the home of the International Editorial Association, believed it absolutely on the word of Clyde P. Steen, the managing director, until a few weeks ago. Now hope is gone—not for the town but for possession of the much touted benefits that would result from such a honor.

The Bedford Bulletin, in its issue of October 16, had the following to say regarding the "coming" and the "going" of the "great" welfare project:

"The International Editorial Association, whose representatives have been in Bedford for the past three or four months ostensibly making preparation for the remodeling and occupancy of the old Jeter building as a national home for that organization, has at the last moment decided not to purchase here, having made a deal for a building in Waynesboro, Va., the past week.

A Surprise for Bedford

"News to this effect leaked out in Bedford last Saturday at a meeting of business men called for the consideration of another subject, the announcement coming as somewhat of a surprise to the men who had interested themselves in promoting the deal, as the establishment of the home here had been accepted as an accomplished fact, the owners of the Jeter building having no intimation of any change in plans until last Wednesday, and even then it came only as a hint from an outside party and not from the representatives of the International Editorial Association.

"On Wednesday morning of last week M. T. Harrison, owner of the Democrat, received a note from a friend in Roanoke asking if it was known here that Clyde P. Steen, who has been in Bedford several months representing the editors' organization, was in Waynesboro, Va., negotiating for a building there. Mr. Harrison at once called on Wingfield Brothers who have the Jeter building in charge, and they were as much surprised as he was at the news.

Tries to Reach Steen

"It was supposed that Mr. Steen was in Lynchburg and G. D. Wingfield made an effort to get him on the long distance phone, but without success. However, about noon of that day Messrs. Wingfield received a telegram from Mr. Steen at Lynchburg, saying he had been to Birmingham and was then on his way to Washington to get the money for payment on the Jeter building and would surely be here to close up the deal and take over the property on the 10th, which was the day on which the option expired. He did not show up, however, and later Messrs. Wingfield received a letter from him saying that the proposition would have to be abandoned, as it was too big for them to handle.

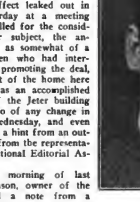
"The first intimation that Bedford people had that there was such an organization as the International Editorial Association was last June when Clyde P. Steen, C. A. Berger and Miss Carol Bird came to Bedford looking for a home for the organization, having heard of the Jeter building through the industrial department of the Norfolk & Western Railway.

"During the first week in July Mr. Steen and Miss Bird returned to Bedford, announced that they would take the Jeter building at $15,000, and secured an option good until October 10th. Since that time Mr. Steen has spent most of his time in Bedford, having his office in the Jeter building, from which he directed the work of organization and other matters pertaining to the location of the home here.

Bedfordites Subscribe

"One of the first moves made after announcing they would locate in Bedford was to take in as honorary members such of our citizens as were willing to donate $25 each for the privilege, and about seventy of Bedford's business and professional men joined under that head, the total of their subscriptions amounting to approximately $1,800.

"Bedford's business men are not easily played for suckers, however, and it was stipulated that this amount be turned over to S. S. Lambeth, Jr., as trustee, the same to be paid over to the officers of the Editor's Association when



CLYDE P. STEEN

the deal for the Jeter building had been finally closed.

"A week or two after this fund was placed in Mr. Lambeth's hands he was approached by Mr. Steen with a request for $200, the statement being made that that amount was needed for "incidental expenses," but the trustee, holding that the fund could not be used for such purpose, declined the request.

Still a Balance

"However, the matter was brought to the attention of some of the individual contributors and eight of them agreed to allow their portion of the money to be paid over, which was done, and Mr. Lambeth still has in his keeping the balance of the fund and this doubtless will be distributed among the ex-honorary members contributing.

"Mr. Steen, in his letter to Messrs. Wingfield notifying them that the deal was off, stated that a check covering the $200 he secured from the trustee, as well as other indebtedness incurred in Bedford during his stay here, amounting to approximately $300 more, would be here by Monday, October 18th, but to date, Mr. Steen has not been heard from again.

"At intervals since Mr. Steen located here he has given to the press news of the progress of the work of his organization, all of which led the public to believe that there would be no hitch in regard to locating the home here.

"A Lynchburg architect was employed to draw plans for remodeling the building to meet the needs and requirements of the association, and only a few weeks ago Mr. Steen gave out a notice that the work would be commenced on October 1st, and that by January 1st everything would be in readiness for the opening of the home, a big celebration being planned for this event.

"No public statement has been made by Mr. Steen or the other officers of the association as to the reason for their sudden change of plans and decision to locate elsewhere, and some of our citizens are inclined to be a little indignant about the matter, though they of course recognize the right of the men handling the organization's affairs to go elsewhere if they so desired."

Boost for Waynesboro?

The Bedford Bulletin quotes the following from the Lexington (Va.) Gazette: "Brandon Institute at Waynesboro, Va., is the national home and headquarters of the International Editors Association, an organization with already 4,000 members which will include all newspapermen in the nation over. Clyde P. Steen, national organizer for the association, so announces.

"The National Newspaper Home Corporation, a holding company for the association, purchased the Brandon Institute from E. T. Hildebrand, E. U. Hoenshel, W. H. Gardner and Dr. R. S. Griffin, for something over $40,000. Mr. Steen is president of this corporation, G. H. Brananman, vice-president and H. M. Magie, secretary-treasurer.

"The action of Brandon by the editors is a big boost for Waynesboro-Basic, since they scoured the country for months, seeking the right location."

According to the Bulletin, the Gazette story would indicate that Mr. Steen was carrying on his Waynesboro negotiations at the time he sent his telegram from Lynchburg to Bedford in which he said he was on his way to Washington to secure the money to pay for the Jeter building.

BASIC PURCHASE UNFINISHED

Deed to Be Transferred to Steen and Associates in December

(By Telegraph)

WAYNESBORO, VA., Oct. 27.—The International Editorial Association has bought the Brandon Hotel property in Basic, adjoining here. The first payment has been made, it is stated, and the deed to the property will be transferred early in December, according to present plans.

Clyde P. Steen, managing director of the association, took possession of the home on October 18. No representatives of the association are here now. Clare Berger, the president, and other members are expected here this week.

The membership of the association, it is said, is mostly in Virginia cities, including a few here. A prominent banker will act as trustee of the association funds, it is said.

STEEN IN CHICAGO

Is Accompanied by James George Kemp in Interest of I. E. A.

CHICAGO, Oct. 27.—Clyde P. Steen, formerly of Bedford, Va., and Lima (Ohio) News and now president of the recently-organized International Editorial Association, together with James George Kemp, reputed to be a former Chicago Tribune news man, but now Wisconsin field secretary for the I. E. A., with headquarters at 385 Broadway, Milwaukee, Wis., spent last week in Chicago "on general organization work for the International Editorial Association"

Headquarters of the organization, they assert, have been established at Bedford, Va., "where a home for indigent old-timers of the newspaper profession has been established. According to the stated plans of the I. E. A. this will be utilized as a haven for those who have no other home and several already are on their way there. It is understood that they will occupy their time by forming the working nucleus of a newspaper clipping bureau which eventually will be in a position to render service all over the country."

I. E. A. HOME STOCK $20 PER

Two Milwaukee Court Officials Buy on Pity Plea

(Special Correspondence)

MILWAUKEE, Wis., Oct. 28.—Local newspaper men are behind a new approach of the methods being used to force sales of stock here in a home for incapacitated newspaper men, which the International Editorial Association claims to own in Virginia.

Public officials and prominent men have been solicited. The stock is being offered at $20 a share and among those who have already subscribed are John Woller, clerk of the Municipal and District Courts, and Municipal Judge August C. Backus.

Milwaukee newspaper men do not look with favor on the methods used in collecting donations—it is generally accepted that the selling of stock really amounts to that. For one thing it is said that men approached are told that their subscription will help So-and-so, a newspaper man whom they know well.

James G. Kemp, a representative of the I. E. A. is in charge of the work here.

ORDERED STEEN TO QUIT

New York District Attorney Stopped Anti-Bolshevik Fund Collection

Clyde P. Steen, managing director of the International Editorial Association, is not unknown to readers of EDITOR & PUBLISHER. His activities during the past two years have included presidency of the late National Association of City Editors, publication of a magazine called "The City Editor" and the launching of a campaign to raise a fund of $1,000,000 "to be used to combat Bolshevism."

The latter was dropped last spring at the order of Assistant District Attorney Kilroe of New York, following an investigation and "interview" with Mr. Steen. According to Mr. Kilroe, at the time, Mr. Steen expressed a willingness to "quit New York" and return to his home at Lima, Ohio. Steen was then the president of the National Association of City Editors.

Mr. Steen has been employed on Ohio and Michigan newspapers. His last newspaper work, so far as known by EDITOR & PUBLISHER, was as city editor of the Lima (Ohio) Daily News.

A man calling himself Davy O'Connor was recently in New York trying to raise $500 subscriptions for life membership in the International Editorial Association and its Bedford home project.

Many inquiries have been received by EDITOR & PUBLISHER regarding Mr. Steen and the I. E. A., especially during the past week.

Madison Club of Two

(Special Correspondence)

MADISON, WIS., Oct. 27.—A local club of the International Editorial Association was organized here October 1 with two members, one a capital ex-

(Continued on Page 29)

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THE ART OF MAKING LITTLE ADS PAY BIG

This Is the First of a Series of Articles Dealing With Classified Advertising and Its Development to Be Published Weekly in Editor & Publisher

BY C. L. PERKINS

AN EXPERIENCED advertising man—one who had bought national display space and sold magazine advertising—recently spent a couple of hours in the classified department of a large newspaper. This was the first time that classified had ever had his attention and after being shown the machinery of the department, he said: "Yes, but I still don't understand how to secure the hundreds of small ads that appear in your classified columns daily. Where do they come from?" Many publishers, business managers, classified managers, and years of experience are unable to answer the question of where classified ads come from and how to secure them.

Some publishers, having a large volume of classified business do not know exactly how they secured it, nor how to increase it. Many of them have never made it return a profit. Others, having a small volume of classified or their papers are still unable to answer the question of how to build classified although they have spent thousands of dollars in the effort.

No one has ever developed a definite formula which would build classified advertising for a newspaper. And no one ever will. The development of classified is not a problem—it is a combination of many problems

The late Tom Williams was publisher of the San Francisco Examiner, at the time it became a large classified medium. On being asked what one thing developed this business for the Examiner he replied:

"No one thing produced this business: It was the combined result of many things which we did persistently."

To help solve some of the many classified problems that present themselves to newspaper executives; to tell of methods that have been useful in developing classified volume, increasing classified profit and increasing the efficiency in handling the vast detail created by classified, to offer a channel through which those interested in classified can discuss the many phases of their business, is the purpose of this department of EDITOR & PUBLISHER.

Publishers and classified managers desiring to have some particular subject discussive to Want Ads, to present some problems and those seeking an answer to some specific question pertaining to classified are requested to notify the editor of this page.

Such requests will be filled by securing opinions and answers from publishers and classified managers who by experience are best fitted to correct questions and answers, and the answers and remedies will be printed here from week-to-week

Story of the Trials of a Three-line Ad.

Here is the story of a little three-line Want Ad that tried to get an invitation to remain in the column of some newspaper for more than one day.

Publishers, business managers, classified managers, counter managers and ad clerks know many times sincerely believe that their organizations are making the proper sales effort to secure from voluntary advertisers more than one insertion of their ads. The writer always thought that the persons receiving ads under his jurisdiction were quite efficient until he made a test one day. He discovered that real intelligent sales effort was rarely made.

Since making this test and in the last year, I have placed the same three-line Want Ad in the offices of forty-two newspapers in twenty cities—from the Atlantic to the Pacific and in only one case was any real salesmanship displayed by the person behind the counter.

The first office visited was that of a well known six day evening paper. A neat and intelligent appearing woman took the copy, placed the classification mark in the proper place and marked it for one insertion in the issue of the following day. He did this without saying one word and dismissed me by saying, "Pay the cashier."

On a certain Friday afternoon, I rode the same ad to the office of a leading daily and Sunday newspaper —a recognized classified medium. An attractive looking young lady took the copy and after reading it said:

"Saturday or Sunday?" The reply was Saturday, so she marked the copy for that date and after giving me my change said, "Thank you."

At another office the same ad was offered to a gruff individual who said: "You ought to use large type."

When asked why his only remark was, "Because."

But this ad did not want to be displayed, it was merely seeking an invitation to stay in the same paper for more than one day.

Our next experience was in the office of a newspaper printed in a town of 10,000 population Here a very pleasant lady came to the counter and while reading the ad commented on the weather Having exhausted this subject she remarked that the ad would appear tomorrow evening and that the cost was eighteen cents.

The largest classified medium in one of our largest cities had the next opportunity to increase this one-time three-line ad either to two, three or ten or twenty-one lines, but like the others it failed for lack of effort. Here the copy was received by an office boy with dirty hands and face. He did not know just what to do with the copy, so he went to the other end of the counter and asked one of two older clerks, who were discussing the merits of the Reds and White Sox. He returned and said:

"You just want this ad in tomorrow, don't you?"

Answer, yes. "Ninety cents, then."

The amount was paid and I would gladly have made it $2.50 had the lad's question been in the proper form.

And with no greater success, I carried this ad to thirty-six other newspaper offices—all offices of representative classified mediums. In each case the experience was practically the same —no effort made to secure additional insertions and the number of insertions always taken, without question, as one.

In just one office did the little ad find a welcome. Here an alert young man told me that I should run the ad for a week. He not only explained that this would include the Sunday paper with a large circulation and other advantages which were carefully enumerated but that it would earn for me a reduced rate. He also explained clearly and briefly that the market for the article advertised for sale was limited just at that time and that the very person who wanted the thing advertised might not see the ad on any one day, for many reasons, but that he could hardly miss it, when published for a week. This was salesmanship and was rewarded with an order to run the ad seven times.

This matter of selling the advertiser several insertions is more than a method of increasing classified volume and revenue. It is also a benefit to the advertiser, since he is much more apt to get results from an advertisement appearing several times, than from one appearing only one time.

If the advertisement appears one time and he fails to get results, he blames the paper of classified advertising in general, and a customer is lost. If it runs several times and he gets the desired results, and the chances are that he will, he soon forgets the additional cost of the extra insertions but remembers the efficiency of the ad and becomes a classified booster and a life long friend of the paper.

Some classified managers have said that this selling of additional insertions, increases the number of kill orders received and thus makes a lot of additional work.

True, many of the one time ads which are sold for seven times will accomplish their purpose after the second, third, fourth or fifth insertion. However they produced results for the advertiser and some additional space and revenue for the publisher which they would not have done if the sales effort had not been made.

Is this customer satisfaction and added volume worth the sales effort and work required to handle the increased kill orders?

An Ad That Failed and One That Won

Read a column of classified advertising in any newspaper. You'll find very few advertisements that are real selling power in them. The average classified advertiser does not know how to write result-producing copy. Therefore he writes poor copy and does not get as many replies as he should or perhaps none—for which he blames the paper. Poor copy is one of the chief reasons why many people do not believe in classified and why it is not used more.

The following classified advertisement appeared some time ago in a paper which was a recognized classified medium in its community:

"FOR SALE—Pure English Bloodhound puppies, sired by Lodgecroft, Jr., dam by Jake. successful man trailers also prize winners 1141 E. 28th St."

Nothing came from this advertisement—not even an inquiry, with the result that Mr. Smith decided that classified advertising was not the proper medium for selling puppies.

Mr. Smith told a friend that he had some fine puppies, but he couldn't sell them.

"Why don't you advertise them?" said the friend.

"I did," said Mr. Smith, "but it didn't do any good."

"Let's see your ad," said the friend, an advertising man. When he read it, he said, "Of course, it didn't sell anything. Let me write you an advertisement." So he wrote one.

"It's too long," said Mr. Smith.

"No ad is too long, if it sells," said his friend. "You run this ad and if it doesn't bring results, I'll pay for it out of my own."

So Mr. Smith ran the ad. This is the way it read:

"FOR SALE—Pure English bloodhound puppies. Finest pedigree in the country for the bloodhound system." Keen scent and acute hearing enables them to detect the slightest intrusion. Their gentle loving disposition toward the family makes them invaluable pets. Their intelligent faces and long ears make a handsome adjunct to your automobile. Also affords the best protection offered by Lodgecroft, Jr., dam by Jake's Home. They naturally will be expert man trailers when their lungs, wrinkles, dewlaps will make them invincible prize winners. Apply 1141 E. 28th St."

This ad appeared on Sunday. By Monday evening the puppies were all sold. Mr. Smith now believes in the power of classified advertising

The newspapers that educate their classified advertisers to write good copy will not only render a service to their customers, but will build up a reputation for result-producing that will pay large dividends.

With the Classified Men

L. J. Boughner, classified advertising manager of the Chicago Daily News, spent the month of September fishing in the lakes of northern Wisconsin.

Hamilton Rogers, in charge of the classified advertising of the Louisville Courier Journal and Times, was a recent visitor to Indianapolis and Chicago, inspecting the classified departments of the papers in those cities

"MY CONFIDENCE NEVER VIOLATED BY A MEMBER OF THE PRESS"—SEN. JOHNSON

HIGH regard for the newspapermen of the United States was expressed by Senator Hiram Johnson of California in a recent address before the Portland (Ore.) Press Club, when the members were hosts to the Senator at a reception during his tour in opposition to the League of Nations.

"I have a very high opinion of the men who comprise the personnel of the newspapers of this country," said Senator Johnson. "In my travels from Maine to California it has been my pleasure to know intimately many of the newspaper men and I can say that without exception I have never made a mistake when I placed my confidence in a member of the press.

"The fact that violation of confidence by a reporter is a thing almost unheard of speaks very highly for the ethics of the profession."

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A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

A. N. A. AND PRINTERS' STRIKE

Executive Committee Recommends Support to N. Y. Publications

The following resolution, a copy of which has been sent to every A. N. A. member, was adopted at the last meeting of the Executive Committee:

1. As national advertisers we have common cause with national publishers in maintaining the sanctity of printing contracts.

2. Much of our advertising is placed for twelve months ahead and requires a reasonable stability of advertising costs.

3. Advertising costs cannot be estimated in advance unless there is a reasonable stability of printing costs.

4. We are aware that the existing strike of certain printers in New York involves no inherent question of wages or hours, but primarily and essentially the question of contracts.

5. We understand that the contracts of advertisers with publishers are rendered unfulfillable through the breaking of contracts with the publishers by certain labor unions in the printing trade. We believe that, at whatever cost, contracts should be more than scraps of paper, and we therefore deprecate the action of any organization of printers which not only disregards its contracts to maintain mutually agreed schedules, but also refuses to submit its alleged grievances to arbitration.

6. Consequently, we, the executive committee of the Association of National Advertisers, without expression on the subject of the right of collective bargaining on the part either of employers or employes, and with the best wishes for the welfare of labor and the importance of a good standing in public estimation, hereby desire to assure the New York publishers of our moral and practical support in this crisis.

7. We, therefore, recommend to the members of the association that they pledge to publishers the extension of their contracts to cover the amount of advertising already arranged, and, to that end, that they adjust their advertising schedules to the publishers' convenience.

ASSOCIATION OF NATIONAL ADVERTISERS, INC.,
W. A. McDERMID, President,
JOHN SULLIVAN, Secretary-Treasurer.

THE CLEARING HOUSE IDEA

W. A. McDERMID and John Sullivan, respectively President and Secretary-Treasurer of the A. N. A., acted as delegates to the Association at the International Trade Conference at Atlantic City last week. The matter of foreign trade is one with which the A. N. A. has for a long time past kept in close touch, and, therefore, had an intimate interest in the purpose of the International Trade Conference.

One of the most illuminating addresses was that of Mr. Dwight W. Morrow, of J. P. Morgan & Company. Unfortunately the address was not reported in the newspapers; the papers printed only the address that Mr. Morrow had prepared, and which he tossed aside, as to speak, and for which he substituted a speech that was plumb full of simple, straightforward, basic common sense. It was not the speech of a banker, but of a real marketing man—a salesman.

Mr. Morrow brought out a point that was very interesting to an A. N. A. man: He described the fundamental role of the banker as the man who brought together the individual who wanted something and the individual who possessed that thing.

That is just one of the functions of the A. N. A. office, and a very important one. Daily—many times daily—the office is asked by members to obtain information. These members, as a rule, do not know what other members have this information. The headquarters office does know, and it goes to these other members, and brings into touch those who want and those who have.

The fact that this operation is not more extensive than it is—for apart from the A. N. A. it is not carried on in an organized way—is one proof that our national marketing sense has still a long way to go in its development.

The financial operation has been so many times repeated that to use it has become perfectly obvious in business promotion. When it is a matter of finance, it is understood that no firm, wishing to promote its business on borrowed money, can live and act upon and by itself. But it is not yet a matter of almost unconscious or subconscious understanding that a firm, wishing to promote its business on borrowed advertising and selling knowledge, cannot live and act upon and by itself without probably spending money in wasteful and unnecessary experimentation.

The bankers, at any rate, have nothing on the A. N. A., and the A. N. A. could teach the bankers a whole lot about promoting their own business—with the exception, possibly, of Mr. Dwight W. Morrow.

SATURATED SOLUTIONS

SOME months ago mention was made in this page to the need that had arisen for the reconsideration of matters of advertising technique because so there has come about reconsideration of advertising's primer facts.

These matters belong to the primer stage of advertising, and, in the practice of experienced men, are as unconsciously automatic as that of the alphabet. But, even as every mighty disturbance—physical or mental or moral—drives human beings back to first principles, of advertising's primer facts.

In the mind of the advertiser there is no questioning of the correctness of these facts. He is reconsidering them not because he is in any doubt, but because he sees some publishers, in this their advertising millenium, apparently regardless of the future of their publications.

A chemically saturated solution exists when water has taken up as much as it will: there is a limit to the amount of solid matter that can be dissolved.

And there is a limit to the amount of advertising in a publication that the reader can appreciate, or assimilate or absorb, or digest—whatever it is that the reader does with advertising. It is an axiom among men conducting national advertising that as the number of advertising pages increases, the attention value of any one advertisement decreases. It is to be doubted if any degree of ingenuity in make-up can offset that effect of an advertisement-crowded publication. Whether the trouble lies with the "solid matter" in the publication or the "solid matter" in the brain of the reader, the advertiser pays out good money for less return.

It is a wise publisher who does not permit his newspaper to become saturated with advertising matter. Inflation decreases value in both monetary and advertising connections.

PHILADELPHIA CHAPTER OF A. N. A.

A meeting of this chapter was held in the rooms of the Poor Richard Club in Philadelphia, on the evening of October 7th. The vice-president, Mont H. Wright, presided. Mr. Wright introduced as the first subject of the evening, "Rising Costs of Space, Electrotyping, Ink, Work, etc., and How to Meet Them." This matter was considered from all angles in short talks from many of the members, and some very valuable information and useful ideas were developed.

The meeting then considered the question, "How Are We Going to Meet the Rising Cost of Space and the Crowded Condition of National Publications?" The meeting decided that further information was necessary, and the matter will probably be dealt with at the next meeting.

Other subjects considered were, "Salaries of Clerical Workers and Assistants;" "Time to be Devoted to Visits of Salesmen;" "How to Distribute the Advertising Costs of Different Brands."

THE following firms have been elected to membership in the Association: Sexton Manufacturing Company, Fairfield, Ill., Wesley R. Warren, advertising manager; American Hard Rubber Company, 11 Mercer street, New York City, O. B. Carson, advertising manager; Diamond State Fibre Company, W. A. Adams, Jr., advertising manager, Bridgeport, Pa.

SHIFTS IN FITCHBURG

Travis Managing Editor and Pettingill Circulation Manager

FITCHBURG, MASS., Oct. 25.—Since James J. Devine, former general manager of the Clarksburg (W. Va.) Telegram, bought the Daily News two months ago, D. Murphy Travis has been advanced from the city desk to managing editor; John H. Kline moved up to the city desk from sports, and James J. Coughlin, former sports editor of the Clarksburg (W. Va.) Telegram, has been made sports editor of the Daily News.

In the business office, Owen Flanders, former member of the Lowell (Mass.) Sun, has become assistant advertising manager of the News; Harold C. Beer, late of the American Expeditionary Forces, is the new classified manager. H. F. Pettingill is the new circulation manager of the News, having come from the Elizabeth (N. J.) Evening Times.

VANCE ON ATLANTA GEORGIAN

Woodruff Succeeds Him as Sports Editor of Birmingham News

BIRMINGHAM, ALA., Oct. 29.—Henry C. Vance, for six years sports editor of the Birmingham News, will become sports editor of the Atlanta Georgian November 1. "Fuzzy" Woodruff, one of the oldest and most widely known sports writers in the South, will succeed him on the News.

Mr. Vance is well known throughout the country for his sport writing and his fiction in popular magazines. He has a large following of friends throughout the South. Friends will tender him a farewell dinner on the date his service with the News ends. The affair will be an editorial banquet at which James E. Chappell, managing editor of the News, will preside as toastmaster.

JORDAN SUCCEEDS BOWER

R. R. Kilroy Appointed Editor of Anaconda Standard

BUTTE, MONT., Oct. 27.—Joseph H. Jordan, formerly with the Portland (Ore.) Journal, has succeeded W. A. Bower, resigned, as business manager of the Anaconda Standard; Richard R. Kilroy has succeeded W. W. Walsworth as editor of the Standard.

Striking Printers Issue a Daily

FORT SMITH, ARK., Oct. 24.—"The Free Daily" is the name of a publication issued by the striking printers in Van Buren, across the river.

NEW EXECUTIVES IN NEWARK

F. E. Quinn and S. M. White Get Posts on Ledger

NEWARK, N. J., Oct. 28.—Franklin E. Quinn, who has been associated with the Ledger for three years, has been appointed general manager. Samuel M. White, formerly with the Philadelphia Record and the Washington Times' New York office, has been appointed advertising manager.

Forr's Skull Fractured

Jack Farr, cartoonist for the New York Evening Telegram, is in a serious condition, in Bellevue Hospital, from a fractured skull, reported to have been sustained when knocked down in the course of an altercation with a man whose name is unknown.

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CHINESE AWAKENING TO AMERICAN WAYS IN PUBLISHING AND ADVERTISING

E. M. Scholz Sees New Era of Development in Big Eastern Republic, Opening Vast Markets for American Products---Cites Some Common Errors in Judgment on Part of Our Advertisers.

BY EMIL M. SCHOLZ

[NOTE: This is the second and concluding chapter of Mr. Scholz' interesting analysis of present-day conditions in the Far East. He notes the dawn of American ideas applying to trade, to the press and to advertising, in the giant Oriental republic and points out the course which thru forward movement must take.—Editor.]

[PART TWO.]

THE news print paper situation in Japan is just as acute as it has been in the United States. Paper during the war in fairly large quantities sold for as high as seven cents a pound.

The imports of paper were practically shut off and the Japanese newspapers depended chiefly on the mills and pulp from Hokaido, one of the northern islands. Japanese capital is looking with covetous eyes on the timber resources of Siberia and, when the situation clears up in Siberia, there ought to be opportunity for the establishment of some large pulp mills in Vladivostok, or in the interior on the Amur River, which is open to navigation for a certain period each year, with excellent facilities for ocean shipping.

Labor Costs

The great growth of the newspapers in China will result in a big increased demand annually from that country and with China denuded of so much of her timber there ought to be a very promising field there as a market for newsprint.

Japan, with her low labor costs, is not the field for American markets. The Japanese will manufacture anything that they can possibly find a market for, and the American manufacturer who goes to great expense in developing a market in Japan will ultimately find his entire market eut under in the establishment of a similar enterprise with the lower paid Japanese labor.

China Our Big Eastern Market

The American high tariff experts had nothing on the Japanese of today. They have a duty of 275 per cent on tobacco, cigarettes and cigars, absolutely shutting out everything from the outside. Tobacco is a government monopoly and the Japanese grown tobacco, while vile tasting to the foreigner, is apparently relished by the Japanese. A nation that will insist on growing its own tobacco, and raising everything that can be substituted for foreign-made goods, blocking, damaging and delaying the shipments from outside sources through her territory, and violating copyrights, patents and trade marks with impunity, through failure to regulate thoroughly the smaller manufacturers, who do not scruple to stoop to many of the praetices banned in Americe thirty years or more ago is no promising field for Americans.

The big field for America is now China and also later on Siberia. China, with its teeming millions, is in the process of awakening from its centuries of lethargy. Its people are turning to the Americans as their proved friends.

They are erying for education and every progressive Chinese urges universal compulsory instruction. Yet with nearly 90 per cent illiteracy prevailing in China, the 10 per cent educated population comprises over forty million people, or a number almost as great as the total population of Japan and about six times the population of the Philippines.

Once the people are thoroughly awakened to read, the newspapers in China, instead of rarely attaining a circulation in excess of thirty thousand as at present, will attain a circle of readers twenty times that number. What a great field it will be for the advertiser who wants to reach densely populated districts! I have seen demonstrations of the responsiveness of the Chinese to newspaper advertising in a limited way in Shanghai, where a popular dollar American watch was advertised in a Chinese newspaper through the medium of advertisements prepared in Chinese and illustrated in Chinese style.

Chinese Dailies Not Rich

The newspaper had a circulation of less than 30,000 daily and the volume of results was greater than an advertiser could expect from any American publication with ten times that circulation. The Chinese have great faith in the printed word. I am told that the sale of pills in China is immense because if a Chinaman takes a remedy and it helps him he sticks to it for the rest of his life. The sale of cigarettes in China has assumed proportions far beyond the wildest dreams of the enterprising American Tobacco people, who created the market for themselves. Cigarette advertising in the Chinese dailies is one of their big sources of advertising revenue.

The Chinese dailies have not reached the degree of opulence attained by the Japanese.

In addition to the facilities of the government controlled news agencies in Japan some of the Japanese newspapers send their own correspondents to the Peace Conference and also maintain sales, through the holding of the men stationed in London and New York and spend money freely for cable tolls. The Chinese newspapers have not yet attained the commercial success to be able to afford this. They even find it difficult to gather the news from the various parts of the Chinese empire.

American newspaper men are organizing news bureaus in Shanghai and Pekin to furnish news to the Chinese press and to transmit to them such news as they can obtain from the outside. But without the full cooperation of the American news gathering agencies they will find it difficult to succeed. Reuters agency has been firmly intrenched, and the Associated Press through some unfortunate arrangement has tied its hands for the dissemination of news in China.

Every encouragement extended to the Chinese in the upbuilding of a free press will result in permanent good to America and in strengthening the republican institutions in China that at present are struggling to exist.

Many of our American editors look at the Japanese and Chinese questions as one peculiarly affecting the Pacific coast. Yet the greatest penetration into the trade of the Orient is being made by manufacturers and others located in the central west and the Atlantic seaboard. Powerful banking institutions in the east are establishing branch banks and expanding their facilities throughout the Orient.

They are meeting the severe competition of the British banks and the thorough methods of the Japanese branch banks, and they are succeeding because the Americans are working along original lines, and do not assume the false dignity that affects other nationals, except the Japanese, in dealing direct with the Chinese business man instead of through a compradore, as the middleman is known in China.

Many American business houses are making a mistake in accepting the services of representatives to handle their goods in the Orient without adequate protection against smothering their sales through the holding of the agency merely to protect the product of another manufacturer of the same nationality as the representative.

In various newspapers in Hongkong I have seen no better illustration than the selling price of automobiles. The Hudson Supersix is sold for $4,500, the Overland "Model 90" is advertised at $2,000 and the Chandler at $4,250. If the American manufacturers want to compete with the European manufacturers they must control the retail selling price. You can buy a Corona typewriter (worth $50 in the United States) in Manila for 110 pesos, which is about the equivalent of $55. The same machine is sold in Hongkong for $80.

Poor Judgment in Advertising

There is no duty to pay into either plaee. If a manufacturer has a product to sell he had better send over some reliable man to make a survey of the field, or tie up to one of the many reliable export houses, preferably of entire American origin.

The advertising copy and the selection of mediums made by Americans at times is also laughable. A manufacturer of a fountain pen, whose product is known all over the United States, uses (almost to the exclusion of everything else) advertising in a directory that rests on the counter of most of the hotels in the Orient and is used only in a hurry and at that never perused except by the bell-boy perhaps. This advertising advice was given to the manufacturer by an agent who perhaps never say the inside of an American agency.

In Manila the advertising of a prominent American manufacturer of toilet preparations was prepared by a local selling agent, who used most of the page or half pages for his own name in big letters, making his own business rather than the product that paid for the space. When the American manufacturer spends his money in the Orient in fashion like this, it is small wonder that he gets meagre results.

Selection of Ad Media

I traveled with a young American salesman through a number of cities. He represented a large American manufacturer of paints and floor preparations. The Oriental advertising was placed through an American Agency, and it was appearing in the newspapers published in the English language in all the large cities of the Orient.

The amount of space used was conservative and the copy rather good. But the selection of mediums was decidedly amateurish.

Bear in mind that the white populations of Asia is about one-tenth of one per cent of the total; and that the native, whether he is a Japanese, Chinese or Filipino reads preferably the newspapers printed in the English language would be about the same as advertising in the daily paper printed in the French language in New York City to reach the entire population. Would you not think a French manufacturer rather short-sighted to adopt such a policy to reach New Yorkers?

(Continued on Page 14)



THE organizers of the Yishibao, a newspaper printed in the vernacular in Peking. This paper's name translated means Social Welfare and was suppressed. The new owners, comprising both Americans and Chinese, are also interested in the Peking and Tienstsin Star. Roger Ames Burr, formerly associated with the Committee on Public Information, in center.

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ROBIN DAMON URGES BIG-CITY DAILIES TO CUT TWO PAGES EACH ISSUE

Salem Publisher Thinks Reduction Possible Without Serious Impairment and That It Would Quickly Stabilize Newsprint Market

BY ROBIN DAMON
PUBLISHER SALEM (MASS.) NEWS

IN the troubled years following the civil war it was seen by most of our financiers that the resumption of specie payments was vital to the restoration of normal conditions. But the issue was evaded. Finally, a statesman of that day said: "The way to resume is to resume." The same remark applies to the present-day white paper situation. The way to save is to save.

Many Publishers Seem Oblivious to Dangers

Plenty of warning about the dangerous condition has been given. And advice has been offered. So far as I can see little or no attention has been paid to the ominous words of warning or to the practical advice. Here is one instance of neglect: A recent Sunday issue of one of New York's leading papers had more than 128 pages. The publisher of the particular publication has been quoted regarding the newspaper business and has frequently spoken at the sessions of the A. N. P. A. He knows that white paper is scarce. Yet on this example he places before other publishers. Another indication of the way newspapers expect to use the supply of white paper is the advancement of the How & Company, which states that more than 400 new presses are being manufactured.

Following the arguments advocating conservation of paper, what can manufacturers think of the action of Boston publishers, who are printing from 18 to 32 pages daily? And it is the same story in all the big cities. Paper is going through the presses with dangerous prodigality.

Mr. Damon's Remedy

Of course the remedy for the present and future is simple—so simple, in fact, that it has escaped the notice of the big men in the newspaper business. At least they give no indication of possessing the knowledge.

Cut the number of pages is the answer. Comes the nearly unanimous cry: "No can do."

And so white paper soars to ruinous prices—that is, for smaller papers of the country that must at least pay expenses from receipts.

Here is an illustration of the way paper could be saved: If the Boston daily papers saved two pages a day the total would be 360 tons a month, and that quantity of paper would furnish supply the other dailies in Massachusetts. Follow this plan in all the other large cities and the present sky-rocket paper market would drop to about normal prices.

Touching upon the practical side of the matter, I should say that with the present method of running magazine-newspapers it would require only a small amount of work to devise plans whereby the 14 to 16 columns of space suggested as the minimum of saving could be eliminated from almost every "big paper." This plan would really solve the problem. Then if advertising rates were boosted on lines following the increase in every other business, few daily papers would suffer from lack of white stock.

To me the problem of saving the paper supply is as easy as "falling off a log." Other publishers, who have wider opportunities, throw up their hands and say: "It can't be done." They do not know how to carry out the job. And so owners of paper mills and paper brokers smile while they stuff their boxes with Liberty and other bonds.

Advertising rates are undoubtedly too low, considering the fact that a dollar today is worth only 50 cents compared with 1914. Here I again cite an instance: The minimum rate of the Salem News for bulk space is 4 cents a line. A Boston daily with 22 times our circulation sells space for 25 cents a line. It should have 75 cents to $1. This particular paper frequently issues 32 pages. It has long been my contention that any daily regularly printing so many as 16 pages was weak in its business department, and I should set 12 to 14 as plenty.

As to Advertising Rates

Another favorite expression or argument of mine is that if newspapers were manufactured with the same attention to costs demanded by cotton mill directors paper makers would be chasing around after orders, instead of writing customers that they will permit them to use a certain per cent of the amount asked for.

However, personal contact with a considerabel number of prominent newspaper publishers has convinced me that they will never permit their establishments to be run on the sort of regulations adopted by other business concerns. Apparently both leading and minor publishers believe they are absolved from paying attention to ordinary ideas of doing business. And so they keep on selling for two cents a daily paper that costs for white paper more than the receipts from circulation, and advertising space is frequently sold for less than the expense of carrying the copy.

Some publishers I have talked with have expressed a hope or opinion that matters would get "normal" again within a short time, and so they have hesitated to adopt plans for cutting costs and other plans that would increase incomes. Nothing doing in that line, I'd say. Instead, I think prices for material will go higher and wages and salaries will not drop for years. An increase in running expenses of from ten to twenty-five per cent. is probable during 1920-21. So I say: Prepare.

SEYMOUR BACK WITH A. N. P. A.

F. A. Dowd Now Purchasing Agent of N. Y. Evening Post

Theodore P. Seymour has resigned as purchasing agent and assistant to the publisher of the New York Evening Post and has rejoined the staff of the American Newspaper Publishers Association, assisting L. B. Palmer, secretary and manager. F. P. Sherwood, who has been in poor health for several months, has been given an indefinite leave of absence.

Frank A. Dowd has been appointed purchasing agent of the Evening Post. He has been in that paper's service for thirteen years, as a reporter, secretary to the managing editor, secretary to the Saturday magazine editor, and in the circulation and auditing departments. He served two years in France, eight months of which he spent as a member of the Stars & Stripes editorial staff.

E. A. Owens has been appointed auditor of the Evening Post, succeeding C. E. Lonergan, who has gone into business in Minneapolis.

CHINESE AWAKENING TO AMERICAN WAYS

(*Continued from Page 13*)

I do not want to minimize the value of the papers printed in the English language in the Orient. They are performing a very useful service and appeal to the limited foreign clientele, which trade is worth while, and also to the limited number of natives who read such publications. The English language press also has considerable "dealer" influence. But the newspaper to use for the big masses, is without doubt the paper in the vernacular and the neglect of such arbitrarily restricts the sale of the product or the establishment of the trade mark. The advertising for such publications should be prepared carefully in the Chinese, Japanese, or Filipino (Tagalog) as the case may be. And the distribution should be established to meet the demand at once.



NEW phonetic Alphabet, proposed by the China Continuation Committee, a group of Missionaries. The advantages of this system for rapid teaching of illiterates is apparent. Under the system even old women of 70 could be taught to read and write Chinese in less than three weeks. The characters can be fitted to a typewriter, and if adopted would revolutionize education in China. Instead of thousands of characters there would be less than fifty. Such a change would make China a great newspaper reading nation in one generation.

American ideas and methods must ultimately prevail in the Orient. Most of the Japanese bankers are American trained. The Chinese are favoring American methods. The Filipino is our ward. The Chinese are reaching out for technical education and they will make the same rapid progress that the Japanese made and will not take unfair advantage of our instruction. American advertising methods will be the ones to win out if we take advantage of the conditions and train some of the orientals in our agencies.

Like all undeveloped spheres there is a great waste of money in many of the mediums that are used by Americans, and money is wasted by Japanese and Chinese in supporting publications having no reading circle and without influence.

Fine, artistically printed affairs catch the eye of the unwary, and the diversion of money that should be spent in American newspapers, to house organs issued by steamship lines, directories, guide books, etc., struck me quite forcibly in going about from place to place.

I quite candidly believe that of all the publications printed in the English language outside of the various dailies there are not over a dozen weekly or monthly publications deserving of any recognition. Distinction must also be made as to the class of people to be reached. The newspaper is the safe medium, either weekly or daily.

Trade journals are developing up rapidly and will serve a useful purpose. In China there is a crying need for several trade journals to be printed in the Chinese language.

American organization is coming into play and the Americans, who were at one time, and at that recently, noted in the Far East for their jealousies and squabbles amongst themselves are getting together. I presume that the influx of a higher type of business men

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Stability
1888

Thirty-one years ago the E. Katz Special Advertising Agency was established.

In the years that have followed, the business has thrived chiefly because of our policy to do business right.

We sell our papers for what they are. We make no claims that are not in strict accord with the facts.

And our papers, be they large or small, weak or strong, have only one rate for a given service.

We have earned and retained the respect and the good will of the publishers we serve because of the results our organization produces. This good will is not founded on sentiment, but on satisfactory service.

We not only produce business for our publishers, but we insure the payment of 100% of that business. On the same day of every month of every year whether we have collected or not, our checks go to our publishers in full for the previous month's advertising.

We have shown not only progress, but permanency—stability. And it is our aim to persevere—to discover better and more efficient ways to serve the publishers we represent.

Much of our profits we put back into our business that we may continue to remain among those progressive representatives who believe in bettering the business in which their livelihood is made.

We are in a position to represent additional progressive publishers—men who believe in guaranteeing advertisers a definate circulation and selling them on a one price basis. To those publishers to whom our methods may appeal, we are ready to submit a proposition.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

15 East 26th St.	Harris Trust Bldg.	Waldheim Bldg.	Monadnock Bldg.
New York	Chicago	Kansas City	San Francisco

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1,335 EVENING NEWSPAPERS OF U. S. HAVE TOTAL CIRCULATION OF 17,505,178

OF the 1,335 evening newspapers of the United States, whose circulations and advertising rates are analyzed in a double-page tabulation appearing in this issue, 813 have circulations below 5,000. The total for this group is 1,931,162, and the joint advertising rate is $11.30 per agate line.

Reference to the state figures under this classification will show that Pennsylvania leads in evening newspapers having less than 5,000 circulation, with 74. Indiana has 73 and Ohio 69.

There are 218 evening newspapers with circulations ranging from 5,000 to 10,000, the average for the group being 6,951. The aggregate circulation of these papers is 1,508,423, and the joint rate $5.15 per agate line, this figuring .0034 per agate line per thousand of circulation.

The rate per line for each thousand of circulation in the Middle-Atlantic Group is .00289 and in the Central Group .00290. This indicates a substantial uniformity in rates in newspapers of the same class, considered from the standpoint of circulation, in eleven of the principal states.

Uniform Rates in Many States

There are 134 evening newspapers with circulations between 10,000 and 20,000, the average being 14,008, and the total circulation 1,877,030. The joint advertising rate for this group is $5.02 per agate line. The average rate per thousand of circulation is .0026. Here again the rate per line for each thousand of circulation in the Central and Middle-Atlantic states is practically uniform and is the lowest shown for the various groups of states.

Ninety-nine newspapers are classed as having circulations between 20,000 and 50,000, with the great total of 3,302,544, averaging for each paper in the group 32,349. The joint advertising rate is $6.83 per line; the rate per line per thousand of circulation is .0021.

There are but 39 evening newspapers having circulations between 50,000 and 100,000. The aggregate circulation of this group is 2,700,069, and the joint advertising rate $4.73 an agate line. This figures .0017 a line per thousand.

There are 26 evening newspapers having circulations between 100,000 and 300,000, or an aggregate of 3,780,244. This is the largest total listed for any of the groups. The 26 papers average 145,394 copies each, which of course indicates that they are metropolitan papers throughout. The joint rate per agate line is $5.95, or .0015 per line per thousand of circulation.

Lowest Basic Rate

There are but six evening newspapers with circulations above 300,000 and these have a total circulation of 2,505,706, with a joint advertising rate of $2.93 per agate line. This is .0011 per line per thousand of circulation, the lowest basic rate of any group. The average circulation for the papers in this class is 417,618. It includes the Chicago Daily News and Chicago American, the Philadelphia Evening Bulletin, the Boston American, the New York Evening Journal and Evening World.

Interesting confusion are shown as to rates between the 813 evening newspapers having less than 5,000 circulation and the six evening newspapers above 300,000. The line rate for each thousand of circulation in the first group is .0081; for the last group it is .0011. An advertiser may buy space in the 813 small city dailies with a total circulation of 1,931,162 at a joint rate of $11.30 an agate line. He may buy space in the six biggest evening newspapers, with a total circulation of 2,505,706, at $2.95 per agate line.

Yet this variance in cost is based upon perfectly sound considerations. When the total output of six newspaper publishing plants is greater than that of 813 separate plants, basic overhead costs enter into the calculation and enforce the higher rate for the smaller papers. Of course, the intensive local appeal of the smaller dailies renders their use indispensible to advertisers who would reach and develop the small city markets. And their rates, considering the nature of the service they render, are extremely low.

The total circulation of these 1,335 evening newspapers is 17,505,178 and the joint advertising rate for the entire list is $41.93 per agate line.

Evidence Arrived Too Late to Convict Minor

Army Wanted Certain Conviction to Balk "Red" Activities in United States

WASHINGTON, D. C., Oct. 24.—Robert Minor, former newspaper writer and cartoonist, who was arrested by American army authorities in Germany on the charge of distributing German propaganda was freed because the army did not discover enough evidence to warrant his conviction until after his release, according to Secretary of War Baker, who gave the facts in the case to the Senate.

Minor was arrested, the report states, following disclosures by a sergeant of the intelligence department of the army, who, in the guise of a deserter from the American army, gained access to the Spartacide councils and learned of Minor's revolutionary activities. Corroborative evidence was sought by the judge advocate's department of the A. E. F., but none was forthcoming as long as the preparations for the trial were going on. Because it was felt that a trial resulting in an acquittal, a disproved conviction or an approved conviction based on anything but the most conclusive evidence would be of no propaganda assistance to the radical element in the United States, it was decided not to risk a trial of Minor, despite the belief in his guilt.

Immediately after his release, testimony was secured from a German radical who knew at first hand of Minor's part in preparing material for distribution in the American zone of occupation and from the printer who put that material into pamphlet form.

Secretary Baker's report does not state why the discovery of the new evidence was not followed by further proceedings against the cartoonist.

"K. C." Star Has a New Editor

KANSAS CITY, Mo., Oct. 29.—George Longan, city editor of the Kansas City Star for many years, is now news editor of the Star, a recently created position. C. G. "Pete" Wellington, assistant city editor, succeeds Mr. Longan. Mr. Wellington is a graduate of the journalism department of the Kansas State Agricultural department. Ralph Morrison has resigned to become chief publicity man for the Kansas Natural Gas company here.

"Personal" Column Revived in Big City Daily

Experiment of St. Louis Republic Reported Successful in Building Circulation

The Sunday St. Louis Republic has evolved a circulation building stunt that is proving eminently satisfactory in stimulating city-wide interest in the paper and in building the subscription list. In principle, the scheme is merely an extension and intensification of the small-town "personals" idea—throwing open more widely the society section than the term "society" news strictly would imply.

The Republic each Sunday runs a 12-page Part II, called "The Neighborhood Section." A sub-captain reads: "Something About Folks You Know. You'll Find Your Neighbor's Name in It." The city of St. Louis proper is divided into 28 "neighborhoods," each of which is plainly identified and differentiated from all the others by a map with street boundaries appearing at the beginning of each neighborhood news section.

Young women correspondents, living in those neighborhoods, are employed to report for each Sunday issue. The correspondents' names, address and telephone number in every case is printed immediately below the map, making it easy for anyone in her vicinity to reach her with news items of value to time.

Editorially the "neighborhood" sections comprise club and social notes considered not important enough for the general news columns. All sorts of chatty, informal gossip also is used, together with a profusion of portraits, the latter of which comprehend everything from pictures of the new baby, the nuptial photograph, the latest picture of the girl who has just left for California or returned from boarding school, overseas snapshots of neighborhood boys in uniform, and the like.

This "Neighborhood Section" is not to be confused with the ordinary suburban or small adjacent town news which the Republic—like all medium-city papers—carries.

Hammond Sells His Paper

FREMONT, NEB., Oct. 29.—Ross L. Hammond, president of the company publishing the Fremont Tribune, who last August celebrated his 40th anniversary as editor of the paper, has disposed of his stock to his nephews, Ray W. and Lucius R. Hammond, and Walt B. Reynolds, circulation manager. Mr. Hammond will go to Riverside, Cal., to enter the banking business.

Miss Hall Is in Siberia

KANSAS CITY, Mo., Oct. 28.—Miss Mary Hall, assistant librarian of the Kansas City Star, has written a letter to friends here telling of her appointment as director of refugee work for the American Red Cross, at Novonic, Siberia. Novonic is 400 miles east of Omsk, on the Trans-Siberian railway. Miss Hall sailed last April as a nurse's aid.

For Uniform Printers' Wage

AUSTIN, TEX., Oct. 28.—A meeting of the Texas Allied Printing Trades Council will be held here next Saturday to discuss a uniform wage scale for printers. George Pierce of Fort Worth is president. At a recent meeting of the employing printers, held in Houston late in the summer, plans were made to provide a uniform wage scale for printers, pressmen and bookbinders.

French Printers May Strike

Paris newspaper printers are taking a strike vote following a demand for higher wages.

CONDENSED FICTION
OUR
Complete Novel Section
for release December 7th, 1919, will contain

"THE BLACK WATER"
By ROBERT W. CHAMBERS
and for release December 14th,

"THE MARCH OF THE WHITE GUARD"
By REX BEACH

together with whole- and half-page stories by the following authors:

Robert W. Chambers
Sir Gilbert Parker
Rex Beach
F. Hopkinson Smith
Jack London
George Randolph Chester
Gouverneur Morris
Hall Caine
Mary E. Wilkins Freeman
Gillette Burgess
Jacques Futrelle
Wm. Hamilton Osborn
H. G. Wells
Ellis Parker Butler
Arthur Stringer
John Kendrick Bangs
Newton Fuessle
George Ade
Carolyn Wells
Edith Sessions Tupper
Edwin L. Sabin
John Strange Winter
Edgar Wallace
Frank Stanton, Jr.
Robert Barr
Roy Norton

All stories are condensed and complete in one section and our Complete Novel Section beginning with the release of December 21st will be more fully illustrated

Furnished in whole page mats or we can furnish copy of any and all the stories with mats of title and illustrations.

See our catalog and price list

THE SLOAN SYNDICATE, Inc.
1834 Broadway New York, N. Y.

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New York State

Thirty-seven daily newspapers, as listed here, covering the state of New York from one end to the other, have a combined daily circulation of 3,693,018 copies, and a combined rate of $6.4225429 per line on a 2.500 line basis or $5.82391 per line on a 10,000 line basis.

Twelve Sunday newspapers, as listed here, have a combined Sunday circulation of 2,845,875 copies and a combined rate of $4.22 per line on a 2,500 line basis or $3.9135 per line on a 10,000 line basis.

The combined daily and Sunday circulation is 6,538,893 copies and the combined rate is $10.6425429 per line on a 2,500 line basis or $9.7341 per line on a 10,000 line basis.

There is no other place in the country where advertising space may be purchased at so low a rate.

There is no other place in the country where advertising space is as valuable as it is in the state of New York.

This is because there are more people in New York than in any other state—more possible customers. They are people of all walks of life, from the richest to the poorest.

A concentrated advertising campaign, directed directly to the consumers, through these daily newspapers, and linked up with local dealers, is the best, quickest and cheapest way of popularizing merchandise, and there is no better or more fertile territory than the state of New York.

These daily newspapers co-operate with manufacturers in placing merchandise, in selecting dealers, and in helping dealers to move goods.

The modern idea of advertising is to concentrate in given territory and then pound hard.

New York state is choice territory.

	Circulation	2,500 lines	10,000 lines
**Albany Knickerbocker Press (M)	33,559	.07	.07
**Albany Knickerbocker Press (S)	43 957	.07	.07
*Batavia News (E)	8,052	.0225	.0225
Binghamton Press-Leader (E)	25 825	.065	.06
Brooklyn Daily Eagle (E)	45,884	.18	.16
Brooklyn Daily Eagle (S)	60 457	.18	.16
Brooklyn Standard Union (E)	54,559	.15	.15
Brooklyn Standard Union (S)	58,347	.15	.15
Buffalo Courier & Enquirer (M&E)	85,522	.14	.12
Buffalo Courier (S)	114,431	.17	.15
Buffalo Evening News (E)	96,312	.16	.16
Buffalo Evening Times (E)	58,910	.15	.10
Buffalo Sunday Times (S)	72,550	.17	.10
Corning Evening Leader (E)	7,006	.025	.025
Elmira Star-Gazette (E)	23,489	.07	.05
Gloversville Leader-Republican (E)	6,009	.02	.02
**Gloversville Morning Herald (M)	6,245	.03	.02
Ithaca Journal (E)	9 252	.025	.025
Jamestown Morning Post (M)	9 240	.025	.02071
Mount Vernon Daily Argus (E)	6,421	.02	.02
‡Newburgh Daily News (E)	10,933	.045	.03
New York American (M)	391,782	.55	.43
New York American (S)	875,948	.90	.80
New York Globe (E)	188,780	.39	.36
†New York Herald (M)	109,267	.40	.36
†New York Herald (S)		.50	.45
New York Evening Journal (E)	685,428	1.00	1.00
**New York Post (E)	32,360	.25	.20
New York Sun (E)	196,491	.42	.38
†New York Sun (M)	131,951	.39	.36
†New York Sun (S)			
†New York Telegram (E)	101,519	.39	.36
†New York Telegram (S)			
New York Times (M)	339,858	.50	.485
New York Times (S)	501,658	.55	.5335
New York Tribune (M)	116,386	.32	.28
New York Tribune (S)	198,999	.32	.28
New York World (E)	339,199	.50	.48
New York World (M)	370,289	.50	.48
New York World (S)	578,799	.50	.48
Niagara Falls Gazette (E)	12,521	.035	.035
Poughkeepsie Star (E)	9,674	.0321429	.03
Rochester Herald (M)	31,218	.06	.06
Rochester Times-Union (E)	62,733	.18	.14
Rome Sentinel (E)	5,236	.0179	.0157
**Schenectady Union-Star (E)	17,600	.08	.04
Syracuse Journal (E)	45,025	.08	.08
Troy Record (M&E)	23,754	.05	.05
Yonkers Daily News (E)	3,700	.03	.025
Government Statement, October 1st, 1919.			
**Government Statement, April 1st, 1919.			
*A. B. C. Report, October 1st, 1919.			
‡Publishers' Statement.			
†Seven Day Average.			
Total Circulation			6,538,893
10.000 line rate			$ 9.7341
2,500 line rate			$10.6425429

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Editor & Publisher's Analysis of 1335 Evening Newspaper Ci

CIRCULATION FIGURES REPRESENT "A. B. C." AND "GOVERNMENT REPORTS" OF NET PAID CIRCULATIONS FOR SIX MONT

INTERPRETATIVE

MARKETS. WESTERN. States.	Population.	CIRCULATION BELOW 5,000					CIRCULATION FROM 5,000 TO 10,000					CIRCULATION FROM 10,000 TO 20,000					CIRCU
		Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers
1 California	3,119,412	54	83,440	1,545	.776-.871	.0003082	9	69,203	6,689	.02785715	.0004272	4	36,454	14,1144	.1814286	.0032137	5
2 Wash't'n.	1,660,578	10	22,848	2,285	.1455514	.0005619	4	20,336	6,786	.075	.0005641	3	38,574	12,858	.095	.0024628	3
3 Colorado	1,014,581	10	22,797	1,628	.1661204	.0012005	1	5,789	5,789	.025	.0043185	2	25,582	12,792	.075	.0029316	3
4 Oregon	888,241	17	19,415	1,141	.1227863	.0022174											
5 Montana	480,376	5	13,899	2,780	.1442858	.0103816	2	17,103	8,552	.00785572	.0009076	1	13,248	13,248	.045	.0033967	1
6 Utah	453,648	5	4,636	1,636	.0142858	.0037322	1	7,837	7,837	.03	.0038241	1	19,283	19,283	.04	.0020744	1
7 Idaho	461,766	5	12,438	2,488	.0404 439	.0019099						1	12,682	12,682	.03	.0023656	
8 Arizona	272,034	9	15,878	1,766	.1878574	.0118513	1	8,244	8,244	.04	.0048520						
9 Wyoming	190,380	3	8,006	2,669	.0535715	.0096416	1	5,847	5,847	.025	.0042737						
10 Nevada	114,742	2	2,757	1,378	.0042858	.0112407											
Total	8,661,760	120	223,136	1,850	1.8742894	.0083998	18	125,381	6,966	.5414287	.0043163	12	165,824	13,819	.4604286	.0028128	11
SOUTHERN.																	
1 Georgia	2,935,617	10	16,417	1,642	.1271432	$ .00744	2	13,721	6,861	.045	$ .0035375	3	53,275	17,758	.115	$ .0021586	1
2 N. Car'na	2,466,025	15	31,547	2,103	.1910722	.0060567	5	29,418	5,884	.105	.0035692	3	11,275	11,275	.025	.0022173	
3 Kentucky	2,466,547	13	34,244	2,634	.1657146	.0048392	1	5,256	5,256	.0214286	.0040770	1	12,552	12,552	.03	.0023901	1
4 Tennessee	2,324,253	3	8,212	2,737	.0321429	.0052496	1	5,260	5,260	.01785715	.0033516	2	32,041	16,022	.12	.0037449	3
5 Alabama	2,385,270	6	20,259	3,377	.1000003	.0049361	2	13,914	6,957	.06	.0043122	1	10,766	10,766	.03	.0027895	2
6 Virginia	2,234,039	5	11,685	2,337	.0685716	.0060763	4	23,784	5,946	.085	.0035746	2	23,885	11,943	.08	.0033494	3
7 Miss'sippi	2,001,456	5	10,206	2,678	.1285716	.0126113	2	11,179	5,590	.05	.0044727						1
8 Louisiana	1,881,778	5	10,748	2,150	.0775002	.0072107	2	10,027	8,014	.05	.0031197						
9 S. Car'na	1,660,934	5	14,791	2,958	.0535443	.0056483	2	13,434	6,717	.045	.0033497	2	26,204	13,102	.06	.0022899	
10 Florida	938,877	10	15,872	1,587	.1296432	.0081169	2	11,831	5,966	.05	.0041998	1	24,701	17,351	.08	.0023054	
Total	21,246,797	85	181,681	2,271	1.128404	.0062117	25	143,625	6,218	.5292858	.0037007	14	204,702	14,622	.54	.0026380	12
CENTRAL.																	
1 Illinois	6,317,734	57	150,219	2,637	.8458302	.0056069	17	127,317	7,489	.3800993	.0029847	7	107,525	15,361	.245	.0022784	
2 Ohio	5,272,344	47	109,254	2,863	.6238603	.0057125	23	146,052	6,350	.6410726	.0029661	9	102,975	14,711	.2685572	.0019700	
3 Michigan	3,133,678	28	70,661	2,524	.3385723	.0047915	4	24,825	6,206	.0692858	.0027919	9	116,871	12,986	.2985715	.0025547	
4 Indiana	2,854,167	73	160,833	2,203	.9017878	.0056070	9	69,221	7,691	.1842858	.0026622	6	86,099	14,350	.1921429	.0022317	
5 Wisconsin	2,520,973	24	47,227	2,249	.2525016	.0053405	10	64,238	6,426	.2946902	.0031969	6	66,157	13,631	.155	.0023742	
6 Iowa	2,224,771	19	49,835	2,624	.2842867	.0057023	10	71,471	7,143	.275	.0038918	6	83,662	13,944	.1835715	.0021948	
Total	22,323,717	267	472,209	2,513	3.3578581	.0049859	71	503,604	7,093	1.4611441	.0029014	40	565,289	14,125	1.2771431	.0022593	
NORTHWESTERN.																	
1 Missouri	3,448,408	29	52,599	1,814	.3117867	.0059276	3	18,612	6,204	.0576072	.0031068	2	31,105	15,552	.07	.0022504	
2 Minnesota	2,345,287	21	48,569	2,313	.2831457	.0058091	3	17,595	5,865	.0725	.0041205						
3 Kansas	1,874,105	37	56,403	1,524	.3240013	.0057493	2	10,777	5,388	.05	.0031777	1	11,471	11,471	.025	.0021784	
4 Nebraska	1,296,372	14	12,803	2,140	.0702859	.0061410	4	29,529	7,382	.10	.0033865	2	29,695	14,848	.16	.0053881	
5 N. Dakota	791,437	5	16,361	2,072	.0932858	.0056872	2	11,924	5,962	.08	.0067092	1	11,254	11,254	.035	.0031100	
6 S. Dakota	735,814	4	22,393	2,036	.1435719	.0064115						1	15,934	15,934	.04	.0025104	
Total	10,491,423	110	273,278	2,140	1.3210752	.0059651	15	98,437	6,562	.3753572	.0034132	7	99,459	14,207	.33	.0033789	8
SOUTHWESTERN																	
1 Texas	4,691,229	28	45,472	1,620	.3190417	.0057092	5	36,484	7,297	.1462286	.0040135	2	34,259	17,130	.09	.0026270	
2 Oklahoma	2,377,629	24	55,258	2,302	.3507131	.0063057	1	5,787	5,787	.025	.0043209	2	23,617	11,823	.065	.0027488	
3 Arkansas	1,762,965	14	20,961	1,470	.1489292	.0072082						2	22,670	11,335	.05	.0022160	
4 N. Mexico	157,015	3	7,109	2,370	.0142858	.0061774											
Total	9,708,888	68	128,460	1,889	.8329698	.0060079	6	42,271	7,045	.1744286	.0040555	6	80,576	13,429	.205	.0025566	3
MIDDLE ATLANTIC.																	
1 Penn'sylv	8,788,067	74	214,201	2,895	.9714316	.0053351	20	135,591	6,780	.7964292	.0029237	12	137,601	13,133	.3542859	.0022180	
2 W. Virg'ia	1,439,191	7	15,389	2,198	.0685715	.0044555	5	36,973	7,395	.1931429	.0027606	1	14,705	14,705	.04	.0027202	
3 Maryland	1,344,539	5	12,463	2,493	.0721431	.0057886	1	6,547	6,547	.02	.0030458	1	11,465	11,465	.035	.0021620	
4 Dist. of C.	374,584																
5 Delaware	216,941											2	31,210	15,610	.065	.0020812	
Total	12,213,322	86	242,053	2,815	1.1321466	.0046773	26	179,111	6,889	.5185721	.0028802	16	214,920	13,433	.4842859	.0022532	9
N. YORK N. JERSEY.																	
1 New York	10,616,980	30	88,467	2,949	.4899297	.0053097	22	147,211	6,691	.5282150	.0033881	14	202,469	14,462	.8389281	.0049161	11
2 New Jersey	3,686,324	8	25,892	3,237	.1758035	.0057617	10	72,723	7,272	.2933716	.0028218	5	70,635	14,127	.1664286	.0025207	3
Total	13,727,960	38	114,359	3,009	.6448239	.0056286	32	225,023	7,032	.7517866	.0033409	19	268,000	14,105	.9953572	.0037141	14
NEW ENGLAND.																	
1 Massach'ts	3,852,780	20	30,830	2,977	.6010723	.0.6100163	11	102,134	7,295	.5352147	.0032452	11	162,551	14,777	.4185716	.0025754	
2 Conn't'cut	1,286,268	10	28,134	2,813	.1526576	.0043032	9	63,062	7,010	.1807146	.0028652	5	61,017	12,203	.1578572	.0025405	
3 Maine	742,191	2	7,643	3,822	.0278572	.0036448						2	28,232	14,116	.0925	.0022138	
4 R. Island	657,415	1	2,222	2,222	.0135728	.0015228	1	6,230	6,230	.0257143	.0041275	1	11,385	11,385	.05	.0026296	
5 N. Hampshire	446,252	7	22,376	3,196	.1146431	.0051350	1	5,172	5,172	.023	.0044477	1	13,662	13,662	.055	.0040204	
6 Vermont	356,192	5	15,771	3,154	.0900002	.0050015	2	14,005	7,483	.0425	.0034100						
Total	7,351,098	45	157,026	3,005	.9714301	.0070431	27	191,573	7,095	.8004256	.0032503	20	278,750	13,913	.7234288	.0025909	12
MARKET GROUPS																	
1 Western	8,661,760	120	223,136	1,859	1.8742894	.0083998	18	125,381	6,966	.5414287	.0043163	12	165,824	13,819	.4604286	.0028128	11
2 Southern	21,246,797	85	181,681	2,271	1.128404	.0062117	25	143,625	6,218	.5292858	.0037007	14	204,702	14,622	.54	.0026380	12
3 Central	22,323,717	267	472,209	2,513	3.3578581	.0049859	71	503,604	7,093	1.4611441	.0029014	40	565,289	14,125	1.2771431	.0022593	25
4 N'west'n	10,491,423	109	273,278	2,140	1.3210752	.0059651	15	98,437	6,562	.3753572	.0034132	7	99,459	14,207	.33	.0033789	8
5 S'west'n	9,708,888	68	128,460	1,889	.8329698	.0060079	6	42,271	7,045	.1744286	.0040555	6	80,576	13,429	.205	.0025566	3
6 Mid. Atl.	12,213,286	86	242,053	2,815	1.1321466	.0046773	26	179,111	6,889	.5185721	.0028802	16	214,920	13,433	.4842859	.0022532	9
7 N.Y. N.J.	13,727,960	38	114,359	3,009	.6448239	.0056286	32	225,023	7,032	.7517866	.0033409	19	268,000	14,105	.9953572	.0037141	14
8 N. Engl'nd	7,351,098	45	157,026	3,005	.9714301	.0070431	27	191,573	7,095	.8004256	.0032503	20	278,750	13,913	.7234288	.0025909	12
Grd. Total	105,279,184	813	1,931,162	2,375	11.2108411	.0081256	318	1,509,423	6,951	5.1584467	.0034183	134	1,877,676	14,008	5.0216436	.0026753	99

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ulations and Advertising Rates by Territorial Market Groups

PERIOD ENDING MARCH 1, 1919, AS LISTED IN OUR ISSUE FOR JULY 24, 1919—ADVERTISING RATES AS OF JULY 1, 19

TICLE ON PAGE 16

CIRCULATION FROM 20,000 TO 50,000			CIRCULATION FROM 50,000 TO 100,000				CIRCULATION FROM 100,000 TO 300,000				CIRCULATION ABOVE 300,000			
Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation	Number of Papers	Total Circulation	Average Circulation	Joint Min. Ad. Rate per Agate Line	Joint Rate per Line per 1,000 Circulation
37,193	.375	$ .0020949	3	238,298	79,466	$ .44	$ .0018457	1	127,774	127,774	$ .17	$ .0013305					
40,025	.24	.0019998	2	137,747	68,894	.295	.0014878										
24,863	.07	.0020019						1	113,526	113,526	.13	.0011451					
25,115	.04	.0015627	2	124,680	62,340	.195	.0015640										
24,093	.07	.0029008															
36,547	.795	.0020332	7	500,865	71,552	.84	.0016771	2	241,300	120,650	.30	.0012433					
49,441	.08	$ .0016181	1	59,223	59,223	$ .09	$ .0015197										
41,952	.08	.0019069	1	62,871	62,871	.10	.0015906										
33,597	.155	.0013378	1	50,119	50,119	.11	.0021948										
35,071	.20	.0019069															
37,894	.18	.0015834															
44,896	.07	.0015845	1	73,528	73,528	.12	.0016320										
37,948	.765	.0016896	4	245,741	61,435	.42	.0017091										
26,773	$ .18	$ .0022411	1	51,023	51,023	$ .18	$ .0035278	1	116,807	116,807	$ .18	$ .0015430	2	716,714	358,357	$ .83	$ .0011571
26,981	.29	.0017914	4	309,969	77,490	.495	.0015970	4	670,642	167,661	.84	.0012585					
23,695	.24	.0020257	1	78,696	78,696	.11	.0013994	2	327,567	163,784	.425	.0012974					
25,210	.165	.0015691						1	123,404	123,404	.16	.0012966					
35,548	.11	.0030944	1	56,738	56,738	.10	.0017625	1	113,683	113,683	.14	.0012316					
40,032	.425	.0021273	1	60,050	60,050	.08	.0013188										
30,523	1.41	.0029085	8	550,987	68,623	.965	.0017325	9	1,352,103	150,234	1.745	.0012906	2	716,714	358,357	.83	.0011571
37,618	$ .14	$ .0018608	1	70,089	70,089	$ .15	$ .0021401	4	632,686	158,172	$ .92	$ .0014541					
35,283	.06	.0017005	5	366,833	73,363	.64	.0017448										
33,584	.12	.0035714															
36,786	.21	.0022737	1	79,904	79,904	.10	.0012515										
35,508	.53	.0019773	7	516,806	73,829	.89	.0019773	4	632,686	158,172	.92	.0014541					
31,929	$ .14	$ .0021501	2	115,646	57,823	$ .18	$ .0015565										
29,342	.16	.0018177															
29,329	.05	.0022395															
29,998	.55	.0020373	2	115,646	57,823	.18	.0015565										
27,841	$ .43	$ .0019306	3	243,799	81,283	$ .315	$ .0012921	2	220,233	114,617	$ .44	$ .0019194	1	457,977	457,977	$ .45	$ .0009826
37,525	.06	.0015988	1	73,186	73,186	.25	.0034160	1	105,416	105,416	.15	.0014229					
			1	58,461	58,461	.14	.0023948	1	101,643	101,643	.17	.0016725					
18,918	.49	.0018827	5	373,447	73,087	.765	.0018778	4	426,292	109,073	.76	.0017420	1	457,977	457,977	.45	.0009826
15,000	$ 1.25	$ .0029121	2	173,556	86,519	$ .37	$ .0021076	5	771,134	154,227	$ 1.63	$ .0021138	2	1,030,187	515,094	$ 1.25	$ .0012134
16,095	.21	.0019936	2	157,731	78,866	.24	.0015216										
15,282	1.335	.0027027	5	373,287	66,657	.61	.0018301	5	771,134	154,227	1.63	.0021138	2	1,030,187	515,094	1.25	.0012134
17,917	$ .59	$ .0020191						2	346,729	173,364	$ .60	$ .0017305	1	500,828	500,828	$ .40	$ .0015297
10,234	.205	.0029941															
15,263	.05	.0019726															
15,260	.115	.0027756	1	55,000	55,000	.12	.0021709										
17,840	.96	.0020 [illegible]	1	55,000	55,000	$ .12	$ .0021709	2	346,729	173,364	$ .60	$ .0017305	1	500,828	500,828	$ .40	$ .0015297
25,547	$ .785	$ .0019372	7	393,865	71,552	$ .84	$ .0016771	2	241,300	120,650	$ .30	$ .0012433					
27,948	.765	.0016896	4	245,741	61,435	.42	.0017091										
30,523	1.41	.0029085	8	550,987	68,623	.965	.0017325	9	1,352,103	150,234	1.745	.0012906	2	716,714	358,357	.83	.0011571
35,508	.53	.0019773	7	516,806	73,829	.89	.0019773	4	632,686	158,172	.92	.0014541					
29,998	.55	.0020373	2	115,646	57,823	.18	.0015565										
18,918	.49	.0018827	5	373,447	73,087	.765	.0018778	4	426,292	109,073	.76	.0017420	1	457,977	457,977	.45	.0009826
15,000	$ 1.25	$ .0029121	2	173,556	86,519	$ .37	$ .0021076	5	771,134	154,227	$ 1.63	$ .0021138	2	1,030,187	515,094	$ 1.25	$ .0012134
15,282	1.335	.0027027	5	373,287	66,657	.61	.0018301	5	771,134	154,227	1.63	.0021138	2	1,030,187	515,094	1.25	.0012134
17,840	.96	.0020 [illegible]	1	55,000	55,000	$ .12	$ .0021709	2	346,729	173,364	$ .60	$ .0017305	1	500,828	500,828	$ .40	$ .0015297
25,249	6.836	.0021740	74	1,709,069	69,230	4.73	.0017518	56	3,760,944	145,394	5.955	.0015753	6	2,505,206	417,534	3.02	.0012057

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NEWS IN BRIEF *of the* NEWSPAPER AND ADVERTISING WORLD

The St. Johnsbury (Vt.) Evening Caledonian has started for Newport, Vt., under the name of the Record. The Caledonian was purchased July 1, by Herbert A. Smith, who was formerly with the Worcester (Mass.) Telegram, Boston Herald, and International News Service. The Newport Record is handled by Richard D. Howe, late of the I. N. S.

George W. Tyler, colored, committed suicide in jail before he could be arraigned in court on a charge of shooting Marcus Garvey, editor of the Negro World, New York.

Several students from the University of Minnesota journalism have taken up work with Minnesota papers. Miss Elsie Fjelstad is reporting and doing feature work on the Minneapolis Daily News. Miss Eunice Smith is on the Aitken Independent. Three others who did newspaper work during the summer, have returned to complete their course. Leland Petersen was with the Canby News, Miss Elsie Van Ness was with the Morris Tribune and Miss Alice Buckley did publicity work in Minneapolis.

Memorial services for Clifford W. Roberts, former assistant city editor of the Bridgeport (Conn.) Standard-Telegram, killed last year in France, were held on October 12.

The trial of Ray Green, editor of the Conecordia (Kan.) Blade-Empire, on charges of criminal libel, preferred by Rev. F. R. Berry, is under way.

The advertising committee of the New England Council of the A. A. A. A. prepared a series of five newspaper advertisements, each containing a striking argument for sound advertising and agency service, and this series was used by 45 New England dailies and nine Boston trade journals. The ads were attractively typed, each occupying about the space of a full page of Editor & Publisher. The newspapers and trade journals published them free of charge, as an appropriate greeting to the convention of the A. A. A. A. recently held in Boston.

Regular editions of Lima (Peru) newspapers were issued October 16, after a nine days' suspension owing to a printers' strike. Settlement of the strike was on the basis of a 30 per cent increase in wages.

The Newspaper Engraving Company, of Grand Rapids, Mich., has opened a branch plant in Kalamazoo, under the local management of J. H. Korff, formerly with the Grand Rapids Herald.

Having been at liberty two weeks, during one of which he published an edition of the Tar River Bounder, at Miami, J. J. Shepherd was returned to the Oklahoma State Penitentiary to begin serving a seven-year sentence given him last December. Shepherd was at liberty on an appeal bond, but his bondsmen requested to the court they be released.

A. W. Brown, Sunday editor of the Pittsburgh Gazette-Times, is now also music editor since the recent resignation of George K. Thomas.

The Zanesville (Ohio) Times-Recorder and Signal owners have taken over the Sunday News, giving them morning, evening and Sunday editions.

Cornelius Vanderbilt, Jr., of the New York Herald, has been appointed New York correspondent of the Camp Bragg (Wilmington, N. C.) News, and his weekly articles are being featured by that newspaper.

The French Commission of Revision, to which was referred the appeal for a new trial of Pierre Lenoir, sentenced to death on charges of having intelligence with the enemy in the recent Paris Journal court martial case, has reported that it found no ground for a rehearing and he was executed by a firing squad last week.

The publishers of the proposed Norfolk (Va.) Daily News hope to start operation about February 1, 1920, according to B. Gray Tunstall, city treasurer and one of the owners.

David Hall of the Herald won the qualifying round of the New York Newspaper Golf Club tournament, October 20; Frank T. Cope of the Journal of Commerce had the second lowest score, with Martin E. Moore third.

Charles Willard Whittemore, assistant editor of Current Affairs, the paper published by the Boston Chamber of Commerce, and Miss Ruth Elvira Waters, have been married.

Z. Z. Luidens has resigned from the Grand Rapids (Mich.) News staff to enter the University of Michigan.

Members of the Connecticut Editorial Association on October 17 were guests of the Connecticut Light and Power Company, which is bringing to fruition the development of a portion of the Housatonic River Valley between Stevenson and Sandy Hook, Newtown, as a source of water power.

The Yishihpao, the largest vernacular Liberal daily in Northern China, with editions in Peking and Tientsin, has been purchased by the Yishihpao Company, an American owned and controlled firm operating under a charter from the State of Nevada.

The Portland (Ore.) Advocate has filed a $25,000 libel suit against the Portland Times. Both newspapers are published by negroes.

George C. Schnitzer, for six years engaged on special work for the Houston Post, has resigned and gone with the Gulf Coast Lumberman as associate editor.

D. S. Stephens, circulation manager for the Farmers' Wife, St. Paul, has become circulation director of Farm & Fireside, New York.

The St. Paul Dispatch-Pioneer Press and Farmers' Dispatch are about to inaugurate an automobile contest, with prizes totaling $11,000.

A Jewish weekly newspaper, to be printed in English, will make its appearance in Kansas City, Mo., the first week in January. M. Roth will be publisher. The paper will be known as the Standard.

Miss Mary M. Crowley has been elected chairman of the Chicago Women's Advertising Club's "on to Indianapolis" committee. Miss Crowley is connected with the John Bndd Company.

Emil Brisacher has opened an advertising agency in the Flood building, San Francisco.

Captain Frank Mason, whose demobilization left the United States without a military representative in Berlin, expects to return to the German capital very shortly—this time as a newspaper correspondent.

Alfred Stewart O'Brien, editor of the New England Sun, published in Bridgeport, Conn., is Socialist candidate for mayor there.

Joseph A. Altieri, editorial room worker on the Bridgeport (Conn.) Standard Telegram, is Democratic candidate for sheriff in the municipal election to take place November 4.

Norman Shannon Hall, who was a lieutenant of infantry in the war and who is high court reporter for the Bridgeport (Conn.) Post, is to be marshal of the big Armistiee day parade in that city. He is commander of Raymond W. Harris Post, Veterans of Foreign Wars.

In the seventh match for the Rodman Wanamaker cup between the golfers of the Advertising Club of New York and the Poor Richards of Philadelphia, the latter won by 12 points to 6. The outstanding feature of the day was a 78 made by W. Roy Barnhill of New York against R. C. Maxwell. He made the turn in 41 and gained a 31. The match was played October 14 in Philadelphia.

THE DENVER TIMES

There Are Circulations—And Circulations

All is not gold that glitters, not even in Colorado

Advertisers there are fast learning that bulk circulation in itself is not the principal requisite in successful advertising.

But rather that the first essential to advertising success lies in finding a receptive and responsive audience—in other words, a circulation with buying ability.

If you would reach the high grade, intelligent, financially able people of Denver and the Mountain States use the columns of Denver's fastest growing evening paper,

The Denver Times

Largest Evening Circulation in the Better Class Homes of Denver.

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit

The Shaffer Group

Rocky Mountain News — Denver Times
Indianapolis Star — Muncie Star — Terre Haute Star
Chicago Evening Post — Louisville Herald

THE DENVER TIMES

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Gathered at Random

Newspaper writers covering the New York theatre district have organized. No strike or anything intended, they say. Only formed a club and they wish it to become known. Its name? The Cheese Club. The officers are: President, Thomas Oliphant; vice-president, Turley Lillon; treasurer, Frank Hughes; secretary, Benjamin Holtzman. Through the courtesy of E. F. Albee the members are making use of the club house of the National Vaudeville Artists.

And Is Still Active

Clyde P. Steen, I. E. A., once an active Ohio newspaper man, has changed his headquarters from Bedford, Va., to Lynchburg, Va., and recently visited in Chicago.

Boyden R. Sparkes Wrote It

To the Editor of The Tribune.

Sir: Now that Ring and Briggs and G. P. A. have had their shares of soloxy in your columns perhaps you can spare a little space in which to praise an accomplished writer.

Who he is, this anonymous reporter, I do not know—he may be a star or a rube. What I do know is that he is a writer—and, in my opinion, as much of an artist as almost any producer of learned fiction current in the magazines.

His story of the robbery of the Roselle Bank on the last page of The Tribune today, seems to me a masterpiece of news writing. It is fresh, clear, picturesque and swift with no sacrifice of news to mere smartness, and in construction is remarkably logical. His characterization are sure and strong that I am sure the author will not long remain unknown to more creative work. Will you be kind enough to give him my congratulations?

GELETT BURGESS.

New York, Oct. 17, 1919.

Our Efficient Postal Service?

It is with many thanks to Mr. Burleson that we acknowledge receipt, Wednesday night, of a special delivery letter mailed at Watertown, N. Y., Monday night. At the time of going to press we expectantly await a special delivery mailed at Chicago on October 10.

Poor City Editors

Morton Birge, whose "Frog Pond" in the editorial page of the Boston American has even been looked upon with favor by the staid citizens of that city, has always shown real kindness for the weak and helpless—in his writings. That may or may not explain the following.

We hope it is not too much to now expect something from "Larry" Macdonald, of Slippery Rock, Pa., and Bill" Plummer, New Englander, and some others who are just hustling staff members. Here is McAdoo's offering:

Who's job is hard and bad and "sore."
Who's stuff is never big enough,
Who thinks he is an "awful stuff"?
The City Editor.

Who swears and swears and fumes and boils,
Who digs and dumps and grinds and toils,
Who steals and hunts and robs and mails?
The City Editor.

Who learns a tip ain't what it seems,
Who thinks the "features" in his dreams,
Who's mildest thoughts are piercing screams,
The City Editor.

Who's duty is to bear the brunt
Of yap crazy office "stunt,"
From reporters in a picture hunt?
The City Editor.

Who's not supposed to have a heart,
Or live his life a thing apart,
And let no human feeling start?
The City Editor.

Who has to stand for other's sins,
Even getting soused to having twins,
Who is the guy that never wins?
The City Editor.

Who's held responsible for all,
If any luck that may befall,
Who has to carry the can and "call"?
The City Editor.

Who's 'spozed to be the end and sum,
An accurate compendium
Of all the facts to Kingdom Come?
The City Editor.

Who needs the wisdom and the love
Of both the serpent and the dove,
With staff beneath and Boss above?
The City Editor.

Who has no time for home or wife,
Or even ponder after-life,
His best is unsurpassed strife—
The City Editor.

Sing Sing Editor May Return

Albert Van Ness of Brooklyn, who has served three terms in Sing Sing during the last of which he was editor of the Star of Hope, has pleaded not guilty to an indictment charging larceny of a gold watch and chain.

Judge Dike instantly recognized Van Ness, who during the last incarceration, which was for forgery, sent the Judge a copy of the prison paper each month. If convicted on the present charge Van Nass will face life imprisonment as a fourth offender.

BOOK OF GOLDEN CELEBRATION

Contains Addresses Delivered at Celebration of Ayer Founding

"The Book of the Golden Celebration" in commemoration of the fiftieth anniversary celebration of the founding of the advertising house of N. W. Ayer & Son, Philadelphia, has just been issued.

The book contains the addresses delivered on that occasion, April 4th last, and an introduction in which the story of what happened then is given as well as full-page reproductions in color of the portrait of F. Wayland Ayer, presented to the organization; the bronze tablet commemorating the life and work of Henry Nelson McKinney given by members of the firm; the gold loving cup from 210 American publishers; and of the autographed book presented to Mr. Ayer.

"The Book of the Golden Celebration" is dedicated to Francis Wayland Ayer, the founder of the house.

KINGSTON PAPER CELEBRATES

Canadian Daily Commemorates 110th Birthday With Big Edition

The 110th Anniversary number of the Kingston (Ont.) Daily Standard was issued on October 16, containing 48 pages and carries the story of the growth and development of Kingston and Canada as told in the Standard's files.

The Standard was established in 1810 by Stephen Miles and Charles Kendall as the Gazette. The name of the paper was changed many times during its long life and in 1908 it became the Standard when taken over by the present management, of which W. R. Givens is president and editor.

Portrayed Texas' Development

HOUSTON, TEX., Oct. 25.—"The Texas Development Edition" was the name of a splendid edition issued by the Chronicle October 16, the date of the paper's 18th anniversary. The story of the statewide development of Texas was set forth vividly, especially the amazing growth of the oil industry, which has made cities of villages and put in circulation almost more wealth than one can credit. Houston, of course, received her share of space in the record of achievements.

Ad Club Joins "C. of C."

JOPLIN, Mo., Oct. 28.—Reorganization of the Advertising Club, to be known as the advertising division of the Chamber of Commerce, is under way.

ILLINOIS

Geographically Illinois is Central.

East and West meet in Illinois.

Farmers, stock raisers, merchants from the West go to Illinois, not only to sell, but to buy.

Manufacturers and importers have headquarters or important branch houses in Illinois for the distribution of their wares.

Many of the most important manufacturers have their factories in Illinois.

Everything tends to making Illinois a great commercial state, as well as the meeting ground of people from all parts of the United States.

Business starting in Chicago goes into Illinois first, then it radiates through the rest of the middle west, and far out into the real west.

Illinois is the railroad center of the country, and has distribution facilities unequaled elsewhere.

As a try-out territory Illinois is second to none. Some of the best-known and biggest newspapers in the country are published in Illinois.

They are able and willing to cooperate in opening new territory, in strengthening old territory and in generally serving national advertisers.

This group of Illinois daily newspapers can do wonderful work for you.

	Circulation	Rate for 1,500 Lines	Rate for 10,000 Lines
Aurora Beacon News .....(E)	16,000	.045	.045
Bloomington Pantagraph .....(M)	17,624	.035	.035
Champaign Daily Gazette.....(E)	5,298	.015	.015
‡Chicago American .....(E)	326,998	.40	.40
Chicago Herald-Examiner .....(M)	312,862	.38	.31
Chicago Herald-Examiner .....(S)	594,287	.53	.46
Chicago Daily Journal.....(E)	115,932	.22	.18
†Chicago Daily News.....(E)	373,000	.48	.48
Chicago Evening Post .....(E)	51,327	.25	.12
Danville Commercial News.....(M)	15,387	.035	.035
Elgin Courier .....(E)	8,125	.025	.025
Moline Dispatch .....(E)	10,133	.03	.03
Peoria Star .....(E)	22,364	.05	.04
Quincy Journal .....(E)	8,342	.025	.025
Rockford Register-Gazette .....(E)	12,931	.03	.03
Sterling Gazette .....(E)	5,085	.02	.02
Total Circulation	1,895,086	$2.57	$2.25

Government Statements, October 1st, 1919.
†Publisher's Statement.
‡Government Statements, April 1st, 1919.

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COLVER HITS BACK AT CHICAGO PACKERS

Federal Trade Commissioner Says Millions Spent in Advertising by Meat Barons Has Caused "Editorial Astigmatism"

Hon. W. B. Colver, of the Federal Trade Commission, paid his respects to the Chicago packers in the course of his address to the National Association of Ice Industries on Wednesday evening in New York. The commissioner, after explaining the genesis and purposes of the trade body, said:

"We have run afoul of a group of great business concerns whose business theories and practices we have had to question. These are the five big Chicago meat packers. They have retaliated. They have spent millions of dollars in advertising. The sums of money so spent are so great as to cause editorial astigmatism. These men have charged the Commission with conspiracy and what amounts to treason.

"The charge made by Senator Sherman has been answered and proof has been challenged. Instead of proof we get new charges. Employees of the Commission are charged with sedition and bolshevism. I dare them to come forward with their proof."

Mr. Colver cited how similar charges had been made from the same sources against Theodore Roosevelt in 1906, when he was urging the passage of a meat inspection law.

ROBB ON EDITOR & PUBLISHER

New News Editor Well Acquainted With Trade Field

Arthur T. Robb, Jr., has been appointed news editor of Editor & Publisher, succeeding Dan F. Miller, who resigned recently to become connected with Troy & Co., an investment securities house. Mr. Robb has been actively engaged in newspaper and advertising trade editorial work with The Fourth Estate since 1916.

During the war Mr. Robb served overseas as a sergeant in Company K, 311th Infantry, in France, and was gassed in action. He is also a former editor-in-chief of the Columbia University Daily Spectator and at one time was connected with the Daily News-Record, the daily publication of the textile trade.

Economy Urged on N. Y. Publishers

Economy of all kinds in the use of paper was urged upon the members of the Publishers Association of New York City at their meeting on Wednesday. Minor labor matters that had been referred to committees were discussed during the meeting, which was largely devoted to routine business.

Mobile Register's New Edition

Mobile, Ala., Oct. 26.—The Register has inaugurated a twelve-page state news section on Sunday mornings, containing general news of its territory in Alabama, South Mississippi and West Florida. Frederick H. Waltz, formerly city editor of the Nashville Tennessean, is tri-state news editor.

Will Enlarge Plant

Meriden, Conn., Oct. 28.—The Morning Record has outgrown the building it erected in 1915 and the equipment installed at that time and has completed plans for a large addition to the structure and a material increase in mechanical facilities, including a new 32-page press.

HEARST WARS ON TAMMANY

One Libel Suit Already Instituted in Political Fight

The attorney for Charles F. Murphy, head of Tammany Hall, filed October 28, in the New York County Clerk's office, a summons in a suit for libel again William R. Hearst and the Star Publishing Company. The summons did not mention the damages that would be demanded, but one of the attorneys for Mr. Murphy thought $1,000,000 would be asked. Notice of appearance for Mr. Hearst and his publishing company by ex-Assistant District Attorney William A. De Ford was filed simultaneously.

The libel suit is the outcome of a new political war opened by Mr. Hearst against Tammany Hall and Governor Smith. The latter recently challenged Hearst to an open debate on their differences, but the editor declined very pointedly to discuss the issues in any way other than through his newspapers.

Morgan Greets King as Kensan

Hutchinson, Kan., Oct. 27.—When King Albert of Belgium and the royal party passed through Hutchinson, Wilmot L. ("Billy") Morgan, editor of the News and a former "Y" worker in France, was called upon by the people of his home town to show them how to greet a royal couple. "Billy" was equal to the occasion. He instructed his fellow townsmen to "take off your hats and give King Albert the Kansas salute." "How are you, ol' top" is just as acceptable to the king as "Howdy," they were told.

Beatty-Kelley Wedding

Raymond R. Beatty, connected with the Martin V. Kelley Company, Toledo and New York, and Miss Bernice M. Kelley, daughter of Martin V. Kelley, were married in New York on October 28.

New Cleveland Agency

Cleveland, Ohio, Oct. 29.—John I. Gillespie of the Rogers Baker agency is at the head of a newly-formed Cleveland agency, called the John I. Gillespie Company.

TIPS FOR AD MANAGERS

Brooke, Smith and French, Kresge Bldg., Detroit.—Advertising to be started for Air-Way Vacuum Cleaner Company, Toledo.

F. M. Randall Company, Book Bldg., Detroit.—Will place advertising for Fyrchaul Trailer Company and Cornfield Wheel Company, both of Detroit.

Chambers Agency, Maison Blanche Bldg., New Orleans. Starting several schedules of 10,000 lines with Southern newspapers for "New South Syrup."

N. W. Ayer & Son, 300 Chestnut st., Philadelphia. Placing orders with newspapers for Lewis, Murphy & Co.; placing orders with New York and New England newspapers for Joseph Tetley & Co.; generally make up a list of newspapers during Fall months for Welch Grape Juice Company.

Barton, Durstine, & Osborn, Inc., 25 W. 45th st., New York. Placing orders with a few newspapers for Upson Company.

George Batten Company, Fourth Ave. Bldg., New York. Again placing orders with newspapers generally for M. J. Breitenbach Company.

Blackman-Ross Company, 95 Madison ave., New York. Reported will make up lists of newspapers during November for Vacuum Oil Company.

Cox Will Edit and Manage

Okmulgee, Okla., Oct. 27.—Sandford C. Cox, formerly with the Democrat, has been made editor-manager of the Morning Times, succeeding Ernest W. McDaniel. Mr. Cox is the inventor of the Cox Multi-Mailer and has recently perfected a smaller machine for addressing and wrapping newspapers. He is a brother of Joseph Cox, inventor of the Duplex flat-bed press, and Paul F. Cox, who designed the "Comet" for the Goss company.

Newdick to Help Mine Strikers

Washington, Oct. 28.—Edwin Newdick, for the past six months the official news representative of the War Department, has resigned to accept the place of publicity manager of the Iron and Steel Workers Strike Committee in Pittsburgh, of which committee William Z. Foster, the author of the now-famous "red" book on syndicalism, is the secretary.

Welcomed to Ann Arbor

Ann Arbor, Mich., Oct. 24.—A gathering, unique in the history of Ann Arbor occurred October 19 in the auditorium of the Times-News building, when Ralph H. Booth, Edmund Booth and Charles M. Greenway, members of the Booth Publishing Company, which recently acquired the Times-News property, were tendered a reception by Ann Arbor business men. President John Fischer of the Chamber of Commerce presided.

Resume with "Open Shop"

Fort Smith, Ark., Oct. 27.—After being suspended since October 4, the daily newspapers here resumed publication Sunday morning. The work is being done in "open shop," as the union men are still out on strike.

Murdock on Duty Again

Wichita, Kan., Oct. 27.—Marcellus Murdock, editor and publisher of the Wichita Eagle, who has been confined to his home for several days, is much improved and able to attend to his editorial duties.

G. M. Kohn Makes Change

Atlanta, Ga., Oct. 29.—George M. Kohn has resigned as Southern manager for Cone, Lorenzen & Woodman, to give his whole time to the firm of Geo. M. Kuhn, Inc., Atlanta.

Louisville Is the Largest Loose Leaf Tobacco Market in the World



The Kentucky tobacco crop for 1918 was 427,500,000 pounds, valued at $98,325,000.00

This was one-third the entire tobacco production of the United States.

Tobacco is but one of the many sources of wealth that help in the making of Kentucky's present great prosperity

Louisville, its largest city, is the natural center of Kentucky's wealth and its commercial activities

To profitably market your product in this section, use the advertising columns of Kentucky's largest morning circulation.

The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co. Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago
Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal

The Shaffer Group

Louisville Herald — Chicago Evening Post
Indianapolis Star — Muncie Star — Terre Haute Star
Rocky Mountain News — Denver Times

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Why Second Class Mail Is Lost



FACSIMILES OF ADDRESSES SHOWING WHY COPIES OF PUBLICATIONS ARE LOST IN THE MAIL

Compiled by LORD & THOMAS

EVERY day an enormous number of copies of publications that cannot be delivered are received at the postoffice, according to a statement made recently by the Chicago Postoffice.

This unfortunate condition exists to an alarming extent, and, because of numerous complaints from advertisers, advertising agencies, and publishers, the Chicago Postoffice recently made an investigation of 18,000 pieces of second class mail, already sorted for distribution within the city, to ascertain the reasons why copies of publications fail to reach their destination.

The investigation showed that 99.84 per cent of these 18,000 pieces of second class mail were properly assorted by the postoffice—that is, placed in the proper bags for distribution to the localities for which they were intended—which indicates that the cause for the failure of so much second class mail to be delivered is not due to an error on the part of the postoffice service.

Further investigation showed that a large percentage of this second class mail could not be delivered because of incomplete or incorrect, and in many cases, absolutely unintelligible addresses.

The above facsimiles of addresses on copies of publications, selected at random from one bag of second class mail, tell the story plainly. One address printed over another, double addresses, split names, indistinct names, etc., are the causes or the failure of much second class mail to be delivered.

While publishers' mailing lists may be correct, these errors evidently point to the fact that the addressing machine in many cases is not properly handled.

As the amount of second class mail lost daily is a source of much trouble and inconvenience to advertisers, advertising agencies, the postoffice, and the publishers, themselves, the matter should have the immediate attention of the publisher.

The seriousness of the condition is clearly indicated by the fact that one advertising agency alone is obliged to write from 100 to 130 letters daily to publishers, asking for copies that have not been delivered.

AUTZMAN REFUSES PARDON

refers Jail to Abandonment of Newspaper Business

PORTLAND, ORE., Oct. 28.—Ham Kautzman, whose case has attracted the interest and sympathy of the Oregon Editorial Association, has refused to accept conditional pardon from Governor Olcott. Kautzman, who is 72 years old, was editor of the Columbia Herald. He was imprisoned for sending improper matter through the mail. He still has a year to serve.

Governor Olcott's pardon was granted after an investigation made at the request of the editorial association. It was conditional on Kautzman giving up the newspaper business and leaving the state. "My newspaper has suspended publication and I am virtually ruined, but my only hope of making a living is in the newspaper business," said the old man. "If I must leave the state and have no more to do with the only trade I know, I would become a public charge on some other state. I prefer to stay in jail."

RALEIGH TIMES CHANGES

Hellen Business Manager and Boyd to Direct Advertising

RALEIGH, N. C., Oct. 28.—George B. Hellen, for the past seven years advertising manager of the Times, on November 1 will become business manager and assistant to the publisher, John A. Park.

D. L. Boyd, Jr., will become advertising manager, being assisted by Harry Schwartz, Melvin D. Finch, and Mrs. Arthur Aronson. Mr. Finch is succeeded as accountant in the business department by R. E. Briscoe.

Dealing with the Wholesaler in Wisconsin is a CITY matter, but HE sells MOST to the country!

Still, it is no problem in Wisconsin to advertise to the ruralites, who have the money. DISTRIBUTION is provided, both for Daily papers and Commodities, by upwards of 75,000 miles of highways, 12,000 miles of which are *surfaced:* and by 7,693 miles of railroads, besides 847 miles of electric railroad track.

Thereby the whole country side is assured daily newspapers and goods.

Advertise your goods in the daily newspapers and the consumers will get them through the wholesalers.

As to the number of stores, remember that in Wisconsin it is not numbers but SIZE that counts!

ASK these papers for FACTS!

Papers	Circulation	Rate for 5,000 lines
†Appleton Daily Post..... (E)	5,010	.0143
Beloit News ..... (E)	7,029	.025
Eau Claire Leader-Telegram ..... (M&E&S)	8,778	.03
Fond du Lac Commonwealth..(E)	6,026	.02
‡Green Bay Press Gazette.....(E)	11,011	.025
Kenosha News ..... (E)	4,594	.0178572
La Crosse Tribune and Leader-Press ..... (E&S)	12,452	.03
Madison (Wis.) State Journal (E)	13,728	.035
†Madison (Wis.) State Journal (S)	10,391	.035
*Milwaukee Wisconsin News..(E)	70,248	.12
Milwaukee Journal ..... (E)	101,329	.16
Milwaukee Journal ..... (S)	83,847	.16
Milwaukee Sentinel ..... (M&E)	75,905	.13
Milwaukee Sentinel ..... (S)	60,640	.13
Racine Journal News ..... (E)	7,831	.03
Sheboygan Press ..... (E)	6,783	.025
*Superior Telegram ..... (E)	16,154	.04
Wausau Record-Herald ..... (E)	5,286	.01785

Government Statements, October 1st, 1919.
†A. B. C. Statement, April 1st, 1919.
‡A. B. C. Statement, October 1st, 1919.
*Publishers' Statement.

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WATERTOWN CONVENTION FOUND ANSWERS FOR CIRCULATORS

Brought Realization That "Houses Must Be Cleaned" for Coming Day of Absolute Paid-in-Advance Subscription.

BY FENTON DOWLING

IF your publisher desires to know what you members of the New York State Circulation Managers' Association did during the two days of last week, Monday and Tuesday, you presented yourself from your office you have the chance of your life for an alibi.

And, maybe, in having this alibi exploited in the columns of EDITOR & PUBLISHER, some publishers, who do not take proper interest in circulation affairs, will see the advantage of permitting their circulation men to join the Association, thus affording an opportunity for them to mix with a set of men who are looking for light and who are enriching their minds from an exchange of ideas brought out at the semi-annual meetings. The publishers and the business managers are invited too.

Discussions Carried On Until Midnight

The New York contingent, for instance, left the big city Sunday night, and reached Watertown, N. Y., at 9 A. M. Monday. They went into session with forty other visitors at once and accomplished that first day a vast amount of work. With the exception of a few hours for refreshments, the business discussions were carried up to midnight.

The next day the subjects were so interesting that only luncheon and a brief respite spell were allowed before train time and the start for their homes. Praetically two full days' work and sixteen hours of travel were crowded inside the period from Sunday to Tuesday night.

Sure to Find An Answer

The economics necessary to be effected; the proper procedures in the event of necessity of increased prices; how to build circulation profitably under these times of high prices; how to help publishers in their trials and hardships; consistent modern methods for city, suburban and country circulation; room economies—are only a few of the topics discussed and for which solutions were found at this meeting.

No matter what your local problem may be you are sure to find some one in such a gathering who is having or has had similar difficulty; and if you are not afraid to ask questions, you will profit by the advice so freely dispensed.

Circulators must recognize the importance of co-operation, and the modern publisher is confronted with problems every day where the circulation man, if he is posted on methods and tactics of others who are successful, can reach a helping hand to his employer.

Day of Cash-in-Advance

Circulations must be made cleaner and less involved, for the day is fast coming when recognition of paid-in-advance or absolutely cash subscription is the only kind the advertiser will pay for. This is the program today of all the successful newspapers, and the recent New York meeting in its deliberations pointed out the way to this result for any who are not living up to the test come.

Extracts from papers printed in EDITOR & PUBLISHER last week and those appearing today throw light on many a hard problem. The new president of the association, M. J. Burke, of the Brooklyn Eagle, offers a plan and a promise of great value to New York State newspapers and circulation managers would best serve the interests of their employers and their own welfare by giving him wholehearted support.

Last week EDITOR & PUBLISHER presented the meat of the talks given by James McKernan, F. S. Levy, Frank A. Roberts, W. C. Hixson, M. J. Burke, and Daniel W. Tanner. The following completes the entire program:

A simple system for recording orders and stops for city carriers and mail subscriptions was described by C. E. Blewer of the Binghamton Press and Leader. He said:

Recording Orders and "Stops"

"We have a duplicate card, one white and one blue, in pad form and the correct size for filing. The white card is given to the carrier, and is marked in large letters across the face "SEND." It has a place for the name, address, route, town, also the card number, paper number, date started, date stopped and remarks. At the bottom of the card we print the following instructions for the carriers:

"Your increased profits depend on good service. Call and find out just where to deliver papers; then do it. Poor delivery will lose this subscriber."

The blue slip is the same form as the white except the word "SEND" is omitted. The blue cards are filed with the proper routes and our carrier records are kept in this manner.

The stop form is the same size as the send, printed in white and yellow. The white card is given to the carrier and the word "STOP" is printed across the face of it. The address and route number are likewise shown. At the bottom are printed the following instructions:

"It is just as necessary to hold old subscribers as it is to get new ones. Call and find out why this subscriber discontinued. If temporary, find out when you can start delivery. *Your profit depend on this.*"

Our city carrier routes run from one to eighty-five and each route has a number. The boys know as it is to our best interest to very particular to keep each boy's route by itself, and we order that it be followed.

The change slips are the same size in yellow and blue, and are white in perforated through the center, and can be torn in half readily. The top slip reads "Stop" with subscriber's name and address. The bottom slip reads "Send" with the subscriber's name and address. These slips also contain the route number and date of change. The duplicate is retained in one slip and has the complete record of the subscriber and is filed by themselves. They are always at hand for reference.

Our mail carriers are independent and pay for their papers once a week. We furnish them with a slip which contains fifty-two coupons. The name and address, date started and price is also given. The carrier pays the coupon for a receipt and he can tell at a glance to what date any particular subscriber has paid. These slips are kept in a leather, loose-leaf coupon cover and in the order the route is delivered. We are always able to check the boy and can tell readily if he is keeping up his collections.

Our mail orders are given first to the circulation cashier who checks up the amount sent in with each order and enters this with name and address in a journal. The orders are then written on the gulley sheet and our weekly list for addresses are made from the gulley sheet. As soon as stencils are made they are immediately placed in their respective draws. The renewals and new subscribers that come in the morning mail are sent out the same evening. We also run a card file for the mail subscribers, divided into each month of the year.

All our mail subscribers are paid in advance. They are notified fifteen days and five days before expiration. Those that fail to renew are sent a stop letter, explaining that it was necessary to discontinue their paper.

The best results from the above methods are obtained by keeping them as accurate as possible.

Stopping papers when subscribers do not renew orders on time, after they have received advance expiration notice, was declared by G. S. England, of the Johnstown Leader-Republican to be the best means of keeping a list paid-up. His method was described as follows:

The official government notice that subscribers must make payments in advance or papers would be stopped came to us three weeks before October 1, the date set for the order to go into effect. Though we had previous to that time, endeavored to urge advance payments we found, upon accurate investigation that the order would effect many of our subscribers.

Our first step toward the fulfillment of the order was to insert, in a conspicuous place in the paper, a notice explaining the proposition and urging the subscriber to assist in a quick response and stating that a representative of the paper would call on as many as possible before October 1.

Our second step was to have printed in red ink, small slips explaining the government order and emphasizing the necessity of advance payments. Slips covering the amount due the company October 1 and also for a

(*Continued on Page 34*)

FINDS BERGER DISLOYAL

House Committee Recommends Unseating of Socialist Editor

WASHINGTON, Oct. 24.—"All the evidence in this case conclusively proves that Victor L. Berger from the time of the outbreak of the war until his indictment by the Federal Grand Jury did everything in his power to hinder obstruct and embarrass the Government of the United States, and thus to give aid and comfort to its enemies, and in the opinion of your committee is unfit to sit as a member of our lawmaking body. That he should be rewarded for his treasonable conduct by being given a seat in the American House of Representatives is inconceivable."

This is the conclusion of the special committee appointed May 19 to determine the fitness of Mr. Berger for Congress as Socialist Representative of the Fifth Congressional District of Wisconsin. The committee recommended that the House declare the seat vacant.

Berger is editor of the Milwaukee Leader.

BUYS IN WINSTON-SALEM

Son of Ambassador Page Becomes Manager of Journal

WINSTON-SALEM, N. C., Oct. 24.—Frank C. Page of New York, who recently became one of the stockholders in the Journal Publishing Company, has assumed the duties of manager of the Journal, succeeding N. L. Cranford, who recently resigned to enter the United States Revenue Service as chief deputy of the Winston-Salem division.

Mr. Page is the youngest son of the late Walter Hines Page, ambassador to England, being now in 33d year. He attended Harvard university and finished his work there with the class of 1910 He was for two and one-half years with Doubleday, Page & Co., publishers, first on the editorial staff of the World's Work and laterea managing editor of the Red Cross Magazine. After nine months of service for that publication Mr. Page entered the air service of the United States Army with rank as captain. He was later promoted to the rank of major and was on duty with the American Expeditionary Forces in France for more than a year.

Navy Men Proud of New Policy

ATLANTA, Ga., Oct. 26.—Lieut. Commander O. F. Cooper, U. S. N., in charge of the Navy Department's $300,000 appropriation to be spent with the newspapers for recruiting, is in Atlanta in connection with this work. Commander Cooper says the entire Navy Department has a new feeling of self-respect since it is being enabled to enter the editorial offices via the business manager.

Quitting As a Daily

CHICAGO, Oct. 24.—The Chicago Arbeiter Zeitung, said to be the oldest daily Socialist paper in the United States, will quit daily publication and issue a weekly

Keeping Up With The Times

A FACT A WEEK

Washington, October 23.

To the Editor of The Times:

What is the circulation of The Times and how does its circulation compare with those of the other Washington papers?

ADVERTISER.

The Times is second among the Washington papers in daily circulation. The most recent figures of the Washington papers are in the sworn semi-annual statements filed this month with the Postoffice Department. The first three papers show for the past six months:

	Net Paid Daily Circulation
First paper	92,840
A LOSS of 1,783 from April.	
THE TIMES	59,880
A GAIN of 1,371 over April	
Third paper	56,780
A LOSS of 3,089 from April.	

It is noteworthy that The Times is the only one of the three to show a circulation gain over last April's statement.

The Washington Times
WASHINGTON, D. C.

OVER 5000
Intelligent Readers Have Money To Spend For The Things You Should Advertise in

The West Virginian
The Evening Newspaper.
Published at Fairmont, W. Va.

Member A. B. C.

Represented by
ROBERT E. WARD
New York & Chicago.

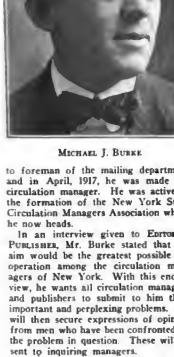
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DANA'S OFFICE BOY HEADS N. Y. CIRCULATORS

MICHAEL J. BURKE, the newly elected president of the New York tate Circulation Managers Association, ke many men who have achieved suc- ss in the newspaper business, began by elling papers when a boy. Mr. Burke, hen fifteen years old, sold papers at he Broadway Ferry in Brooklyn; at the ame time he began carrying copy for eporters on the New York papers.

It was while on one of his trips car- ying copy that he was offered a position s office boy with Charles A. Dana of he New York Sun. From there, in 895, he went to the Brooklyn Eagle, here, in the morning he chased copy nd in the afternoon he delivered pa- ers to the dealers.

He was soon made a circulation in- pector and since then he has advanced teadily. He was a roadman on Long sland after which he was put in charge f a branch office. His next step was



MICHAEL J. BURKE

to foreman of the mailing department and in April, 1917, he was made the circulation manager. He was active in the formation of the New York State Circulation Managers Association which he now heads.

In an interview given to EDITOR & PUBLISHER, Mr. Burke stated that his aim would be the greatest possible co- operation among the circulation man- agers of New York. With this end in view, he wants all circulation managers and publishers to submit to him their important and perplexing problems. He will then secure expressions of opinion from men who have been confronted by the problem in question. These will be sent to inquiring managers.

Mr. Burke is a great believer in the adage that, "Many heads are better than one." His idea of bringing this out in discussion of topics at the semi-annual convention. For this reason he expects that all members will submit topics to the chairman of the program committee and that no man will refuse to prepare a paper when requested.

He suggests that circulation managers confer with their publishers on subject for discussion and also in preparing papers for reading at the conventions. If the papers are prepared, the promises to cause enough discussion to bring out all that no man will refuse to prepare a paper when requested.

The new president will also try to in- crease the membership of the associa- tion, whose object is to have every cir- culation manager in New York State in its ranks. To attain this, in the State in general and in Long Island in par- ticular, he advocates a strong campaign among publishers in order to persuade them to enroll their circulation man- agers as active members. With the proper support he fully expects to achieve the greatest co-operation.

FINNISH EDITORS CONVICTED

New Yorkers Face 10 Year Sentence for Criminal Anarchy

Carl Paivo and Gust Alonen, who were indicted on a charge of printing and publishing anarchistic articles in a Finnish paper called the Class Struggle, in New York, were convicted by a jury October 25 in the Criminal Branch of the Supreme Court. They were sentenced to from 4 to 8 years in Sing Sing, and the Justice in pronounc- ing sentence, promised to do his best to effect their deportation on their release.

Paivo and Alonen contended they were not responsible for the articles in question. The defendants were in- dicted largely as a result of the find- ings of the Lusk legislative committee investigating criminal anarchy, and the trial was the first held under the criminal anarchy statute passed after the assassination of President McKinley in Buffalo.

FARRAR SUCCEEDS CHAPMAN

Golf Layout and Pen for Latter on Leaving Denver

DENVER, Oct. 23.—On his departure for the New York newspaper field Octo- ber 22, Arthur Chapman, for the past three years managing editor of The Denver Times, was presented by the em- ployes of the newspaper with a complete golf layout and a gold fountain pen. Mr. Chapman's plans in New York have not been perfected, but probably will include special attention to the magazine field.

At Mr. Chapman's departure, Frank C. Farrar, managing editor of the Rocky Mountain News, was appointed manag- ing editor of both the News and The Times, both papers belonging to the Shaffer group. Under Mr. Farrar will be an assistant managing editor for each newspaper, to be appointed later, when reorganization has been perfected.

Journalism Study Popular

PULLMAN, WASH., Oct. 26.—The open- ing of Washington State College finds the new courses in journalism in de- mand. Sixty are now enrolled. The whole course has been reorganized un- der the direction of Frank Thayer, for- merly director of the course in journal- ism at the State University of Iowa, assisted by J. L. Ashlock, T. J. O'Day and F. F. Nalder, formerly associate director of the extension division of the University of California.

New Franch Weekly for N. Y.

The Gazette Franco-Americaine, a new weekly printed in the French lan- guage, will appear in New York Satur- day. Its purpose, as explained by the editors, will be to promote closer rela- tions between America and France, and to stimulate better co-operation between the two republics in the various fields of peaceful activity. The editors are Arthur Plottier and Emile Cregut.

Decoration For Campbell

MILWAUKEE, Oct. 28.—Henry C. Campbell, assistant editor of the Mil- waukee Journal, has received word from M. Casenave, French high commissioner to the United States, that he has been made a chevalier of the Legion of Honor.



The daily newspapers of West Virginia are neither many nor *postscripted* for circulation.

They are machine guns for advertisers searching out a territory of nearly 1,500,000 people, who live 50 to the square mile, and trade chiefly through the ten wholesale centers shown on this map.

Wholesale and retail radius of trade for these cities is unusually extensive, the direct distributers, MERCHANTS, most of them, not small city shops.

When you "size up" West Virginia you want to remember *that.* And also that you can safely credit these dailies with exceptional influence, *beyond numerical circulation.*

		Circulation	Rate for 5,000 lines
Bluefield			
†Telegraph	(M)	4,766	.0214
Charleston			
†Gazette	(M)	11,915	.03
†Gazette	(S)	11,918	.03
†Mail	(E)	6,543	.025
Clarksburg			
†Telegram	(E)	6,825	.02
†Telegram	(S)	7,230	.02
After Feb. 1st, 1920, .025 line flat.			
Fairmont			
*W. Virginian	(E)	5,102	.02
Grafton			
†Sentinel	(E)	2,275	.014
Huntington			
†Advertiser	(E)	6,139	.03
‡Herald-Dispatch	(M)	11,165	.05
‡Herald-Dispatch	(S)	11,309	.05
Martinsburg			
†Journal	(E)	3,240	.0139
Moundsville			
*Echo	(E)	1,750	.0115
Parkersburg			
*News	(M)	6,220	.02
*News	(S)	6,220	.02
†Sentinel	(E)	6,006	.017
Wheeling			
†Intelligencer	(M)	18,130	.0325
†News	(E)	14,749	.04
†News	(S)	17,000	.05

‡Government Statement, Oct. 1, 1919.
†Government Statement, April 1, 1919
*A. B. C. Statement, April 1, 1919

File the Facts for Reference

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EDITORIAL



GETTING TO A BETTER BASIS

IN the days when advertising was not generally recognized as the vital factor in business building some unsound policies and practices were developed which, to some degree, still survive as traditions.

Among these was the habit of concentrating on a certain day of the week the greatest part of the advertising appropriation for that week. This policy had its inception in part in the fact that not many advertisers bought enough space to enable them to make a good showing every day of the week, or even for two or three days. They solved this problem, not through making adequate appropriations for advertising, but through using ample and impressive copy on one day and little if any copy on other days.

Having found this illogical expedient they tried to analyze the buying habits of the people and to select as their day for real advertising the one preceding (in the case of evening papers) or (in the case of morning papers) the very day on which there seemed to be the greatest "natural" volume of business.

At first Friday held favor, and Friday's papers were top-heavy with advertising. Then some of this volume shifted back to Thursday, where space—eventually to Wednesday's. The theory seemed to be that advertising could not create demand for goods—but only serve as an accellerating force, a stimulant, for an existing demand.

Monday's issue was a starved one, so far as advertising was concerned. Politicians, keenly alive to this situation, had a habit of releasing big stories for use in Monday's papers, assured of ample space. Even today, to some degree, this practice obtains. Even today there are newspapers whose Monday, Tuesday and Saturday issues are "light" in advertising, while carrying a maximum of news and appealing very strongly to reader-interest.

But many of our metropolitan papers—of a long list such conspicuous examples may be cited as the Philadelphia Saturday Evening Bulletin, the Post and the Chicago Daily News—now find that the ideal of a better balanced volume throughout the week is very near to practical realization. One of Philadelphia's big department stores has for some time used some time almost full copy in the Saturday issue of the Bulletin, and find that this is a strong stimulant for Monday sales.

E. A. Brown, advertising manager of the Marshall Field stores in Chicago, says: "We are now in our fifth year for consistent Saturday night advertising. We were the pioneers among Chicago retailers in this move. We started with very small copy and with very little heed of success. Most of us really believed that advertising would carry over Sunday against the great Sunday paper competition Now, however, we never pass a Saturday without generous representation in the evening issue. We find that in spite of the decrease of the Daily News' circulation on Saturday the results we get on those items advertised are frequently greater than with the same items advertised on an ordinary day."

Could there be stronger testimony to the fact that advertising creates trade, irrespective of "shopping habits" and merchandising traditions?

The Boston Post reports more business on Monday, Tuesday and Wednesday than ever before Pressure on the advertising columns is almost equalized throughout the week. This permits a better balanced paper, more consistent treatment of news, better service to advertisers. Advertisers who insist upon position "near reading matter" are able to secure it, because of the standardization of news space Under the old method the week-end issues were overburdened with advertising and starved for news. The problem of using at least a little news on every page except those given over to full page ads led to fantastic makeup, defeating the real purpose in view

This question of an even balance of copy throughout the week is one demanding the co-operation of all agencies and national advertisers. With papers that are still top-heavy with advertising on certain days, schedules should provide for the use of national advertising copy on "light days." This policy will yield better results—and that should be the deciding consideration.

SIMPLE PROBLEM IN COSTS

HOW much does the white paper in one copy of your newspaper cost, before any ink is put on it?

For a newspaper using an eight-column page one pound of newsprint affords sixty pages. The present average price of paper, delivered, is about four and one-half cents per pound. Thus a 30-page paper costs, for newsprint, two and one-fourth cents; and the selling price, on the streets, of a majority of the dailies running to such sizes or larger, is two cents. As the rate to dealers is $1.40, sometimes less, the publisher who issues a 30-page edition sustains a loss of about $1.70 on every hundred pounds of newsprint used.

The loss sustained on white paper used in big Sunday issues is even greater, and publishers who will face the cold facts will realize that the present retail prices of their papers are wholly inadequate.

A three-cent daily issue of 30 pages, wholesaling at $2.25 per hundred, would exactly meet the present average cost of the newsprint required. Can it be disputed that sound business methods demand that the net revenues from circulation should at least cover the total cost of white paper? Can a newspaper prosper, even with a great volume of advertising, while selling its finished product for less than the cost of the basic raw material?

Is it to be expected that the newsprint market will right itself so long as publishers persist in using a maximum of that product without regard to its cost or the loss involved?

Volume of advertising can do much to cover fundamental errors in publishing costs—but it is expecting too much when this factor is depended upon to retrieve, week by week and month by month, unnecessary losses in the circulation department.

If drastic increases in advertising rates are to be avoided, a higher average selling price for newspapers must be established. The three-cent price will go far toward relieving a situation as to mounting costs which grows more menacing all the time. But it will not be a panacea. Reasonable increases in advertising rates, even at the cost of somewhat reduced space for big advertisers, must be made. These increases should be based upon the average increase in publishing costs for recent periods. It would greatly simplify this computation if the selling prices of the papers were fixed so that the revenues will cover white paper costs and fluctuations.

As a prominent publisher says, in a letter to EDITOR & PUBLISHER: "Both the subscription and advertising rates must be immediately raised to avert a break-down somewhere."

THE passing of William J. Douglas, for forty years one of the bright and well-loved figures in Canadian journalism, brings sorrow to hundreds of warm friends here in the states. He was a man of great heart and wide vision, who lived close to the ideals he cherished. His influence upon the press of Canada will live after him.

October 30, 1919 Volume 52, No. 22.
EDITOR & PUBLISHER
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THE EDITOR & PUBLISHER CO.
1115 World Building, 63 Park Row, New York.
W. D. Wheeler, editor; James Wright Brown, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., news
James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowling, circulation.
London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.
Paris: F. D. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cass.
San Francisco: N. C. Bernstein.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

DAMON SUGGESTS A REMEDY

ROBIN DAMON, publisher of the Salem (Mass.) News, has acquired a reputation as a practical authority on the conservation of newspaper space—therefore, of newsprint. During the war Mr. Damon aided many publishers to save space in little ways—the elimination of useless rules, condensation of heads and news text matter, saving through narrower margins, etc. Among the metropolitan papers that utilized his suggestions successfully was the New York Globe.

Mr. Damon is somewhat of a pessimist—perhaps because he has lived too much with optimists. He does not believe that the big publishers, as a rule, are at all concerned about saving white paper. In a letter to EDITOR & PUBLISHER he uses very plain language in characterizing the wasteful practices of many of the metropolitan papers.

He sees a very simple remedy for the present shortage of newsprint—but he does not believe that the remedy will be adopted. If the Boston papers should save two pages a day, he figures, the total would be 360 tons a month, "and that quantity of paper would about supply the other dailies in Massachusetts." He believes that if this plan were to be followed in all the large cities the present sky-rocket paper market would collapse and normal prices rule.

In this argument he is in practical accord with Mr. Carvalho, who has made plain to readers of EDITOR & PUBLISHER that any drastic curtailment of consumption would result quickly in a stabilized market. Are normal market prices and an adequate supply of newsprint important enough to our metropolitan publishers to justify concerted action to end the present shortage?

WILLIAM ALLEN WHITE, newspaperman and sage, told a Kansas City audience the other day why the President is ill. In his view the presidency is now too great a burden for even a superman to carry; as a result of Woodrow Wilson's passionate consecration to the big tasks urging themselves upon mankind in this new day, he is halted by broken nerves and a pain-wracked body. Describing the President's unprecedented achievements at Paris Mr White says: "He had to go alone amidst the play of great forces." Of the big issue of the hour the Kansas writer offers this classic analysis "The League of Nations covenant is only 70 per cent perfect; sometimes I think it is much less than that, but it is the big thing of the Peace Conference. the most significant thing west of the Ganges since the crucifixion of Christ is Wilson's work. If it were only 10 per cent perfect it would still be a step in the right direction." And that is the view of all broad-visioned Americans.

MALCOLM McALISTER, an advertising man of Salt Lake City, wants to know what newspapers in the United States have discontinued the practice of publishing free reading matter and press agent stuff—particularly that applying to automobiles and real estate. No statistics are available—but it is true that a growing number of newspapers may qualify under this class. Of course there will never be a time when news matter about real estate and automobiles, as well as amusements, will be dispensed with. But the vogue of the "puff" has passed in hundreds of newspaper offices.

PEI.MANISM, George Creel says, is "merely the science of thinking." Any ism which can teach men the science of thinking is "some ism!" Why not try it out on certain little Senators at Washington, who think they are thinking about the league covenant in terms of Americanism?

HOW much newsprint are you saving in every issue through more intensive editing of news matter? Every inch which you save, without impairing textual value, is an inch turned over to the revenue-producing end of your paper.

ANY good newspaper may sell its classified to its readers by advertising—by persistent cultivation of reader-interest.

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PERSONALS

DR. ALEXANDER BLACK, editor of the Newspaper Feature Service, is the author of "The Great Desire," which William Dean Howells claims one of the greatest of modern novels.

John H. Griffin, general manager of the Cohoes (N. Y.) Dispatch, is now acting in the same capacity for the Albany Argus, at the same time retaining his Cohoes connection. R. A. Douglas is the new editor of the Argus.

Miss Miriam Moody, daughter of C. P. J. Moody, managing editor of the Memphis Commercial-Appeal, and Robert E. Galloway, of Memphis, have been married. The bride and groom have been friends since childhood.

Robert Erwin has been made editor and publisher of the New Milford (Conn.) Gazette, following the recent death of Phinip Wells.

D. R. Harris, editor and publisher of the Rusk County News and mayor of Henderson, Tex., has been appointed receiver for the Timpson & Henderson Railroad Company.

John L. Stewart, editor of the Washington (Pa.) Observer and Reporter, is chairman for Washington County of the Roosevelt Memorial Association.

IN THE EDITORIAL ROOM

Al. Chase, market editor of the Chicago Tribune, has succeeded Frank N. Wood, resigned, as real estate editor of the Chicago Tribune.

W. H. Robinson has left the Cleveland News-Leader organization to become director of publicity and advertising for the Homesite Company, Cleveland.

Roger Steffan, formerly state editor of the Columbus (Ohio) State Journal, and later connected with the Institute for Public Efficiency, is now educational director for the National City Bank of New York.

Ralph Leighton Morrow, editor of the Greenwich (Conn.) Press, has been appointed permanent secretary of the Greenwich Chamber of Commerce.

J. Henry Murphy, editor of the Rensselaer (N. Y.) Eagle, and Miss Grace Steiert, of Albany, have been married.

Miss Margaret Lukes, woman's editor of the Philadelphia Evening Public Ledger, has retired and gone back to her old home in Lancaster, Pa.

J. St. George Joyce, one of the oldest newspapermen in the country, from a point of actual continuous service, has returned to his desk in the Philadelphia Evening Public Ledger after an illness of several weeks.

Francis M. Lee has resigned from the Girard Trust Company, Philadelphia, to re-enter newspaper work. He was formerly financial editor of the Philadelphia Evening Telegraph.

Harry J. Buxton, who was for several years on the staff of the North American and other newspapers in Philadelphia, has retired from active newspaper work to take care of publicity for the Pennsylvania Military College, Chester, Pa.

Miss Isabel Foster, of the Waterbury (Conn.) Republican, has joined the Bryn Mawr office staff of the Bryn Mawr Endowment Fund Campaign. She is a graduate of the Columbia School of Journalism and an A. B. graduate of Bryn Mawr.

Harry M. Neely, who was for many years on the staff of the Philadelphia Press, returned last week from overseas, where he had spent several months doing Y. M. C. A. work, and within a few days "signed up" to sail to the South Pole region on a whaler. Mr. Neeley is an expert wireless operator. He needed more material for a forthcoming book—hence the trip.

Paul MacGahan has been meeting with much success as Pennsylvania publicity director for the American Legion. He was formerly associated with the Philadelphia Inquirer.

James Vernol Clarke of Nashville, Tenn., former publicity director of the Charleston District of the Y. M. C. A. National War Work Council and an officer in the army during the war, has joined the executive staff of the publicity department of the Presbyterian Church in the United States, New York City.

Thomas F. Flaherty, political reporter of the Bridgeport (Conn.) Times, has resigned to become associate editor of the Trade News Service, in New York. William W. Dooley, city editor of the Times, has returned to his home in Charleston, S. C.

E. O. Sawyer, Jr., a former Los Angeles newspaper man, occupies the unique position of bolding office under the Canadian government while retaining his American citizenship. Mr. Sawyer was recently appointed superintendent of the Canadian Fish Commission.

Ben Markson, formerly on the Des Moines Register and Tribune, has gone to the Los Angeles Record.

William A. Linnance, city hall man for the Hartford (Conn.) Times, was married October 8 at Winsted, to Miss Geneve Babbitt. Mr. Linnance served in the U. S. N. R. F. during the war.

W. J. Barnett, who has been on the Philadelphia Record staff for three years, has succeeded the late Albert B. Baily as financial editor.

LeRoy Pond of the Hartford Post's city staff has resigned to become the Hartford correspondent for the Waterbury Republican and American.

Walter E. Bellinger, late of the Utica Observer, is now city editor of the Norwich (N. Y.) Sun, succeeding Foster C. Potter, who resigned to study at Syracuse University and the Pulitzer School of Journalism, New York. Miss Lenore P. Watts, a University of Missouri journalism school graduate, is the new society and correspondence editor of the Sun.

Captain J. W. Lockwood, who recently returned after twenty-six months' army service, has joined the Capper Farm Press as an editor. He was decorated with the Croix de Guerre for gallantry at St. Mihiel.

Neil D. Cranmer, a former editor of the Syracuse University Daily Orange, and Miss Leah Emmeline Rogers have been married. Mr. Cranmer, who is now in the insurance business at Elmira, N. Y., was a charter member of Pi Delta Upsilon, journalistic society.

Ernest C. Pollard has succeeded Harry P. Guerrant as city editor of the Petersburg (Va.) Evening Progress. Mr. Guerrant has accepted the position of assistant secretary of the Petersburg Chamber of Commerce.

Harry B. Crozier has been made city editor of the Dallas (Tex.) Morning News, succeeding Wilbur Keith, who has become state editor. Richard Donohue, telegraph editor, has gone to the Fort Worth Star-Telegram.

A. C. Truax is the new city editor of the Dallas (Tex.) Evening Journal, succeeding Robert R. Penn, who becomes feature writer.

William Moon has been made assistant city editor of the St. Paul Daily News, succeeding Bernard Vaughn, who becomes editor of the Rural Weekly.

Maj. John J. Ahern, Sunday editor and former city editor of the St. Paul Daily News, has resigned to engage in the livestock business at South St. Paul. He and Walter Chase, the news editor, have bought a farm on the Minnesota side of the Mississippi river.

IN THE BUSINESS OFFICE

Herbert H. Fish, Jr., has been appointed Buffalo manager for the Western Newspaper Union, succeeding James H. Lee, who recently resigned to engage in other business.

Miss Zulu Lee McCaulee, formerly advertising manager of the San Angelo Standard, and C. B. Smith, late with the Memphis Commercial-Appeal, are now connected with the Dallas (Tex.) Evening Journal advertising department.

Walter Dathe and E. B. Phillips are now handling, jointly, the classified advertising on the Dallas (Tex.) News.

W. E. Douglas, formerly classified advertising manager of the Dallas (Tex.) News, is now with the Atlanta Georgian and American.

Howard Slocum has resigned from the local advertising staff of the Schenectady (N. Y.) Union Star.

E. W. Waldron, for the past year advertising manager of the Miami (Fla.) Daily News and previously with the Niagara Falls (N. Y.) Journal, has joined the copy staff of the Washington (D. C.) Post.

William Johnson, the New York Tribune Syndicate manager, is off on another western trip. This time he'll stop for a talk with "Ding" in Des Moines.

McCAIN OF ALLIED MUTUAL WAS PICKED FROM FOUR

WHEN the Allied Mutual Liability Insurance Company went hunting for an advertising manager some time ago they first called upon a prominent New York advertising agency to recommend a few men for the job. The agency recommended four men and from them one was "picked." His name is J. S. McCain, Jr., and his business life has been largely devoted to advertising and sales.



J. S. McCain, Jr.

Mr. McCain helped direct Valentine's "Valspar" Varnish campaign. In 1917 he resigned to join the truck department of the Packard Motor Car Company. In 1918, he joined the J. Walter Thompson Advertising Agency staff and did plan and research work. Early in 1919, he became specialty sales manager for L. Barth & Son, hotel outfitters.

Mr. McCain does not plan to make any changes in the present organization of the Allied Mutual, but additions to the staff are planned as the work progresses.

WITH THE AD FOLKS

George William Bricka, of the Bricka-Ford Advertising Company, New York, and Miss Ethel Leontine Hays were married October 22.

O. A Rowley, president of the Lorain (Ohio) Advertising Club, has resigned.

W. E. Brewster has succeeded F. G. Blaktelock, resigned, as advertising manager of the St. Lawrence Light & Heating Corporation, Niagara Falls, N. Y.

Miss Jane J. Martin, advertising manager of the Sperry & Hunchinson Company, New York, was tendered a complimentary dinner by her friends, October 21, to fittingly celebrate her election as the first woman member of the executive committee of the A. A. C. W.

H. G. Jones, the New York Tribune's book advertising man, is now connected with the advertising agency of Croot & Penhard, New York. Miss Elizabeth Maltby, who has been in charge of the Tribune's tea room advertising, is to take over Mr. Jones' desk. Miss Maltby has only recently returned from doing canteen work in France.

George B. Forristall has been elected president and J. D. Mason vice-president of the Houston (Tex.) Advertising Association.

Joseph H. Fierstein, for the past two and a half years advertising manager for a Houston (Tex.) dry goods firm, has just established an advertising business in Houston.

Facts *about the* **Haskin Service**



The Washington Times *has signed a contract for the* Haskin Service *for one year*

School teachers alone received last week 14780 pieces of educational literature through the newspapers represented by this service

Frederic J Haskin
Washington D C will tell
you *the price and plan*
for your paper

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BRITISH JOURNALS' WAR RECOVERY IS RAPID

FOR a month or two after the Armistice there was a rush of new issues and a resumption of many publications suspended during the war. Then came an interval of comparative quiet, but now, with the return of holiday-makers and renewed activities there comes another flood of new journals. From various parts of the country comes news of projected dailies and weeklies, a recent addition being a weekly edition of the Manchester Guardian.

The proposed issue of an English edition of the Saturday Evening Post by Odhams, Ltd. (which is said to have been abandoned) is responsible for a new London weekly called Nash's Weekly, the preliminary prospectus of which frankly confessed that it was to be the British equivalent of Cyrus H. K. Curtis's Philadelphia paper. It is published by the Periodical Publishing Co., 33 King street, London, W. C. Then there are the New Commonwealth, a weekly newspaper of politics (Kemsicott Company, 133 Salisbury Square, Fleet street, E. C. 4.) Sports, a new illustrated sporting weekly newspaper from the Amalgamated Press, Fourdrinier (George Newnes, Ltd.), aod trade and class papers including the British Builder (Organiser House, Bedford street, W. C. 2); the Musician, (17 Great Titchfield street, W. 1), which has grown out of a trade paper called the Pianomaker, founded by a plucky Scotsman, Herbert Sinclair, in a time of war-strain and trials, Works Management (A. W. Shaw Co., Shoe Lane, E. C.) Industrial Art Journal (Kingsfisher Press, Southampton Row, W. C. 1) and others of minor importance.

But as a result, things are distinctly booming among editors aod publishers, aod the public seems to receive each new issue with open arms. Our newstands are regaining their prewar standards in bulk and variety of the periodicals displayed and the winter season promises to be one in which the British reader will have a bewildering profusion of newspapers and other publications to select from

Newspaper Rumors in Ireland

I UNDERSTAND that very few if any of the existing Irish newspapers—and there are some fine journalistic productions in Belfast and Dublin alone—are at all perturbed at the rumors of new Irish newspapers to be established in various political interests, or of changes in existing proprietaries. Sir Henry Dalziel (who owns the London Daily Chronicle, Pall Mall Gazette, Reynolds' Newspaper, etc.) is one of those spoken of as desirous of becoming interested in Irish newspapers.

Then, the present Government is suggested as having aspirations in the direction of an Irish newspaper as an official organ and mouthpiece of its views—run as a private property, of course.

Thirdly, the leader of the Sinn Fein party in Ireland, de Valera, is said to have returned from the United States so impressed with the power of the newspaper there that nothing short of a daily Sino Fein paper will satisfy him. It is believed that these rumors have their foundation in the fact that the death of W. Martin Murphy, of the Independent and Freeman's Journal has given rise to the idea of changes in proprietorship. But from what inquiries show, the only people who are worrying are those whose names are mentioned as projecting Irish journals

Higham Would Inspire National Ideal Through the Press —Editor & Publisher Is Quoted by Union of Journalists.

BY HERBERT C. RIDOUT
London Editor, Editor & Publisher

Sunday Times is printing Von Tirpitz's story of German submarine warfare.

In another direction the Observer is effecting a radical change in its appearance by removing the trade display advertisements which have hitherto occupied its front page and replacing them with "smalls"—the object being avowedly to improve the appearance of the paper, with the mystifying addition that it is at the request of a very large number of readers.

It is an illuminating instance of the hold some British newspapers exercise upon their readers when the Observer (it is 128 years old) can advance a reason of this kind.

"Toby, M. P." Writes Journalistic History

FOR many years Sir Henry Lucy wrote the Parliamentary diary in Punch under the nom de plume of "Toby, M.P." He is now engaged on a volume of reminiscences of his career "The Diary of a Journalist," which is awaited with some interest since Sir Henry's period was that of middle and late Victorian and Edward VII.

Editorial and Publishing Activities

THE proprietors of established journals exhibited activities that indicate in a marked degree that determination to hold their own against the attractions of any newcomers. Perhaps the most marked instance of the kind is that of the Londoo Morning Post, which, always a daily of strong character, if with a reputation of being somewhat staid, has inaugurated a publicity campaigo for sales and advertising that has startled many of its contemporaries by its boldness and forcefulness.

There is no doubt that the fighting policy of the Morning Post during the war gave the paper a new reader-interest and power, of which full advantage is now being taken. It was a bold step, and now leaves only one competitive daily out of the field of advertising, and there is probably little doubt that the big-minded proprietor of this will not recognise his opportunity before many moons have past.

Then, following on the Times serial of Ludendorff extracts, comes Land and Water with ao announcement of still further copious extracts, while the

Editor & Publisher Is Quoted

THE official organ of the British Institute of Journalists, the Institute Journal, has been interesting itself in the question of casual authorship and its relation to newspaper production In the last issue of the Journal Keoneth McMillan writes, apropos of the subject:

"I should like to quote from a recent number of the EDITOR & PUBLISHER of America anent that very subject. It seems that the New York World secured the stories of their Transatlantic flight from the three American aviators who essayed the attempt quite recently. Quoting the EDITOR & PUBLISHER in this connection, it is of interest to note that all of the proceeds of their journalistic work went to the writers themselves, although the article was syndicated through the World. The provision that the aviators should reap the financial reward of their stories was written into the contract by the World

"Surely this is a tip for our legislators in this very matter. If real honest bona-fide journalists, members of the Institute would observe this code, and at the same time refuse to be the puppets of ambitious proprietors, then there would be little difficulty in expunging the practice from the best journalistic circles."

I think the influenee of EDITOR & PUBLISHER in England may be fairly gauged from quotations of this kind

Trade Unionism Growing Among Newspaper Men

THE growth of trade unionism among British newspaper writers is steady and strong. The National Union of Journalists reports from Central London alone fifty-two new members in the month of August—a vacation month, too. The workers in the London house of E. Hulton & Co. number about 120 members.

As illustrating the strength of the idea, the organ of the National Union tells of an incident that occurred in a Norfolk town where a meeting was held in connectioo with a local laundry workers' strike. The press was represented by the district reporter of one paper and the local correspondent of another.

The chairman of the meeting challenged the press representatives regarding their trade union status. The district reporter was a member of the N. U. J., which was sufficient, but the local correspondent, naturally, was not a union member and he was requested to leave. The chairman subsequently explained that he could not allow the non-uniod man to sit next to another reporter who was a trade unionist.

Service

National advertisers find the Indianapolis Radius an easy market to cultivate because they can obtain exact information of condition from the Merchandising Service Department of

THE INDIANAPOLIS NEWS
Charter Member A. B. C.

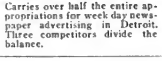
Foreign Representatives
Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

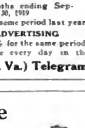
ADVERTISING RECORD
4,732,042 Agate Lines
of advertising were published in the
Clarksburg Telegram
WEST VIRGINIA
during nine months ending September 30, 1919
A gain of 31.8% over same period last year
NATIONAL ADVERTISING
shows a gain of 67.9% for the same period
It pays to advertise every day in the
Clarksburg (W. Va.) Telegram

Last P. O. Report
For the period ending Oct. 1, 1919
Average Daily and Sunday Circulation
76,806
New Orleans Item
Send for a copy of our $3,000 Book of Facts and Figures concerning selling 1/28 of all the people in the United States.

More Separate Advertisements
appear in THE PLAIN DEALER every week, every month, every year than appear in any other Cleveland paper.
Nearly every one knows the superiority in results of
The Plain Dealer

The circulation of
The Evening Star
in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

(300 ft. x 280 ft.)

The Detroit News
Carries over half the entire appropriations for week day newspaper advertising in Detroit. Three competitors divide the balance.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

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EWSPAPERS FIGHTING TUBERCULOSIS

ammering Away with Paid Advertising Has Most Effect on Public, Declares W. E. Chandler of Rhode Island

PROVIDENCE, R. I., Oct. 22.—"Newspapers are one of the greatest factors in the campaign against tuberculosis," this E. Chandler, secretary of the hode Island Anti-Tuberculosis Association, declared at the New England Tuberculosis Conference, after ting the failure of leaflets to reach rge numbers of people. His subject was "Paid Advertising," the use f which was discussed as one of the ore effective methods of publicity. Mr. Chandler urged that any campaign against tuberculosis be conducted in a business-like manner. He gued that newspaper advertising is far better means of reaching the ople than by the circulation of free olders.

"The first thought of a person ho is handed a free folder," he id, "is about the same as that of a an who is handed a free cigar, name-, what is the matter with it."

"By hammering away in the newspapers with paid advertising," he dded, "we hope to get our message o everybody."

Mr. Chandler praised the newspapers for the co-operation they had iven in tuberculosis campaigns for unds and along educational lines.

AGE-HERALD IMPROVEMENTS

irmingham Daily Prepares to Erect Addition to Present Building

BIRMINGHAM, ALA., Oct. 25.—An addition to the Age-Herald building costing $50,000 is to be erected at once to ure for that newspaper's increased eed for space.

This has been officially announced y Edward W. Barrett, editor and publsher of the morning daily, and it is old that the plans will be completed nd work will begin within the next w weeks.

SIR JOSEPH LAWRENCE

'as Official of American and British Linotype Companies

LONDON, Oct. 25—Sir Joseph Lawence, chairman of the International notype Company, Ltd., and a director the Mergenthaler Linotype Company New York, died suddenly yesterday. r Joseph Lawrence was born Septem- 23, 1848. He was educated in private hools and later became Captain of the 9th Lancashire Volunteers.

He was one of the principal and earst pioneers in the project for the Manester Ship Canal and took an active part in the passage of the British patent laws from 1902 to 1907. In 1909 he was sheriff of the City of London, and from 1901 to 1906 he was Member of Parliament for Plymouth Boroughs.

Obituary

FRANCIS R. WALL, a lawyer, who was killed in a recent automobile accident in Oakland, Cal., was formerly prominent in newspaper circles in the Pacific Northwest. He was northwest editor of the Portland Oregonian from 1895 to 1898.

ADOLPHUS E. CLYMER, for the last six months telegraph editor of the Mobile News-Item, died at a local infirmary this week after a short illness. He had been employed on a number of papers in Dallas and other Texas cities.

HAL S. ROCKWOOD, aged 52, prominent in newspaper and political circles in Portage, Wis., for thirty years, is dead. He was city editor of a local paper for a number of years and later joined the staff of the Milwaukee Sentinel.

THOMAS DUNLAN, who for 29 years was market editor of the Chicago Evening Post, died recently, aged 87 years.

HENRY L. HENDRICKSON, 61 years old, employed in the composing room of the New York American for more than twenty-five years, died in Brooklyn on October 25.

JOHN H. KEAN, editor of the Queens County American, died October 28, from influenza at Glendale, N. Y.

MRS. LAURA SWORD GRAY, who when her father, Judge Frederick Snyder, was publisher of the Maryville (Mo.) Times, worked on the staff, and who later was society editor of the Maryville Tribune, is dead at her home in Maryville.

MRS. LILLIAN C. HUTTON, aged 57, for twenty years a newspaper woman of Kansas City, and for the past nine years editor of the woman's department of the Daily Drover's Telegram, died October 23.

AMOS ROBERTS, who died recently at Elmira, N. Y., started in the newspaper business with the Albany Argus, then the Atlas-Argus. He published the first Republican newspaper in Schoharie county and later edited the Courtland Democrat, owned by Daniel S. Lamont Secretary of War during Grover Cleveland's administration. He then went to the Addison Advertiser, which he edited until his retirement ten years ago.

JOHN W. DONOHUE, vice-president of M. A. Donohue & Co., past member of the Press Club of Chicago and well known book publisher, fell dead on October 18. Mr. Donohue was born in Chicago in 1868. He leaves a widow and four sons.

ANTHONY F. ROBERTSON, 48 years old, editor and publisher of the Tulsa (Okla.) Daily Record, a publication devoted to the petroleum industry, died October 12. At one time he was connected with the Dallas Morning News. The body was sent to Selma, Ala., his former home, for burial.

MRS. W. N. MCKINNEY, 57, wife of W. N. McKinney, associate editor of the Excelsior Springs (Mo.) Call, died October 5.

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative.
1606 Heyworth Building
29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)
More than 120 American and Canadian newspapers subscribe to our service
Each week our subscribers receive between 10 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.
IN SHORT, MR. EDITOR, ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.
You will find our monthly subscription rates surprisingly low.

C. P. STEEN'S ACTIVITIES SOUTH AND WEST

(Continued from Page 10)

ployé and the other a reporter on a local paper. J. G. Kemp, field secretary, was present, also W. G. Bleyer, professor of Journalism of the University of Wisconsin. Claude R. Diegle, managing editor of Victor Berger's Milwaukee Leader (Socialist), and secretary of the I. E. A. was not here. Diegle and C. H. Hanley, also an editor of the Leader, are both members of the executive committee of five of the I. E. A.

I. E. A. CONVENTION DATES

Announces First Annual Gathering Will Be in Kansas City

(Special Correspondence)

KANSAS CITY, Mo., Oct. 29.—It has been announced that the first annual convention of the International Editorial Association, which claims to be a fraternal and beneficial organization, will be held here December 12, 13 and 14 instead of in Cleveland, Ohio. At the same time, it is said, Clyde P. Steen, managing director, will complete the formation of the Missouri Chapter.

The formation of Oklahoma and Wisconsin chapters will be completed, it is hoped, before that time. The following are given as the officers of the organization: Clyde P. Steen, managing director; Edward Arkle, city editor Wheeling (W. Va.) majority vice-president; Claude R. Diegle, managing editor Milwaukee Leader, secretary; J. M. Magie, managing editor Waynesboro (Va.) Twin City Times, and Herbert Vanderhoul, Chicago, directors.

The Wheeling (W. Va.) Majority is a weekly labor paper. The population of Waynesboro is given as 2,000. The Twin City Times is a semi-weekly paper of which R. S. Owens is editor and publisher. Its circulation figures are not included in EDITOR & PUBLISHER'S records, but the circulation of the Valley Virginian (weekly), the only other paper in that city, is given as 950. The Milwaukee Leader is Victor Berger's Socialist newspaper.

Celebrates in Waynesboro (By Telegraph)

BEDFORD, VA., Oct. 27.—Clyde P. Steen, managing director of the International Editorial Association, left Bedford early in October and on the tenth day of this month celebrated, in Waynesboro, the acquisition of another home for editors in that town. His present address has been given as Lynchburg, Va.

Kemp Unknown on Tribune (By Telegraph)

CHICAGO, Oct. 27.—At the managing editor's office of the Chicago Tribune it was stated that there was no record in their files of a James George Kemp ever having been in the employ of that newspaper.

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

The True News FIRST
Always-Accurately
International News Service
World Bldg. New York

New Era Features
30 E. 42nd St., New York City
Forty Leading Papers Print Our Service
Send for our Headline History of the World War

Time and Money
Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up *for themselves* a service of increasing value.
Write us for terms of membership. Only a few cities now open.
The Associated Newspapers
170 Broadway New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KÖNIGSBERG, MGR.
241 WEST 98TH ST. NEW YORK

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Curtis Gives Free Insurance to All Employes

Philadelphia Ledger Staffs, Pleased by Award, Sign "Round Robin" of Thanks

PHILADELPHIA, Oct. 28.—Every employe of the Public Ledger and Evening Public Ledger, who has been associated with either newspaper for a year or more, have just been handed life insurance policies, the gift of Cyrus H. K. Curtis, publisher of the two newspapers.

The policies are payable at the time of the employe's death to any person he or she may name. Upon proof of death the beneficiary of the insured is given a lump sum of $250. This is to defray burial expenses. Following this payment the beneficiary collects each week a sum equal to the insured's earnings at the time of death. These payments are to continue until a year's salary shall have been paid.

The offer was entirely gratuitious on the part of Mr. Curtis. There are no "strings" attached to it and it is absolutely gratis to every employe. So pleased were the employes that the various departments of the two newspapers signed a "round robin" which they presented to Mr. Curtis, emphasizing the thanks of the workers for the beneficent award.

FRIENDS HONOR BOK

Retiring Ladies' Home Journal Editor Tendered Farewell Dinner

PHILADELPHIA, Oct. 24.—Edward Bok, who will resign at the end of this year as editor of the Ladies' Home Journal, was given a dinner this week by his associates in the Curtis Publishing Company in recognition of his thirty years' service. Every department of the company was represented at the dinner, which was attended also by representatives of the company's branch offices in other cities. Mrs. Bok and her son, Curtis Bok, recently mustered out of service, were also among the guests.

Cyrus H. K. Curtis presided, and introduced Dr. John Gribbel, former president of the Union League and for years associated in business with Mr. Curtis, who made the principal address. A feature was the playing of Joseph Hoffman, noted pianist, who for years has been associated with Mr. Bok through the Philadelphia Orchestra, as well as through the Ladies' Home Journal, to which the pianist is a regular contributor.

Prize for Pittsburgh Stories

PITTSBURGH, Oct. 26.—The University of Pittsburgh has received a check for $100 from William A. Johnston, author and a former Pittsburgher who is now a member of the New York World editorial staff. This amount is to be awarded as a prize for the best short story, laid in Pittsburgh, produced this year by a U. of P. student. Mr. Johnston wishes to encourage writers to use Pittsburgh atmosphere in their stories and censures the tendency of young authors to locate their stories everywhere save home.

State Editor for Portland Paper

PORTLAND, ME., Oct. 29.—As part of a plan better to cover the state of Maine and make the Evening Express-Advertiser even more decidedly a Maine paper than it is at present, the paper has created the position of state editor and has appointed H. J. R. Tewksbury, who was telegraph editor of the Lewiston Journal for a number of years, and more to the Express-Advertiser as an assistant news editor about a year ago. Mr. Tewksbury is succeeded on the news desk by L. Barton Motherwell.

Engravers Want $1 an Hour

ALBANY, N. Y., Oct. 4.—One dollar an hour or $44 a week for 44 hours work, is the rate Albany photo-engravers have set, and for which a demand will be presented to the employers shortly. The present scale is $35 for 48 hours work. The wage contract between the workers and the employers ends in December.

WHAT OUR READERS SAY

Circus Tickets for Advertising

To Editor & Publisher:

At the meeting of the A. C. W. Newspaper Departmental in New Orleans, a motion was adopted stating it to be the sense of the meeting that publishing notices should not be given to circuses.

As you know, it has been the practice for newspapers to give reading notices and accept tickets which are a common source of internal strife in newspaper offices when the distribution comes among. The editor has a letter from A. M. Deckery, Third Assistant Postmaster-General, in which he says the following:

Publishers of publications entered as second class matter are not prohibited by the postal laws and regulations from inserting in their columns reading notices pertaining to circuses. If such notices are inserted in consideration of receiving tickets of admission to the circus, they should be marked as advertisements in accordance with the provisions of the act of August 24, 1912. If the notices are not inserted in consideration of obtaining tickets of admission to the circus or of some other valuable consideration, they would not appear to come within the requirements of the Act.

The printing of circus readers has been a practice followed in newspaper offices from time immemorial. The writer has yet to see a circus reader followed by the word "advertisement," though it undoubtedly is space printed unless circus tickets be secured. In fact, the ordinary circus contract contains the stipulation that so many tickets are to be given and that readers are to be furnished.

It has long been the custom for city and county officials to take tickets for the presumed purpose of seeing that the law is not violated or observed, as the case may be.

Now, isn't it about time that newspapers were conducting their business on a business basis?

"Let Us Have Open Discussion on Writers' Organizations"

KNOXVILLE, TENN., Oct. 31, 1919.

To Editor & Publisher: The tendency of newswriters the country over to form unions or associations with or without affiliation with the International Typographical Union is fast spreading and the question naturally arises among reporters and desk men:

Will the movement be beneficial?

The craft appears to be divided into three classes regarding it: (1) Those who believe in the principle of unionism as adapted to printers; (2) those who are radically opposed; (3) those who have to be shown. I class myself with the third division after reading everything that Editor & Publisher has had to say on the subject and carefully weighing the arguments for and against.

It is a fact unconscious and to the shame of a large percentage of publishers that salary increases in the line of journalistic endeavor have not kept pace with the advances in the mechanical departments. Of the new handicaps that the Maine debacle adequate compensation through organization well and good. But what is the benefit?

The newswriter more than any other man keeps in close touch with the public pulse. His job is a quasi-public one. He owes a duty not only to his employer and, perhaps, a larger extent to the public in that he must present the latter with unbiased and truthful manner for the benefit of the whole. His judgment must not be warped by any outside influence.

Recently we have seen attempts of various unions in England, Canada and the United States to censor the editorial pages of newspapers. That they have met with no success was due to the fine stand taken by publishers who preferred to suspend publication rather than submit to dictation.

Now, if the men who gather the news, write the news and prepare it for publication will organize they will act with the same interest toward the public as they do toward their job. This is not a fanciful idea, but union movement. It is an honest effort to obtain light from every angle by competent men. Run through the columns of Editor & Publisher. If this agitation is merely a flash in the pan it will flourish under the spotlight; if it isn't it stays under cover.

Let us have the opinions of men who are taking part in the drive that is on in many sized cities of the country who are not afraid to sign their names to communications.

CHARLES B. FORBES
Night Editor, The Knoxville Journal & Tribune

The Lawrence Case Clarified

LAWRENCE, KAN., Oct. 23, 1919.

To Editor & Publisher: Both the heading "Publishers Complain of Invasion" and the article following on page 34 of your issue of October 9th are misleading.

The "Boiler Plate" published at the University of Kansas as a six column folio daily here and there for several years, with us the year, for the past ten years. It has its field as a University paper, and as Associated Press reporter, and also as an Associated Press director, we referred them to W. C. Simons, publisher of the Journal-World, the member of the Associated Press at Lawrence.

Not being able to secure an Associated Press franchise contrary with the Kansas Press, which had been furnishing the U. P. news to the town for several years, without conferring with the publishers of that paper. The Lawrence correspondent for Mr. Simons was called into the matter by the state authorities.

The field of the Kansan as a newspaper and the field of the Department of Journalism as job printers were discussed and Governor Allen and the Board of Administration decided that the Kansan should not essay to become a general job printer nor should the job printing plant of the Department of Journalism enter the field as an active competitor with the printing establishments of the institutions, but that the University paper should be limited to a four page seven column paper, excepting for a number of special editions of four pages and that the job office should be confined to the actual needs of the University in certain amount of fill-in job work originating within the university. The newspaper part of Lawrence appeared before the state officials at the invitation of Governor Allen, who handled the matter very wisely.

The real question of whether a plant owned by the state and conducted at least in part with state funds should be allowed to operate in competition with privately owned plants, the Governor decided in favor of the view that they should not be conducted for profit, and should be limited to job work.

W. C. SIMONS,
President World Company.

Jack Barry Writes from Iquitos

Iquitos, Peru, Sept. 9.

To Editor & Publisher: Here I am 2800 miles up the Amazon. Iquitos is a town of 20,000 people, the commercial capital of the Andes in Peru; has four daily newspapers and is very pro-American. Strange to relate, not a single American in Iquitos!

No only communication it has with the outside world is down the Amazon or on mule-back over the Andes. It has not strung wireless stations all through these wild sections as the U. S. has, but its daily papers each day carry all the latest important dispatches.

Did I see oil? Not quite that—mostly one or two live affairs. It is surprising what "civilized" lives they live in these out of the way places in the Andes and in the U. S. A. seems to be looked upon as the main hope of the whole world.

I have given a few interviews to the local press in various cities and towns, including the idea. This is the country of the future—a "white man's" country in every sense.

J. F. BARRY

4-5 Column Strip Features

MONTREAL, MISS., Oct. 23, 1919.

To Editor & Publisher: As one means toward newspaper conservation, may I suggest that syndicates issue four and five column strip features instead of six and seven columns, each feature to be of such a size that scenes can be deciphered in four and five column sizes.

We are sure the syndicates that supply us with strip features and will try to have the matter considered by other publishers.

RALPH R. BUYINGER,
Proprietor Meridian Star.

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County
This is an acknowledgement of the power that the advertiser should heed, if desirous of reaching the people of Mount Vernon
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

125,636
persons live in the territory served by the
ASBURY PARK PRESS
(Evening and Sunday)
This section of New Jersey—Monmouth and the greater part of Ocean counties—constitutes the finest part of the garden center of the state, besides being the "Playground of America."
The residents are well-to-do and form a responsive market that will repay the advertiser. And the Press thoroughly covers the territory named.
Member A. B. C. Standard Rate Card.
Frank R. Northrop, Special Representative
225 Fifth Avenue, New York City
Association Building, Chicago
J. Lionel Bonney, Manager and Publisher,
Asbury Park, New Jersey.

The Pittsburg Dispatch
reduces to the minimum all chance in advertising expenditures.
WALLACE G. BROOKE,
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. BOWEN,
Real Estate Trust Bldg., Philadelphia

The Test Town of the Country for the National Advertiser
Beloit, Wisconsin
Beloit employs 7500 highly skilled, highly-paid mechanics in thirty factories whose deposits in local banks total $7,000,000.
Are you getting your share of this industrial wealth?
Beloit has one paper—the Daily News. Circulation over 7,000. Rate, .75 cents per agate line.

When the East Reaches the West
LOS ANGELES
Evening Herald
The greatest week-day advertising medium on the Pacific coast
DAILY CIRCULATION
127,773

PUBLISHERS: If you are having trouble Collecting your N. Y. Agency Accounts due to "Missing Checking Copies," you NEEEd the "S. & M. INSURED Agency Delivery Service." (Send for details.)
Sawyer-Massey & Mandel Inc
460 Fourth Ave. N.Y. 7305-7200 Mad.Sq.

New Orleans States
Member Audit Bureau of Circulation
Sworn Net Paid Circulation for 12 Months Ending April 1st, 1919
43,701 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

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DAYS' SUPPLY HELD BY PUBLISHERS

bbers' Stocks Fall With "Spot Market" Price $4.58 Per 100 Imports Grow and Exports Drop

WASHINGTON, D. C., Oct. 27.—The deral Trade Commission's report on ws print paper production and conmption for the month of September rees with the report of the News int Service Bureau (printed in Edr & Publisher last week) in that ere was only about 4 days' average tput of paper on hand at the mills on ptember 30.

Tonnage reports from 753 publishers ow that the newspapers of the coun- had on hand on September 30 a to- l of 139,987 tons of news print. As is estimated that the present daily nsumption of news print approximates 500 tons, it is evident that the pub- hers' stocks cover about 21 days' con- mption.

1871 Tons in Transit

Publishers' stocks decreased 3,238 tons ring September, which was counter- alanced in part by an increase of 1,871 ns of news print in transit. Fifty- ven publishing concerns held about l per cent. of the total stocks at the nd of the month.

The weighted average price of con- act deliveries from United States mills s publishers during September, f. o. b. ill in carload lots for standard roll ews was $3.675 per hundredweight. his average is based upon September eliveries of more than 77,000 tons on ontracts involving a total tonnage of ore than 1,500,000 tons of paper made n the United States. These contracts, ost of which extend until December 1, 1919, include a few long-term con- racts made prior to the war at very ow prices.

The weighted average contract price ased on deliveries from Canadian mills f more than 18,000 tons of standard oll news in carload lots f. o. b. mill in September, was $3.663 per hundred- eight. This average is based upon de- veries on contracts involving more than 60,000 tons of Canadian paper. Most f the contracts terminate on December 1, 1919.

Average Market Price Is $4.58

The weighted average market price or September of standard roll news in arload lots f. o. b. mill based upon do- nestic purchases totalling more than 0,000 tons was $4.58 per hundredweight.

Imports of news print during August, ractically all from Canada and New- oundland, totalled 47,131 tons, against 6,863 tons in August, 1918.

Exports of news print, totalled 9,650 ons in August, 1919, as compared with ,521 tons in August, 1918. Argentina was the leading customer, with 3,781 ons, other purchasers taking the fol- owing amounts:

Brazil, 1,421 tons; Cuba, 1,116 tons; Chile, 509 tons; China, 512 tons; United Kingdom, 476 tons; Uruguay, 275 tons; Japan, 268 tons; Peru, 225 tons; Philippine Islands, 156 tons; Australia, 100 tons.

Jobbers had on hand on September 30 a total of 7,756 tons, a decrease both in roll and sheet stocks. Commitments reported in September, 1919, to sell roll news were 5,828 tons greater than commitments to buy. Commitments to sell sheet news were 1,541 tons less than commitments to buy.

TO EDUCATE IN GAS

National Advertising Campaign Will Instruct Public in Uses

A nation-wide advertising and publicity campaign by the American Gas Association was decided upon October 16 in a meeting of the organization in New York. The campaign will be for the purpose of bringing to the consumers' notice the necessity for the use of gas in conserving the nation's resources.

Few persons, it was said, have a clear idea of the manner in which gas is produced. Few know that the gas service is handled on a highly scientific manner, and few realize that the cost of this prodnct to them is low comparatively.

CIRCULATION NOTES

William G. Mercier, the new circulation manager of the Peoria (Ill.) Journal and Transcript, has been connected with the circulation of daily newspapers for more than sixteen years. Starting with the Chicago Examiner and American, he shifted after five years to the Cleveland News and Leader and later went with the Chicago Herald. Prior to joining the Journal-Transcript forces, he was on the staff of the Audit Bureau of Circulations.



W. G. MERCIER.

The Houston (Tex.) Post published the names of prize winners of its circulation contest campaign, October 9, and distributed the prizes the following Saturday on the Federal building square.

The Seattle Daily Times, which recently made material advances in its price, the street sales on dailies going to 5 cents and the Sunday issue to 10 cents, with corresponding increases in home subscriptions and advertising rates, has announced a circulation contest on its Sunday issue. Twelve prizes, ranging from $250 to $50, will be awarded to the members of what is called the "Help Yourself Club" who obtain the largest number of new subscriptions to the paper. Trips to the Yellowstone National Park are also planned for successful contestants.

Earl Foster, for the past seven years circulation manager of the Des Moines (Ia.) News, has resigned to go with Wallace's Farmer, Des Moines, as circulation promotion manager. G. Morrison of the Toledo News-Bee is Mr. Foster's successor.

Thomas Middlemas has been appointed circulation manager of the Cheyenne (Wyo.) State Tribune, succeeding Albert L. White, who retires after nearly 25 years' service, because of poor health, and will spend a while in California.

F. W. Conrey, for the past two years circulation manager of the Topeka (Kan.) Capital, has resigned to devote his energies to private business.

About $60 was raised for new uniforms for the Schenectady (N. Y.) Newsboys' Association drum corps, through the annual field day. A pie eating contest was one of the features. It was participated in by about 100 carriers. Officials of the Union-Star and the Gazette helped to make the day a success.

L. L. Ricketts, formerly circulation manager of the Des Moines Capital and later on the Atlanta Georgian and American, has returned home from 18 months' overseas service as a Y. M. C. A. secretary with the U. S. mine forces in the north of Scotland. He is now in Des Moines.

H. F. Norton, formerly circulation manager of the Springfield (Ill.) State Register, is now circulation manager of the Schenectady (N. Y.) Union-Star. Mr. Norton takes the place of R. W. Kirkwood, who will be identified with the advertising department.

While the editorial staff of the Glens Falls (N. Y.) Post-Star was off duty Sunday, H. A. Wenige, the circulation manager, volunteered to make an airplane trip as a passenger and tell the following morning how it felt for an amateur to loop the loop, do reverses, vertical reverses and nose spins. He did both jobs well. Mr. Wenige has been elected a state delegate to the national convention of the American Legion.

E. B. Reynolds, former circulation manager of the Winnipeg Free Press and of the Ottawa (Ont.) Journal, has assumed management of the Dyson Company in Winnipeg.

A fund of $3,500 has been raised in Houston, Tex., for equipping a clubroom for newsboys to be under the supervision of the Y. M. C. A. For several months the boys have been given the privileges of the Central Association building twice a week, including baths, swimming pool, games, moving pictures and other entertainment features. The Y. M. C. A. directors feel that the boys are entitled to a club room of their own to which they may have access at all times, to include games, baths, educational and other features that they can not have under the present arrangement.

The Galveston (Tex.) Tribune, of which W. L. Golden is circulation manager, recently gave its carriers and newsboys an outing, with 75 youngsters present.

Probation officers of Dallas county, Tex., have been instructed by Judge Simpson of the Juvenile Court to take into custody all boys under 10 years found selling papers on the streets of Dallas. Judge Simpson says boys of that age should not be permitted on the streets and that if their parents cannot support them they should be declared delinquent and placed in the detention.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.
Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue
New York City

THE PEOPLE OF NEW LONDON, CONN.
have money to spend for nationally advertised goods. The city was never as prosperous as it is today.
Advertise your goods at dawn and sell them before dark
The
NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Congregationalist
is not read for fun; it is read seriously; therefore it is well read.
Broad-minded advertisers know
THE CONGREGATIONALIST,
14 Beacon St. BOSTON, MASS.

3 OF A KIND
New England Market Merchandising
BOSTON AMERICAN
Service Department
To cover the first effectively you need the other two.
Govt. Statement for Six Months Ending April 1st Shows
301,270

Des Moines Register and Tribune
104,858 Daily
Morning and Evening
71,240 SUNDAY
Net Paid Average Six Months ending September 30, 1919
Member A. B. C.

The Dominating Force
in a manufacturing territory famous for its hustle, is the newspaper where a million dollars are expended weekly in wages.
The Bridgeport Post
Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
I. A. Klein, Metropolitan Bldg., New York.
John Glass, Peoples' Gas Bldg., Chicago, Ill.

The Pittsburg Press Has the Largest
Daily and Sunday
CIRCULATION IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, New York. JOHN GLASS, Chicago.

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SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

BAUMGART PRESIDENT IOWA AD CLUBS

250 Delegates Attend Convention—Des Moines Wins 1920 Convention—Finest Pageant Ever Seen in Iowa

(By Telegraph)

OTTUMWA, IA., Oct. 23.—The eighth annual convention of the Associated Advertising Clubs of the State of Iowa closed here yesterday after a very successful meeting, a banquet and dance. It was unanimously agreed upon that Des Moines be favored with the 1920 convention.

C. A. Baumgart was elected president of the association. He is editor of a publication called Building Trades with Farmers.

Over 250 delegates attended and many of them remained to attend the Iowa Press Association, held also at Ottumwa. A pageant Tuesday evening, exhibiting Ottumwa wares, was a feature of the convention. It contained 82 floats, three bands and representatives of the many advertising clubs of Iowa. It was indeed a spectacle the like of which has never been surpassed in Iowa.

Other officers are: I. Rothchild, Washington, Ia, first vice-president; R. Sydney Johnson, Marshalltown, second vice-president; Lee P. Loomis, Muscatine, secretary; W. E. Irwin, Shenandoah, treasurer.

MUST FIX SIZES AND STICK TO THEM

(Continued from Page 9)

paper. No publisher can make a profit on his business when he buys paper at such outrageous figures. Wouldn't it be better for him to curtail anywhere from four to eight pages daily now than to probably face a famine around about the first of the year?

"There is not enough paper to give all publishers all they need and there must be drastic curtailment. I find that some New York papers are running on a 24-hour supply and yet they still print anywhere from twenty-eight to forty pages daily, seemingly afraid that if they don't take all the advertising offered, some of their competitors may get it.

"As long as every publisher is trying to print 100 to 200 columns of advertising in his week day issues there is going to be a famine in news print and profiteering on the part of a few mills that may have a little tonnage for sale. If the big papers in the East would put a limit on the size of their papers and make the limit something sensible, say not more than twenty-four pages on week days, they can soon solve the white paper situation.

"If they cannot get together, however, and if each fellow is going to be afraid to act on his own initiative, then the newspaper world as a whole will suffer and we will enter the new year with a runaway market and the most uncertain, chaotic conditions the newspaper industry has ever confronted.

"I have refused to buy a pound of paper while here at the prices now prevailing. I decided it would be better to curtail on my use, thereby conserving my present tonnage under contract, than to buy the paper we could so easily use if we accepted all the business offered us.

"Why should any large publisher build up excessive profits this year when he is merely injuring other publishers throughout the country who may not be as lucky as himself and who in many cases will be facing financial disaster if they pay six cents and above for white paper?

"I find that many of the biggest mills and biggest brokerage houses in New York regret the situation as much as do the publishers. Mills generally are begging publishers to reduce their orders and not to ask for tonnage above their contracts. They do not want an uncertain market, but prefer to have normal conditions and regular fixed prices for regular deliveries.

"In my opinion, after talking with some 10 or 15 paper manufacturers and brokers the contract prices for the ensuing year will average between four to four and one-half cents per pound, provided publishers do not go wild and begin bidding against each other for excess tonnage."

ADVANCING TO 3 CENTS IN N. Y. STATE

Higher Costs of Production Are Forcing Publishers of Newspapers to Increase Revenue from Circulation

UTICA, N. Y., Oct. 24.—The Observer says:

"Utica newspapers may be obliged to jump to three cents if the cost of white paper mounts any higher."

Various other cities in New York State have gone back to three-cent papers, which were maintained in many places during the war. Among the papers now charging three cents are the Watertown Standard, Binghamton Republican-Herald, Geneva Daily Times, Ithaca Journal, Elmira Star-Gazette and the Auburn papers.

AUBURN, N. Y., Oct. 24.—The Advertiser-Journal makes the following announcement:

"The Auburn papers, following the decision made in other communities, have decided to raise circulation rates.

"A glance at the cut above shows that the Auburn papers are not alone in this decision. The three-cent paper has been a reality in most of the cities of this section of the country for a long time. In fact early in the war when conditions less precarious than those now prevailing forced many New York State dailies to go to three cents, the Auburn papers paid no dividends in their efforts to weather the conditions without raising the price to three cents, the rate that prevailed here a number of years ago.

"But the demands of labor and of the newsprint manufacturers have increased instead of diminished, and no alternative remains.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

A Bargain at $4,500

Double Drive Angle Bar Twentieth Century Duplex Press. Prints 2, 4, 6, 8 pages up to 6,000 hour. Factory price on this model now $7,100. Guaranteed in first-class condition; now in daily operation, but is being replaced by a 16-page Duplex tubular. Write or wire American-Press, Lake Charles, La.

For Sale

to a quick buyer, one Cox Duplex rebuilt press, in good condition. Also lot of printing material. $2,500 takes the press. The very thing for a daily with from two to six thousand circulation. To be sold on account of merger. Address Leader, Staunton, Va.

For Sale

Stereotyping furnace—3 ft. across, 28 inches deep. Used a year. Good grates. Half price. The Post, Leavenworth, Kans.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted

We are in the market for a sixteen-page straight-line press and equipment—Hoe, Goss or Duplex Tubular preferred. Must be in first class condition, give lowest price; cash deal. Vandersluice & Everly, Bloomsburg, Pa.

Wanted to Buy

Twenty-four or thirty-two page press and equipment. Also linotype for sale. The American, Aberdeen, S. D.

Attention, Editors and Publishers

Two practical photo-engravers wish to install an up-to-date engraving plant in connection with newspaper or publishing house, who are willing to finance or otherwise assist in same. Address A 934, care of Editor and Publisher.

"The Auburn papers have just raised wages to printers, linotype operators, machinists, apprentices and other employes, wages varying from 10 to 25 per cent. among the lowest paid workers in the Typographical Union. Until an agreement further slight increases will go into effect January 1.

"The Auburn papers are also faced with sensationally high prices of newsprint paper, and one paper has had an increase of approximately 33 per cent. in its raw materials in the present month.

"The paper market points a warning which those publishers who seek to avert disaster must heed. Conditions now compel us to ask the same price for our commodity as our neighbors charge."

INCORPORATIONS

NEW YORK.—East Side News Publishing Company; to issue a weekly sectional paper; $5,000; I. Rowitsky, W. Cleek, S. Sprung, 1133 Broadway.

A. E. Publishing Company; $60,000; A. T. deLemare, L. L. Dorey, E. E. Schwartzkopf, 438 West 37th street.

Martin J. Pollack; printing; $20,000; M. J. and B. Pollack, B. Silverstein, 1408 Crotona Parkway, East.

Vanton Publicity Syndicate; capital, $7,500; R. Fitzsimmons, T. E. Dovey, W. P. Van Heusen, 2345 Broadway.

Alexander McClure Service, Inc.; (Delaware corporation); advertising; $50,000; W. W. Reeves, P. D. Breed, A. E. Claffey.

Newman Publishing and Art Company; $25,000; M. F. Tilman, L. F. Newman, 52 Irving place.

WASHINGTON, D. C.—National Pictorial News Company (Delaware corporation); capital, $10,000; W. J. Dowling, Frank, B. A. Hoffer.

HOUSTON, TEX.—U. S. Talespins Publishing Company; to publish official publications of U. S. Air Service; $10,000; C. A. Wright, R. D. Eames, R. E. Franklin.

LANCASTER, PA.—Wilcar-Joffran Company (Delaware corporation); paper; Wilbur F. Meisky; Harry S. Men

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Seattle, Winnipeg

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices

WALTER SCOTT & CO.,
Plainfield, New Jersey

Take It To

POWERS

Open 24 hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders Machinery of Every Description

CONNER, FENDLER & CO
18 Beekman St. New York City

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed not to exceed 50 words, two insertions FREE.

Opportunity Wanted

Competent editor-manager with unusual record will consider a proposition with or with-out investment. Evening daily in South Atlantic or New England states preferred. University graduate, age 43 with knowledge of work from the case to the press. At liberty because of advantageous sale of property now building. Address A-901, care of Editor and Publisher.

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? If so, I have an opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulator on morning and evening daily and Sunday papers east and west. Experienced in every detail in circulation development among newsboys, carriers, and city and country dealers. Wide experience in R. F. D. work and contests of every description. Am seeking permanent connection as circulation manager but would consider proposition for special work in any department. Address A-838, care of Editor and Publisher.

A Man

who knows the rotogravure work from the created up—a practical typographer, a salesman, a make-up man, in fact, capable of managing any part of the work in connection with any newspaper, is going to be at liberty in a few days. He will be open to a proposition where such knowledge and ability will be appreciated. Address A-919, care of Editor and Publisher.

Classified Advertising Manager

Solicitor would make change January 1st; have good record as business getter and producer; increased classified business of paper now with present staff over 100 per cent. Prefer Southern states; have had three years experience as one of the largest cities in the country. Address A-916, care of Editor and Publisher.

Mr. Publisher or Business Manager

I am at present connected with a daily in Massachusetts daily of over 30,000. Have had 10 years' experience in all departments of newspaper work. Formerly in Hearst organization. Present position not to my liking. Can write and sell forceful copy. What do you offer? Address A-925, care of Editor and Publisher.

Business or Circulation Manager

Wanted—Position as business or circulation manager. Have spent my life with high-class newspapers, all departments. Now employed and want something better. Can furnish best of references if desired. Address A-928, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor and Publisher.

Reporter-Editor

now 30 years old, unmarried, thoroughly experienced as reporter-editor, consequently capable. Temperate, reliable, dependable; capable any assignment; features, sport writer; editorials, wire city desk; physical condition fine; excellent references, chart and recommend. Address A-914, care of Editor and Publisher.

Superintendent or Composing Room Foreman

now employed salesman for printing machinery house. Well versed in all departments, especially large newspaper work. Open position on January 1st. Address A-930, care of Editor and Publisher.

Re-Write Man

college graduate with four years' experience re-write writing, wants a desk job on an evening newspaper. Has had editorial experience by Life, Judge and others. Wants an opportunity to work under competent newspaperman. Can also handle feature assignments. Age 28. Married. Address A-927, care of Editor and Publisher.

Editor

want to establish myself as editor of a daily paper in a small, progressive city where opportunity sufficient to warrant my remaining permanently will be offered. I am just out of the army, am under thirty and have had several years experience on both country and city dailies. Address replies to A-928, care of Editor and Publisher.

Live City Editor

with pep and punch, would consider change; eight years in the game; married; recently out of service; will prove my reliability; no morning paper; $45. Address A-913, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Wanted—A Young Man

assistant to the head of the advertising accounting department of one of the leading daily newspapers of Pennsylvania in the Middle West. Applicant should be between the ages of 25 and 30 years, and must have had some executive experience. A thorough knowledge of display and classified book-keeping is essential, must be a good correspondent and he will be required to qualify in handling a large staff with firmness and tact. The position offers an excellent opportunity to a young man of ability, of continuous employment, progressive institution. State age, salary expected and publications with which you have been connected with. Address A-923, care of Editor and Publisher.

Circulation Manager

who can get renewals by mail. Must have successful experience either on a farm paper, a magazine or on the country edition of a daily paper. Will be a big magazine with nearly a million subscribers and this is a real opportunity for a man who is big enough to handle this circulation and get the biggest subscription price. Address A-917, care of Editor and Publisher.

Wanted—Publisher

for progressive republican evening daily newspaper in eastern city of 140,000. Salary $5,000. Address in detail stating age, experience and qualifications to Box A-918, care of Editor and Publisher.

Circulation Managers

for Pacific coast agricultural veterans' news paper, has circulation building plan including contests, prizes, etc. Service rendered weekly, cuts, cartoons, special correspondents. Advance references particular upon request. Address Pacific Monthly Building, Washington, D. C.

Circulation Manager Wanted

for evening daily in city with over 100,000 circulation covering six of the best mid-western counties. Must be capable of handling big force of traveling men and expert at correspondence work. Experience on farm paper or weekly newspapers necessary. Good salary and commission. Give full information, references and state salary in first letter. Address A-926, Circulation Director, The Dispatch Printing Co., St. Paul, Minn.

Advertising Salesman

One who can close contracts with the leading merchants, and who can write general copy. An excellent position with old-established newspaper in lake city of 300,000 population. Write, stating age, experience and salary expected. A-923, care of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification, thirty cents per line. Count six words to the line.

Ministers, School Teachers, Most Subscribers

Endorse "Folk Talks"; use as daily feature or editorial; costs only 25c per free trial; no contract; take it week or year. F. C. Parker, Box 177, Waynesboro, Pa.

MISCELLANEOUS

Advertisements under this classification, forty cents per line. Count six words to the line.

Get Responses From Old Bills

My treated letterhead and booklet enclose that produces action. Letter No. 2 pulled better than 80%. Sent to Stores, restaurants, contract, newsboys' accounts, one dollar. Receive press notices. Sells others. Send now. Andrews, The Day, New London, Conn.

Wanted—Salesman

Covering specified territories, selling to publishers, a proposition that our live side line. Sold exclusively to ONE concern in each City. Retails $10.00; your profit $25.00. Territories now open. Illustrated Advertising Service, Ltd., Hartford, Conn.

Putnam Patriot Sold

HARTFORD, CONN., Oct. 28.—Capt. John J. Whitehead, U. S. A., has purchased the majority interest in the Putnam Patriot and will assume the direction of the paper. The Patriot was founded by William MacDonald, an associate of Horace Greeley. His son, Arthur MacDonald, will continue to have an interest in the paper. Capt. Whitehead is a former Hartford newspaper man, having been on the Courant and Times.

CHARGE SMITH WITH LAW VIOLATION

Publisher of Indianapolis News Arrested for Alleged False Statement Regarding Newspaper's Ownership

INDIANAPOLIS, IND., Oct. 27.—A warrant was served by the United States Marshal today on Delavou Smith, on an indictment returned by the Federal Grand Jury for alleged violation of the postal laws and of Section 28 of the Penal Code. The charge is in connection with the reports required to be published semi-annually, in April and October, as to the ownership, circulation, etc., of newspapers having mailing privileges.

In the case of the Indianapolis News, of which Mr. Smith is publisher, it is charged that the reports set forth that he was the owner, whereas it is alleged that Charles W. Fairbanks, and later his estate, was a three-fourths owner of the paper.

The various counts in the indictment refer to reports filed in October, 1912, the first report following the passage of the so-called Barnhart law, and the report of April, 1918, during Mr. Fairbanks' last illness, and the September report of 1918 and the April report of 1919, after Mr. Fairbanks's death. Mr. Smith gave bond in the sum of $10,000, with the United States Fidelity and Guaranty Company as surety.

EDITOR & PUBLISHER of September 11, printed the following dispatch from its Indianapolis correspondent:

INDIANAPOLIS, Sept. 10.—Supplemental inventories filed in the probate court of Marion county in the estate of the late Charles W. Fairbanks, former Vice-President of the United States, disclose the fact, hitherto unknown even to friends of the publisher, that the late head of the Indianapolis News, that Mr. Fairbanks at the time of his death had a three-fourths interest in that newspaper. That is now the Mr. Fairbanks estate.

The News property includes a one-half interest in the Griffith building, formerly occupied by the newspaper, and the new newspaper building, which is separate from the business building, and is inventoried at $2,000,000. The three-fourth interest of the Fairbanks estate represents, therefore, a valuation of $1,500,000.

When the founder of the paper, John H. Holliday, sold the controlling interest to the late Major W. J. Richards and associates, Mr. Fairbanks, at the instance of Major Richards, became one of the associates. He retained his interest as an investment later at the time of the sale in 1899 by Major Richards to Delavan Smith and Charles R. Williams, but took no part in the conduct of the property and had no voice in the management.

Subsequently, Mr. Smith bought out Mr. Williams and purchased the interest of Mr. Fairbanks, the latter reserving the right to repurchase. The repurchase had been negotiated just prior to Mr. Fairbanks' death, which interrupted the process of reorganization.

"Letters received from Mr. Smith, who has been ill for a long time, indicate that agreements have been reached on a friendly business and that it is the right of all concerned that he remain in control of the paper," said Hilton U. Brown, general manager of The News, to the correspondent for Editor & Publisher. "There is to be no change in management or policy."

In France the cost of novels has increased from 30 to as much as 100 per cent.

$23,000 buys only daily newspaper property in a city of 9,000. Annual volume of business $23,000. Return to owner for personal effort and investment $4,643. Proposition T. J.

CHARLES M. PALMER
Newspaper Properties
225 Fifth Avenue, New York

WILMINGTON DISPATCH SOLD

Sale of the Wilmington (N. C.) Dispatch to R. S. Carver, announced in the columns of this paper last week, was made by

HARWELL & CANNON
Brokers in Newspapers and Magazine Properties
Times Building New York

ANDREW J. McCONNELL DEAD

Was Editor and President of the Woonsocket Call
(By Telegraph)

WOONSOCKET, R. I., Oct. 28.—Andrew James McConnell, editor of the Woonsocket Call and president of the Evening Call Publishing Company, died yesterday at his home in this city following an illness of twelve days. Mr. McConnell, who was a native of Brooklyn, began newspaper work in the composing room of the Brooklyn Times, later becoming assistant foreman.

He came to Rhode Island in 1891 as foreman of the composing room and a dramatic critic of the Providence News when that paper was started. He entered the employ of the Woonsocket Call as news editor. The following year he became associated with Samuel E. Hudson in the management of the Call and since that time has been an active and influential factor in shaping the policy of the Call and in directing its affairs.

EXPORTS ROSE IN AUGUST

Newsprint Figures Up After Decline of Five Months

MONTREAL, Oct. 28.—Paper exports from Canada during August included 57,817 tons of news print, valued at $4,-140,812, the importing countries including the United Kingdom, United States, Argentine Republic, Australia, Brazil, British South Africa, China, New Zealand, Peru. Paper exports fell off $3,-431,118 in value for the first five months of 1919, as compared with the same period last year. This year they were valued at $30,395,082.

During August, exports of pulp and paper amounted in value to $8,348,179, a gain over August, 1918, of $1,229,781. Exports of pulp wood amounted to $944,877, against $1,978,012 in August, 1918.

Morgan Talks on Foreign Journals

LAWRENCE, KAN., Oct. 28.—William Y. Morgan, owner and editor of the Hutchinson News, was the speaker and guest of honor at the annual banquet of the Associated Journalism students at the University of Kansas. Mr. Morgan told of his observations of European journalism, as well as the work of American journalism.

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SIR CHARLES STARMER HOST TO AD MEN

British Publisher Shows Wonders of Birmingham to Men Who Plan and Place English Advertising

By Herbert C. Rindot

The English city of Birmingham is one of the six industrial centres outside of London that figures in every British advertiser's list of media. To miss this humming hive of industry and its 900,000 well-paid workers would be to eliminate one of the most profitably yielding territories of Great Britain.

Sir Charles Starmer, the proprietor of the Birmingham Gazette, which has a larger sale than any other morning paper in the Midland counties, believes in Birmingham, and with the object of making the men responsible for the formulation of most of the advertising campaigns in this country see through his eyes and witness for themselves the industrial glories of the city, invited a party of advertising experts to spend a week-end in Birmingham and district.

To all it was a revelation. Most knew Birmingham as a big place, rich in its industries, well-favoured in its wage-earning capacity, and as ranking high among the first cities to be considered in any advertising plan. But to most it had been given the "open sesame" which Sir Charles Starmer's excellent scheme secured.

Perhaps the most outstanding facts of the cleverly planned visit were the important place which Birmingham is filling in the production of British motor-cars, the scenic beauties of the country outside the city of Vastness and the hospitality of Sir Charles Starmer and his staff.

City of Wage Earners

The respective industries which engage the workers in Birmingham make an interesting study, as the visitors found. For instance the Engineering and allied trades, including sheet metal workers, tool workers, and motor body builders, engage about 150,000; the Jewellery and allied trades, between 40,000 and 50,000; the Brass and bedstead trade, about 50,000; the Hardware industry, about 50,000, and the Gun trade, sporting section, 3,000, military section, 1,000, total 4,000.

Among the visits arranged was one to the works of the Austin Motor Co., Ltd., at Northfield, and here every process and stage of manufacture was witnessed from the rough castings to the final finished production of the Austin Car—to-day one of the most prominent figures in English advertising.

Guns and motor-cycles were the next industry to be laid bare to these advertising men, and the Birmingham Small Arms Co., Ltd., exhibited their fine works and almost-human machinery to their visitors with an entirely justifiable pride, for the "B. S. A." sporting guns and bicycles are among the highest-prized in their respective departments the world over.

The Dunlop Rubber Co., Ltd., revealed the mysteries of Dunlop Tyres, in a factory that is a wonder-house of production. The visitors had a new respect for the name of Dunlop when this interesting experience was concluded.

It was a triple glimpse of the phenomenal activities of Birmingham, a convincing suggestion of the importance of the city as a manufacturing centre, and a striking reminder of the vital necessity that Birmingham must ever be counted among the first of the advertising fields of the country. In this, the astuteness of Sir Charles Starmer was made manifest, for one cannot think of a good advertising territory without including all media, and as the Birmingham Gazette stands where it does in prestige and influence —the moral is obvious.

Tribute should be paid to the excellent arrangements made by Sir Charles Starmer's lieutenants, Mr. L. Thornelee and Mr. Robert Thornberry, both of whom knew exactly what to do and how to do it.

Expert Tells the Merchants to Buy Newspaper Space

Jesse M. Joseph Says 75 Per Cent of Their Advertising Should Be in Dailies

Milwaukee, Wis., Oct. 26—Newspaper advertising and plenty of it is the foundation on which a successful retail business can be built, Jesse M. Joseph, Cincinnati advertising agent, told members of the advertisers' and the retail divisions of the Association of Commerce and the Kiwanis Club at a recent luncheon.

Mr. Joseph recommended that retail stores devote at least 75 per cent of their advertising appropriations to newspaper advertising. He pointed out by practical application to Milwaukee how newspaper advertising is elastic, in that it may be used for all kinds of publicity at almost any price; how it brings results within twenty-four hours; and how the psychology of the reader is such that they will respond more readily to the advertisements in newspapers than to almost any other form of advertising.

MERGER IN WOOSTER

Republican and Democratic Papers Now Under One Ownership

Wooster, Ohio, Oct. 27.—The publishers of the Republican, Albert and E. C. Dix, have purchased the Daily News and Wayne County Democrat, which, beginning today, will be issued in connection with the Republican for an indefinite time. J. F. Daubel and W. A. Weygandt, manager and editor, respectively, of the Daily News, retire from the newspaper business in Wooster for the present. Announcing the deal, the owners of the Daily News say:

"The transaction is in line with similar action in hundreds of other cities. In Ohio there have been numerous consolidations. Among the most recent have been the purchase of the Mansfield Shield by the Mansfield News, the consolidation of the three newspapers of Zanesville, two in Xenia, all of the daily and the two weeklies of Ashland under one ownership, and the two of Lorain. One of the dailies of Alliance was absorbed by the other last year.

"The spirit of the times, based on good business principles, is against two daily newspapers in cities of similar size to Wooster."

WATERTOWN MEETING OF CIRCULATORS

(Continued from Page 24)

stated time after October 1, accompanied these notices.

The third step was sending out the reprint circular, which presented considerable difficulty in collecting both the amount past due and the subscription for the current issue that he returned with many "stops."

On October 1 the papers of all subscribers who had not complied with the order were discontinued. A few days later the Daily Item who had evidently not taken the notice seriously recorded the paper for once and the Watertown Standard did likewise. During the year bills were sent for the amount past due, but no subscriptions renewed, the item discontinued and who had not reordered.

We considered the methods of collecting back accounts in to have our own representative and the use of a collection agency.

Early this summer the same representative was sent to work a thorough canvass of all past and present subscribers. He made the trip by automobile, calling at homes through out the country and by displaying a certain amount of "skill in business" returned with surprising and gratifying results.

Seventy per cent of the subscribers whose papers were stopped October 1, 1918 paid the back accounts, started paying in advance and ordered the paper started at once.

We find as a result of improvement order that the majority of the subscribers are satisfied to have formed the habit of paying in advance and a habit is a difficult thing to get rid of.

Take away the H and he will still have abit. Take away the A and he will still have a bit. Take away the B and he will still have it. The habit of paying in advance.

Handling Bad Dealers

J. M. Annenberg, who has just resigned from the Albany Knickerbocker Press to become circulation manager of the Philadelphia Press and was elected an honorary member of the N. Y. S. C. M. A., in discussing points by which circulators may co-operate, brought up in particular the case of troublesome newsdealers, saying:

We have a big association in this state and it is composed of members from all sections, but then a wonderful machinery of co-operation can be put to valuable use.

Nearly every newspaper has more or less trouble with a few newsdealers here and there; and right now it costs a considerable amount of money for road men to take care of a few minor complaints or a small collection of a bill.

Why should this be necessary? Why can't the member who is having trouble, inform the party that, unless he pays his bill on time as he should or gives him an even break on pushing his paper, the association members will take united action and cut off his supply.

You will find that he will take care of the matter at once as he relies on the newspaper business for his livelihood and would not like to offend any publication. Of course, there are some small instances where this would not be necessary but, in many cases, there should be action of this nature so as to avoid some of the unnecessary expense which every one of you is incurring to get some of these fellows who refuse to pay a bill unless you send after it.

I do not mean that this is general as, in this state and especially in our section, we have a fine set of dealers, but there are a few bad ones, and, if we could get the proper co-operation from all the members of this organization, just see what it would mean.

Your publisher could soon sit up and take notice and realize that he is getting a lot of good out of this association. When you as a publisher that this association helps him with new ideas and the saving of money, he would not be slow to do his limit and co-operate with you to make the association of larger importance. I do not think I am thinking this point for a long time and believe that the time is ripe for such a movement.

Salaries of road men and the expenses have increased, it costs considerable amount of money to travel these days. Of course, some complaints are small, while others can get along without such members on their staff if they could be assured of co-operation from all the members.

This point, I believe, is the most vital of all, but believe you understand clearly just what is meant and need co-operation from all members, for the best interests of the publisher.

Let us all give and take and thereby help each other to make our positions stronger at all times.

Efficient Mailing

P. E. Kessinger of the Rome Sentinel recommended a device called the "Addressograph," for addressing, addressing and mailing smaller city newspapers. This machine has been fitted with improvements by the Sentinel's own force and, driven by a small electric motor, operates with complete satisfaction. He said:

The cost with full equipment is approximately $1,000. The first month after its establishment, while we have not figured it closely, seemed to us to be worth more than the cost, besides being a more accurate and dependable mailer and preventing many of the errors which formerly were annoying.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
and
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג

The National Jewish Daily

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
30 Fifth Avenue Lytton Building
NEW YORK CHICAGO

FIRST
The New York Times has more than a quarter of a million circulation in the New York metropolitan district among men and women who want only "all the news that's fit to print." The Times points more advertising than any other New York newspaper.

We can increase your business—you want it increased.

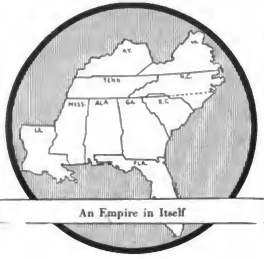
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The Newark (N. J.) Ledger
is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, puzzles, etc., usually found in afternoon papers.
DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full 6-day reading instead of an hour or so in the evening.
Morning Edition, 2c
Sunday Edition, 5c

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An Empire in Itself

Sharpshooters' Medals

Every soldier is supposed to be able to shoot a gun---to know how to load a gun, aim it, and pull the trigger.

But there are soldiers set apart from their comrades, and wearing medals, resembling miniature targets. They are *sharpshooters*.

They not only know how to *load* a gun and pull a *trigger*---but they know how to *aim* at some object and *hit that object*.

Their shooting *counts*. No *general results* with them. It is right to the *point*---and they get *results*.

Think what a regiment of sharpshooters could do in a battle! Every shot *aimed*, every bullet fairly sure of *landing* where it will do business---where it will *produce results*.

Sharpshooting is much like territorial advertising.

In territorial advertising *every* shot is aimed at *some* particular object. You can aim at something *definite*---you can *sight* your gun, so to speak, through the local dealer---and can reach your objective.

Daily newspapers are the *best* advertising guns---and the South is a wonderful spot at which to aim---for you are sure to bag big game down that way.

These daily newspapers, covering this territory as it can be covered in no other way---are sharpshooters, every one of them.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
Birmingham Age-Herald .....(M)	22,300	.07	.05
Birmingham Age-Herald .....(S)	27,405	.09	.06
Birmingham Ledger .....(E)	34,048	.07	.07
**Birmingham News .....(E)	46,121	.08	.08
**Birmingham News .....(S)	46,586	.10	.10
Mobile News Item .....(E)	10,136	.03	.03
Mobile Register .....(M)	23,296	.05	.05
Mobile Register .....(S)	31,137	.06	.06
Montgomery Advertiser .....(M)	24,182	.05	.05
Montgomery Advertiser .....(S)	24,236	.06	.06
FLORIDA			
Jacksonville Metropolis .....(E)	18,740	.05	.05
Florida Times-Union, Jacksonville .....(M&S)	26,955	.06	.06
Palatka Morning Post.....(M)	1,450	.0122	.0122
Pensacola Journal .....(M)	6,401	.025	.025
Pensacola Journal .....(S)	7,940	.025	.025
Pensacola News .....(E)	5,425	.02	.02
GEORGIA			
†Atlanta Georgian .....(E)	49,441	.08	.08
†Atlanta Sunday American.....(S)	92,918	.12	.12
*Augusta Chronicle .....(M)	11,074	.03	.03
*Augusta Chronicle .....(S)	10,038	.035	.035
Augusta Herald .....(E)	11,958	.035	.035
Augusta Herald .....(S)	9,413	.035	.035
Columbus Ledger .....(E&S)	7,762	.03	.03
Macon Telegraph .....(M)	23,450	.04	.04
Macon Telegraph .....(S)	21,120	.04	.04
Savannah News .....(M&S)	21,120	.055	.04
Savannah Press .....(E)	15,337	.04	.04
KENTUCKY			
Louisville Herald .....(M)	45,636	.08	.06
Louisville Herald .....(S)	39,960	.08	.08
Paducah News Democrat .....(M)	6,972	.0225	.018
LOUISIANA			
New Orleans Times-Picayune....(M)	76,171	.12	.12
New Orleans Times-Picayune....(S)	98,360	.15	.15
†New Orleans Daily States.....(M)	41,964		
†New Orleans Daily States.....(S)	37,675	.10	.08
†New Orleans Item .....(E)	73,905	.12	.12
†New Orleans Item .....(S)	87,586	.15	.15
NORTH CAROLINA			
Asheville Citizen .....(M)	11,985	.03	.03
†Asheville Citizen .....(S)	9,734	.03	.03
*Asheville Times .....(E)	7,316		
Charlotte News .....(E&S)	10,541	.03	.03
†Charlotte Observer .....(M)	19,217	.055	.03
†Charlotte Observer .....(S)	19,217	.05	.04
Durham Sun .....(E)	5,325	.02	.02
†Greensboro Daily News .....(M)	16,913	.045	.035
†Greensboro Daily News.....(S)	32,468	.06	.04
†Greensboro Record .....(E)	2,981	.045	.035
†Raleigh News and Observer...(M)	21,209	.05	.04
†Raleigh News and Observer...(S)	23,209	.05	.04
*Wilmington Dispatch .....(E)	4,498	.02	.02
Wilmington Dispatch .....(S)	3,840	.02	.02
†Winston-Salem Journal .....(M&S)	6,447	.025	.02
†Winston-Salem Journal .....(E)	7,600	.025	.02
SOUTH CAROLINA			
†Anderson Mail .....(E)	4,603	.0178	.0178
Charleston American .....(M)	7,603	.03	.03
Charleston American .....(S)			
†Columbia Record .....(M)	12,000	.03	.03
†Columbia Record .....(S)	11,789	.03	.03
Columbia State .....(M)			
Columbia State .....(S)	31,091	.05	.05
Greenville News .....(M&S)	8,485	.03	.03
Greenwood Index Journal.....(E)	4,785	.02	.02
Spartanburg Journal & Carolina Spartan .....(E)	2,998		
Spartanburg Herald .....(M)	5,416	.03	.03
Spartanburg Herald .....(S)	5,262		
TENNESSEE			
**Chattanooga News .....(E)	17,362	.04	.04
Chattanooga Times .....(M)	26,988	.07	.07
Chattanooga Times .....(S)	23,466	.07	.07
†Knoxville Sentinel .....(E)	24,022	.05	.045
**Knoxville Journal-Tribune .....(M)			
**Knoxville Journal-Tribune .....(S)	24,838	.05	.045
Memphis Commercial Appeal.....(M)	78,214	.14	.12
Memphis Commercial Appeal.....(S)	109,031	.17	.15
†Nashville Banner .....(E)		.07	.07
†Nashville Banner .....(S)	49,590	.08	.08
†Nashville Tennessean .....(M)	37,140		
†Nashville Evening American..(E)	15,196	.08	.08
†Sunday Tennessean & American (S)	34,051		
VIRGINIA			
†Bristol Herald Courier.....(M&S)	8,750	.04	.04
Danville Register and Bee.....(M&S)	9,431	.03	.027
Newport News Times Herald.....(E)	10,354		
Newport News Daily Press. (S&M)	6,476		.04
Norfolk Ledger Dispatch.....(E)	26,494	.08	.08
Roanoke Times .....(M&S)	9,370	.06	.04
Roanoke World-News.....(E)	10,313		

Government Statement, October 1st, 1919.
†Government Statement, April 1st, 1919.
*A. B. C. Report, October 1st, 1919.
**A. B. C. Report, April 1st, 1919.
‡Includes Bristol, Tenn.

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New York Advertising Situation

Space used by leading retail shops in the daily newspapers September 1919 and 1918

These are the stores:

Abraham & Straus
B. Altman & Co.
Arnold Constable & Co.
Best & Co.
Bloomingdale Bros.
Bonwit, Teller & Co.
J. M. Gidding & Co.
Gimbel Brothers
Jas. A. Hearn & Son
Fredk. Loeser & Co.
Lord & Taylor
Jas. McCreery & Co.
R. H. Macy & Co.
Oppenheim, Collins & Co.
Franklin Simon & Co.
Stanley & MacGibbons
Stern Bros.
Stewart & Co.
Worth
John Wanamaker

Evening Newspapers

	1919	1918		1919	1918
Globe	327,429	212,041	Mail	142,263	120,473
World	254,687	162,285	Telegram	84,459	96,721
Journal	259,343	169,530	Post	49,849	47,208
Sun	273,631	169,806			
	Total 1919 1,391,661		Total 1918 1,008,164		

Morning Newspapers (six days, excluding Sundays)

	1919	1918		1919	1918
World	39,666	34,789	Times	60,232	55,273
American	10,930	14,560	Sun	48,786	7,801
Herald	49,228	53,319	Tribune	65,902	11,380
	Total 1919 274,744		Total 1918 177,122		

Sunday Newspapers

	1919	1918		1919	1918
World	101,228	105,662	Times	135,550	147,427
American	98,063	60,875	Sun	71,375	17,603
Herald	82,371	81,005	Tribune	77,544	42,246
	Total 1919 566,131		Total 1918 454,818		

The tendency toward the evening newspapers grows steadily

The evening newspaper goes to the home, while the morning newspaper goes to the office waste basket.

Member A. B. C.

The New York Globe

180,000 A DAY

JASON ROGERS, Publisher

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EDITOR & PUBLISHER

Issued every Thursday—forms closing at 2 P. M. on the Wednesday preceding the date of publication—by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary

Second Section—16 Pages. NEW YORK, THURSDAY, OCTOBER 30, 1919 Vol. 52, No. 22

EDITOR & PUBLISHER'S

Space-Buyers' Chart and Market Survey of the

STATE OF RHODE ISLAND

PAGES I TO XVI INCLUSIVE

RHODE ISLAND, STATE OF THE PAYROLL, OFFERS ATTRACTIVE MARKET POSSIBILITIES

Midget Among the States It has the Densest Population and Stands High Among Wealth-Producing Communities—Here Center Great Textile and Jewelry Interests of America

RHODE ISLAND, as a market for advertised goods, affords a most interesting field of study and analysis. Smallest of the states in land area—having a land surface of 1,067 square miles—this midget of the sisterhood of commonwealths has tremendous industrial importance and supports the most dense population of which any state can boast.

The last federal census placed the density of population at 508.5 inhabitants to the square mile. Of the total population of the state at that time 96.7 per cent. was urban—which fact places Rhode Island in a class by itself as essentially a state of city dwellers.

The estimated total population in 1914, made by the census bureau, was 591,000, as compared with official figures for 1910 of 542,610. If this rate of growth has been maintained—and many authorities still contend that it has been greatly exceeded—the present population of the state should be approximately 660,000.

Strictly a Manufacturing State

A striking illustration of the extent to which the population is engaged in manufacturing industries is shown in the fact that ten cities, each having a population of more than ten thousand, whose aggregate populations represented 82.8 per cent. of the people of the state, produce 88.5 per cent. of the state's total annual manufactured products. This indicates that the business of manufacturing is not confined to the larger cities but extends to the towns and villages in and about the same proportion.

It is trite, and usually inaccurate, to say that a state is a "hive of industry." Yet the description seems to be the only adequate one to apply to Rhode Island. It is not an agricultural state. Its terrain, generally speaking, does not favor farming. Dairy farming shows a healthy growth, due to the tremendous demand for dairy products in local cities; and there is a consistent attempt to supply local demands for garden truck, but Rhode Island people buy the bulk of their table necessities from outside sources.

The total value of the manufactured products of Rhode Island according to the federal census figures for 1914 was $279,545,873. The value created by the process of manufacture was $117,120,654. These products, and this new wealth, were created in 2,190 manufacturing establishments, employing a total of 124,109 people, the average number of wage earners being 113,425.

The total value of products for the state represented a per capita of $473. The corresponding per capita figure for continental United States was $245. These figures illustrate again the extent to which the state is devoted to wealth production through manufacture.

The capital invested in manufacturing in the state in 1914 amounted to $308,444,563. The amount paid out in salaries and wages totaled $72,621,981.

Vast Extent of Textile Industries

The textile industries are the most important in the state. Statistics of the Department of Commerce covering the calendar year of 1914 show that woolen and worsted goods head the list, with products valued at $60,888,755. These lines employed 22,745 wage earners. The new wealth created by the process of manufacture amounted to $19,153,956.

The manufacture of cotton goods ranked second among the state's industries, employing 29,483 wage earners, and with an annual product valued at $49,718,837, of which amount $20,962,528 represented value added by the process of manufacture.

Third among the state's dominant industries is the manufacture of jewelry. Two hundred and ninety-one establishments, employing 8,778 wage earners, turned out products valued at $21,522,251, and $10,313,204 of this sum represented value created in manufacture.

Fourth in the list is foundry and machine shop products. In this industry there are 182 establishments reported, employing 10,728 wage earners, with an annual products valued at $19,373,113. Of this, $12,263,131 represents value added by manufacture.

The fifth industry of the state is dyeing and finishing textiles. Forty-seven establishments employ 7,928 wage earners. Their annual product is valued at $16,300,783, including $7,536,489 new value added by manufacture.

Proud Record for a "Little State"

The industry ranking sixth in importance is silk goods, the seventh rubber goods, the eighth meat packing, the ninth electrical machinery and the tenth printing and publishing. There are 162 establishments engaged in printing and publishing, employing 1,515 wage earners and turning out annual products valued at $4,593,489. In this industry the value added by manufacture is very high, totaling $3,131,697.

The combined textile industries, including woolen and worsted goods, cotton goods, silk goods, hosiery and knit

(Continued on Page VIII)

Daily Newspapers of Rhode Island

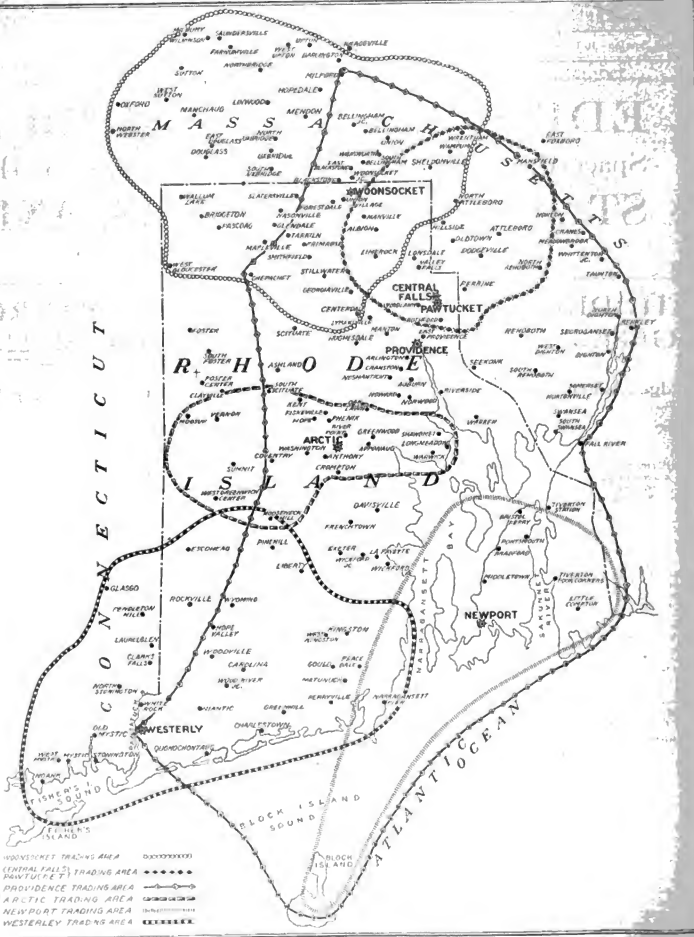
City	Newspaper		
Arctic	Pawtuxet Valley Times	(E)	
Newport	Herald	(M)	
	News	(E)	
Pawtucket	Times	(E)	
Providence	Bulletin	(E)	
	Journal	(M)	
	Journal & Bulletin	(S)	
Providence	News	(E)	
	Tribune	(E)	
	Tribune	(S)	
Westerly	Sun	(E)	
	Sun	(S)	
Woonsocket	Call & Reporter	(E)	

INDEX TO SPACE BUYER'S CHARTS

City	Page	City	Page
Arctic	XV	Providence	III-V
Newport	XI	Westerly	XIII
Pawtucket	VII	Woonsocket	IX

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EXTENT OF TRADING AREAS OF THE PRINCIPAL CITIES OF RHODE ISLAND



EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts ..... Part 1

Providence, R. I

Population

1910 Census	224,326
1915 (State Census)	247,266
A. B. C., March 31, 1919, City	275,000
A. B. C., City and Suburban	770,000
Chamber of Commerce estimate, City	265,000
Chamber of Commerce, City and Suburban	548,447

Native Whites	65%	English reading	92%
Foreign born	33%	Industrial workers	35%
Negro	2%	Home owners	60,000
Students	1,500	Summer residents	10,000

Suburban Residents

Within a twenty-mile radius: Pawtucket and Central Falls, 62,000; Woonsocket, 45,000; Attleboro, 20,000; North Attleboro, 11,000; Warwick, 14,000; West Warwick, 10,000; Bristol, 11,000; Cranston, 27,000. Each city and about 20 smaller villages are thriving manufacturing centers.

City Classed As

One of the largest industrial cities in Eastern United States and very important educational center.

Location

On main line of N. Y., N. Y. & H. R. R. Also the following steamship lines—

Providence Line to New York; Colonial Line to New York; Bay State Line to New York; Merchants & Miners Transportation Co. to Norfolk, Va.; and Providence-Block Island Packet Line.

Banks

Savings	4	Resources	$64,162,789
State Banks	1	"	6,005,893
Trust Companies	4	"	143,883,340
National	8	"	52,868,307

All National Banks of the State of Rhode Island are in Providence.

Schools

Public Grade Schools	96	Pupils	30,149
High Schools	4	"	3,518
Trade School	1	"	129

There are 17 schools for backward children with 773 pupils, 13 Catholic schools with 6,707 pupils, Brown University with an enrollment of 1,977.

There are 35 other schools, including nine business colleges, Institute for Deaf, music schools, dramatic schools, Rhode Island College of Pharmacy, schools of design, girls' preparatory schools, boys' preparatory schools and others.

Theatres

8 motion picture exclusively; 2 motion pictures and vaudeville; 1 vaudeville exclusively; 3 legitimate. Total seating capacity nearly 20,000; only 3 less than 1,000 seats; 3 more than 2,200.

Churches

Baptist, 17; Congregational, 5; Episcopal, 15; Jewish, 10; Roman Catholic, 29; Methodist, 12; Negro, 2; Universalist, 2; Unitarian, 2; Lutheran, 2; Presbyterian, 5, and 12 other churches.

Principal Industries

Fine tools, files (all kinds), screws, silverware, jewelry, woolen, cotton, electric wire, webbing, tools, gold wire, artificial leather, sprinklers and other fire extinguishers, chemicals, baking powder, paper boxes, electric lamp bulbs, pattern making, automobile bodies, rubber goods of all kinds from surgical and domestic to automobile tires, boilers, soap, carbonated beverages, laces, leather belting, textiles, bread, stoves, brewing, and oysters and other seafoods.

Special Information

Total value of yearly factory output more than $200,000,000. Oyster industry valued at $5,000,000 per year. Here is located the largest machine shop in the world, producing fine tools. Providence is the headquarters of the file industry of the United States, the American Screw Co. and Gorham Silverware Co. Average weekly wage for skilled labor, $35.28; average weekly wage for unskilled labor, $22.00.

In heart of city is a gigantic poor farm occupying property worth more than $1,000,000. This farm is nearly 2,000,000 square feet in size and produces fine vegetables which are shipped to Boston markets as well as local stores.

Principal State Institutions (Reformatories, State Prison, etc.) are in or near city.

There are more than 200 firms manufacturing jewelry in this city.

The port of Providence is sometimes called "New England's Southern Gateway" because of its fine harbor and the possibilities of direct connection with all eastern ports of South America. This shipping is being developed very rapidly.

Providence is New England's largest oil distributing port.

NOTE: Sources from which these figures and those of Part 2 were secured: Chas. E. Lincoln, Editor of the Providence, R. I., Magazine (official organ of the Providence Chamber of Commerce); Latest A. B. C. Reports, Superintendent of Schools, State Bank Commissioner, Commissioner of Industrial Statistics, and other dependable sources.

THE PROVIDENCE NEWS

A New England Wonder

From Nearly Nothing to the Second Evening Circulation in Rhode Island IN ONE YEAR.

Now Gaining at ONE THOUSAND A MONTH in the Race for the State's Biggest Circulation.

Space Buyers should Get up-to-the-minute Figures on the Providence Newspaper Situation, or They Will Overlook Much of this Rich Field Reached by no Newspaper But

THE PROVIDENCE NEWS

JOHN A. HENNESSY, President and Editor.
James C. Garrison, Vice President and Advertising Director.

Publishers' Representatives: New York and Boston, Payne, Burns & Smith, Inc. Chicago and Detroit, G. Logan Payne Co.

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Use the Main Entrance to Rhode Island ~

TO INTRODUCE AND MOVE YOUR MERCHANDISE

The Providence Journal

AND

The Evening Bulletin

have built through rigid supervision of advertising columns as well as the high character of editorial and news pages a

Reader Confidence and Influence

that make them valuable mediums for manufacturers who seek good company and a friendly welcome in nearly every worth-while home in this prosperous community.

The Providence Journal Company

PROVIDENCE, R. I.

EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Two Parts.....Part 2

Providence, R. I

Wholesale Houses

Grocers	23
Beef	17
Provisions	5
Stationers	2
Jewelers	4
Bakers	7
Tobacco	4
Coal	14
Confectionery	7
Druggists	7
Dry Goods	11
Fish	2
Florists	2
Fruit	15

The large number of wholesale houses is due to the fact that they supply not only the Providence area but go to every part of the state and far into Massachusetts. The great compact population demands complete service. National advertisers receive exceptional distribution for their goods. Trolley freight, steam train steamboat and auto delivery are as fine as any in the United States.

Retail Section

The principal shopping district is located on Westminster Street, Weybosset Street and Washington Street, which run parallel to each other. Crossing these streets are ten or twelve shorter streets. The entire district totals about two miles of stores al avery description; department stores, specialty shops, large grocery stores, theatres, etc.

There are three Italian shopping centres. One about one-half mile on Atwell's Avenue and Federal Street, another in the Eagle Park District about one-half mile long, and one on Pocasset Avenue or Silver Lake District nearly one-half mile long.

On North Main Street there is a Hebrew shopping district about one-half mile long.

Residential Features

In the fine residential section, which is very large, one-family houses predominate. There is a rapid growth of fine apartment homes but few cheap tenements. On the West Side two and three-family houses predominate.

The demand for luxuries and exclusive home comforts is great. The demand for homes is greater than the supply and building is booming, especially in the fine suburban districts.

Many Providence residents own cottages and summer homes along the river and aree as far distant as the shores of Long Island Sound and Block Island.

Trading Area

The Providence trading area is one al the largest in square miles and one of the most thickly populated territories in the United States.

The network of trolley lines and excellent railroad and motor highway transportation facilities are great aids in the developing al retail business which this area contributes to the city of Providence.

The Providence trading area extends some distance beyond the state boundary lines into Massachusetts. Fall River, fifteen miles distant, and Taunton, Mass., mark the eastern limits of the Providence territory.

To the south, the territory extends to Long Island Sound. In the summer months a large amount of business is attracted from Block Island, about sixty miles distant. Fine steamboat service daily, both freight and passenger, has been constantly enlarged and improved as the island has grown in popularity as a summer resort.

The fact that Providence merchants advertise in Westerly newspapers is evidence that the latter city contributes business to the local stores.

The territory extends to Milford on the north, twenty-three miles distant.

Retail Outlet for Nationally Advertised Product

Auto (Passenger) Agencies	25	Delicatessen	14	Garages	69
Auto (Truck) Agencies	14	Dressmakers	68	Grocers	867
Auto (Tire) Agencies	16	Druggists	158	Hardware	39
Auto (Parts) Agencies	34	Dry Goods	106	Hats and Caps	7
Bakers	117	Department Stores	6	Jewelers	28
Cigar Stores	64	Electrical	16	Ladies' Tailors	29
Cloaks and Suits	18	Florists	56	Meat Markets	94
Clothiers	71	Furniture	66	Men's Furnishings	36
Confectioners	39	Furriers	13	Merchant Tailors	172

Milliners	76	Opticians	19
Photographers	44	Pianos	16
Plumbers	121	Restaurants	195
Shoe Dealers	59	Sporting Goods	6
Stationers	14		

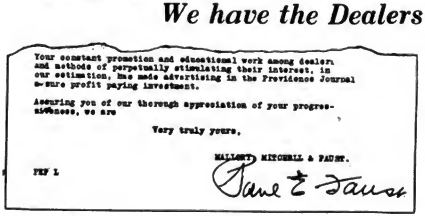
Morning Newspapers	Evening Newspapers	Sunday Newspapers	Weeklies
Providence Journal	Providence Bulletin	Providence Journal	L'Eco Del Rhode Island (Italian)
	Providence News	Providence Tribune	Corriere Del Rhode Island (Italian)
	Providence Tribune		Alba (Italian) Visitor (Catholic)
			Advance (Negro)

Miscellaneous Publications

Brown Daily (Brown University) Brunonian (Monthly) Brown Alumni (Monthly)

"Try it Out" in Rhode Island

We have the Dealers with us


Your constant promotion and educational work among dealers and methods of perpetually stimulating their interest, in our estimation, has made advertising in the Providence Journal a sure profit paying investment.

Assuring you of our thorough appreciation of your progressiveness, we are

Very truly yours,

MALLORY MITCHELL & FAUNCE.

PEP L

Dave & Faunce

We will help you put it across

Get in touch with our Promotion Dept.

—Trade Investigations

—Promotion Work

—Effective Co-operation

The Providence Journal The Evening Bulletin

RHODE ISLAND'S GREAT AND INFLUENTIAL NEWSPAPERS

Their Combined Circulation Exceeds the Number of English-Speaking Families in the State

The Providence Journal Company

CHAS. H. EDDY COMPANY, Representatives

New York *Chicago* *Boston*

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Providence

Second City in New England in Wealth and Population

A World Leader in Many Well Paid Industries

Is the Home of Half the People of Rhode Island

Included in the Providence Metropolitan District—the buying radius of the city—are Half a Million residents

There is No Richer Buying Section in America

Its Pocketbooks Are Quickly Opened Through

THE EVENING TRIBUNE
THE SUNDAY TRIBUNE

Distinctive Newspapers, Occupying a Field of Their Own

Tribune readers appear to like The Tribune—Evening and Sunday—so well that few of them buy any other local newspaper

Circulation and Selling Influence Concentrated in the Buying and Population Centre

"A RHODE ISLAND NECESSITY"

REPRESENTATIVES:

RALPH R. MULLIGAN
30 East 42d Street
New York City

C. J. ANDERSON
Marquette Building
Chicago, Illinois

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Population

1910 Census | Pawtucket 51,622
Central Falls 12,754
A. B. C. March 31, 1919, Pawtucket and Central Falls 69,000
A. B. C. City and Suburban 130,000
Chamber of Commerce
Pawtucket 67,000
Central Falls 30,000
Chamber of Commerce, City and Suburban 135,000

Classed City

B.S Industrial

Native White	65%	English Reading	83%
Foreign Born	35%	Industrial Workers	50
Negroes	2%	Home Owners	10,000
Students	None	Summer Residents	None

Banks

Savings (Pawtucket)... 2 Resources $9,796,767
Trust Co. ..... 1 Resources 17,151,629
One other Trust Co., a branch of Providence banking house; resources included in those of parent company.

Schools

(Pawtucket)

Public grade schools ..... 22 Pupils 8,003
High schools ..... 1 Pupils 811
2 business schools. 7 Catholic schools.

(Central Falls)

Public grade schools... 9 Pupils 1,525
High school ..... 1 Pupils 175
3 Catholic schools.

Location

On Providence Division and Worcester Division of N. Y., N. H. & H. R. R. Main Lines. Daily passenger and freight service by boat to New York City. Motor truck express and freight to Providence, Boston, Worcester, New Bedford, Fall River and Taunton. Trolley to North Attleboro, Attleboro, Woonsocket. Seven trolley lines and jitney service to Providence and one to East Providence.

Principal Industries

Fancy cotton goods, brass and steel foundries, machine shop products, hosiery, lace, knit goods, wooden products, silk, printed matter, cigars, advertising novelties, glass, electric lamp bulbs, paper boxes, boilers, carpets, confectionery, cold rolled steel, leather novelties, dolls, chemicals, dye, lapes, braids, shoe laces, tire fabrics.

Theatres

4 motion picture and 1 motion picture and vaudeville in Pawtucket. Total seats 5,000. Largest 1,400. Two motion picture in Central Falls, seats 1,000.

Churches

In Pawtucket—Baptist, 5; Roman Catholic, 8; French Catholic, 1; Congregational, 4; and 11 others.
In Central Falls—Roman Catholic, 4, and 8 other denominations.

Pawtucket and Central Falls, R. I.

Although they have separate city governments, these cities are so closely attached that they have but one railroad depot and closely allied interests. Therefore this survey is made to cover both places.

Suburban and Farm Residents

Within ten-mile radius townships of Cumberland, 11,66; Lincoln, 10,000; Attleboro, 28,000; North Attleboro, 11,000; Wrentham, 5,000; Norton, 2,500; Mansfield, 6,000. A few prosperous produce and dairy farms.

Wholesalers

Beef	3	Groceries	2
Groceries	2	Confectioners	5
Confectioners	5	Tobacco	2
Tobacco	2	Hardware	1
Hardware	1	Dry Goods	2
Dry Goods	2	Produce	3
Produce	3	Supply the Pawtucket and Central Falls trading area. Providence wholesalers also maintain fine service in this locality. Shipping facilities the best.	

Retail Section

Principal shopping section about 1½ miles on East Ave., High St., North Main St., North Union St., Main and Broad Sts. Broad St. in Central Falls has a shopping section about ¾ mile long.

Residential Features

Many one and two family houses. Rapid growth of 3 to 6 family structures. A city of "homes and workers."

Special Information

Average value of yearly factory output more than $85,000,000. Average weekly wage of unskilled labor, $20. Average weekly wage of skilled labor, $25. Plants growing fast and new concerns seeking locations.

Retail Outlets for Nationally Advertised Products

(Pawtucket and Central Falls)

Auto (Passenger)	9	Delicatessen	18	Milliners	43
Auto (Trucks)	3	Dressmakers	195	Opticians	5
Auto (Tires)	36	Druggists	54	Photographers	12
Auto (Parts)	2	Dry Goods	40	Pianos	8
Bakers	35	Dept. Stores	4	Jewelers	15
Cigar Stores	9	Electrical	6	Ladies' Tailors	2
Cloaks and Suits	3	Florists	10	Meat Markets	49
Clothiers	29	Furniture	25	Men's Furnishings	6
Confectioners	11	Furriers	1	Merchant Tailors	56
Garages	18	Groceries	332	Restaurants	39
Groceries	195	Hardware	11	Shoe Dealers	24
Druggists	54	Hats and Caps	4	Sporting Goods	3
Dry Goods	40	Jewelers	15	Stationers	1

Trading Area

To the north extends to Wrentham, west to Manville. Part of the latter trade shared with Woonsocket. Southwest nearly to Enfield and on the south about midway to Providence. In fact, Providence advertisers find it advisable to use large space with Pawtucket papers and thoroughly "cover" field. East boundary lines extend beyond North Rehoboth and Attleboro. Pawtucket paper has extensive circulation throughout this area.

NOTE: Sources from which figures and facts were secured: Clifford B. Denison, General Secretary Chamber of Commerce, latest A. B. C. Reports, Bankers, Board of Education, business men and others.

Newspapers

The Evening Times (Daily except Sunday)
Le Jean Baptiste (French Weekly)

THE EVENING TIMES
PAWTUCKET, R. I.

MEMBER AUDIT BUREAU OF CIRCULATION

PAWTUCKET is the heart of New England's great industrial center.

It is an extremely prosperous community, and the people of Pawtucket and Central Falls are in a position to satisfy any desire created by advertising.

The EVENING TIMES is the only daily paper published in this compact and densely populated section, and covers this territory almost exclusively.

The estimated population of Pawtucket, Central Falls and suburbs is 130,000, or approximately 26,000 homes.

The EVENING TIMES with its 23,023 net paid circulation reaches practically every home in this territory. *It is supreme in its field.*

GILMAN, NICOLL & RUTHMAN

SPECIAL REPRESENTATIVES

WORLD BUILDING
NEW YORK

TRIBUNE BUILDING
CHICAGO

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RHODE ISLAND STATE MARKET SURVEY

(*Continued from Page* 1)

goods and dyeing and finishing, comprise by far the most important group of industries in the state. They gave employment to 64,511 wage earners and reported products for the year 1914 of $138,764,688. Rhode Island stands fifth among the states in the value of products of cotton goods, third in woolen and worsted goods, fourth in dyeing and finishing textiles, sixth in silk goods and fifteenth in hosiery and knit goods.

In estimating the value added by manufacture there is taken into account only the difference between the costs of raw materials and the value of the finished product. As overhead expenses are not considered, it is obvious that these figures do not throw any light on comparative profits earned in the various industries.

Of the 113,425 wage earners employed in the industries of the state in 1914, 64.6 per cent. were males over 16 years of age; 31.8 per cent. were females, and 3.7 per cent. were under sixteen. In the period, 1909-1914, there was a slight decrease reported in the number of women workers and an increase in the number of male workers. At present, of course, the factor of child labor is eliminated.

Women workers are employed chiefly in the textile industries. In most of these lines they outnumber the men. A steadily decreasing number of women workers are employed in the manufacture of electrical machinery and of jewelry.

The maximum number of wage earners employed in 1914 was reached in the month of March, the total being 116,501. The minimum was in December, the total being 108,261. It will thus be seen that industrial employment in Rhode Island is stable, for the low-ebb month reached 92.8 per cent. of maximum.

Wage Earners of 10 Largest Cities

In the ten largest cities of the state during the year 1914 wage earners were employed as follows: Central Falls, 3,007; Cranston, 2,218; Cumberland, 4,666; East Providence, 1,906; Lincoln, 2,602; Newport, 893; Pawtucket, 16,713; Providence, 44,176; Warwick, 6,439 and Woonsocket, 10,952. Estimates as to the number employed in these cities at the present time are found in the surveys of cities printed elsewhere in this issue.

The eight-hour day, so far as the statistics for 1914 indicate, has not become generally recognized in Rhode Island's industries. In that year 72,681 wage earners worked 54 hours a week; 26,013 worked between 54 and 60 hours, while but 5,871 worked 48 hours or less per week.

Of the total number of manufacturing establishments but 32.6 per cent. are under corporate ownership, yet these reported 84.9 per cent. of the total value of products. Only in bakery products do individually owned shops show greater value of products than do the shops under corporate ownership.

There are 1,410 establishments in Rhode Island employing an average of less than 20 wage earners throughout the year. While these represent 64.4 per cent. of the state's manufacturing establishments, they employ but 6.5 per cent. of the state's wage earners. There are 238 establishments employing more than 100 wage earners each, and these carry on their payrolls 88,978 workers, or 78.4 per cent. of the total.

The total number of cotton spindles in Rhode Island in 1914 was 2,574,942, and almost all of these were active during the year. The total number of looms was 66,972, including those used in weaving cotton goods, woolens and worsteds and silks. There were 1,864 knitting machines in use.

RHODE ISLAND'S MANUFACTURING INDUSTRIES

CENSUS OF 1914.

INDUSTRY.	Number of establishments	Average number of wage earners.	Value of products.	Value added by manufacture.
All industries	2,190	113,425	$278,545,873	$147,120,854
Worsted and worsted goods	59	22,745	50,688,758	18,712,810
Cotton goods, including cotton small wares	102	26,462	43,718,627	20,982,929
Jewelry	291	9,776	26,523,251	18,513,206
Foundry and machine-shop products	113	10,726	19,272,187	12,263,451
Dyeing and finishing textiles	47	7,928	16,309,783	7,539,460
Silk goods, including throwsters	12	2,328	7,564,473	2,537,674
Rubber goods, not elsewhere specified	5	1,541	6,548,944	2,526,979
Slaughtering and meat packing	23	265	5,478,613	481,477
Electrical machinery, apparatus, and supplies	12	1,581	5,466,046	1,874,858
Printing and publishing	193	1,515	4,585,443	2,331,845
Hosiery and knit goods	23	2,029	3,199,841	1,767,338
Bread and other bakery products	204	4,112	4,016,386	1,681,189
Leathers, mill	9	914	3,815,223	2,319,247
Gold and silver, reducing and refining, not from the ore	15	73	3,586,457	328,651
Gas, illuminating and heating	8	805	2,482,161	1,578,609
Lumber and timber products	53	779	2,061,780	1,066,587
Soap	13	167	1,539,089	710,168
Paper goods, not elsewhere specified	10	339	1,496,518	549,197
Copper, tin, and sheet-iron products	62	649	1,264,273	826,410
Furnishing goods, men's	10	950	1,277,201	514,324
Iron and steel, bolts, nuts, washers and rivets, not made in steel works or rolling mills	5	565	987,973	538,501
Marble and stone work	45	865	915,160	666,334
Confectionery	30	288	980,078	358,576
Flour-mill and gristmill products	20	74	797,353	167,479
Dyestuffs and extracts	7	93	782,817	249,933
Boxes and cartons, paper	12	469	828,754	337,366
Confectionery (ice cream)	46	325	687,878	347,416
Brass, bronze, and copper products	19	423	678,817	366,733
Carriages, wagons and repairs	47	271	604,901	327,797
All other industries	547	16,978	50,467,899	23,931,393

This vast army of workers needs a great commissariat; requires and is able to buy and pay for every desirable commodity or product used in the modern home. Wage earners who are prospering—as are those of Rhode Island—are liberal spenders. They are finding, in better wages, that new economic freedom which is the portion of the thrifty worker. They want finer things for their homes, and they are constantly raising the standards of their home life.

Providence, the state capital, is one of the most important manufacturing cities in the United States. It has 1,670 streets. New buildings in 1918 cost $4,972,700. Providence stores and shops are noted for enterprise and progressiveness. There is a fine civic spirit, rivaling that found in some of the Pacific Coast cities.

Within a radius of fifty miles from Providence 3,044,122 people live. The U. S. census of 1910 gave to Providence a "Metropolitan District" in which at the present time it is estimated that 548,477 people are to be counted.

The city is the home of the world-known Brown University and of other famous educational institutions.

Providence people point to the map as proof that their city is the natural gateway of New England.

"Produce More" Is the New Slogan

The members of the Providence Chamber of Commerce are working to stimulate greater production by the industries of the state, seeing in this the answer in part to the question of how to stabilize the cost of living. "Produce more" is the slogan in Rhode Island in these days, and that sound economic doctrine is making headway. With maximum production, these manufacturers believe, lower selling profits are possible.

Pawtucket, about five miles north from Providence, is the birthplace of the cotton industry of America. The mill built by Samuel Slater in 1790 stands intact to-day. Vast natural water power is fully utilized by the city's diversified industries. The port enjoys extensive commerce. In 1914 there were employed 16,713 wage earners, and the value of products was placed at $42,028,728.

Woonsocket, the third city of the state, is 16 miles north of Providence. Its industries employ 10,952 wage earners. The annual value of its manufactured products is $28,115,187.

Newport, always thought of as the home of the rich, is one of the society

(*Continued on Page* X)



CENTER OF PROVIDENCE, PHOTOGRAPHED FROM AN AIRPLANE

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Woonsocket, R. I

Population

		City Classed
1910 Census	38,125	
A. B. C. March 31, 1919, City	41,125	
A. B. C. City and Suburban	110,000	B.5
Chamber of Commerce Estimate, City	45,000	Industrial
Chamber of Commerce, City and Suburban	60,000	
Native Whites	65%	
Foreign Born	35%	
Negroes	Less than 1%	
Students	None	

English Reading	80%
Industrial Workers	60%
Home Owners	3,500
Summer Residents	None

Banks

Saving	3	Resources	$16,500,000
Trust Cos.	1	Resources	954,000
National	3	Resources	4,540,000

Schools

Public grade	20	Pupils	3,985
High school	1	Pupils	376

There are six parochial schools with nearly 4,000 pupils, and one business school.

Theatres

2 motion picture exclusively, 1 motion picture and vaudeville, 1 motion picture and road shows. Total seats more than 4,000. Largest 1,200.

Churches

Baptist, 1; French Baptist, 1; Roman Catholic, 4; Polish, 1; Episcopal, 2; Jewish, 1; French Catholic, 1, and seven other churches.

Location

Woonsocket is 20 miles southwest of Boston, Mass., and 14 miles north of Providence, R. I., at a point on the Blackstone River where is situated the famous Woonsocket Falls. There are three electric roads and two steam roads (Providence-Worcester division and Boston-Providence branch of N. Y., N. H. & H. R. R.) Convenient trucking facilities to Providence and Pawtucket. Trolleys to Providence, Worcester and all suburban points.

Principal Industries

Textiles and Appliances: Manufacturing woolen and worsted yarns by French, Belgian and Bradford processes. Narrow textile cotton, cashmere, worsted, plush and corduroy piecegoods. Silks, satins, underwear, bathing suits, handkerchiefs, narrow fabrics, machines, top rolls, shuttles, fibre spools, paper tubes, combs, presses, wet carbonizing, dyeing, bleaching and finishing, rubber shoes, washing wringers, rubber rolls, special order machinery, aeroplane motors, brushes, candy, castings, cigars, sheet metal products, wagons and paper boxes.

Special Information

Largest rubber shoe factory in the world.
Largest factory in the world devoted almost exclusively to special order machinery.
Annual value of manufactured products, $70,000,000.
Annual payroll $27,000,000.
Average weekly wage unskilled labor $20.00.
Average weekly wage skilled labor $35.50.

Suburban and Farm Residents

Within ten-mile radius, townships of Burrillville, 5,000; Gloucester, 1,000; Smithfield, 3,284; Blackstone, 2,000, and Manville, 1,500. All composed of busy industrial villages contributing trade to Woonsocket. Woonsocket consumes most of produce raised on nearby farms and also buys generously from large jobbing centers of Providence.

Wholesalers

Bakers	1
Beef	3
Butter, eggs and cheese	1
Flour, grain and feed	2
Grocers	3

These supply Woonsocket trading area, but the territory demands so much that Providence wholesalers are called upon to serve the retail trade regularly with necessities and luxuries of all kinds.

Retail Section

Principal shopping center is about 1½ miles on Main street, South Main street, and North Main street. Here are located all kinds of retail stores. In the social district is another shopping center about ½ mile long on Social street, Clinton street, and Cumberland street.

Residential Features

Mostly one and two-family houses. No large apartment houses. A few three to six-family houses near one or two of the larger mills. There should be a building boom within a few months due to need for houses because of increase in labor demands at all factories.

Retail Outlets for Nationally Advertised Products

Auto (Passenger)	16	Delicatessen	9	Garages	17	Milliners	13
Auto (Truck)	5	Dressmakers	25	Grocers	151	Opticians	2
Auto (Tires)	5	Druggists	11	Hardware	3	Photographers	7
Auto (Parts)	11	Dry Goods	22	Hats and Caps	2	Pianos	5
Bakers	17	Department Stores	8	Jewelers	4	Plumbers	14
Cigar Stores	4	Electrical	4	Ladies' Tailors	1	Restaurants	23
Cloaks and Suits	5	Florists	6	Meat Markets	10	Shoe Dealers	19
Clothiers	17	Furniture	10	Men's Furnishings	15	Sporting Goods	5
Confectioners	20	Furriers	2	Merchant Tailors	28	Stationers	8

NOTE: Sources from which figures and facts were secured: Chas. E. Smith, secretary Chamber of Commerce, School Superintendent, Bank Statements, Latest A. B. C. Reports, merchants, theatrical managers and others.

Trading Area

To the southeast the boundary line is about midway between Woonsocket and Pawtucket. To the east Plainville, Mass., marks the limit. To the north the line extends beyond Darlington, and on the northwest trade zone includes Millbury and Oxford. To the west the area extends to the state line.

Fine auto roads, good train service and trolley schedule enable people throughout this territory to patronize Woonsocket stores.

Newspapers { The Woonsocket Call and Evening Reporter (P.M.) / La Tribune (French Daily)

An Industrial Section—Served Exclusively by One Evening Newspaper

Ninety-five Per Cent. of the Newspaper Readers in Densely Populated Woonsocket Trading Area Get Their Store News and News of Nationally Advertised Products from The Woonsocket Call.

Woonsocket Served by Four Branches of N. Y., N. H. & H. R. R. and Five Trolley Lines.
Over 125 Mills manufacturing Woolen and Worsted Yarns, Rubber Shoes and Boots, Cotton Yarns, Cotton, Woolen, Worsted, Plush and Corduroy Goods; Clothes Wringers, Tools, Machinery, as well as drop forging, dyeing, bleaching, finishing and carbonizing plants, are located in Woonsocket's Trading Area.

Only Evening Paper printed in English between Pawtucket, R. I., 12 miles south; Worcester, Mass., 28 miles north; Boston, Mass., 38 miles east and Willimantic, Conn., 48 miles west.

Excelled by no other New England paper in the handling of World News. Its local and suburban news service from Woonsocket and surrounding towns is covered systematically and thoroughly.

Daily Average Net Paid Circulation

1st Quarter	1917	8,813
2nd "	"	9,326
3rd "	"	9,545
4th "	"	10,042
1st Quarter	1918	10,441
2nd "	"	10,705
3rd "	"	11,025
4th "	"	11,801
1st Quarter	1919	11,928
2nd "	"	12,078

These figures are from A. B. C. Auditors' Reports

Advertising lists for Mass. and R. I. must include The Call, if they are to cover this thickly populated industrial area in the Heart of Southern New England.

Four-fifths of The Call's large suburban distribution goes into Massachusetts towns and villages.

The other fifth covers northwestern Rhode Island.

The large City circulation covers northeastern Rhode Island.

Total net paid average daily circulation was 12,000 for month of March, 1919. Total net paid city circulation average for the month 8,646; total net paid suburban circulation average for the month 3,306; total net paid country circulation average for the month 048 (largely by mail).
Circulation covers a buying population of over 100,000 people who are particularly responsive to advertising, and who live in an industrially active area.

The Woonsocket Call and Evening Reporter

Printed Evenings, Sundays Excepted, by

THE EVENING CALL PUBLISHING CO., at 75 Main Street, Woonsocket, R. I.

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RHODE ISLAND STATE MARKET SURVEY

(Continued from Page VIII)

capitals of America. Aside from this distinction the city has important industries, including extensive fisheries.

Westerly has granite quarries employing 2,000 men, as well as other important manufacturing interests.

Because of its concentration of population and the uniform earning capacities of its people, Rhode Island affords an excellent "try-out" market for any new product. Its newspapers are modern and fully up to the high standard set to-day for our American press. They reach all of the people, and reach them quickly. No predated issues are necessary to Rhode Island newspapers, for their field is near at hand. Rhode Island publishers cooperate cheerfully and helpfully with advertisers seeking to win a foothold in that market.

Excellent Compensation Law

Rhode Island has an excellent workmen's compensation law, under which wage earners in all the industries are protected. In case of death from accident sustained in the course of duty the dependents of the deceased receive $10 a week (maximum) for a period of 300 weeks. In case of disability, free medical attention and compensation; and, in case of total disability, a maximum of $10 per week for 500 weeks.

To realize the vastness of Rhode Island's army of wage earners in the industries—an army of more than 113,000 in 1914—it may be noted that only thirteen other states could show a greater number, while 34 states fell behind—some of them very far behind—Rhode Island's record.

The figures for the city of Providence alone are impressive when compared with those of many states. In 1914 Providence had 44,176 wage earners employed in her 1,207 manufacturing establishments. There are fourteen states, not one of which can show so great a number employed in the industries. Several other states show figures but slightly higher than those of Providence.

If Rhode Island's wage earners were to form in procession, marching in columns of ten, allowing a space of six feet between columns, the procession would be almost eleven miles long.

As an example of how specialization has built up great manufacturing plants in Rhode Island, the making of shoe laces may be cited. One concern in Providence has a weekly output of 26 tons of these small but necessary adjuncts to dress. This establishment is said to be the largest of its kind in the world.

Providence's Pride

Providence people are proud of their splendid system of public parks, of the beauty and variety of shade trees which line her streets, of her many historic buildings, many of them dating back to colonial days. The John Brown house was pronounced by John Quincy Adams, in 1789, the finest private residence on the continent.

Providence people are also proud of the city's leadership in the manufacture of jewelry, the city's excellent port facilities, modern schools, ample transportation systems and splendid public buildings. The new state house cost more than three million dollars.

The following steamship lines at present use the port of Providence regularly: Fibre Line, Colonial Navigation Company, Hartford and New York Transportation Company, New England Navigation Company, Hartford and New York Transportation Company, New England Navigation Company, Merchants' and Miners' Transportation Company, Dyer Transportation Company, Block Island, Newport and Providence Steamship Company, and Providence, Fall River and Newport Steamship Company. The channel, 27 miles long to the ocean, is 600 feet wide and 30 feet deep at low tide.



WORKS OF THE TAFT-PEIRCE MANUFACTURING COMPANY, WOONSOCKET

Few Children Employed

According to the latest available statistics the number of male wage earners employed in the industries of Rhode Island is 75,129, and the number of females 38,296. During the period, 1909-14, the number of male wage earners increased 1,606 and the number of females decreased by 228.

The proportion of wage earners under sixteen employed in Rhode Island industries has never been large, and of course this factor in employment has been practically eliminated through the child labor law provisions.

Pawtucket, second city of the state, made the greatest gain from 1909 to 1914 in the value of products of her industries. This gain amounted to $4,332,542 and was due in part to the increased products of its silk mills. The greatest relative gain, however, was scored by Newport, amounting to 66.7 per cent., and was in part the result of increased activity in shipbuilding and the manufacture of confectionery.

The naval torpedo station at Newport, operated by the Federal Government, employed in 1914 an average of 588 wage earners.

The textile industries are dominant in Pawtucket, Woonsocket and Warwick. In Pawtucket textiles accounted for 52.3 per cent. of the total values of manufactured products in 1914; in Woonsocket they represented 74.7 per cent and in Warwick 76.7 per cent. Woolen mills lead in importance in Woonsocket and cotton mills in Pawtucket and Warwick.

In Providence 83.5 per cent. of the total value of products were reported by establishments under corporate ownership. In Cumberland 98.7 per cent. of the manufactured products are reported by concerns owned by corporations. Lincoln reports but 53.6 per cent.



VIEW OF PAWTUCKET, AS CAUGHT BY THE CAMERA OF AN AIRMAN

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Newport, R. I.

Population

1910 Census	27,149
1915 State Census	30,472
Present Estimate	35,000
Present Estimate City and Suburban	50,000
Native Whites	72%
Foreign Born	28%
Negroes	8%
Students	None

City Classed as

Summer Resort of Wealthiest Society People.
Government Naval and Military Base

English Reading	90%
Industrial Workers	3%
Home Owners	5,000
Summer Residents	5,000

Banks

Savings	2
Trust Company	1
National	2
Resources	$15,000,000
Resources	2,000,000
Resources	4,000,000

Schools

Public Grade Schools	12
High Schools	1
Industrial	1
Pupils	3,534
Pupils	640
Pupils	1,400

There are three Catholic schools and one business college.

Theatres

1 community theatre for entertainments of all kinds in the interest of soldiers and sailors, 1 motion pictures exclusively, 1 motion pictures and vaudeville, 1 motion pictures, vaudeville and road shows, total seating capacity, 4,000; largest house, 1,500.

Churches

3 Baptist, 2 Roman Catholic, 4 Methodist, 4 Episcopal, 2 Congregational, 1 Christian Science, 2 Jewish, 1 Unitarian, 1 Presbyterian, 1 Negro, 1 Evangelical Lutheran, 1 Friends.

Location

Terminal of the Fall River-Newport division of the N. Y., N. H. & H. R. R. Two trolley lines, Bay State and Newport-Providence. Steamboat all year around to Block Island. Freight and passenger service on the Providence-Newport-Fall River line to New York daily. New England Steamship lines to New York daily. Boat connections with Wickford and Iron Steamboat Co. by rail to the Shore Line Division of the N. Y., N. H. & H. R. R.

Principal Industries

Newport is not a big industrial city. The lame and the wealth of the city lies in the fact that it is America's greatest summer resort for the richest society people of the entire nation.

The Government contributes literally to the prosperity of Newport through the military and naval activities of this big base.

There is, however, a large number of the local inhabitants who are employed in the chewing gum factory and the New England Steamship Co.'s repair shops. There are the usual small factories devoted to furniture making, tailoring, foods, etc.

A Government torpedo factory employs many well-paid mechanics.

Special Information

In spite of the fact that Newport is not a big industrial center, there is without doubt a greater amount of wealth in this city, especially in the summer season, than any city its size in the United States.

Stores are advanced ideas and stock because numbered among their customers are many of the wealthiest society people of the world and their demands are often very exacting.

Newport should be an excellent field for "try-out" campaigns of advertising.

Suburban and Farm Residents

Within a radius of fifteen miles are Jamestown, 1,200; Middletown, 2,000; Portsmouth, 3,000; Block Island, 1,300; Tiverton, 4,000; Little Compton, 1,500, and several smaller villages.

Wholesalers

Confectioners	1
Fish	1
Flour and grain	2
Fruit	2
Grocers	6
Produce	3

The large number of houses is due to the fact that Newport has a trading territory of its own and demands such service. The wholesalers of Providence and Fall River also serve the Newport retail trade and the national advertiser may feel assured of the best distribution of his goods, either luxuries for the wealthy class or necessities for local home owners.

Retail Section

The principal shopping center is about two miles long on Broadway and Thames Street.

On Bellevue Avenue there is a small exclusive shopping center composed of branch shops of many New York and Boston houses which open these places in the summer to cater to their society trade. A few of these shops are open all year.

Residential Features

A large number of one family houses. A few two family houses. No tenement district.

The Government erected a number of buildings of permanent type in their $225,000 housing system.

The homes of the wealthy society residents vary in value from a few thousand dollars up to the million dollar mansions. There are nearly 300 beautiful villas of the rich

Retail Outlets for Nationally Advertised Products

Auto (Passenger)	12	Delicatessen	6	Garages	15
Auto (Truck)	4	Dressmakers	10	Opticians	3
Automobile (Tire)	14	Druggists	15	Hardware	16
Automobile (Parts)	28	Dry Goods	21	Hats and Caps	7
Bakers	12	Department Stores	5	Jewelers	20
Cigar Stores	19	Electrical Supplies	6	Ladies' Tailors	8
Cloaks and Suits	12	Florists	16	Meat Markets	23
Clothiers	23	Furniture	16	Men's Furnishings	5
Confectioners	27	Furriers	2	Merchant Tailors	14
Millinery	16				
Opticians	3				
Photographers	10				
Pianos	4				
Plumbers	23				
Restaurants	40				
Shoe Dealers	14				
Sporting Goods	6				
Stationers	14				

Trading Area

The Newport trading area as outlined in square miles does not do justice to the amount of retail business enjoyed by the local merchants. Thousands of dollars' worth of business is received from visitors who may reside many miles beyond the boundaries of the Newport area.

On the north the territory extends nearly to Fall River. To the east the lines extend to the limits of the State. On the south Block Island is a source of much trade and the fishermen all along the Rhode Island coast spend no small sum of money with the Newport merchants. To the west the boundaries of the trading zone extend beyond Kingston.

NOTE: Sources from which these facts and figures were secured: W. P. Clarke, Secretary, Newport Board of Trade, Frank N. Fullerton, City Clerk, Bank Statements, Board of Education, Tax Collector's Office and other reliable sources.

Newspapers { Newport News (P. M. Daily) / Newport Herald (A. M. Daily) / Mercury (Weekly) }

"It is possible to buy quality in advertising."

NEWPORT IS THE SUMMER CAPITAL OF THE UNITED STATES—

Newport
Middletown
Portsmouth
Jamestown
Tiverton
Are Our Field

NEWPORT DAILY NEWS

Established 1846
Full Associated Press
Seven Linotypes
Circulation 6260 Net
Special Correspondent in Washington

The Newport Daily News is an evening paper with a prestige that Advertisers appreciate. Newport is not a large city, but an important one.

It is the recognized summer capital of society, noted for the wealth and buying power of its residents. It is also the greatest Naval Base on the North Atlantic Coast, and includes the War College, Training Station, Torpedo Station, and Coaling Station.

The News is a part of this community. It is one of the few daily newspapers in this section whose circulation has increased since the close of the war.

Having been established as a daily since 1846, it is among the oldest papers in the State. National advertisers realize that Newport must be covered. Consult any advertising agent for an account of the value of this paper as an advertising medium. The rates for space in The News are rigidly maintained. The News does not use premiums or any other form of circulation boosters. The circulation does not have to be solicited, yet IT IS IN PROPER RATIO TO THE POPULATION. It is our business to keep it there. It is your business to get the benefit of this field. SOCIETY READS THE NEWS. The soldier, the sailor, mechanic and farmer also read the News.

Published by THE T. T. PITMAN CORPORATION
EDWARD A. SHERMAN, President and Treasurer

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Advertising Agents Are Great Business Builders

This Is the Ninth of a Series of Constructive Articles on Newspaper Building.

BY JASON ROGERS

THE more newspaper men with whom I come in contact, the more I appreciate how general is their ignorance regarding the important functions performed by the advertising agents for the development of larger volume of advertising for all newspapers.

From the newspaper viewpoint the advertising agent is often looked upon as a pernicious middleman who should be eliminated. Such newspaper men foolishly consider that if the middleman could be eliminated they would receive higher rates for their space.

Too many of us look upon advertising as something that grows on trees, something that can be garnered in by merely venturing forth occasionally and shaking the branches and picking up the fruit.

Cost Is Less

We do not take the trouble to study the matter thoroughly enough to discover that, in the absence of the many advertising agents scattered all over the country carefully cultivating prospects, it would cost us two or three times as much money to secure probably the same volume we now receive.

I know how many newspaper men feel toward advertising agents because I have been in the business for about 40 years and talked with many hundred of them on the topic, and must admit that until about eighteen months ago I was in sympathy with the erroneous opinion.

First Collective Action

Only about three years ago when the American Newspaper Publishers Association at its annual meeting adopted a resolution stating that it was the sense of the meeting that the time had come to eliminate commission to agents, I was a member of the committee appointed to draw up the resolution and read it to the convention.

I was largely influenced in reaching the conclusion then in mind by the expressed opinion of such men as John Lee Mahin, that a basis of net rates to all advertisers with agents charging a service fee in accordance with service rendered would simplify the relation.

No sooner had the resolution been adopted than I realized that we had spilled the beans, as it were. Many of the newspaper men who had voted for the resolution considered that by so doing they were establishing their then existing gross rates as net, and that they were therefore increasing their earning 10, 15, 20 or 25 per cent.

Would Work Injury

Immediately after the meeting I was called on by a group of advertising agents and we had a conference which lasted several hours. I was convinced that the elimination of commissions to agents would work a serious injury to the whole industry of advertising. I then commenced a quiet individual study of the situation, but not until July, 1918, at the meeting of the Southern Newspaper Publishers' Association at Asheville, N. C., did I grasp the underlying factors in a way to be of constructive use to newspapers and the agents.

Investigation revealed the fact that long years before the day of the general medium, the advertising agent came into being, as a convenience to the advertiser wishing to insert his copy in more than one newspaper or to use those in other cities. At first he was looked upon as the agent of the newspapers and paid a commission for working up and bringing in business.

Later on as newspapers became more numerous and agents controlled more and more business, the newspapers found themselves placed in the position of soliciting business from their own agents.

Solicited From Own Agents

This double expense was thought by many publishers to inflict too heavy a cost in the stimulation of business, and the newspaper men naturally grew to view the commission to agents, who now represented the advertiser and not the publication, as a fee which should be paid by the advertiser and not the publisher.

At about this stage of development came the general medium, with its thin cover of the whole country. The publishers of the general mediums were quick to grasp the situation. They sought to placate the agent with liberal commissions and to show him how much larger profit he could make by using their mediums than many hundred newspapers.

General Medium See Opening

Like many another illusory scheme, brilliantly conceived, and ably carried on, by the most skilled talent obtainable from the ranks of journalism and the agencies, the new kind of advertising found rapid root and grew to tremendous proportions.

For a time it was comparatively easy to get dealers everywhere to stock up on the strength of a showing of proofs of a heavy campaign in the magazines, and the agents found they could garner in their 15 or 20 per cent on a total appropriation consumed in 15 to 50 accounts, instead of handling, checking and bothering with 300 to 500 newspaper accounts.

In the meanwhile newspaper publishers while on one hand seeking business from the agents were doing everything in their power to eliminate him, all of which helped the general mediums to a large share of appropriations.

Heavy Cost to Dealers

Dealers all over the country at their cost learned that it was one thing to stock up on the strength of a so-called national medium campaign, and quite another matter to get goods moved from their shelves.

Manufacturers gradually learned that general medium advertising was an expensive luxury until they had a general distribution all over the country, and owing to the impossibility of localizing their appeal it was ineffective regarding definite checkable results.

It was not until the general mediums were satiated to the point where they could scarcely care for the business that was offered them, and some few of them became so arbitrary in their treatment of customers as to offend them, that many concerns and agents commenced to use daily papers for dominant and direct results.

Newspapers' New Triumph

Newspaper advertising with its modern efficiencies thus came in for a new demonstration largely through accident, as it were, but it has proved an eye opener to many advertising men brought up during the period of general medium hysteria and exploitation.

Leading men in the agency business such as William H. Rankin, Wilbur D. Nesbit, and others, by reason of close contact with Red Cross and Liberty Loan campaigns in the newspapers and other experience, came out emphatically endorsing newspaper advertising as a discovery.

Our newspapers have not even yet felt the full force of the immense volume of general advertising which is to come to them. It is business which has been worked up and created by advertising agents.

The expense of developing new business by the advertising agencies is much greater than it ever was before, just the same as in any other lines of business. The newspapers which still insist that 10 per cent agents commission is all they can afford to pay are a menace to the industry.

Operation Cost

These men in effect are demanding that the agents do business with them for less than the cost of carrying on the service. Figures furnished by the exchange of experience between leading agents indicate that the cost of doing business varies from 11½ to 12 per cent, and that even the payment of 15 per cent commission and 2 per cent cash discount would not make millionaires of them.

The few newspapers still refusing to meet a real condition would only have to slightly adjust advertising rates to enable them to meet the necessities of and to help the agents in developing new business for them. It should be obvious to them that this is essential. Otherwise they stand as a stonewall in the path, and virtually encourage the agents to continue to do business with the general mediums in order to live.

No newspaper or group of newspapers can ever render an advertiser or prospective advertiser as effective a

(Continued on Page XIV)



A BUSY CORNER IN WOONSOCKET

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Westerly, R. I

Population

1910 Census 8,696
A. B. C., Mar. 31, 1918, City 10,175
A. B. C., City and Suburban 42,996
Board of Trade Estimate, City 15,000
Board of Trade Estimate, City and Suburban 49,000

Native Whites 74%
Foreign Born 25½
Negroes 1½
Students ..... None

City Classed

B.S

Industrial

English Reading 85%
Industrial Workers.. 35%
Home Owners 1,500
Summer Residents .. 3,000

Banks

Trust Cos. ..... 2 Resources $11,000,000

Schools

Public grade ..... 8 Pupils 1,426
High school ..... 1 Pupils 247
1 Catholic school, 2 private schools, and the high school also conducts a vocational branch.

Theatres

2 moving pictures exclusively, 1 motion picture and road shows. Total seating capacity 2,250.

Churches

4 Baptist, 2 Seventh Day Baptist, 1 Episcopal, 1 Congregational, 1 Methodist, 2 Roman Catholic, 1 Seventh Day Adventist.

Location

On the Pawcatuck River, which is part of the state boundary line. Pawcatuck, which is on the Connecticut side of the river, is practically part of the city. In fact mail service is rendered Pawcatuck through the Westerly Post Office. On "Shore Line" division of N. Y., N. H. & H. R. R. Independent tide water freight service and lighter system for coal and lumber. Trolley to Norwich, Conn.; New London, Conn.; Ashaway, R. I.; Watch Hill, R. I., and shore resorts.

Principal Industries

Granite—world renowned, noted for its fineness of texture, beautiful color and hardness. Supply almost inexhaustible. Printing Press—an industry representing great capital. Webbing and elastic fabrics, automobile tire cloth, cotton cloth, felt, woolen, thread, macaroni, brass fittings.

Westerly's florists specialize in Dahlia and Rose Growing.

Special Information

Average yearly volume of business $15,000,000.
Great demand for skilled labor.
Average weekly pay roll $50,000.
Average wage for unskilled labor $22.50 per week.
Average wage for skilled labor $30.50 per week.
An exceedingly large increase in wealth during the summer months due to the size and nearness of rapidly growing shore resorts.

Suburban and Farm Residents

Within ten-mile radius: Ashaway, 2,500; White Rock, 500; Noank, 1,000; Bradford, 1,000; Mystic, 5,000; Clark Falls, 200; Potter Hill, 500; Old Mystic, 4,000; Hope Valley, 4,000, and other thriving towns. Numerous beaches and fine produce and dairy farms.

Wholesalers

Beef 1
Flour, Grain and Feed 2
Groceries 1

These serve the Westerly Area and shore resorts.

Wholesale houses from New London, Conn., and Providence, R. I., also do business in this territory and there is assured rapid and thorough distribution of all necessities and luxuries for which a demand is created.

Retail Section

About 1½ miles on Broad, High, Main and Canal streets, in Rhode Island, and Mechanic and West Broad streets on the Connecticut side of the state line. All lines are represented by thriving and well kept establishments varying in size.

Residential Features

Mostly one and two family houses. Several tenement buildings in Italian quarter. Many beautiful estates and summer homes within five-mile radius.

Retail Outlets for Nationally Advertised Products

Auto (Passenger)	16	Delicatessen	2	Garages	9
Auto (Trucks)	3	Dressmakers	32	Grocers	38
Auto (Tires)	15	Druggists	6	Hardware	4
Auto (Parts)	6	Dry Goods	5	Hats and Caps	6
Bakers	8	Dept. Stores	2	Jewelry	6
Cigar Stores	22	Electrical	2	Ladies' Tailors	2
Cloaks and Suits	9	Florists	6	Meat Markets	10
Clothiers	4	Furniture	6	Men's Furnishings	6
Confectioners	6	Furriers	3	Merchant Tailors	8
Millinery	6				
Opticians	2				
Photographers	4				
Pianos	2				
Plumbers	4				
Restaurants	7				
Shoe Dealers	9				
Sporting Goods	3				
Stationers	3				

Trading Area

To the north it extends to Nooseneck Hill.
To the east, Saunderstown and Narragansett Pier, from which points there are excellent auto roads. Kingston and points south and southeast along the shore contribute big business.
On the west, boundary lines extend to Noank. The latter town and Mystic divide their out-of-town business between Westerly and New London.
Each town in the territory has one or two busy factories employing well paid men and women. Fishermen along the shores of Fishers Island Sound and Block Island Sound swell the yearly business of Westerly merchants.

NOTE: Sources from which figures and facts were secured: Westerly Board of Trade, Chas. Perry, President Washington Trust Co.; A. B. C. Reports, Board of Education and others.

Newspapers

The Sun, every evening except Saturday. Regular Sunday evening edition home delivered same as any week day.
Watch Hill Topics (Summer only).
Westerly Times (Weekly)

THE WESTERLY SUN MUST BE USED

If the advertiser desires to cover Southern Rhode Island and Southeastern Connecticut

WESTERLY IS A ONE DAILY FIELD

One person in every four of City and one in every seven of city and Suburban population read The Westerly Sun.

Papers delivered directly into home. No street sales.

WESTERLY HAS THE LARGEST PERCENTAGE OF NATIVE BORN IN THE STATE

Her people are thrifty. In recent war drives, she led larger cities of state in per capita purchases of bonds and in donations. Leads state in purchase of War Saving Stamps, and Rhode Island leads all other states.

WESTERLY IS TRADING CENTER FOR SCORES OF PROSPEROUS NEW ENGLAND TOWNS AND VILLAGES WITH DIVERSIFIED INDUSTRIES

Trolleys, state roads and railroads radiate out into rich industrial, agricultural and summer resort field, which demands that merchants stock their shops with best of goods and luxuries not found in most towns the size of Westerly.

THE UTTER COMPANY, Publishers.

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MANUFACTURERS THINK IN TERMS OF MAJOR AND MINOR MARKETS

Newspaper Advertising Offers Only Method by Which Dealer-Influence May Be Utilized Fully in Localized Selling Campaigns.

BY. H. R. DRUMMOND

THE theory of intensive cultivation of a comparatively small market, rather than attempting to cover the entire country, especially with merchandise that is new, is fundamentally sound and logical.

There are so many things that enter into a successful advertising and selling campaign that, unless they are co-ordinated and followed through in their logical sequence, something is more than liable to go wrong, and the whole thing topple.

One Territory at a Time the Best Policy

Assuming that the main object in entering any campaign is to make money, and that the matter of expense is one to be considered—not, perhaps, because of a lack of money, but for sound business reasons—it is correct to have the thought of thorough introduction and sale in a certain territory, rather than the tremendous expense of attempting to cover the country at one time.

Every advertiser is vastly more interested in his proposition than is the general public; and, while his advertising may attract attention, while it may arouse interest, while it may create desire to possess, it may stop there unless it points out *an easy way for the reader to get the merchandise.*

National advertisers must take into consideration the influence of the local dealer and, in order to be successful, must enlist this co-operation to the greatest possible extent.

Local Merchants Factors

Local merchants have loyal followers—or they would not be merchants —and those loyal followers take the advice of these merchants to a greater extent than they take the advice of manufacturers whom they do not know.

The "home folks" element of psychology enters strongly into every transaction. Particularly is this true in the smaller cities, for the people, for the most part, are loyal to their home cities. They live there, work there, pay taxes and vote there, and if they are good citizens, like to think that their home town is a good town, a "comer" and, for that reason, if for no other, they prefer to spend their money where they make it.

The local merchants are "home folks." They, too, pay taxes, they furnish employment for more "home folks," they simply *belong*.

These "home folks" read home newspapers. They are interested in openings in their own baliwick. They pay closer attention to their own city than they do to the doings in other places.

"Merchandising" New York

Take the state of New York, for instance. The total population of the state is 10,273,375 people—10 per cent of the United States.

New York city is the largest city, containing 5,602,841 people, over 50 per cent of the population of the state.

Let us assume, for instance, that we wish to merchandise a new line of canned goods, which sell better in cities than in rural communities. First, we will merchandise New York city.

In New York city there are 66 wholesale grocery dealers. They, obviously are the first people to line up. They, in turn, have 8,852 retail grocers and delicatessen dealers to cater to.

These wholesalers can make or break any proposition. They have the situation well in hand. They can, if so disposed, kill anything they wish, for they can discriminate against retailers who handle brands they themselves do not supply.

We will assume, however, that we win these wholesalers, or jobbers. They are the ones we want first.

Then we talk our proposition to the retailers, taking orders which we clear through the jobbers.

These retailers are subject to constant watching and jollying. We must keep our brands in front, as much as possible, for they are going to move through introduction.

Of course our package is attractive. We have seen to that. Our goods have merit, some particular merit not found in others, and we must see to it that the buying public knows about that.

Ready to Advertise

So now, and not until now, are we ready to advertise. The jobbers have the goods, the goods are on the shelves of the retailers. Now it is up to us to move those goods.

So we go to the consumers through the daily newspapers that these same consumers read. We tell them about the goods and, most important of all, we tell them what the goods are going to cost them, and where they can get them. That is the important thing to do. Tell people what the goods will cost and where they may be had.

It will take a crew of men to do this work. It will take men constantly at it to keep the ball rolling, once it is started.

When we have New York city well in hand we will go to the next largest city, which is Buffalo, with 468,558 people.

Buffalo has 15 wholesale grocers and 1,530 retail outlets for our product.

Rochester, with 256,417 people, 6 wholesalers and 814 retail dealers, is our third city, and Syracuse, with 155,-624 people, 9 wholesalers and 608 retailers, follows.

Albany, with 104,199 people, 14 wholesalers and 440 retailers is the fifth city, immediately, with 100,000 people; Utica, with 85,692 people; Troy, with 77,916 people; Yonkers, with 100,-000 people and Binghamton with 53,973 people follow and thus we have the ten largest cities in the state.

Now, in order to make this introduction successful it should be thorough. In order to make it thorough it should be given intensive cultivation, and that means careful local cultivation, which means not only cultivation, but co-operation.

Obviously the best, cheapest and quickest way to do this is to co-operate in every possible way with the "home folks" which means the local jobber, the local dealer and the local daily newspaper.

Retailers Value Advertising

It is a fact that retailers, no matter who they are, or where located, like to see their names in the newspapers. This is not a matter of personal pride, but they realize that every mention they get means a boost for business, and they are more kindly disposed to manufacturers who mention them in the advertising.

And it is a fact that the majority of people who read advertising in their home paper, advertising telling them of the goods, and at the same time telling them that some store they know, some merchant with whom they deal, and in whom they have confidence, handles these goods, will buy quicker than they will if the news is brought to them through some outside source.

The state of New York has 198 wholesale grocery concerns and 29,758 retail grocery and delicatessen stores, and this is the biggest, most profitable territory in the world to work.

When New York is thoroughly covered it is but a step into Pennsylvania, with its 8,522,017 people, its 228 grocery wholesalers, its 24,420 retail grocers and delicatessen dealers.

The Sound, Logical Way

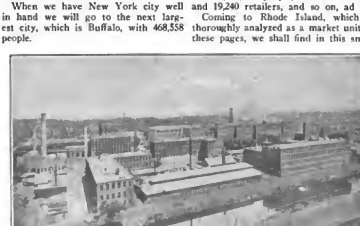
Ohio adjoins Pennsylvania, and has 5,150,356 people, 123 wholesale grocers and 25,918 retail grocers and delicatessen dealers.

Indiana lies next to Ohio, and has 3,000,000 people, 91 wholesalers and 7,168 retailers. Then comes Illinois with 6,152,257 people, 134 wholesalers and 19,240 retailers, and so on, ad lib.

Coming to Rhode Island, which is thoroughly analyzed as a market unit in these pages, we shall find in this small but populous state simpler merchandising conditions than prevail in larger territories. The problem of distribution is easier. Transportation facilities are one hundred per cent. ample and adequate In the market surveys of Rhode Island cities will be found detailed information about wholesale and retail dealers.

It is logical, it is fundamentally sound, that intensive, localized cultivation of each market, as a unit, is going to pay better than any other method of getting merchandise where it will be moved.

Such sales work is less spectacular than the nation wide work, that hits here and there. It is hard work. It is linking the component parts together, but it is the sound, logical way to sell goods.



PLANT OF BROWN & SHARPE AT PROVIDENCE, R. I.

ADVERTISING AGENTS AS BUSINESS BUILDERS

(*Continued from* Page XII)

service as a well-organized advertising agency with a wide lot of successful experience behind those it is.

Advertiser Pays

No matter how many ways newspaper men like to figure it, they do not pay the commission to the agent. The advertiser pays both the net rate and the commission, which are included in the gross rate which he pays.

From the broadest possible newspaper standpoint, the support of reputable service agents operating on an entirely contingent basis—which is what they do—is the most logical and profitable activity they can encourage

QUESTIONS AND ANSWERS

BY JASON ROGERS

Q—In judging whether a newspaper is carrying a fair, good or very good amount of advertising, what percentage would you figure at times like this when print paper is as high as it is?

A.—A newspaper in a town of your size (11,000 population) would do well to establish a standard of 30 to 35 columns of reading matter, including everything printed except paid advertising.

In my judgment the whole theory of percentage of reading and advertising matter is a radical mistake which leads editors to burn up dollars needlessly.

If every time we receive a full-page ad our editors are permitted to crowd in another page of reading matter in a paper operating on a fifty-fifty basis, white paper is being wasted and an unfair charge put upon advertising.

"A good amount of advertising" for a newspaper like yours is, in my opinion, as much or more than your competitor carries at sound rates. Mere tonnage does not tell the story.

I am coming to the theory that whenever the advertising carried by a newspaper forces it beyond 24 pages the rates should be raised to automatically hold down volume.

A Jewelry Center

The manufacture of jewelry, in which industry Providence, R. I., leads all cities of the country, is closely allied with the silversmithing and silverware industry and with the reduction and refining of gold and silver from sweepings, clippings and scraps. The census bureau does not give combined figures for these allied industries, as it is the practice of the bureau not to make public statistics which would disclose the operations of individual establishments.

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Arctic, R. I

The trading center of Kent County, which includes the prosperous mill district of the Pawtuxet Valley.

Population

1910 Census—Arctic—
The present estimate, Arctic 4,000
Kent County, which includes the Pawtuxet Valley and the prosperous farm districts near the western border line of the State, is composed of the townships of Warwick, West Warwick, Coventry, West Greenwich, and East Greenwich. The total population of which is estimated at more than 40,000

Native Whites 75%
Foreign Born 24%
Negroes 1%
Students ..... None

City Classed as Industrial

English Reading 85%
Industrial Workers 52
Home Owners 5,000
Summer Residents ..... None

Banks

Savings	1	Resources	$1,772,180
Trust Company	1	Resources	752,191
National	1	Resources	897,016

Schools

(In Town of West Warwick)

Public Grade Schools	7	Pupils	1,741
High Schools	1	Pupils	350

There are four Catholic schools, three of which teach French part of the time, pupils 3,000. There are also two private schools.

Theatres

4 moving picture theatres, total seating capacity, 4,000. Largest, 1,350 seats.

Churches

6 Roman Catholic, 6 Baptist, 5 Methodist, 3 Episcopal, 2 Congregational, 1 Swedish Lutheran, 1 Advent Baptist.

Location

Arctic is located on the Willimantic branch of the N. Y., N. H. & H. R., also the Pawtuxet Valley branch of the same road. Rhode Island Co. trolley lines (Providence-Washington branch, Compton-Hope branch, and Phoenix-Rocky Point branch). Motor truck express to Providence, trolley express on all lines.

Principal Industries

Cotton, woolen, velvet, silk, lace, dyeing and textile printing, fabric bleaching, iron foundries, braids and narrow fabrics.

Special Information

Arctic is the center of a dozen prosperous mill towns, so closely connected that it is hard to define the boundary lines of any of them. It is the shopping center of these towns and also the trading center for many prosperous farmers from the western section of Coventry and South Sictnate.

It is one of the State's four big centers of the textile industry.

There are seventeen big cotton mills in this territory, all working at full capacity.

There are unsurpassed facilities for all kinds of manufacturing and many factory sites for which options are held by large concerns contemplating locating in this field.

The weekly wage for unskilled labor is $22.50; the weekly wage for skilled labor is $30.50.

Suburban and Farm Residents

Within distances varying from one to ten miles from the center of Arctic are the prosperous villages of Anthony, 1,500; Washington, 1,000; Quidnick, 1,200; Coventry Center, 1,200, and six other villages of about 500 each. This extreme western section devoted to farms which ship much of their produce to Providence.

Wholesalers

There are practically no wholesalers of any size in this territory, but the retailers of Arctic and the surrounding villages are rendered exceptionally fine jobbing service by the big wholesale houses of Providence, R. I.

These houses maintain fine motor delivery throughout the territory and enjoy exceptionally fine trolley express accommodations. In a few instances branch offices are maintained in these smaller towns but no cold storage plants or wholesale storage is considered necessary.

Retail Section

The shopping center of Arctic is about one-half mile long on Quidnick, Main and Allen Streets. Here is found a variety of establishments in the retail line, theatres, hotels, etc.

Residential Features

One and two family houses predominate in the central part of all the Pawtuxet Valley villages.

There are no large tenement districts but around several of the large factories are well arranged mill settlements. These homes are prosperous-looking, well kept and arranged on the most up-to-date sanitary principles.

Retail Outlets for Nationally Advertised Products

(The majority of these stores are in the town of Arctic, sthar scattered throughout neighboring towns.)

Auto (Passenger)	12	Delicatessen	6	Garages	6
Auto (Truck)	7	Dressmakers	6	Grocers	16
Auto (Tires)	6	Druggists	4	Hardware	2
Auto (Parts)	1	Dry Goods	2	Hats and Caps	2
Bakers	2	Department Stores	1	Jewelers	2
Cigar Stores	5	Electrical	1	Ladies' Tailors	2
Cloaks and Suits	5	Florists	1	Meat Markets	12
Clothiers	7	Furniture	1	Men's Furnishings	3
Confectioners	6	Furriers	4	Merchant Tailors	2
Milliners	8				
Opticians	3				
Photographers	3				
Pianos	3				
Plumbers	5				
Restaurants	7				
Shoe Dealers	11				
Sporting Goods	1				
Stationers	7				

Trading Area

Although Arctic and the nearby towns and villages contribute a large amount of business to the retail stores of Providence, still the town of Arctic has a well defined trading area of its own. In the course of a year thousands of dollars come to the Arctic retail establishments and the variety of stores makes it possible for the inhabitants to satisfy all their desires for necessities and luxuries without going to the larger city. On the north the territory extends to Oaklawn, on the east to Apponaug, on the southwest the territory extends to Nooseneck Hill, on the west to the State line, on the northwest to South Sictnate, Kent and Clayville.

NOTE: Sources from which figures and facts were secured: Joseph E. Noel, President, Pawtuxet Valley Board of Trade, Bank Statements, Board of Education, and other reliable sources.

Newspapers | Pawtuxet Valley Daily Times (Evening except Sundays)

What is the Pawtuxet Valley?

The Pawtuxet Valley is composed of 23 busy villages clustered along both north and south branches of the Pawtuxet River.

Their population according to the latest estimate of the Pawtuxet Valley Board of Trade is 40,000 people.

Arctic is the largest of the number and is the trading center for all western and central Rhode Island.

In order to cover the field national advertisers must use the Pawtuxet Valley Times.

It is the only daily published between Providence and Willimantic, Conn.

It is the official paper for Kent County, which includes the townships of Warwick, West Warwick, Coventry, East Greenwich and West Greenwich. Also for the Kent County Superior Court and the Fourth Judicial District Court.

The Times is an independent paper read by all classes. It has no class favorites.

To cover the second industrial district (in size) of Rhode Island use

The Pawtuxet Valley Daily Times

IRVING P. HUDSON, Publisher

ARCTIC, R. I.

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"The heavy night hung dark,
The hills and waters o'er,
When a band of exiles moored their bark,
On the wild New England shore."

SELECT LIST of NEW ENGLAND NEWSPAPERS

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,605,522			
†Boston Advertiser and American .....(S)	365,660	.40	.40
Boston American .....(E)	301,270	.42	.42
Boston Globe .....(ME)	282,172	.35	.35
Boston Globe .....(S)	327,924	.45	.45
Boston Post .....(M)	407,787	.45	.45
Boston Post .....(S)	342,524	.35	.35
Boston Record .....(E)	40,392	.15	.15
Boston Transcript .....(E)	32,537	.20	.20
Fall River Herald....(E)	9,439	.025	.025
Fitchburg Daily News (E)	5,525	.01785	.01785
Fitchburg Sentinel...(E)	7,073	.02857	.025
Haverhill Gazette ...(E)	13,791	.035	.025
†Lynn Item .....(E)	15,121	.05	.0333
‡Lynn Telegram-News .....(E&S)	15,221	.04	.04
Lowell Courier-Citizen .....(M&E)	16,975	.045	.045
New Bedford Standard-Mercury .....(ME)	26,622	.05	.05
Salem News .....(E)	18,407	.035	.04
MAINE—Population, 762,787			
Portland Express ...(E)	23,674	.07	.05
Portland Telegram...(S)	21,942	.06	.045
RHODE ISLAND—Population, 591,215			
Pawtucket Times ....(E)	23,142	.06	.04
Providence Bulletin..(E)	52,274	.12	.12
Providence Journal (M*S)	31,702	.075*10	.075*10
Providence Tribune..(E)	25,877	.08	.07
Westerly Sun .....(E)	4,309	.02	.015
†Woonsocket Call-Reporter .....(E)	11,688	.04	.03
VERMONT—Population, 361,205			
Barre Times .....(E)	6,678	.0225*	.0175
Burlington Daily News (E)	7,890	.02	.02
Burlington Free Press (M)	10,821	.025	.025
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Standard-Telegram ..(M&E)	45,284	.095	.09
Bridgeport Post .....(S)	13,715	.045	.04
Hartford Courant ..(MS)	25,746	.06	.05
Hartford Times .....(E)	35,092	.07	.07
New Haven Journal-Courier .....(M)	15,728	.04	.035*
New Haven Register .....(E&S)	27,405	.065	.055
New London Day ....(E)	10,493	.0357	.03
†New London Telegraph .....(M)	4,830	.0128	.0128
Waterbury American .....(MS)	11,054	.035*	.025

Government Statements, October 1st, 1919.
†Government Statements, April 1st, 1919.
‡A. B. C. Statement, April 1st, 1919.
*Rate on 3,500 lines.

Next year New England celebrates its 300th Anniversary

Where all was wilderness and a few Indians three hundred years ago, in 1920 now are upwards of seven million people.

Two of the states, Rhode Island and Massachusetts are more densely populated than any European countries except Belgium and Holland.

Even within the last fifteen years its population has doubled, while the wage-earners have increased over 350 per cent.

That its present vision extends to ruralizing its cities augurs well for the future. Massachusetts is now 92 per cent urban, and farm lands near Boston bring $500 to $1,000 per acre, and for under-glass cultivation $5,000.

At present New England buys three-quarters of its food supply from other states. It is the biggest per capita market for high-grade food specialties, clothes and investment securities.

Its daily newspapers offer opportunities for intense advertising that have made a host of national trade-marks famous in New England.

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D2

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c Per Copy — NEW YORK, THURSDAY, NOVEMBER 6, 1919 — Vol. 52, No. 23

University of Illinois Library NOV 14 1919 Periodicals

Concentration vs. Diffusion
In Chicago Advertising

The sun's rays diffuse over the earth, lighting it uniformly. Concentrate those rays and you start a fire.

Advertise in a paper that circulates over a large territory and you get scattered, lukewarm results.

Use a paper that concentrates an enormous circulation in a small territory and you strike sparks!

The Chicago Daily News serves a population of 2,544,229 people—and serves it so well that 77.7 per cent. of those who speak English read it.

It is the kind of a paper you can use to strike sparks. 94 per cent. of its circulation is concentrated in Chicago and its suburbs.

The 7-out-of-10 Chicago families who read THE DAILY NEWS form probably the biggest single buying unit in the country—and they all buy from Chicago dealers.

If you advertise in a paper that diffuses over a large territory you waste effort on those who habitually buy *where you may have no dealer.*

The average daily net paid circulation of The Chicago Daily News during the period October 1, 1918-March 31, 1919 (the latest A. B. C. figures available), was 386,474. Of this 364,445 was city and suburban circulation—107,555 more than the week day city and suburban circulation of the second paper, a morning paper.

Using The Daily News it costs you less to concentrate on and win this great market than it does to fuss with enough smaller markets to make up the same bulk.

To *strike sparks* in the great Chicago market, concentrate on the paper that concentrates on that market.

THE DAILY NEWS
First in Chicago

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Canada a Vast Treasure House of Natural Wealth

The quality of Canada's manhood was put under the world's spotlight at Vimy Ridge. At a critical hour of the great war the courage, grit, tenacity and fidelity of the strong men of the Dominion thrilled the allied peoples with a new faith and a new confidence in victory.

Vimy Ridge afforded a measure of that spirit which has made Canada one of the virile and forward-moving nations. That spirit was not born on the firing lines. It simply demonstrated itself anew under the fiery test. It has always lived in Canadians, for they have been pioneers, doers, creators, developers, dreaming dreams of commercial and industrial expansion which have come true.

Her world-task done, Canada has turned to her gigantic domestic problems with the same conquering spirit which flamed forth on the European battlefields. Her heritage of natural wealth is almost unmatched. Her treasuries of raw materials are inexhaustible. Her vision of development is sane and sound. Her people are busy with the tasks of peace. They are highly prosperous—as all busy people are apt to be.

Canadians buy the goods they want—whether they are made in England or in the United States. This great market is at the doors of manufacturers in the United States.

Canadians not only use the English language, but the same "trade language" which prevails with us. Advertising does not have to be toned down, or cut or otherwise denatured in order to "get over" its selling appeal in Canada. If it is good advertising in the United States it is equally good advertising in Canada.

In Canada, as in the states, the daily newspapers are the dominant mediums for advertising. There, as in the states, the newspapers have demonstrated their prestige and influence with the people by making successful the great issues of war bonds. There, as in the states, display advertising has come into its own—as the most powerful sales force known to man.

The daily newspapers listed on this page open the door to the rich and growing CANADIAN MARKET!

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000		Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)	(E) 12,403	.03	.03	London Free Press	(MN&E) 37,481	.07	.06
Brantford Expositor	(E) 10,100	.025	.025	Peterborough Examiner	(E) 6,100	.02	.015
Brockville Recorder-Times	(E) 4,225	.17857	.107	St. Catherines Standard	(E) 7,736	.0275	.02
Chatham Daily News	(E) 2,512	.015	.00875	St. Thomas Times-Journal	(E) 9,115	.0275	.02
†Galt Reporter	(E) 3,974	.015	.0125	*Toronto Globe	(M) 86,388	.15	.11
Guelph Mercury	(E) 3,921	.015	.01	Toronto Star	(E) 91,176	.15	.13
†Hamilton Spectator	(E) 31,932	.065	.065	Toronto Star	(S) 61,025	.15	.13
Hamilton Times	(E) 11,200	.035	.03	Toronto World	(M) 39,981	.09	.06
Kingston British Whig	(E) 6,328	.025	.02	Toronto World	(S) 98,208	.12	.09

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000		Circulation	Lines 2,500	Lines 10,000
*Montreal Gazette (3c-$8 yr.)	(M) 32,140	.085	.07	*Montreal Star	(E) 111,151	.13	.11
†Montreal La Presse (2c per copy)	(E) 144,040	.13	.11	Quebec Le Soleil	(E) 41,402	.07	.07

Publishers' Statements.
*A. B. C. Reports, April 1st, 1919.
†A. B. C. Reports, October 1st, 1919.

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Here's Proof

Order Record
The Cleveland Plain Dealer

March 14, 1918 . .	1 Roller
July 3, 1918 . . .	8 Rollers
September 18, 1918	12 Rollers
November 13, 1918	12 Rollers
January 2, 1919 . .	5 Rollers
March 4, 1919 . .	14 Rollers
July 15, 1919 . .	12 Rollers

They Must Be Good

CONTINUITY and regularity of orders for "ONE-SET" Rollers prove that they must be good.

The Cleveland Plain Dealer from March 14, 1918, (the date they first installed a "ONE-SET" Roller), have been regularly equipping their presses with them.

The Cleveland Plain Dealer are installing these rollers, because they have convinced themselves that they are by far the most practical and efficient roller for them to use.

Goodrich "ONE-SET" Rollers require no re-adjustments from time to time and are immune from temperature changes. Hot or cold weather—slow or fast speed—they function and distribute perfectly. "ONE-SET" Rollers need no wash-ups and water does not affect them. They're long wearing, save trouble, worry and money

Over one hundred large progressive newspapers throughout the country have already ordered "ONE-SET" because they realize the tremendous saving and increased efficiency to be gained.

Let us cover a core for you, or at least write today for prices, stating core diameter, finished diameter and length of cover face.

THE B. F. GOODRICH RUBBER COMPANY
The City of Goodrich—AKRON, OHIO

GOODRICH
ONE-SET
AUTOMATIC SUCTION ROLLERS

Philadelphia

is the Third Largest Market in the United States for

Investment Securities

Ever since the days when Robert Morris, the Philadelphia banker, financed the Revolution, and Jay Cooke did the same thing for the Union in the Civil War Period, the fine old city of Philadelphia has been noteworthy as a good market for safe and conservative investments.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper nearly every financier, business man and investor reads—

The Bulletin

Net paid average for six months ending October 1st, 1919 **446,311** Copies a day

"The Philadelphia Bulletin is the only Philadelphia newspaper which prints its circulation figures each day."

The Philadelphia Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is the third largest in the United States.

No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

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EDITOR & PUBLISHER

Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52 NEW YORK, THURSDAY, NOVEMBER 6, 1919 No. 23

CONGRESS IS ASKED AGAIN TO HELP SOLVE NEWS PRINT SHORTAGE PROBLEM

Representative Reavis Declares Smaller Publishers' Supply is Being Cut Off in Favor of Metropolitan Dailies---Reed Committee Promises to Hurry Investigation---Sizes Being Restricted

RECOGNIZING news print shortage in the United States as the forerunner of a possible national calamity, another effort to have the Government intervene in the crisis that is menacing American newspapers was made by Representative Reavis of Nebraska on the floor of the House, November 3.

Small daily and weekly newspapers are threatened with destruction because of inability to obtain print paper, the House was told by Mr. Reavis. He charged that newsprint manufacturers are refusing to sell to small publishers in order to fill the wants of the metropolitan dailies.

Paper consumption by the big city dailies and magazines has been greatly increased, Mr. Reavis said, by an "extensive national advertising campaign, conducted to defeat the Government in collecting taxes."

Sees Plot Against Nation

He urged that the Internal Revenue Bureau investigate the returns of concerns conducting the campaign to disclose to what extent their excess profits taxes were reduced by the costs of the advertising.

The action by Mr. Reavis was caused directly by the recent notices sent out by the International and other large paper companies to smaller customers that they will have to look elsewhere for their news print supply in 1920. The publishers affected are demanding that instead of their being cut off entirely, the total news print output should be pro-rated among all newspapers and not given entirely to the metropolitan dailies.

At the same time, it was announced in Washington that hearings by the Senate sub-committee of the committee of manufacturers named to investigate the news print situation will be opened as soon as the treaty of peace has been farther advanced or disposed of. Senator LaFollette of Wisconsin made the announcement November 4.

Reed Committee Will Hurry

The inability of Senator Reed, of Missouri, who sponsored the resolution for the investigation, to devote any of his time to it was given as the reason for delay.

"It is our desire to have the full subcommittee present when the matter is taken up," said Senator LaFollette in discussing the situation. "Undoubtedly exhaustive hearings will be held, but so far we have been unable to proceed. There have been requests from both sides for a chance to present testimony.

"Numerous publishers and consumers of news print have written to the committee for a chance to be heard, and in one instance there has been a request from a manufacturer of news print to be allowed to present his side of the case.

"When circumstances do permit the committee to meet, ample advance notice will be given so that all those who are interested may appear before it."

Senator Reed has been unable to devote any attention since the adoption of his resolution more than a month ago. He was absent from Washington until ten days ago on a speaking tour against the League of Nations, and soon after his return became ill and has not attended the sessions of the Senate.

Senator Reed is understood to have received numerous communications from publishers on the news print situation and he has promised to throw considerable light upon conditions in the industry as soon as he is able to devote a little time to other matters than the treaty, in which he is most deeply interested.

Coal Strike Protection

The importance the Government attaches to the uninterrupted publication of the nation's newspapers is illustrated again by the steps taken to prevent possible curtailment of news print manufacture and printing during the present coal strike.

Newspapers and news print manufacturers have been given the same preferred status in the matter of fuel supply as they enjoyed during the days when Dr. Garfield was rationing coal during the stress of war emergency. The publishers are in no danger of being cut off from coal until there is a shortage of such gravity as to make it necessary to close industries in order that homes and hospitals might be kept warm. The possibility for such a contingency is extremely remote.

News print producers enjoy the priority rating by reason of their inclusion in the preferential districts of the war industries board during the war. They are, therefore, placed ahead of the papers themselves in accordance with the theory that the paper must first be manufactured before the publishers can use it.

"E. & P." Figures Proven

Officials in Washington do not believe it will be necessary to revive this list in such form as to exclude newspapers, as there is a very general sentiment, especially in Congress, that the dissemination of news at this particular time is one of the first duties to the nation. Many members of Congress would very much prefer to see industries curtailed before newspapers were allowed to cease publication in the event of a prolonged strike and an acute fuel shortage.

Facts and figures on the news print that have been printed for several months past by Editor & Publisher in predicting the crisis that has now arrived are proved to have been entirely correct by a review of the 1919 paper production issued November 5 by the Federal Trade Commission. The report says: "The figures indicate that the 1919 news print production will be approximately the same as that of 1917, which represents an increase of about 6 per cent. over 1918."

Advertising Rates Too Low

With a 1919 increase of only 6 per cent. over last year's news print production, the newspapers are averaging fully 25 per cent. more consumption. The result has been the wiping out of many smaller papers' entire 1919 contract paper, driving the publishers into the open market, where prices as high as 8 cents a pound are reported to have been paid for "spot" paper in New York during the past week. Prices of 6 to 7½ cents a pound have been common up to this new high point.

On the close of September there was only four days' output of news print ahead of shipment at all mills in the United States and Canada and the stocks in the hands of the publishers totaled only 21 days' consumption, most of this being held by the publishers in the Metropolitan newspaper centers.

In speaking of the situation to Editor & Publisher this week, a leading news

(Continued on Page 33)

PAPER SITUATION DEMANDS HIGHER RATES

BY CHARLES I. STEWART

General Manager Lexington (Ky.) Herald and Chairman News Print Committee of the S. N. A.

My view is that the only way to meet the news print shortage is to raise advertising rates. This crisis has been brought about by the demand for advertising space. Publishers have met this demand at the sacrifice of their own interests.

When they consider the increase in cost of production and the decreased value of the dollar, advertising space is the cheapest commodity today. It has advanced in price relatively less than anything else and the flood of avertising at low rates has brought about a situation threatening the newspapers with disaster.

I believe there should be an advance in rates sufficient to reduce the volume of advertising. A 40-page New York morning newspaper is not only a waste of paper bordering on the criminal, but it is an imposition on the public.

Most of the 32-page advertisers could tell their whole story quite as effectively in half a page, and often in a quarter of a page, and the rate should be high enough to reduce the size of these ads and the size of the 40-page city newspaper.

This, like news print conservation, is a matter that is beyond the control of the smaller publisher. Naturally the publisher in the small city feels that he ought to be able to get paper for 20 and 24-page week-day issues, if papers with 300,000 to half a million circulation can get the necessary supply for 40-page papers.

If New York would agree not to print more than a 24-page morning paper or more than a 30-page afternoon paper, with other cities agreeing to scale down in proportion, we would very soon have supplies of news print on the market.

If all newspapers will make a sufficient advance in advertising rates to bring about a 30 per cent reduction in the size of their publications, they would make more money and reseue the publishing business from its present danger.

One little newspaper can accomplish nothing, so far as the general situation is concerned. But the Lexington Herald plans to make advertising rates for 1920 sufficiently high to reduce the size of the paper and to meet the increased cost of production. All contracts made hereafter will be subject to rate revision on thirty days' notice.

In this period of great advertising activity, it is quite as important to educate the advertiser in the matter of rates as it is to secure the regular and permanent patronage of the new advertisers.

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NEWSPAPER AD CHIEFS TO CONSIDER VITAL PUBLISHING PROBLEMS

Meeting of National Association in Chicago Comes at Crucial Period—May Affiliate With A. A. C. W. Departmental.

BY HARRY A. AHERN
President National Association Daily Newspaper Advertising Managers

THE newspaper advertising managers throughout the United States will confront some very large problems within the next few years; the great volume of advertising now running in the newspapers and the shortage of print paper at present being only one of those which they will have to face.

At the coming convention of the National Association of Daily Newspaper Advertising Managers, which will be held at the Congress Hotel, Chicago, on November 10 and 11, the advertising managers may propose some plan which can be suggested to the publishers that will help solve these vital questions.

Round-Table Talks Promise Big Results

Some very interesting matters will be discussed during the round table talks, which will be divided into four groups.

The first group will be attended by advertising managers representing newspapers in cities with a population of from 25,000 to 100,000; the second group by advertising managers representing newspapers in cities with a population of from 100,000 to 200,000; the third group by advertising managers representing newspapers in cities with a population of from 200,000 to 300,000; the fourth group by advertising managers representing newspapers in cities with a population of from 300,000 and upward.

The latter group will take in the big metropolitan papers, whose problems will be entirely foreign from those of newspapers printed in smaller cities.

May Affiliate With A. A. C. W.

The plan should work out very advantageously, insofar as solving large and small problems now confronting advertising managers all over the country.

The round table group plan at conventions is not at all a new one; it has been successfully worked by circulation managers at their conventions and there is no doubt that a great deal can be accomplished by the same method carried on by the Newspaper Advertising Managers' Association.

One of the principal discussions at recent meetings of the New York Advertising Managers' Association has been the wisdom of the affiliation of the National Association with the Newspaper Departmental of the Associated Advertising Clubs of the World.

There seems to be a very strong feeling among the local New York advertising managers that the National Association should become as a unit, a part of the Newspaper Departmental of the A. A. C. W.

At the opening session of the advertising managers' convention this subject will be thrashed out thoroughly and it is hoped by the New York association that the plan will be adopted by the national association, so that the aims of the National Association of Advertising Managers and the Newspaper Departmental of the A. A. C. of the World will be mutual.

If the plan is adopted, the Newspaper Advertising Managers' Association will not lose its identity as an individual, but will simply be affiliating with another association, whose purposes are to place newspaper advertising first in the field.

It has been decided to have no outside speakers at the convention.

The dinner, which will be held on the evening of Monday, November 10, will be an informal gathering of members only. In other words, it is our intention to get right down to business and discuss ways and means to better conditions in our newspaper offices, as well as further the great interest now shown in the work of the National Association of Daily Newspaper Advertising Managers.

The officers of the association are: President, H. A. Ahern, New York Journal; first vice-president, Rowe Stewart, Philadelphia Record; second vice-president, J. B. Woodward, Chicago Daily News; secretary-treasurer, E. W. Parsons, Chicago Tribune.

Board of Directors—W. G. Bryan, chairman, New York American; Wm. McKay Barbour, New York Globe; W. C. Rogers, Boston Transcript; E. L. Clifford, Minneapolis Journal; George M. Burbach, St. Louis Post-Dispatch; Otis Morse, Detroit Free Press; Charles Miller, Atlanta Georgian; H. R. Young, Columbus Dispatch; F. R. Hussey, Chicago Evening Post; A. A. Carrington, Omaha Bee; H. A. Robert, Cleveland Plain Dealer; H. E. Grant, Milwaukee Journal; Rowe Stewart, Philadelphia Record; J. B. Woodward, Chicago Daily News; E. W. Parsons, Chicago Tribune; H. A. Ahern, New York Journal.



HARRY A. AHERN
President National Association Newspaper Advertising Managers

Favor Joining A. A. C. W.

The New York Association of Daily Newspaper Advertising Managers at its meeting on November 3 endorsed a proposal that the national association of daily newspaper advertising managers affiliate with the A. A. C. W.

Tarheel Dailies Organizing

ROCKY MOUNT, N. C., Nov. 4. — Daily newspaper publishers of North Carolina will meet on November 8 at Greensboro to organize a state association.

Frederiek Henry Moster, who was special art correspondent for Harper's Weekly in the Civil War, is dangerously ill with pneumonia at his home in New York. He is 78 years old.

ADVERTISING IS CURE FOR STRIKES

Education Through Press Will Enable Workmen to Refute Lies of Unscrupulous Agitators

BALTIMORE, MD., Nov. 1.—Frank D. Webb, advertising manager of the Baltimore news, in an address before the Baltimore Advertising Club, on "Are Red Labor Agitators Beating Advertising Men at Their Own Game?" advocated education of the people by advertising as a preventative of strikes.

In the course of his remarks, which was replete with quotations from labor experts in support of his points, Mr. Webb said:

"Did it ever occur to you that the strike is an advertising medium? Isn't that precisely the same sort of a reaching out for certain individuals or firms through the public which we see every time a manufacturer takes up an advertising campaign with his first object to get dealers to stock his goods?

"The principle of the two propositions is precisely alike—to influence a third party through the public. Can't we accomplish everything a strike can achieve through full-page advertisements in the newspapers, stating both sides of the case fully and completely, answering the whispered lies, admitting facts which are not right, having speakers address meetings, as the agitators do—forming committees to represent both sides in the attempt to try reconciling the point of difference?

"Let's substitute real advertising for the advertising medium of the strike. In 60 to 90 days, if we do our part, and spread this idea broadcast at the same time the whole face of things should change.

"It should be possible to kill the idea that strikes are the only possible way of getting differences adjusted in less time than that, and with the various communities all over the country thinking peace instead of internal war, as at present—with a spirit of get-together instead of fight-it-out, universally abroad in the land, these stand and deliver monstrosities would be impossible because the great mass of labor would have been won away from false radicals, and, instead of following blindly towards ruin for themselves and every one concerned, would be fighting to achieve the wonderful possibilities which are now open before this country as never before in the history of the world—if we can once get together.

"And with advertising we *can* get together.

"Let's advertise so well that the strike agitator will run up against working men who know the truth in advance of his coming. Let's do the work so thoroughly that in time we won't be put in the position of having to *answer* lies but will have told the truth to labor—so well that they will detect the lies when they hear them first recited.

"And crooked agitators when that state of affairs comes to pass, will address falsehoods to enlightened working men in peril of their lives.

"Let a few of them get beaten to a jelly by men angry at being lied to. Let a few of them get the medicine which is now administered by strikers to decent men . . . .

"*More and better advertising* was the slogan on which we were founded. There will be more and better advertising of American goods all over the civilized world if we can once get full steam ahead and every plant in the land on a twenty-four hour a day quantity production basis."

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FRAZIER HUNT, BETTER KNOWN AS "SPIKE," OFTEN JUMPS BUT IS NEVER PUSHED

(Editorial Note—Frazier Hunt, who has just started on a tour of the world for the Chicago Tribune, won an enviable reputation for enterprise and daring as a correspondent during the World War. His two greatest journalistic feats were the bringing of the first copy of the German peace treaty to America and presenting it to the United States Senate and his entry into Soviet Russia, where he was the first American correspondent to interview Lenine and Trotsky and write first hand reports of conditions.)

Correspondent Who Presented U. S. Senate With Copy of the Peace Treaty Always Knows What He Wants and Goes After It.

BY WILLIAM SLAVENS McNUTT

SOME fall, some are pushed and yet others jump.

A friend of mine said to me recently that Frazier Hunt—better known as Spike because of his striking resemblance to a long and limber split rail—now on the way around the world for the Chicago Tribune with Yokohama as his first stop en route, had fallen into a pretty soft thing. If Spike Hunt fell into his present assignment then Jack Dempsey was beaten into the champion of the world at Toledo, and the German army bravely retreated on Austerlitz victory in the Argonne! He neither fell nor was he pushed. He had been gathering speed during a long hard run and when he got to the take-off he jumped!

In April of 1918, Spike Hunt and I were dauntlessly lying for our country in the Baccarat trench sector, which was then being held by the Rainbow Division

Breakfast, We Drank

Spike was there as war correspondent for the Red Cross Magazine, while I was cussing the Kaiser for Collier's. We were drinking breakfast one morning in the Hotel De La Gare in Baccarat, after a rude night in a damp dugout with a captain who believed that he flesh was more willing when the spirits were strong, when Spike announced, without preamble: "Bill, I'm going to Russia."

"When?"

"I dunno."

"Going for the Red Cross?"

"I dunno."

"Whereabouts in Russia are you heading for?"

"I dunno."

I decided that Spike had had enough breakfast so I drank the rest of it myself and suggested bed for both of us in Jilly, when those of us with the American Army in France who went nearly to war and lied for our country were meandering around between the Marne and the Vesle with press headquarters at Meaux, I heard that Spike had transferred to the Chicago Tribune and was going to Brest to do some stuff on the navy. I met him in Paris before he left and congratulated him over a bottle of lunch.

"Ought to get some good stuff at Brest," I suggested.

"I believe I could get in by way of Archangel," Spike replied.

"What are you talking about?"

"Russia," he replied. "I'm going to Petrograd and Moscow. That's where he big story is now."

"I thought you were going to Brest."

"I am just now. But I'm going to Petrograd and Moscow later."

"Got the assignment?"

"No, but I'm going after it."

"You can't get in by way of Archangel," I said. "Might as well try to get to Berlin by going through the lines on the Western Front."

"I know," said Spike. "But I think I can get the assignment to Archangel because there are American troops up there. If I get to Archangel I'll get to Petrograd and Moscow someway."

Told Him He Was Crazy

I told him he was crazy. He said sadly that he had always suspected as much and went to Brest.

Late in October I was in bed in the Lotti Hotel, Paris, trying to cough out a cold that I had contracted in the Argonne, when Spike blew in like a January gale making time over the Grand Banks.

"Going to Petrograd, Bill," he shouted "Petrograd and Moscow."

"By what route?" I asked.

"Well, I'm going to stop at Archangel first," he admitted reluctantly.

I told him he was a fool to go to Archangel and that he couldn't get to Petrograd and Moscow. Every other correspondent in France told him the same thing. Spike agreed that we were probably right—and went to Archangel I saw his stuff from North Russia and the next I heard of him was a postcard from somewhere in Sweden. On the card was written: "I am on my way to Petrograd and Moscow." My next news of him I got in his cables—from Petrograd and Moscow. He got in and he got his stuff—and himself—out. How he did it is his own story, and not for telling here. But anyone who says that Spike Hunt fell into his present assignment has me to contradict. I saw him jump. He jumped into the dark and chance may have had a good deal to do with the selection of the velvety moss bank on which he finally lit. However, he neither fell nor was he pushed. He jumped!

Won Race Out of Mexico

Hunt's training has been a varied one. He infested the University of Illinois for four years and spent his vacations "cushing" as a police reporter in Chicago. Then he wrote advertising till somebody caught him at it, after which he took charge of a coffee plantation in Mexico. The revolution broke out and Spike entered himself in a race with a flock of bullets which he managed to beat into Vera Cruz by a narrow margin.

Having run himself so successfully in Mexico he next undertook to run a weekly newspaper in Alexis, Illinois, but he couldn't whip the sheet out of a walk so he migrated to New York and freelanced till the rent came due, upon which date he went to work on the New York Morning Sun. He handled the draft at Camp Upton for the Sun, writing "Yap Hank Benny," a humorous series on the side, until he hooked up with the Red Cross Magazine to go to France as their war correspondent. He has committed every form of literature with the exception of poetry and plays—and he's a young man yet. If enough people tell him not to write poetry and play he probably will.

Acts Against the Majority

He always does what everybody tells him not to do, thereby achieving a certain originality. No man seeks advice more insistently than Spike Hunt. He asks all his friends what to do and then does the exact opposite of whatever the majority advise. He is an original and an independent person, but like all strong men he has his weakness.

His weakness and his five year old son, Bobby, are one and the same. Spike wore a brave bird-decking the Bushwicks but when a young Hunt says "chewing gum" the poor old man coughs up a nickel like an automatic vending machine.

The youngster is the one person who has Spike subsidized and inasmuch as the boy and his mother are accompanying Mr. Frazier Hunt on his journey around the world anybody who wants to influence Spike's cables can put it over by currying favor with Bobby. And Bobby's weakness is chewing gum!



FRAZIER HUNT

LORIMER IS HONORED

War Work Brings Decoration From France

(By Telegraph)

PHILADELPHIA, Nov. 4.—George Horace Lorimer, editor of the Saturday Evening Post, has just been made a chevalier of the French Legion of Honor.

Mr. and Mrs. Lorimer were long identified with war work. Mrs. Lorimer is chairman of the Independence Square Auxiliary of the Red Cross. Mr. Lorimer has been editor of the Post since 1899. He was born in Louisville and received his education at Colby and Yale. He is the author of several books of which "Letters of a Self Made Merchant to His Son" is probably the best known.

Unions Defied in Nashville Strike

(By Telegraph)

NASHVILLE, TENN., Nov. 4.—Printers of the three Nashville newspapers continued on strike tonight, although the papers have not missed an edition. J. M. Campbell, Southern representative of the International Typographical Union, said tonight that both the International and local union are insisting that the contracts with publishers be strictly adhered to. The men walked out when they were refused a fourth bonus over the contract scale. The papers are being issued with type set at a local job office, and the editorials and some advertisements are being photo engraved.

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NEWSPAPERS' DUTY IN THE NATIONAL CRISIS TO IGNORE FALSE LABOR LEADERS

Give Space to and Play Up Constructive Efforts of Those Trying to Hold Labor and Industry Together—Tenth Article on "Newspaper Making."

BY JASON ROGERS

RECENT contact with those supposed to be leaders in big business and with those who, while representing organized labor, assume to talk for all labor, in connection with a plan which I tried to work out for the intelligent covering of the big Industrial Conference at Washington, which went on the rocks, would seem to indicate that neither side knows us in the newspaper business very well and that they don't trust us.

In the controversy between "selfishness" representing business purpose and "ignorance" reflecting the indefinite and often impossible demands of labor, for that is the situation in a nutshell, both sides either outspokenly or quietly feel that they cannot get a square deal in the press. If this is so, and it unquestionably is, we are in a very bad way and should do what we can to remedy a false position.

Between Two Fires

Foster, the chief agitator of the big steel strike, until recently the utterer of revolutionary propaganda, refused to talk openly before a committee of the United States Senate unless reporters should be barred from the room, on the ground that they would distort what he had to say, while Fitzpatriek, of Chicago, the stimulator of innumerable strikes, regularly howls at the capitalistic press, as outrageously unfair to the working man.

Not many weeks ago at a meeting of leaders in American industry, I was almost aghast to learn how general the feeling was among them that they could not get their side of any controversy fairly before the people in the newspapers. They felt the thing just as deeply as did the labor agitators.

If conditions are as bad as both sides seem to feel they are, and there is reasonable ground to admit that there is much justification in their views, there is something radically wrong with our newspapers, and the sooner we cut into the sore spot and find out what is wrong and how we can correct it the better it is going to be for us and American industrial prosperity.

If our editors think that the wild and sensational utterances of some trouble maker, pretending to represent labor, is bigger news than a big constructive effort by some sane labor leader or captain of industry, which we must admit is often the case, we had better show them the light, and bring home to them the error in such treatment.

There are good newspaper reasons not fully appreciated by the uninitiated, why many of our newspaper readers give preferential treatment to the destructive utterances of the radical agitator, but it is high time that we gave such individual the absent treatment. Without our playing them up they would never arrive nor get their grip on a following.

Newspaper circulation reflects the popularity vote of the community for one newspaper in preference to another or others. Many newspapers seeking largest possible circulations just as naturally as a duck takes to water incline toward playing up the side of the story that will please the greatest number.

Employers, manufacturers and capitalists, being in a small minority, get very scant notice, except in our editorial columns or on the society pages of our Sunday newspapers, or when we can hurl stones at them for the purpose of gaining the applause of the mass In the view of many newspaper editors, there is circulation in roasting the big fellow, and they also believe that it proves their courage.

There is no use talking about it, our newspapers are hated by those who are doing things. The labor men call us a capitalistic press and the employers call us cheap panderers to sensationalism and industrial unrest. Despite these conditions we are inclined to take ourselves very seriously and to think that we wield great influence.

The unreasonableness of what either side would consider fair is only paralleled by the effort of the "German-Americans" who sought to conduct a "fair" newspaper during the war—one that played up the German side. That is exactly what both sides to any controversy want, when they complain of a newspaper for being "unfair" to them.

Honest and sincere labor leaders who are seeking to establish constructive betterments in relations between employes and employers and who have nothing to hide, realize as fully as we do that a grossly unfair newspaper which uniformly and consistently cried down labor and the workers would have little or no circulation, as is proven in the cases of the small number of newspapers made to please the bourbon class.

Cannot Cry Down Labor

On the other hand our great captains of industry as sane business men, if they could but rid themselves of selfish greed, know as well as we do and as the labor leaders do, that if we complied with their demands for "fairness" we would be making newspapers like those referred to above, which have neither circulation nor influence.

The press of the country is no more capitalistic than our candy stores, grocery stores or any other business. To wield any considerable influence, a newspaper must be successful and known to be such, or it will either be a cheap, grovelling beggarly enterprise or the organ of some interest, in either case of little weight and without possession of that broad public confidence that is necessary to give it influence.

Notwithstanding all the twaddle to the contrary, our newspapers as a rule are making more money today than at any previous time. Those among them who are not making money today have no right or license to be considered newspapers. I know of a few unsu

(*Continued on Page* 12)

NEW YORK WELCOMES EMIL SCHOLZ HOME FROM THE FAR EAST



FRIENDS of Emil M Scholz, former publisher of the New York Evening Post, welcomed him home from a long tour of the Far East at an informal dinner in the New York Athletic Club Saturday evening and presented him with a gold watch as a token of esteem.

The speakers were Harry Ahern of the New York Evening Journal, toastmaster; David Lawrence of the Lawrence Syndicate, Washington; and Oswald Garrison Villard, editor of The Nation. Mr. Scholz treated all present to an instructive talk, with stereopticon views, on places he visited in the Far East.

James Wright Brown, publisher of EDITOR & PUBLISHER, who was to have been a speaker, was unable to attend on account of an injury to his son, sustained playing football at the Borden town Military Academy, and sent a telegraphic address of congratulation to Mr. Scholz

The committee that arranged the dinner consisted of Harry Ahern of the Evening Journal, Sam Booth of the Globe and Col. Emmett Thompson.

Those present were: Emil M Scholz Raymond Wakeman, J. M. Hopkins Ernest Scholz, Robert McLean, J. R Pollock, H. A. Ahern, S. P. Booth, J C. Dayton, Col. Emmett Thompson, Dr. Jos. M de Bermingham, Carl Dyoir Charles Hart, Joseph Barry, David Lawrence, Richard Jackson, Alexander Spear, L. B. Palmer, Charles Scholz, Charles Molesphinni, J. A. Klein, William C. Freeman, F. W. Nash, George Larke, Walter Pollak, J. D. Whitney Oswald Garrison Villard, W. A. Stone R. Fanciulli, Edward Watson, David Plum, R. B. McClean, J. Woodhouse Colver Gordon, Robert Frothingham, W. L. Miller, G. S. Winant, W. J. Morgan E. B. Wilson, Hugh O'Donnell, J F Redmond.

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BIGGEST AND MOST TIMELY FEATURE GETS PAGE ONE


The Pittsburgh Post

PRESIDENT WILSON A CASUALTY OF THE GREAT WAR NO LESS THAN THE DOUGHBOY WHO STOPPED A GERMAN BULLET; THE DRAMATIC STORY OF HOW, SINGLE HANDED, AN AMERICAN COLLEGE PROFESSOR MADE OVER THE MAP OF THE WORLD AND THE CONSCIENCE OF HUMANITY, FROM PEN OF HIS FRIEND

FINAL ★★★★ The Evening Telegram FINAL ★★★★

BATTLING FOR IDEALS CAUSE OF PRESIDENT'S NERVOUS COLLAPSE

Thanks Mr. Baker For Writing Truth About the President

To the Editor of the *New York Evening Telegram:*—

Tell Ray Stannard Baker that an humble citizen wishes to express sincere appreciation of the remarkable articles that he is writing on President Wilson's work at the Peace Conference.

Opposition to the League of Nations and opposition to Wilson are not to be criticised so long as they are kept within the bounds of decency; without forceful opposition great issues like the League of Nations could not be thoroughly threshed out to the satisfaction of the public mind.

Ray Stannard Baker's articles are timely and of national importance.

Jamaica, N. Y., Oct. 25. *W. H. Cunningham.*

EXTRA!

Mr. Wilson Often "Dog Tired" from Strain of Peace Battle

Ray Baker Throws New Light on President's Work at Paris

Self Discipline Alone Saved Him from Serious Breakdown in Paris After Five Decisive Struggles for His Principles.

(By RAY STANNARD BAKER.)

Once, as is well known, President Wilson broke down suddenly and was ill in bed for several days at a very critical moment in the peace conference. Yet such was his power of self-discipline and such the care of Dr. Grayson that he recuperated swiftly, and each morning seemed a ball of energy and an eager to go on with the fight as ever.

Even when hardest pressed he never failed to make powerful impression upon every one who came into contact with him. I saw many of his visitors come after they and the reaction was unfailing. I remember with ... Dutch editor, a man who had come into pe... th nearly every important leader in Eu... the of the President.

Interest in this feature has been so keen that we are arranging to release the entire series a second time starting November 18th.

Insure reservation of your territory by wiring us to-day.

UNITED FEATURE SYNDICATE

WORLD BUILDING NEW YORK CITY

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ACKNOWLEDGES ENGLAND'S BIG DEBT TO A FREE PRESS

Lord Ampthill, Presiding at Dinner to H. A. Gwynne, Editor London Morning Post, Lauds Service of Newspapers

BY HERBERT C. RIDOUT
London Editor of Editor and Publisher

THE independence of the British press during the war and the influence thereby exercised on the affairs of the nation, was strongly exemplified at a complimentary luncheon to H. A. Gwynne, the editor of the London Morning Post in appreciation of his services to his country by his capable editorship.

Lord Ampthill, the head of the National Political Party presided, and the company included Sir Edward Carson, Sir Henry Dalziel, proprietor of the Daily Chronicle; Sir George Riddell, Sir Emsley Carr, Sir Arthur Pearson, Robert Donald, and many representative names of high political and journalistic service.

"We Are Governed by the Press"

Lord Ampthill said that although Mr. Gwynne was but little recognised by the public at large there were few more responsible or arduous posts, or any more closely concerned with the public welfare, than that of editor of a great newspaper at the present time. We were to a large extent governed by the Press, or perhaps to speak more accurately, we owed it to the Press that our affairs were not completely mismanaged, and that we were not hopelessly misgoverned.

The Press alone made popular or democratic government possible in the circumstances of modern civilisation. Upon the Press far more than upon Parliament we depended for the preservation of our liberties, the assurance of justice and progress, and the maintenance of national honour. Without the Press, patriotic and courageous as it had shown itself to be, we should not have won the war. The newspapers, far more than the statesmen, had given the leadership to the nation during the last five years.

Mr. Gwynne, as editor of the Morning Post, was conspicuous among those journalists who did so much to bring about the victory for civilisation and humanity. But like many a soldier he had neither sought nor received honorary distinction or material reward. Neither rank or ribbons could add anything to the high esteem in which he was held.

Served Best in Editorial Chair

Mr. Gwynne's services as editor were nearly lost to the nation, because he had the defects of his qualities. When there was a fight he liked to be in it, and he had at all times displayed an adventurous and sporting spirit. When the war broke out he was desperately keen to join the new army, and was only deterred by the peremptory orders and wisdom of the proprietors of the Morning Post.

If he had been allowed to join up he would have distinguished himself in the field. Few men were better qualified by experience and ability to take part in the training and campaigning of the citizen army. But however gallantly and skilfully he might have acquitted himself, he could not have served his country half so well as he had done in the editorial chair.

No doubt he regretted and would continue to regret that he was not in the trenches and over the top, but he had no real right to complain, and he had seen as much of warfare as most men. He began life as a war correspondent, going first to Denmark. With him he had the best officers and the best men that any editor ever had.

Sir Edward Carson said he had wondered whether any good thing could come out of Wales.

Certainly. But as he read deeper into the Prime Minister's suggestion for the creation of a new world he asked himself, "Where will Gwynne be in the new world?" He had always thought Mr. Gwynne was far too good for the old world! That thought had been further impressed upon him as he found close to him Mr. Robert Donald, Sir H. Dalziel, Sir G. Riddell, and many others, and he could not help wondering where the Press would be in the new world. The new world was to be a great brotherhood of friends. Just imagine in that brotherhood of friends all the newspapers writing exactly the same thing to bring about Mr. Lloyd George's new millennium!

Instead of reading half a dozen papers every day he would content himself with buying his Morning Post in the absolute certainty that he would find exactly the same articles and the same suggestions in every other paper. "But," said Sir Edward, "I have come here to honour Gwynne, who is an old friend.

"There is no one more sincere, no one straighter, no one more courageous, and I am glad to be present on such an occasion as this."



H. A. GWYNNE
Editor London Morning Post

Under Mr. Gwynne the Morning Post had been more than ever the foremost advocate of a national policy.

Was it wrong when it asserted the right of free and independent comment within the limits of the censorship, when it successfully claimed for the British Navy the right to stop German reservists returning to their country, when it forced the Government to make cotton contraband, when it clamoured for the tightening of the blockade, when it urged compulsory military service not only for Great Britain, but for Ireland as well?

In paying a compliment to Mr. Gwynne they were paying a tribute to the whole profession of journalism.

"Colonel-in-Command"

Mr. Gwynne, who was enthusiastically received, thanked the assembly. He said he had done less than the humblest soldier, and much less than those who had died. But he accepted all that they had said about the Morning Post with pleasure because he could pass it to his loyal colleagues and splendid helpmates in the paper, for without them he could have done nothing.

The Morning Post was a regiment. The colonel commanding-in-chief was the proprietress, (the Countess Bathurst) without whom nothing could be done in the way of independence of thought and action. He was the lieutenant-colonel commanding the battalion. Sir Edward Carson said he had wondered whether any good thing could come out of Wales.

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REAL RESULTS HERE

Eighty Per Cent of Real Estate Sales Traceable to Newspaper Ads.

"Eighty per cent. of the applications from prospective buyers of real estate can be traced to newspaper advertisements," J. Clarence Davies, a real estate broker, told the delegates to the recent Real Estate Convention in New York.

"It pays to advertise real estate," said Mr. Davies. "It is safe to say that 80 per cent of the advertising in America is wasted because advertisers do not know how to tell in print. But, of all the exploitation methods, newspaper advertising is the mainstay of the real estate business."

Rice Beats Tribune Golfers

Grantland Rice led the field home in the New York Tribune's golf tournament last week at Mrs. Whitlaw Reid's golf course at Ophir Court, near White Plains, N. Y. Mr. Rice's score was 94 Roy Durstine was second with 95, winning the low gross prize, and Edgar M. Alexander won the low net with 101-14-87. C. E. T. Scharps, with a net 97, winning second net honors.

Editor Accused of Bribery

JAMAICA, N. Y., Nov. 1.—James F Sullivan, editor of the Long Island Daily Farmer and the Richmond Hill Courier was arrested last night on a charge of attempted bribery. The attempt at bribery consisted in an alleged offer of a canvas to support a Republican candidate for the district municipal court provided a relative was appointed to office.

A. P. Representative Changed

SHEBOYGAN, Wis., Nov. 1.—The Associated Press membership of the Sheboygan Press has been transferred from C S Weisse to C. E. Broughton, its editor, following the recent death of Mr. Weisse, who was president of the company.

Nation Has Been Wenige's Circulation Field

H. A. WENIGE, chairman of the general welfare committee of the International Circulation Managers Assoiation and in working hours circulation manager of the Glens Falls (N. Y.) Post-Star, was born in Detroit, Mich., in 1882 and entered newspaper work at the early age of twelve. His first position was on the Detroit Free Press. He carried a route and worked in the mail room. A little later he added a new route and a mail



H. A. WENIGE

room job with that paper to his daily labors and for his combined efforts received the wonderful sum of $6 per week. Since then he has traveled far and gained wide experience.

After working on various Chicago papers as a canvasser Mr. Wenige went to the old Des Moines Register and Leader, now Register and Tribune, and it was there that he first started to advance in his chosen profession and finally reached the position of assistant city circulation manager. Next he joined the Lee Syndicate and was first with the Davenport (Iowa) Daily Times and then the La Crosse (Wis.) Tribune.

While with the Tribune, Mr. Wenige received his first offer to become a circulation manager, with the Cedar Rapids (Iowa) Gazetter, and accepted it and became circulation manager of the Boise (Idaho) Capitol-News and was with that paper when the editor and publisher were sent to jail for criticising a decision of the Idaho Supreme Court. Leaving the Capitol-News he went to Spokane, Wash., to take charge of promotion for the Spokesman Review.

Mr. Wenige was circulation manager of the Bridgeport (Conn.) Standard-American when he enlisted in the army in 1918. Prior to that he was circulation manager of the Worcester (Mass.) Post and for a time was engaged in magazine promotion work.

Now being back in the newspaper field to stay, Mr. Wenige is an advocate of the application of the policy of consulting the salesman about the commodity he is going to sell to the newspaper business. In expressing his views to EDITOR & PUBLISHER recently he said:

"I believe in clean advertising and think that the time is coming when the circulation manager will sometimes be consulted by the kind of newspaper he is going to sell. The circulation manager is a salesmanager and should have something to say about the manufacture of the article he is going to sell. If the salesmanager of a stove factory knew the low goods he was going to put out and the material he could not successfully sell it. The same should hold true of the circulation manager. If he knows that his paper accepts advertising that is, to say the least, misleading he cannot be expected to make the clean record of sales which would be possible if he knew that only honest ads were carried in his paper.

"A great many circulation managers have hobbies. I have one—working through boys. I believe that the newsboy is the best asset a newspaper has. This is especially true in the smaller cities. Nearly every business man in the small cities has at some time or other carried a newspaper route. The carrier boy of today is pretty apt to be the merchant of tomorrow. By treating the boy right you not only take care of the present, but you build for the future. When he grows to manhood he is going to remember the paper on which he carried a route. The life of a newspaper depends to a great extent upon the circulation manager."

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Showing the ease with which magazines may be changed on the Model 20 Display Linotype. A complete change of face and body requires less than 30 seconds.

Set Your Display in Linotype SLUGS Direct from the Keyboard

Set your display in slugs with the speed and economy of Linotype straight-matter and meet the present-day insistence upon dispatch, labor-saving, and the maintenance of high quality standard. One operator producing display direct from the keyboard of the Model 20 Display Linotype will do the work of at least three good men setting type by hand.

Note Carefully:

The illustration above shows four 30-em slugs of 30 point Linotype Bodoni Bold cast on the Model 20 Display Linotype. Aside from greater economy in the *production* of display composition, consider the savings effected in the *handling of slugs* instead of movable types. This is an important Model 20 advantage which deserves the thoughtful attention of every newspaper publisher.

Without Any Obligation Let us Analyze your Paper and Submit Facts and Figures

MERGENTHALER LINOTYPE CO., New York, N.Y.

CHICAGO: 1100 S. Wabash Ave. · SAN FRANCISCO: 646 Sacramento St. NEW ORLEANS: 549 Baronne St. Canadian Linotype Ltd., Toronto

This Advertisement is Composed Entirely of LINOTYPE *Material*

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UNFAIR COMPETITION CHARGED

Trade Commission Files Complaint Against United Typothetae

WASHINGTON, Nov. 4—The Federal Trade Commission has filed a complaint of unfair competition against the United Typothetae of America and seven of its officers, alleging that the employing printers are "coercing manufacturers into payment of bonuses and attempting to annul free competition in the printing trade by setting up standard prices for its membership."

The complaint charges that the United Typothetae is seeking to collect assessments from manufacturers and merchants of paper, printing presses, type, ink, and other printing supplies, the money "to be applied to alleged educational purposes, but mainly to induce employing printers to use a uniform system of cost accounting and a standard price list compiled by the United Typothetae."

Coercive methods, the complaint charges, have been used to obtain subscriptions to this fund, "in that the organization published monthly bulletins containing names and addresses of subscribers, in order that the employing printers could discriminate in the purchase of supplies in favor of those who had subscribed."

The organization and the seven officers named, Benjamin P. Moulton, Arthur E. Southworth, Charles L. Ginsley, George M. Gardner, E. H. James, Fred W. Gage, and Joseph A. Borden, have been directed to file answer with the commission at Washington on December 13.

Daniels Upholds Sims

WASHINGTON, Nov. 4—Secretary Daniels today replied to the complaint made by Daniel T. O'Connell, director of the Irish National Bureau, against certain statements in a magazine article by Admiral Sims to which the bureau took exception, refusing to discipline the admiral and stating that he had the permission of the Navy Department to publish his article.

White May Be Chancellor

EMPORIA, KAN., Nov. 4—William Allen White, editor and owner of the Gazette, is being mentioned as the successor to Frank Strong, who recently resigned as chancellor of the University of Kansas.

Italy Banishes Correspondent

ROME, Nov. 2—John Clayton, correspondent of the Chicago Tribune, has been ordered to leave Italy, following charges of sending out false news.

NEWSPAPERS' DUTY IN NATIONAL CRISIS

(Continued from Page 8)

cessful newspapers today and every one of them falls under the classifications I have mentioned above.

Our newspapers which of necessity are conducted by business men, with more than ordinary facilities to know what is going on in all lines of industry and affairs, are as a rule unionized from cellar to roof, and many of them are wondering at the growing pains of other industries being forced, by gradual processes and modern principles between employee and employer, into greater recognition of the workers.

Our newspapers are as anxious as anybody else for continued prosperity and are just as vigorously against the activities of the pernicious Bolsheviki radicals, who would overturn the control of President Gompers and other labor heads representing the conservative element in organized labor.

I know what the "closed shop" means and of the great desirability of the "open shop" idea, representing the freedom of labor as contrasted with the monopoly that labor seeks to set up with its "closed shop," and confidently expect that through *profit sharing* and representation in management we will be able to solve the great problems now before us.

Some Travel in Middle Ages

Mr. Gompers at the present time is on record against profit sharing, which he characterizes as a means for holding non-union men in non-unionized industry, and as a sort of a hold-out.

Progress is not made through calling the other fellow a fool or a crook or worse, but by laboring with him to produce co-operative understanding.

The wisest heads in modern business seem to think that the successful solution of the readjustment in industry throughout the world hinges on the question of production rather than on hours or compensation to those who labor.

The Boarhosts among the manufacturers are still traveling in the darkness of the Middle Ages, and in reality are just as dead as if they had given up the ghost forty or fifty years ago. They are not aware of what has happened since the entire resources of the United States were concentrated on defeating Germany.

It is up to our newspapers, as I see it to bring home to our people generally the superior condition of workers in all industry in the United States, as compared to that of workers in the same industries in other countries, and to show to them how thankful they should be for the liberty and freedom assured them under our representative form of government.

My contact with both sides in the controversy has led me to the conclusion that if employers would handle their individual situations with absolute frankness and a sincere recognition of the rights of those who are working for and with them, there would be mighty few strikes and greater prosperity and production in every line.

We don't hear of labor troubles in the case of concerns like that of Henry Ford, General Electric Company, Proctor & Gamble, Hydraulic Pressed Steel Co., Sears Roebuck & Co., and a hundred others I could name, where workers have been given a square deal and where they know they always will.

It would seem to me that the same course for our newspapers in the emergency would be to quietly omit the names, and pictures of those who seek to lead orderly working people into lawlessness, disloyalty and worse.

Attention for Reconstructionists

By making heroes or martyrs of them we make it all the more difficult for those who would lead them along lines of sanity for their own best interests and well-being to do so.

Rather let us give space and play up the constructive efforts of those who are trying to hold labor and industry together than to magnify into seeming achievement the illogical and illusionary dreams of near-Bolsheviste.

The time is coming if it has not already arrived when all of those who believe in American institutions and freedom must stand up shoulder to shoulder to show those who would overturn our civilization that it can't be done.

AUSTRALIA

Australia's Greatest Service of Influential Newspapers

The SUNDAY TIMES The REFEREE The MIRROR

The ARROW The GREEN ROOM

The Honourable Hugh D. McIntosh, Managing Director — Head Offices, 137 Castlereagh Street, Sydney, New South Wales

American Merchants looking for an Australian Market can have no better publicity Medium than is offered by the great Sunday Times group of newspapers.

American Merchants seeking Business Expansion can look to no more promising field than Australia and New Zealand offer. A solidly Prosperous people consistently Maintain a High Standard of Living, and American Men and American Products are nowhere More Popular than in the Island Continent.

The SUNDAY TIMES

Australia's leading representative Sunday newspaper. It gets all the best people weekly on the one day when they all have time to read.

The REFEREE

Although published in Australia, it is the most famous of the great British sporting weeklies. It is courageous, scrupulously honest and it knows.

The MIRROR

Sunday, illustrated. Goes everywhere.

The GREEN ROOM

A monthly illustrated epitome of everything that matters in the theatrical world of Australasia. The most popular periodical medium of the picture people.

The ARROW

The pith of week-end sport items.

Live Newspapers with an Ideal of Quality and a noteworthy Democratic Punch

For Rates, Copies and Further Information Refer all Inquiries to

BRITISH & COLONIAL PRESS, Inc.

140 N. Dearborn St., Chicago, Ill. — Exclusive U. S. A. Representatives. — 150 Nassau St., New York City, N. Y

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Logic

Many attractive markets are relatively unprofitable through prohibitive selling expense. The market may be too scattered, too poor, too far away from adequate transportation facilities. Most likely the market itself is desirable but the divided newspaper competition makes it necessary to use several newspapers for adequate coverage.

In other words to thoroughly saturate most desirable markets, it is necessary to double, treble, occasionally quadruple your advertising expense through the absolute need of several newspapers.

Figure out your rates on a proportional basis, and you can't get away from the fact that your profits decrease in proportion to the increase of the number of advertising units.

Conversely your profits will increase in proportion to the decrease of the number of advertising units necessary for saturation.

Now isn't it perfectly logical therefore to select advertising centers which will give you largest, quickest and easiest profits?

One of the exceptional situations in the United States is

ERIE

Pennsylvania

The Market 157,000

Erie Population, 105,000; Suburban (35 mile radius), 52,000

Erie controls a large, concentrated, prosperous, desirable territory.
There selling expense is reduced to absolute minimum through the dominance of one paper:

ERIE DAILY TIMES

(A. B. C. Member)

Paid Circulation 27,079

Line Rate 6c. flat. Evenings except Sunday.

The Erie Times has 50% *more* than the *combined* paid circulations of its two competitors, and over *treble* the circulation of either.

Consider that in Erie's population of 105,000—21,000 homes—the Times has 19,222 paid subscribers. Consider that in Suburban Erie, 35 mile radius, 52,000 population—10,000 homes—the Times has 6,709 paid subscribers. In fact, so thoroughly does the evening Times saturate Erie and environs, that in the entire United States there are but few parallels.

The very obvious conclusion is that Erie, Pa., and the Times should be in *every* national campaign.

Advertisers interested in actual net profits are thoroughly justified in making an exception to include this unusual city and exceptional paper, though the campaigns may call for only the very largest population centers.

Details regarding the market and the newspapers will be supplied gladly upon request.

If you have no distribution, let us know. We may be able to assist you. You must be interested in the market.

In this advertisement is little opinion. It is mostly a recitation of facts. You cannot get away from the logic, and therefore, you must be interested in placing a contract. May we hear from you?

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.	Harris Trust Bldg.	Waldheim Bldg.	Monadnock Bldg.
New York	Chicago	Kansas City	San Francisco

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CREEL ANSWERS CRITIC'S "C. P. I." CHARGES

Contends Only Gross Negligence About Bureau's Affairs Was Congress' Prevention of Settling Its Business

George Creel, who was chairman of the Government Committee on Public Information during the war, has sent to Secretary of War Baker, as chairman of the Council of National Defence, a letter in which he says that the E. K Ellsworth report, making charges of gross negligence against the committee is "false and unjust" and begs an early opportunity to appear before the council to answer them.

Investigator Ellsworth, who was appointed in August as Liquidation Officer made a report to the Senate Appropriations Committee that uncashed checks for thousands of dollars were filed away or on the floor when the bureau ceased to function. Mr. Ellsworth said he was refusing to pay some accounts approved by Chairman Creel.

The report said he found a balance of about $1,500,000 left out of the $5,650,000 from President Wilson's special war fund and $1,250,000 provided by Congress, included in the committee's assets. Unpaid bills aggregating several hundred thousand dollars were still in the committee's files. An item of $10,000 in the hands of a New York auctioneer was listed "several thousand dollars with an army officer in Rumania."

Mr. Creel said in part:

"The Committee on Public Information cost the taxpayers just $1,646,000 for two years of work in the United States and every foreign nation, less than the amount spent in a single country in one year by some belligerents. The sum of $8,39?,?67.61 was paid into the treasury of the United States before our final accounting because the Government was in desperate need of money by reason of the failure of Congress to pass the sundry civil bill."

KELLOGG PLANS CHAIN PAPERS

Cities Near Los Angeles Will Get New Journals

Los Angeles, Nov. 3.—F. W. Kellogg, business manager of the Express, is planning to establish a number of daily newspapers in Southern California cities adjacent to Los Angeles. He states that the newspapers will be his own property and will not be established in the interests of anybody but himself and his own newspaper organization.

His first venture in this field is the Pasadena Evening Post, which has been issued since September 1. He expects to establish his next newspaper in Long Beach, a city of about 60,000 population. Other cities whose newspaper possibilities are being investigated by Mr. Kellogg include Santa Barbara, Santa Ana, San Bernardino, Pomona, Riverside, Whittier, Redlands and Santa Monica.

Fred C. Veon, well known in Los Angeles and Detroit newspaper circles, has been appointed business manager of the Rural World, which is owned and operated by the Express Publishing Company.

NATION'S MAGAZINES UNITE

National Association of Periodical Publishers Chartered

Albany, N. Y., Nov. 3.—The National Association of Periodical Publishers obtained a charter of incorporation today. The Board of Directors include Arthur J. Baldwin, vice-president McGraw-Hill Publishing Company; R. J. Cuddihy, Funk & Wagnalls; Charles D. Lanier, Review of Reviews; A. C. Pearson, George E. Cook, Graham Patterson, George B. Buckley, Joseph A. Moore, Roger W Allen, Frank C. Hoyt, N. E. Lewis, B. A. Mackinnon, and Thomas A. Barrett, all of New York; P. S. Collins, Charles F. Jenkins of Philadelphia, Henry Newell of Boston, E. L. Shaw of Chicago, Clarence Poe of Birmingham, Ala., and E. T. Meredith of Des Moines, Ia.

The organization will take the place of the Periodical Publishers Association, which has been in existence for twenty years. In connection with the troubles which have tied up the printing industry in New York for more on the part of the publishers is understood as an effort to prepare for future labor disturbances.

SKEWES BUYS DANVILLE PRESS

Former Weekly Publisher Enters Daily Field

Danville, Ill., Oct. 31.—The Morning Press has been sold by Clint C. Tilton to the Danville Press, Inc., of which James H. Skewes is president and manager.

Mr. Skewes received his preliminary training on the Racine (Wis.) Journal News. Later he spent five years in the editorial and business management of the Milwaukee News and two years ago he purchased the Chicago Heights Signal.

Guy T. Robinson will remain as editor, with Lafayette Feidler as city editor and the rest of the staff is unchanged

BRITISH EDITORS HERE

A. G. Gardiner Seeks American Aid for Europe

Alfred G. Gardiner, formerly editor of the London Daily News, arrived in New York November 2 on the Caronia.

Although he is here primarily to see America and study its problems in relation to those of England, and expects to return home before Christmas, he will deliver several lectures on "After the War," and will appeal to America "to rescue Europe."

J. Cowley, of the London Daily Mirror, is also in New York. He expects to spend several weeks in the United States.

Dilnot Edits London Globe

London, Nov. 1.—Frank P. Dilnot, who has been American correspondent of the Daily Chronicle since 1914, has returned to England to take up the duties of editor of the Globe. John W. Harding of the New York Times editorial staff, is acting as American correspondent of the Chronicle and George H. Perris, whose arrival in New York was recently noted, will write of the American labor situation during the next few months.

New Post for Gamble

(By Telegraph)

St. Louis, Nov. 2.—J. Carr Gamble has been appointed manager of the Globe-Democrat's artgravure advertising. For the past six years he has been local manager for the S. C. Beckwith Special Agency and he has been active in newspaper advertising for twelve years. He is a member of the St. Louis Advertising Club and was prominent at the A. A. C. W. convention in St. Louis in 1917.

Stovall Quits Swiss Post

Washington, D. C., Nov. 3.—Pleasant A. Stovall has resigned as American Minister to Switzerland after six and a half years' service. It is said that he intends to quit the diplomatic service and that he will devote all his time to the Savannah Press, which he edited from 1891 to 1913 and which he still owns.

BRIEFS

The Southern Council of the American Association of Advertising Agencies will meet in New Orleans on November 15, in conjunction with the executive and advertising committees of the Southern Newspaper Publishers Association.

John R. Waters of Birmingham, Ala. is now in New York as assistant to W G. Langdon, the general auditor of all the Hearst corporations, instead of being chief auditor of the New York American, as was recently stated in error by Editor & Publisher.

Lee J. Young has been appointed business manager of the Cadillac (Mich.) Evening News, succeeding Richard T. Allen. He has been on the advertising staff of the Battle Creek Moon-Journal since his discharge from the army.

The Virginia Press Association will hold a special meeting at Newport News on November 13 and 14.

Ray H. Haun, formerly of Oklahoma City, has been appointed manager of the new Detroit offices of the Capper Publications.

Alexander H. Coulter, for many years on the staff of the Brooklyn Daily Times, died on November 3 in Brooklyn, aged 64 years.

Under the auspices of the Advertising Council of the Chicago Association of Commerce, an agricultural advertising conference and exhibit, the first of a series of conferences to be devoted to the various branches of the advertising business, was staged by the Agricultural Publishers' Association in the Red Room of the Hotel La Salle, Chicago, on October 27, 28 and 29.

C. J. Eastman has been appointed space-buyer of Williams & Cunningham, Chicago.

Charles M. Hughes, formerly of the New York Evening Sun staff, has joined the Tribune's local advertising force.

Laurent Tailhade, French poet and writer on public affairs, died in Paris on November 3.

John Allaire Smith, a former New York newspaper man, died in Brooklyn on October 31.

Edgar Stanton Maclay, aged 56, who wrote "The History of the Navy of United States," died in Washington on November 2.

E. M. Wilson has been appointed New York representative of the Curtis Publishing Company, Philadelphia.

Louis Tracy, the English novelist, is being entertained this evening at the City Club, New York, by the Association of Foreign Press Correspondents.

Victor C. Moore, business manager of the Raleigh (N. C.) News & Observer, has resigned to enter another business in Raleigh.

H. E. Pettingill, circulation manager of the Fitchburg (Mass.) News, is ill in a Fitchburg hospital.

CONDENSED FICTION

Full of Action

Well and Fully Illustrated.

NOVEL-A-DAY, Feature No. 5

Any Length and to Meet Any Requirements

In copy with mat of title and illustration.

A Large Number of Illustrated Stories

running from 1,000 to 100,000 words, among which are stories by

Robert W. Chambers	**Ellis Parker Butler**
Sir Gilbert Parker	**Arthur Stringer**
Rex Beach	**John Kendrick Bangs**
F. Hopkinson Smith	**Newton Fuessle**
Jack London	**George Ade**
George Randolph Chester	**Carolyn Wells**
Gouverneur Morris	**Edith Sessions Tuppere**
Hall Caine	**Edwin L. Sabin**
Mary E. Wilkins Freeman	**John Strange Winter**
Gellett Burgess	**Edgar Wallace**
Jacques Futrelle	**Frank Stanton, Jr.**
Wm. Hamilton Osborn	**Robert Barr**
H. G. Wells	**Roy Norton**

See our catalog and price-list.

THE SLOAN SYNDICATE, Inc.

1834 Broadway New York, N. Y.

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First

IN October The New York Times published 2,084,150 agate lines (7,041) columns of advertisements---the greatest volume ever printed by any New York newspaper in a single month.

The gain over October, 1918, was 794,424 lines (2,684 columns), a greater gain than that of any other New York Newspaper, and more than the total advertising published by several New York newspapers in the month.

In ten months of this year The New York Times printed 15,593,280 lines (52,680 columns) of advertisements---a gain over the corresponding period of 1918 of 4,604,751 agate lines, greatly exceeding in volume and gain the record of any New York newspaper in any ten months of any year.

The New York Times

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J. W. GANNON FORMS OWN AD AGENCY

Retires from Royal Baking Powder Company After Sixteen Years—Shirley N. Carr, Lawyer and Soldier, His Associate

Joseph W. Gannon, for sixteen years connected with the Royal Baking Powder Company, has resigned and organized an advertising agency under the name of J. W. Gannon, Inc., of which he is president and general manager, with offices at 220 Fifth Avenue, New York.

Mr. Gannon began his advertising career in 1899 with N. W. Ayer & Son, Philadelphia, where he received a thorough training in the fundamentals of advertising and the various departments



JOSEPH W. GANNON

of agency work. Within a year after beginning he became a solicitor for the company and was its New York State representative in 1903, when he was invited to join the Royal Baking Powder Company, which he has since served with conspicuous success, first as assistant advertising manager and later for several years acting head of the advertising department.

His name and reputation for forceful and constructive advertising is known to publishers and advertising men all over the country.

Prominent in Loan Campaigns

Mr. Gannon contributed his services to the Treasury Department during the fourth and fifth Liberty Loan campaigns and originated and planned the celebrated Avenue of the Allies on Fifth Avenue, New York, the daily national celebrations at the Altar of Liberty, the outdoor studio in front of the New York Public Library and a number of other notable features during the fourth loan. He is president of the Dartmouth athletic council, to which office he has been re-elected for several years, and is the representative from New York City on the council of the alumni of that college.

Associated with Mr. Gannon as vice-president and treasurer is Shirley N. Carr, for several years a member of the New York bar. Mr. Carr is a graduate of Princeton, 1903, and is secretary of his class. During the war he volunteered for service in the Quartermaster Corps and assisted in organizing the production and inspection branch of the hardware and metals division. He was commissioned Captain, Q. M. C., in August, 1918, and made assistant chief of the branch, which was later attached to the general supplies division, the largest procurement division in the army.

A REMARKABLE FEAT

St. Louisian Takes 'Phone Ad from Chicago Without An Error

ST. LOUIS, OCT. 31.—E. L. Hill, assistant to President E. Lansing Ray of the St. Louis Globe-Democrat, performed the unusual feat of taking a display advertisement four columns wide by 225 agate lines deep over the long distance telephone without an error. The advertisement was that of the Stanwood Company, investment securities, and it was placed by Albert Frank & Co. of Chicago. The agency was eager to place the advertisement in Wednesday's issue, as that was the last day of the convention in St. Louis of the Investment Bankers' Association of America.

Full directions were given as to size, kind of border, size of type, space between paragraphs, the size of a box and where to insert it, etc. Mr. Hill repeated the advertisement to Chicago, the whole proceeding requiring one hour and seventeen minutes. When the copy arrived the next day and was checked up with the advertisement there was not one mistake.

160 Journalism Students at Ohio

COLUMBUS, OHIO, Nov. 3.—The Ohio State University department of journalism, under Professors Joseph S. Myers and Osman C. Hooper, has 160 students, 70 of whom are taking the elementary course in news gathering and news writing. Praetical work is done on the Lantern, owned by the college and edited by the journalism students Thomas B. Meek, its editor, is assisted by advanced students. Once a year the students get out an evening issue of the Columbus Citizen.

Burd Heads C. P. A. on Coast

KAMLOOPS, B. C., Nov. 1.—The British Columbia and Yukon division of the Canadian Press Association, meeting in Kamloops, elected the following officers Past president, F. E. Simpson, Kamloops Standard-Sentinel; president, F. J. Burd, Vancouver News; vice-presidents, L. J. Ball, Vernon News; J. Tait, Victoria Colonist; secretary, Hugh Savage, Cowichan Leader; executive committee, E. S. Duncan, Kamloops Telegram; J. A. Bates, Fraser Valley Record-Mission, and W. Jordan, Revelstoke Review.

Not Profiteers, Say Ad Women

PORTLAND, ORE., Nov. 1.—When Mrs J. F. Chapman at a recent meeting of the Portland Women's Advertising Club attacked as profiteers some of the firms represented by the advertising women present she started one of the liveliest controversies that the organization has ever experienced. Mrs. Chapman told the club women about the costs of various commodities and the retail prices of the same articles. At the conclusion she was met by a broadside of rebutta' from Miss Anne Brunn, Mrs. Kathryn Coffield and others who attacked hei statistics with data from their own stores.

Atlanta Ad Club Admits Woman

ATLANTA, GA., Nov. 2.—New directors and committee chairmen were elected and the first woman member has been admitted to membership of the Atlanta Advertising Club. The new directors are Frank Lowenstein, chairman; Walter C. Hill, L. E. Rogers, B. C. Broyles, George Kohn and W. W. Orr. The committee chairmen are: Charles Chalmers, membership; Robert W. Harvey, education and programs, and Hervey M. Laird, publicity. The new woman member of the club is Miss Theodora Stansbury, advertising manager of the Royal Insurance Company. In adopting new by-laws, the club decided that only persons engaged in advertising and selling will be admitted to membership.

Batten Clients Convene

Clients of George Batten Company, Inc., are holding a convention to-day and to-morrow at the Hotel Commodore, New York, a feature of which is a "social evening," which starts to-night at 8 o'clock. Products advertised by the Batten agency will be on exhibition until half-past nine, when dancing will be started.

Anti-Plague Ads in Maine

LEWISTON, ME., Nov. 4.—An extensive advertising campaign is being conducted by the Anti-Tuberculosis Association in a drive to raise $25,000. Advertising copy has been prepared by H. A. Free and is being published daily in the local newspapers during the drive, which starts today and continues through this week.

Bank Post for Steigmeyer

FORT WAYNE, IND., Nov. 3.—Clem J. Steigmeyer, State editor of the Journal-Gazette, has become manager of the advertising and new business department of the First and Hamilton Bank here.. With the exception of two years in the army, Mr. Steigmeyer has been with Fort Wayne newspapers since graduating from Indiana University in 1915.

New in Agency Work

KANSAS CITY, MO., Nov. 4.—E. D. Swain, of the Journal editorial staff, and former Star reporter, has become a copy-writer with the Keeshen Advertising Company, Oklahoma City.

$2,000 for Film Rights

Dr. Cyrus Townsend Brady has been awarded a verdict of $2,000 over Frank A. Munsey because a story, "A Child of God," which he sold to Munsey's Magazine for $240, was disposed of by the magazine for film purposes. Dr. Brady contended that he had sole right to any sum received for dramatic use, and the court ruled that the picturization of the novel was embraced in the dramatic rights.

Kansan Goes to Kankakee

KANSAS CITY, NOV. 6.—E. A. Warner, for the past two years assistant manager of the Kansas City (Kan.) Chamber of Commerce, and prior to that time Kansas side representative of the Journal, has become manager of the Kankakee (Ill.) Chamber of Commerce

Tax Values in Providence

PROVIDENCE, Nov. 1. — Newspaper firms in this city subject to taxation on assessed valuation of over $50,000 include the following: Providence Journal Company, $978,020; Providence Tribune Company, $288,040; Hope Publishing Company (Providence News) $58,880.

Italy Lifts News Print Duty

WASHINGTON, D. C., Nov. 1.—Consular reports from Rome, Italy, state that the customs duty on newsprint paper in rolls has been removed until January 1, 1920. Import permits are still required. The regular duty on newsprint is about 1 cent a pound.

Mitchell's Vacation Over

PORTLAND, ME., Nov. 1.—Wallace E. Mitchell, circulation manager of the Express-Advertiser, has returned from a vacation in Belfast and Searsmont.

ROTOGRAVURE SUNDAY SUPPLEMENT

"A Trip Around the World in Pictures"

Issued by the

U. S. FEATURE SERVICE, Inc.

Each issue will contain:

2 pages selected illustrated news and current events, features that do not grow "stale" quickly.

2 pages of pictorial descriptions of various countries, carefully selected by experts with the co-operation of the proper authorities in every country on the globe, comparing, in pictures from authentic sources, **the scenic beauties of America** with those of foreign countries. An educational and highly interesting collection of illustrations which will impress on our public the advisability of **"Seeing America First."**

1 page exclusive fashions for women, original designs of the kind the American Woman will appreciate.

3 pages national advertising, no copy less than ¼ page. No mail order advertising or copy that will interfere with the subscribers' regular run of acceptable advertising.

This is an **extremely high grade, low priced** circulation builder, carefully edited, beautifully illustrated and well printed on 50 lb. supercalendered paper.

First release (limited issue) to reach publisher on or about **November 23rd, 1919.**

Write for reservation **now.** Samples and prices sent upon request.

U. S. FEATURE SERVICE, Inc.

Quality Service for Newspapers

Suite 423-424 WORLD BUILDING New York City

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EDITOR & PUBLISHER'S

Space-Buyers' Chart and Market Survey of the

STATE OF MARYLAND

PAGES 17 TO 28 INCLUSIVE

MARYLAND, RICH AND PROGRESSIVE, OFFERS ATTRACTIVE MARKET OPPORTUNITIES

Great Army of Wage Earners Finds Steady Employment in the Growing Industries of State—Baltimore, One of America's Most Important Cities, a Major Market Within Itself.

MARYLAND is AMERICAN. Sometimes we think of it as a Southern state. It is—but it is also Northern and an Eastern and a Western state. It is Southern in a geographical sense. It is Southern in the traditions that govern its social life—in the charm of its hospitality and in the high ideals of its dominant people.

But the Mason & Dixon Line, forming a part of its Northern boundary, has not been a bar against the influx of Northern energy and ideas. It is Eastern in its density of population and in the vigor of its industrial life—Western in its progressiveness and in the self-reliance of its people. Any American feels that he is at home in Maryland—that he is among "his own people."

The first settlement in the colony was made in the hope of founding a state in which the broadest religious tolerance should prevail. That ideal was never abandoned.

Maryland ranks forty-first in size among the states of the union, twenty-seventh in population and seventh in density of population. The estimates of the U. S. Census Bureau for 1914 fix the population at 1,341,000.

The gross area of the state is 12,327 square miles; the land surface, 9,941. There are 130.3 inhabitants to the square mile.

Urban Population Outgrowing Rural

The population of Maryland is very evenly balanced between the cities and rural communities. For the first time, in 1910, the census showed a slight margin in favor of the cities, the percentages being 50.8 and 49.2. Urban population, of course, includes the inhabitants of incorporated places having 2,500 or more. In 1914 there were four cities with an estimated population of 10,000 or more—Baltimore, Cumberland, Frederick and Hagerstown. In these cities live 47.7 per cent. of all the people of the state. They reported 61.6 per cent. of the total value of manufactured products.

The state is admirably served in a transportation way. According to latest statistics there are 1,430 miles of steam railway lines and 645 of electric. Chesapeake Bay, 200 miles long, is, in a sense, a Maryland Lake," as two-thirds of it is within the state borders. It is a tremendous factor in the transportation situation, and in addition to affording quick and cheap freight transportation for vast quantities of farm products destined for the Baltimore markets and for the shipment of Baltimore goods to the sections of rich country tributary to the Chesapeake, it constitutes one of the richest fishing grounds in the country and opportunity for oyster culture unmatched elsewhere. Maryland stands first in the quantity of oysters taken from these beds.

Recent figures as to the value of farm crops in the state are not obtainable; but, at the time of the last census, before the great advance in these values, the state produced crops worth $43,920,149. Corn and wheat are the principal crops.

During the fiscal year 1914 there were exports of merchandise through the port of Baltimore amounting to $109,690,231. The imports amounted to $34,489,494.

An Important Industrial State

Among the states Maryland ranked fourteenth, in 1914, in the value of manufactured products, and fifteenth in the number of wage earners employed in its industries. The significance of these facts to advertisers who are studying market conditions appears when it is recalled that Maryland is forty-first in size and twenty-seventh in population. The conclusion must be that the state, while having no great preponderance of urban population, must be ranked as one of the important industrial commonwealths.

The total value of Maryland's manufactured products for 1914 was $377,749,078.

The average number of wage earners employed in these manufacturing industries was 111,585.

The number of manufacturing establishments in the state in the year named was 4,797; the capital invested totaled $203,210,925. The wage-payroll amounted to $53,792,339. Salaries of officials, clerks, et al., amounted to $18,008,770.

Clothing the Most Important Line

The value added by the process of manufacture was $138,777,105. This constitutes the difference between the cost of raw materials and the value of the finished products.

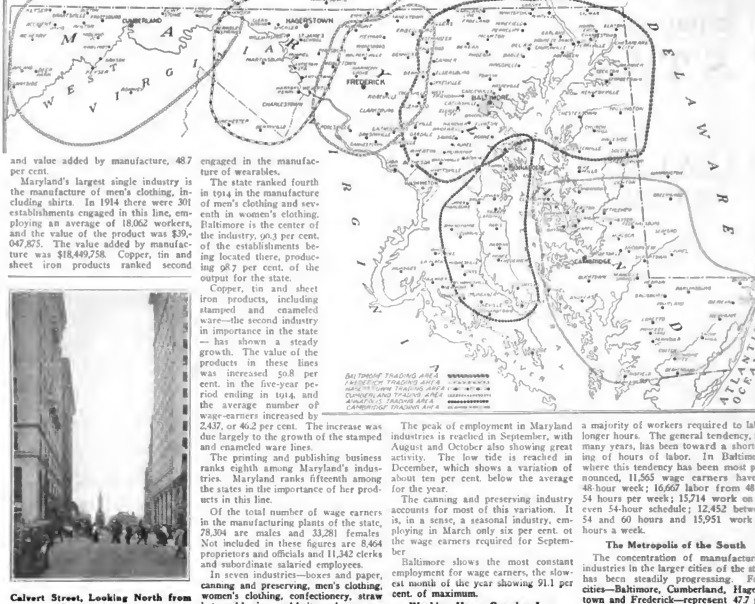
As demonstrating the growth of Maryland industries, these figures are cited: During the decade ending in 1914 the invested capital was increased by 45.2 per cent; number of wage earners by 18.5 per cent; wages, 48.8 per cent; value of products, 55.2 per cent.

MARYAND'S INDUSTRIES
CENSUS OF 1914.

INDUSTRY.	Number of establishments	Average number of wage earners.	Value of products.	Value added by manufacture.
All industries	4,797	111,585	$377,749,078	$138,777,105
Clothing, men's, including shirts	201	16,063	29,047,875	18,449,755
Copper, tin, and sheet-iron products	114	7,712	28,491,121	8,774,183
Canning and preserving	460	9,840	19,088,779	5,671,315
Slaughtering and meat packing	60	1,995	17,999,968	2,963,082
Fertilizers	48	1,991	13,986,704	4,019,102
Cars and general shop construction and repairs by steam railroad companies	20	3,909	12,229,353	4,349,751
Lumber and timber products	493	6,115	11,911,463	5,729,610
Printing and publishing	268	4,178	11,262,967	7,547,522
Foundry and machine-shop products	179	4,423	10,668,204	4,886,106
Flour-mill and gristmill products	247	478	8,163,669	1,345,300
Bread and other bakery products	223	2,950	8,097,586	3,467,527
Liquors, distilled, whisky and brandy	21	374	7,239,230	3,119,416
Liquors, malt	14	1,073	7,251,986	3,968,782
Cotton goods	13	3,424	6,790,324	2,239,810
Paper and wood pulp	13	1,245	6,149,506	2,252,775
Clothing, women's	90	2,096	5,811,104	2,719,126
Patent medicines and compounds and drugists' preparations	93	1,055	5,570,480	2,461,457
Tobacco, cigars and cigarettes	317	2,212	5,501,600	2,207,345
Hats, straw	7	2,173	4,850,039	2,488,514
Shipbuilding, including boat building	42	2,469	4,531,109	3,419,339
Coffee and spice, roasting and grinding	14	149	4,393,286	1,218,439
Gas, illuminating and heating	18	1,254	4,156,985	2,781,518
Furniture	45	1,998	3,764,490	1,961,682
Confectionery	66	1,442	3,760,324	1,900,341
Leather, tanned, curried, and finished	10	440	3,480,013	856,106
Food preparations, not elsewhere specified	43	322	2,978,028	817,976
Brushes	7	529	1,901,850	810,494
Marble and stone work and monuments	102	990	1,839,819	1,047,631
Brick, tile, terra-cotta, and fire-clay products	41	1,721	1,645,280	1,146,975
Umbrellas and canes	8	494	1,601,874	614,502
Ice, manufactured	69	223	1,592,983	1,141,427
Glass	6	1,184	1,550,962	1,161,459
Boots and shoes	7	286	1,447,174	627,748
Carriages and wagons and materials	130	723	1,384,580	819,668
Boxes, fancy and paper	31	905	1,379,426	654,327
Brass and bronze products	16	288	1,175,264	490,127
Furnishing goods, men's	15	861	1,142,472	530,979
Hosiery and knit goods	10	1,077	1,115,701	479,192
Confectionery (ice cream)	62	265	1,079,090	458,743
Paint and varnish	9	145	1,027,441	387,991
Silk goods, including throwsters	6	874	910,882	467,367
Paving materials	10	548	898,398	504,065
Leather goods	54	244	813,299	355,298
Mattresses and spring beds	17	244	794,037	336,177
Cooperage, hogsheads and barrels	24	259	695,790	303,313
Woolen and worsted goods	3	249	692,914	230,768
Cars and general shop construction and repairs by electric-railroad companies	5	589	653,008	420,340
Stoves, hot-air furnaces, and ranges	7	202	639,325	404,599
Butter and condensed milk	32	61	633,310	120,150
All other industries	614	13,190	97,741,983	39,339,249

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MAP SHOWING TRADING AREAS OF PRINCIPAL CITIES OF MARYLAND



and value added by manufacture, 48.7 per cent.

Maryland's largest single industry is the manufacture of men's clothing, including shirts. In 1914 there were 301 establishments engaged in this line, employing an average of 18,062 workers, and the value of the product was $39,047,875. The value added by manufacture was $18,449,758. Copper, tin and sheet iron products ranked second engaged in the manufacture of wearables.

The state ranked fourth in 1914 in the manufacture of men's clothing and seventh in women's clothing. Baltimore is the center of the industry, 90.3 per cent. of the establishments being located there, producing 98.7 per cent. of the output for the state.

Copper, tin and sheet iron products, including stamped and enameled ware—the second industry in importance in the state — has shown a steady growth. The value of the products in these lines was increased 50.8 per cent. in the five-year period ending in 1914, and the average number of wage-earners increased by 2,437, or 46.2 per cent. The increase was due largely to the growth of the stamped and enameled ware lines.

The printing and publishing business ranks eighth among Maryland's industries. Maryland ranks fifteenth among the states in the importance of her products in this line.

Of the total number of wage earners in the manufacturing plants of the state, 78,394 are males and 33,281 females. Not included in these figures are 8,464 proprietors and officials and 11,342 clerks and subordinate salaried employees.

In seven industries—boxes and paper, canning and preserving, men's clothing, women's clothing, confectionery, straw hats and hosiery and knit goods—women wage earners outnumber the men.

The largest proportions of women wage earners—about 75 per cent.—are employed in the two branches of the clothing industry.

The peak of employment in Maryland industries is reached in September, with August and October also showing great activity. The low tide is reached in December, which shows a variation of about ten per cent. below the average for the year.

The canning and preserving industry accounts for most of this variation. It is, in a sense, a seasonal industry, employing in March only six per cent. of the wage earners required for September.

Baltimore shows the most constant employment for wage earners, the slowest month of the year showing 91.1 per cent. of maximum.

Working Hours Growing Less

In 1914 the greatest number of wage earners of the state were employed in establishments where the prevailing working hours were sixty per week. In only one line, paper and wood pulp, were a majority of workers required to labor longer hours. The general tendency, for many years, has been toward a shortening of hours of labor. In Baltimore, where this tendency has been most pronounced, 11,565 wage earners have a 48-hour week; 16,667 labor from 48 to 54 hours per week; 15,714 work on an even 54-hour schedule; 12,452 between 54 and 60 hours and 15,951 work 60 hours a week.

The Metropolis of the South

The concentration of manufacturing industries in the larger cities of the state has been steadily progressing. Four cities—Baltimore, Cumberland, Hagerstown and Frederick—represent 47.7 per cent. of the estimated population of the state, and reported 61.6 per cent. of the total value of products and 72.9 per cent. of the total number of wage earners.

Baltimore is one of the great cities of the western world. Its history forms a romance of American life. As a settlement it fought, in the early days, for elbow room, resting its title to vast landed areas upon grants made by an English King, but disputed by other and adjoining colonies. Lord Baltimore was vested with imperial and autocratic power, but found that its exercise in a young land where the love of democracy and liberty was ingrained in the people of neighboring colonies was an impossible dream.

His great domains were, by negotiation and semi-compulsion, pared and trimmed, Pennsylvania and Virginia opposing his claims of dominion north and south. Finally, boundaries were fixed and Maryland, as one of the thirteen original states, entered the union as a sort of buffer state between Pennsylvania and Virginia—her boundaries in the south and west zigzagging on the map in a way to baffle the average student of geography.

(Continued on Page 20)

Calvert Street, Looking North from Baltimore Street

among Maryland's industries, employing 7,712 wage earners, producing goods to the value of $25,491,121.

The third industry in importance is canning and preserving, in which 468 establishments were engaged, employing 8,640 wage earners and with an annual product valued at $18,028,779. The fourth industry is slaughtering and meat packing and the fifth is fertilizers.

There are forty different lines of industry in Maryland producing goods valued at more than a million dollars annually. The manufacture of paint and varnish, the fortieth industry of the state in the value of its products, was credited with an annual output valued at $1,027,441 in 1914.

The manufacture of women's clothing, considered as a line distinct from that of men's clothing, ranks sixteenth among the industries of the state. The annual product in 1914 was valued at $6,015,195, and the average number of wage earners engaged was 3,026.

Combining the two branches of clothing manufacturing, the total value of the product in the year named was $45,063,070, and the average number of employees was 21,088. Thus 18.9 per cent. of the wage earners of the state were



NORTH BROADWAY, BALTIMORE

The city has many streets that have been "parked" after this fashion. Moderately priced homes line these boulevards.

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EDITOR & PUBLISHER
SPACE BUYERS CHART

PART 1

Baltimore, Md.

Population

1910 Census	558,539
A. B. C. (date) City	570,000
A. B. C. City and Suburban	750,000
Board of Trade Estimate, City	725,000
Board of Trade, City and Suburban	800,000

Native Whites	75%	Industrial Workers	40%
Negroes	15%	English Reading	92%
Foreign Born	10%	Home Owners	45,313
Students	5,000	Summer Residents	None

Suburban and Farm Residents

Within a radius of about thirty miles there are many prosperous towns and agricultural districts, among them being: Havre de Grace, 4,000; Westminster, 2,500; Laurel and Relay, 14,000; Balair, 1,500; Texas, Cockeysville, Reisterstown, Pikesville and Ellicott City, and throughout the counties adjoining Baltimore City.

City Classed as

Industrial and Wholesale and Jobbing Center

Location

On Patapsco River, near Chesapeake Bay, Baltimore & Ohio, Pennsylvania, Western Maryland, Maryland & Pennsylvania, and other railroads; electric road to Annapolis. Several steamship lines operate in both transatlantic and coastwise trade.

Banks

Savings	15	Resources	$112,939,676.00
State Banks and Trust Co's	28	Resources	158,549,950.71
National	14	Resources	290,000,000.00

Baltimore has about 800 building and loan associations which have large memberships, and with deposits aggregating many millions of dollars.

Schools

Public Grade	138	No. Pupils	90,150
High	5	No. Pupils	10,311
Catholic	7	No. Pupils	18,500

Among the educational institutions may be mentioned Johns Hopkins University; Goucher College, Peabody Institute, City College, Institute of Art and Design, Notre Dame College and Polytechnic Institute. There are also several high grade trade schools which are largely attended.

Theatres

Baltimore has ten theatres which present vaudeville, burlesque and road shows, and in addition to the ninety motion picture houses. The seating capacity runs from about 400 to 2,700.

Churches

Baptist, 29; Christian Science, 2; Methodist, 132; Presbyterian, 46; Catholic, 67; Lutheran, 72; Jewish, 34; Congregational, 3; Disciple of Christ, 8; United Brethren, 7; Methodist Colored, 25.

Principal Industries

Iron and steel, auto body sheets, fertilizer, straw hats, clothing, candy, copper, cans, flavoring extracts, bottle stoppers, oyster industry, cotton duck, medicines, gas engine s, umbrellas, steel rails, tin plate, drugs, spices, teas, coffee roasting, canvas and leather belting, slaughtering and meat packing, sashes, doors, blinds, lumber, printing and publishing, flour and grist mills, bread and bakeries, furniture, car building, paper bags, boxes and labels, gas ranges, water heaters and gas meters, glassware, bottles and window glass, stoves, ranges and plumbers' supplies, canning and preserving vegetables, machinery and machinists' supplies, tobacco (cigars and cigarettes), shirts, drawers, overalls, etc., enameling and stamping.

Special Information

Baltimore leads the country in the canning of vegetables, fruits and sea food. The largest copper smelting and copper tube plants are located here.

Baltimore is fourth city in the manufacture of men's and boys' clothing; also leads in the manufacture of straw hats.

There are in Baltimore over 2,000 manufacturing establishments, employing about 120,000 wage-earners, who are paid annually $108,589,412.

The Baltimore industrial district produces annually manufactured products to the value of $612,500,000, thus making the city one of the foremost industrial centers of the United States.

Baltimore has more homes to the square mile than any city in the world.

In the oyster fishing industry Baltimore leads the world.

More fertilizer is shipped from Baltimore than from any place in the country.

NOTE: The information given here was secured through the Board of Education, Board of Trade, Merchants and Manufacturers' Association, Bank Examiner, and other reliable sources.

GET The NEWS REPORT ON



FIFTY brands of pills, twelve oils, three syrups, seven waters, fourteen salts and two medicinal teas compose the eighty-eight laxative medicinal products on sale in Baltimore drug stores according to a report just completed on these products by the merchandising department of The Baltimore News.

¶ True, many of them—particularly the unadvertised ones—were found tucked away in drawers and boxes, never to see the light of day. Some, also, were received on consignment, others were stocked on the strength of a temporary fling at advertising which did little more than get the dealer's name on the dotted line.

¶ The relationship between newspaper advertising and number of brands, established by comparison between previous reports, particularly those of the Chewing Gum and Talcum Powder investigations, goes glimmering in the case of Laxatives and Cathartics, largely because of this fact.

¶ Chewing Gums, well advertised in newspapers, do a business of approximately a million dollars a year in Baltimore, confined to 20 brands. Talcum Powders, less active newspaper advertisers, do business in Baltimore estimated at half-million dollars scattered among 80 brands.

¶ In the case of Laxatives and Cathartics, too much of the advertising has been of the kind to get the goods on the dealers' shelves—too little of the kind to get them off. The vast quantity of "dead stuff" among the 88 brands of laxatives on sale in Baltimore shows the need of an advertising cathartic that will wake up dormant interest in these products and restore to normal, sales possibilities that have absolutely ceased to function.

¶ The comparative importance from a sales standpoint of pills, oils, syrups, waters, salts and teas—distribution of the various brands, individual reports of 7 local sellers, individual reports of 27 wholesalers and 100 retailers are contained in this big report of 267 pages (the most exhaustive of its kind we have ever issued) and should be of direct value to the manufacturer thinking of entering or broadening his activities in the local field. In making your request for a copy, which will be furnished without obligation, please state the name of the product you are interested in and your connection with the firm.

LAXATIVES & CATHARTICS in the BALTIMORE MARKET



The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Munsey
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

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EDITOR & PUBLISHER
SPACE BUYERS CHART

PART 2

Baltimore, Md.

Wholesale Houses

Grocers	20
Druggists	13
Confectionery	16
Dry Goods	20
Shoes	17
Fruit	37
Butter, Cheese and Eggs	13
Cigars and Tobacco	15
Meats, Provisions	16
Clothing	15
Millinery	5
Hardware	19
Glassware	5

These wholesale houses have a trading area extending throughout the whole southern and southwestern sections of the country, the city ranking third as a jobbing center.

Retail Section

The retail section of Baltimore, generally speaking, is confined to the center of the city, and the inhabitants from all sections, as well as from the outlying districts, gather in the shopping district for their purchases.

Baltimore has an east side shopping district known as South Broadway, while West Baltimore Street caters to residents of the western end of the town, although the great volume of business is all done in the central part of the city.

On Charles Street is located high grade specialty shops, and North Howard Street has become a busy thoroughfare.

Residential Features

The residential sections deal with the corner grocer and the corner drug store for their daily needs and come to the shopping district for their more important purchases.

The character of the stores in the shopping district ranges from the high grade stores carrying stocks in many cases equal to the exclusive Fifth Avenue shops in New York all the way down to the bargain stores catering to the woman who does her own housework.

Baltimore is a city of homes, with very few tenements; the houses being mostly two and three-story, built of brick, and with modern conveniences.

Nearly sixty-five per cent of the homes of the working class are owned by the occupants.

There are several beautiful suburban residential sections, among them being Roland Park and Guilford.

Green Spring Valley is a development of fine country homes and estates.

Trading Area

Baltimore is the center of one of the most prosperous and trading centers in the country. Within its trading area are many large towns whose industries give employment to thousands of high-grade and well-paid mechanics whose families do their trading in Baltimore.

To the north this territory extends to Havre de Grace, Pikestown, Texas, Cockeysville, Belair, Reisterstown and Towson.

On the west the area extends to Westminster, Cockeville, Ellicott City, and as far as Frederick and Hagerstown.

To the south and east are Glenburnie, Hanover, Boones, Annapolis. From the Eastern Shore comes a large number of high class buyers.

Trolley connections and express routes and excellent motor roads throughout the section surrounding Baltimore are to a great extent responsible for the growing tendency of those living in the rich agricultural and suburban areas to do their shopping there.

Retail Outlet for Nationally Advertised Product

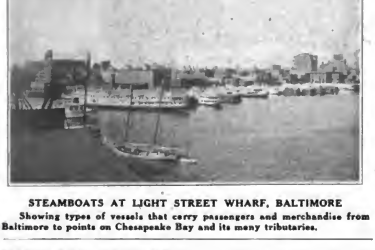
Automobile (Passenger) Agencies	65	Delicatessen	53	Garages	215	Millinery	97
Automobile (Truck) Agencies	19	Dressmakers	625	Grocers	2950	Opticians	61
Automobile (Tires) Agencies	47	Druggists	365	Hardware	223	Photographers	58
Automobile (Parts) Agencies	35	Dry Goods	600	Hats and Caps	63	Pianos	61
Bakers	300	Department Stores	34	Jewelers	197	Plumbers	293
Cigar Stores	300	Electrical Supplies	81	Ladies' Tailors	84	Restaurants and Lunch Rooms	315
Cloaks and Suits	88	Florists	115	Meat Markets	332	Shoe Dealers	181
Clothiers	279	Furniture	169	Men's Furnishings	115	Sporting Goods	15
Confectioners	536	Furriers	47	Merchant Tailors	151	Stationers	49

Morning Newspapers
The Sun
Baltimore American

Evening Newspapers
The Evening Sun
The Baltimore News
The Evening Star

Sunday Newspapers
Baltimore American
Baltimore News
The Sun

Weeklies
Afro-American



STEAMBOATS AT LIGHT STREET WHARF, BALTIMORE
Showing types of vessels that carry passengers and merchandise from Baltimore to points on Chesapeake Bay and its many tributaries.

MARYLAND RICH AND PROGRESSIVE

(*Continued from Page 18*)

But Maryland—and Baltimore, heart and center of the state—held the imperishable stuff out of which states are made great. In the disturbed colonial days the colony was a refuge for those suffering religious persecution. Maryland became the synonym for toleration in religion. That single policy and purpose furnished, in those times, the basis upon which commonwealths were built.

The second Lord Baltimore thought to plant in the new world outgrown political systems—and in this he failed, for America stood for the eventual realization of democracy. But he did plant here the seed of religious liberty for all sects alike, without discrimination. Historians may deny that this was his purpose, but it is true that this was the result of his great adventure in state making, carried out, it is true, by his deputy—a younger brother.

Baltimore, birthplace of the national anthem, has played a conspicuous role in every crisis of our country's life. But all this is history, familiar to even school children, and need not be recounted.

A Miracle of Reconstruction

In 1904 the business district of Baltimore was wiped out by one of the greatest conflagrations ever suffered by an American city. Fire swept over 140 acres, destroying 86 blocks of buildings in the heart of the city, entailing an estimated loss of $125,000,000.

The disaster shocked the world, and aid and offers of aid poured in from every part of the continent. These were courteously declined, although the spirit of neighborly sympathy shown was deeply impressed upon Baltimore people and touched their hearts. Baltimoreans themselves set about, with a vigor and a faith that were inspirational, to rebuild their city. Before the flames had been finally extinguished in some quarters, crews of workmen were busy elsewhere excavating for foundations for new and modern structures. The civic spirit shown by Baltimoreans in those trying days has rarely been equaled. Quickly, out of the chaos and ruin which marked the track of the fire, emerged a new Baltimore—not a makeshift city, but one of beauty and magnificence, planned so that old defects were not to be perpetuated, designed on model lines of city building.

Some people will tell you that the fire "made Baltimore." But it could not have done that if the spirit and energy and vision of the people of Baltimore had not been adequate to meet the great test.

Civic Spirit Irrepressible

The builders of the new city did not stop with the completion of their program for the burned district. Great civic tasks were undertaken—a wonderful sewerage system was completed.

(*Continued on Page 22*)



B. & O. FREIGHT YARDS AT LOCUST POINT
An impressive glimpse of Baltimore's terminal and transportation facilities

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A "Ready-Made" Survey Is Not Our Idea of HELPFUL SERVICE

When we are asked for information regarding the Baltimore market we do not offer a report already prepared, for no market survey can be sufficiently comprehensive to be of help in solving the sales problems of all lines of business. We give you a special report made after an intelligent investigation of the local market in its relation to your product—a survey that will contribute materially to the success of your sales campaign in Baltimore.

THE SERVICE DEPARTMENT OF THE Baltimore Sun

"Almost invaded the field of impossibles"

The Baltimore Sun,
Baltimore, Md.

Gentlemen—Recalling my very pleasant meeting with you recently, it has occurred to me that an unsolicited statement from me relative to the work done and service rendered by your paper here in connection with our sales campaign might be of interest.

There are a great many things that a newspaper can do to be helpful in the line of service connected with advertising in a sales drive, and there are a great many others which any manufacturer or distributor wishes he might have help in which are beyond the power or province of any news sheet. The fact that has impressed me most about the BALTIMORE SUN is their willingness and desire to be helpful in every way open to them, and I feel that your staff here has almost invaded the field of "impossibles" in some instances.

What I do want to say to you is that I have been thoroughly convinced, almost against my will, of the value of newspaper co-operation, and the attitude of your staff here has been and is so friendly in its readiness to put shoulders to the wheel and push with our salesmen that there is no doubt in my mind today that they can be of tremendous assistance in putting across anything which is salable at all.

I'm mighty glad to have had this experience with them, and if this word from me will assist in carrying on the good work, use it for all it's worth.

Yours very truly,
(Name furnished on request.)

will be pleased to receive inquiries from any manufacturer or advertising agency who is planning a sales campaign in the Baltimore territory.

The unsolicited letter reproduced here tells what the district manager of a large national advertiser thinks of our "helpful" service.

Baltimore is growing in all directions; growing in factories, in homes, in prosperity. May we help you participate in this prosperity by analyzing the local situation in its relation to the profitable distribution of your product?

The Baltimore Sun publishes regularly more advertising than all other Baltimore papers combined

Total Advertising Gain In the Nine Months of 1919 More Than

FIVE MILLION LINES

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Population	Classed As
1910 Census 9,576	Educational
City Clerk's Estimate, City 12,000	
City Clerk's Estimate, City and Suburban 17,000	
Native Whites 92%	English Reading 95%
Foreign Born 3%	Industrial Workers ... 8%
Negroes 25%	Home Owners 5,100
Students 2,500	Summer Residents ... 6,000
Banks 4	Resources $13,210,290
Schools 7	Pupils 1,250
St. John's College	275
United States Naval Academy	2,000
Six Naval Preparatory Schools	300
Theatres 2	Total Seats 2,000
Churches 12	

EDITOR & PUBLISHER — SPACE BUYERS CHART

Annapolis, Md.

Location

On Chesapeake Bay, with electric railroad connecting with Baltimore and Washington.

Principal Industries

Annapolis cannot be classed as an industrial center, there being no manufacturing plants of any note. It is essentially an educational center, being the site of the United States Naval Academy and numerous naval preparatory schools.

Special Information

There are extensive fish, crab and oyster industries.

Suburban and Farm Residents

Within 2 radius of five miles, including Eastport, 3,000; West Annapolis, 800, and Germantown, 1,200.

Retail Section

½ mile long on Church and West Streets.

Residential Features

The homes consist principally of one-family structures.

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies 6	Bakers 4	Dry Goods 10	Hardware 3	Opticians 2
Auto (Truck) Agencies 5	Cigar Stores 4	Department Stores 1	Hats and Caps ... 3	Photographers ... 1
Auto (Tires) Agencies 5	Cloaks and Suits ... 1	Electrical 1	Jewelers 4	Pianos 4
Auto (Parts) Agencies 5	Clothiers 3	Florists 4	Ladies' Tailors 3	Plumbers 3
	Confectioners 10	Furniture 4	Meat Markets 5	Restaurants 3
	Delicatessen 1	Furriers 1	Men's Furnishings. 4	Shoe Dealers 10
	Dressmakers 25	Garages 12	Merchant Tailors .12	Sporting Goods 2
	Druggists 9	Grocers 27	Millinery 5	Stationers 2

Trading Area

The trading area extends for a distance of about ten miles, covering the entire agricultural and suburban sections of Anna Arundell County.

Newspapers

The Evening Capital
Weekly Advertiser

Population	Classed As
1910 Census 7,063	Industrial
City Clerk's Estimate, City 8,500	
City Clerk's Estimate, City and Suburban 10,000	
Native Whites 75%	English Reading 80%
Negroes 25%	Industrial Workers 30%
Students ..... None	Home Owners 1,400
Banks 4	Resources $12,907,538
Schools 7	Pupils 1,424
Theatres 1	Seats 1,000
Churches 9	

EDITOR & PUBLISHER — SPACE BUYERS CHART

Cambridge, Md.

Location

On Choptank River, Eastern Shore of Maryland, Pennsylvania R.R.; boat line to Baltimore; connection at Claiborne Ferry to Annapolis.

Principal Industries

Large oyster packing industry, export of fish and lumber, canning factories, flour mills, shirt manufacturing. The largest tomato canning factory in the world is located here.

Special Information

Dorchester County is one of the finest agricultural sections in the state.

Suburban and Farm Residents

East Newmarket, 1,500; Herlock, 1,200; Church Creek, 1,000; Madison, 900; Hooper's Island, 2,000.

Wholesale Houses

Grocers 3
Fruit and Produce 1
Confectionery 2
Supply Cambridge area. 1

Retail Section

About ¼ mile on Poplar; ½ mile on Race.

Residential Features

Large proportion of inhabitants own homes.

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies 7	Bakers 2	Dry Goods 6	Hats and Caps ... 2	Opticians 2
Auto (Trucks) Agencies 4	Cigar Stores 3	Electrical 1	Jewelers 2	Photographers ... 2
Auto (Parts) Agencies 6	Cloaks and Suits.. 2	Florists 2	Ladies' Tailors 1	Pianos 2
Auto (Tires) Agencies 6	Clothiers 3	Furniture 4	Meat Markets 11	Plumbers 10
Auto (Tires) Agencies 10	Confectioners 15	Garages 5	Men's Furnishings. 3	Restaurants 2
	Dress Makers 30	Grocers 40	Merchant Tailors.. 5	Shoe Stores 5
	Druggists 5	Hardware 2	Millinery 5	Sporting Goods ... 3
				Stationers 1

Trading Area

On the north extends to Herlock, East Newmarket, Linwood and Salem.

To south and west the boundaries go to Milton, Taylor's Island, Madison, Church Creek.

Cambridge is in fact the shopping district for all of Dorchester County.

Newspapers

Daily-Banner Tri-Weekly-Record Weekly-Democrat-News

Population	Classed As
1910 Census 10,886	Industrial
Chamber of Commerce Estimate, City 14,500	
Chamber of Commerce Estimate, City and Suburban.. 20,000	
Native Whites 90%	English Reading 99%
Negroes 10%	Industrial Workers ... 25%
Students 300	Home Owners 1,500
Banks 3	Reserves $10,000,200
Schools 9	Pupils 2,791
Hood College (Girls)	300
Theatres 2	Total Seats 3,000
Churches 16	

EDITOR & PUBLISHER — SPACE BUYERS CHART

Frederick, Md.

Location

Baltimore & Ohio, Pennsylvania R. R., and Hagerstown and Frederick electric line.

Principal Industries

Brushes, brick, knitting mills, flour mills, large canning factories, tanneries, wholesale bakeries, meat packing, silos, lumber mills, ice making plant, and a large number of smaller industries.

Special Information

Frederick County is the second richest agricultural county in the country.

Suburban and Farm Residents

Middletown, 2,000; Thurmont, 1,000; Newmarket, 1,000; Buckeystown, 1,200; Woodboro, 1,500.

Wholesale Houses

Grocers 4
Meats 1
Tobacco 3
Dry Goods 1

Retail Section

North and south on Market Street and east and west on Patrick Street.

Residential Features

The homes consist principally of one and two-family houses.

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies 6	Bakers 3	Dry Goods 5	Hardware 5	Opticians 4
Auto (Truck) Agencies 12	Cigar Stores 16	Department Stores. 1	Hats and Caps ... 3	Photographers ... 1
Auto (Tires) Agencies 4	Cloaks and Suits... 1	Electrical 2	Jewelers 3	Pianos 2
Auto (Parts) Agencies 18	Clothiers 5	Florists 2	Ladies' Tailors 2	Plumbers 7
	Confectioners 7	Furniture 3	Meat Markets 18	Restaurants 5
	Dressmakers 35	Furriers 1	Men's Furnishings. 3	Shoe Dealers 5
	Druggists 6	Garages 3	Merchant Tailors.. 4	Sporting Goods 3
		Grocers 30	Millinery 3	Stationers 2

Trading Area

The trading area extends throughout Frederick County, taking in the towns of Adamstown, Walkersville, Newmarket, Middletown, Buckeystown, Woodboro, Thurmont, and other smaller places scattered throughout this rich agricultural district.

Newspapers

The Morning Post The Evening News

MARYLAND RICH AND PROGRESSIVE

(Continued from Page 20)

municipal docks built, streets paved and in many instances parked.

Baltimore has always been a city of "owned homes," but in the period of its new life it has become also the city of *better* homes. Its suburban development has been remarkable. The city is by no means restricted to the small space of Baltimore city proper.

The metropolitan district of Baltimore contains 184,660 acres, of which but 19,-290 acres constitute the area of Baltimore. The census bureau estimates the population of Baltimore, in 1918, at 579,-593, and that of metropolitan Baltimore at 113,663, or a total for the city of 693,253. Local estimates place the total population to-day at about 800,000.

Twenty-one different industries in Baltimore in 1914 reported products valued at more than one million dollars. These ranged from clothing, with products valued at $44,482,136 down the line to men's furnishing goods, with products valued at $1,142,429. There were 14 individual establishments, not included in the 21 industries mentioned, having annual outputs exceeding one million dollars each.

Baltimoreans are properly proud of their wonderful system of public parks, the largest being Druid Hill, covering almost 700 acres. The parks are not supported by direct taxation, but from 9 per cent. of the gross receipts of the street railroads. This affords nearly half a million annually.

Seat of the most famous of American hospitals, the Johns Hopkins, Baltimore lives up to this distinction through the maintenance of every scientific safeguard that can be established against disease. A rigid system of food inspection, extensive welfare work in the prevention of tuberculosis, strict sanitary regulations—these contribute to the high standard of health shown by the city.

Few Labor Troubles

The city has always attracted investors from the fact that it has suffered but little from labor troubles. The field or market for Baltimore products includes the whole of the South, in which its trade is tremendous and constantly growing. The metropolis of the South, it is natural that Baltimore should dominate its wholesale trade.

Manufacturing implements, such as machinery, apparatus, mechanical tools actually employed in manufacture, are not taxed in Baltimore. Power, fuel and light are cheap.

The Baltimore industrial district, 15 miles square, contiguous to and including the city proper, produces annually manufactured products to the value of $365,000,000.

As vessels travel, Baltimore is 174 miles from the Atlantic. It is on the estuary of a tributary of Chesapeake Bay. The harbor channel is 27 feet deep and 600 feet wide. Steamships of 20,000 tons enter Baltimore harbor.

The city is noted as a shipping point for export grain. The railroads have built terminal elevators with facilities for the rapid unloading of cars. These elevators can place 2,000,000 bushels of grain on board vessels in one day.

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Population

1910 Census 14,507
Present Estimate, City..... 27,571
Present Estimate, City and Suburban 50,000

Native Whites	94%	English Reading	90%
Foreign Born	6%	Industrial Workers	40%
Negroes	8%	Home Owners	250
Students	None	Summer Residents	None
Banks	8	Resources	$16,921,000
Schools	8	Pupils	4,947
Theatres	4	Seats	7,300
Churches		12	

Classed As

Industrial

EDITOR & PUBLISHER
SPACE BUYERS CHART

Hagerstown, Md.

Location

Baltimore & Ohio, Cumberland Valley, Norfolk & Western, and Western Maryland R.R.

Principal Industries

Wood working plants, spoke works, flour mills, machine shops, railroad shops, shoe, hosiery and knit goods, iron, brass and other metal products, cigar factories, automobiles, furniture, gloves, leather products, silk mills, paper boxes, and numerous other industries.

Special Information

Hagerstown is surrounded by a very prosperous agricultural community.

Suburban and Farm Residents

Funkstown, 2,100; Williamsport, 2,300; and numerous smaller communities.

Wholesale Houses

Beef and Provisions	1
Confectioners	2
Cigars and Tobacco	1
Fruits	2
Grocers	2

Retail Section

Principal shopping district about ½ mile on Potomac Street north and south of square, and West Washington.

Residential Features

House one and two family. No slum or tenement sections.

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies	3	Bakers	3	Department Stores	2
Auto (Truck) Agencies	5	Cigar Stores	10	Electrical Supplies	2
Auto (Tires) Agents	8	Clothiers	2	Florists	3
Auto (Parts) Agencies	3	Confectioners	21	Furriers	1
		Dress Makers	30	Garages	10
		Druggists	14	Grocers	36
		Dry Goods	8	Hardware	4

Hats and Caps	3	Photographers	4
Jewelers	4	Pianos	5
Ladies' Tailors	8	Plumbers	3
Meat Markets	21	Restaurants	12
Men's Furnishings	18	Shoe Dealers	11
Merchant Tailors	13	Sporting Goods	1
Milliners	12	Stationers	2
Opticians	1		

Trading Area

Extends to Waynesboro, Pa., on north; Clear Spring on the west; Harpers Ferry on the south, and throughout the whole of Washington County.

Newspapers

The Morning Herald
The Evening Mail
The Evening Globe

Population

1910 Census 21,839
Chamber of Commerce Estimate, City 32,156
Chamber of Commerce Estimate, City and Suburban 50,500

Native Whites	95%	English Reading	92%
Foreign Born	5%	Industrial Workers	60%
Negroes	4%	Home Owners	40%
Students	None	Summer Residents	None
Banks	6	Resources	$15,897,953
Schools	19	Pupils	3,884
Theatres	5	Seats	10,500
Churches		21	

Classed As

Industrial and Railroad Center

EDITOR & PUBLISHER
SPACE BUYERS CHART

Cumberland, Md.

Location

On Potomac River; Baltimore & Ohio; Western Maryland; Pennsylvania and Cumberland & Potomac R.R., and Chesapeake & Ohio Canal.

Principal Industries

Iron, steel, railroad cars, locomotives, automobile tires, glass, bricks, cement, leather, sheet tin, chemicals, and an extensive trade in bituminous coal.

Special Information

Around Cumberland there is an extensive area of fruit and truck growing and dairying.

Suburban and Farm Residents

Frostburg, Md., 12,000; Lonaconing, Pa., 4,000; Westernport, Md., 5,000; Blaine, W. Va., 3,500.

Wholesale Houses

Druggists	2
Dry Goods	1
Fruits and Produce	2
Grocers	1
Hardware	1
Meats	1
Shoes	1
Cigars and Tobacco	1
Bakers	1

Retail Section

About one-half mile along Baltimore Street, also one-quarter mile along Center and Mechanic Streets.

Residential Features

The residential section consists of one and two-family houses and some apartment houses.

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies	3	Bakers	7	Dry Goods	12
Auto (Truck) Agencies	4	Cigar Stores	14	Department Stores	4
Auto (Tires) Agencies	3	Clothiers	8	Electrical	4
Auto (Parts) Agencies	2	Confectioners	15	Florists	3
		Dress Makers	20	Furriers	1
		Druggists	14	Garages	10
				Grocers	120

Hardware	6	Opticians	2
Hats and Caps	3	Photographers	3
Jewelers	3	Pianos	3
Ladies' Tailors	4	Plumbers	12
Meat Markets	17	Restaurants	20
Men's Furnishings	14	Shoe Stores	20
Merchant Tailors	12	Sporting Goods	2
Milliners	8	Stationers	3

Trading Area

The trading area extends to Elkins, Thomas and Blaine, W. Va.; to Frostburg, Md.; Westernport, Piedmont, Md.; and Keyser, W. Va., and many towns in Pennsylvania and throughout Alleghany County.

Newspapers

Cumberland Evening Times
The Morning News

5,000,000 tons of coal are exported yearly from Baltimore.

Thirteen transatlantic steamship lines maintain regular sailings from Baltimore, while seven lines take care of Baltimore's trade in Pan-American countries.

A City of Homes

The percentage of families living in dwellings without other occupants is about 72.6; while 20 per cent. live in two-family houses and 7.4 per cent. in houses occupied by three or more families More than one-fifth of the private dwellings in the city are owned, unencumbered, by their occupants.

Two hundred building and loan societies have offices in the city, and home ownership is made possible for practically all wage earners.

Baltimore has practically no tenements, as this term is understood in other cities. Of the 107,427 private dwellings in the city, about half are two stories in height and modern in every detail. While essentially a city of attractive homes, of comparatively moderate cost, Baltimore has its quota of stately mansions and an environment of wealth and dignity. Some of the finest homes in America are to be found in the environs of the city.

Baltimore's famous markets, supplying fresh vegetables and all other eatables, are owned and controlled by the city. They have contributed much toward suppressing profiteering in foods.

Hagerstown is the second city in the state as measured by the value of products, reporting $7,412,397 for 1914. The city has a variety of industries, including railroad repair shops, flour mills and the manufacture of furniture, silk goods and organs.

Cumberland had an increase of 56.9 per cent. in the value of products and 45.5 per cent. in average number of wage earners from 1909 to 1914.



BIRD'S-EYE VIEW OF BALTIMORE HARBOR

The city has been an important seaport for a hundred years. Long before the advent of steamships Baltimore's sailing vessels dotted the seas and ships from all parts of the world were to be found in her harbor.

NAVY SOLD TO NATION BY ADVERTISING

Recruiting Above Normal Despite Adverse Conditions — Future Campaign Depends on Press, O'Shaughnessy Says

Entire satisfaction with the results of the $300,000 naval advertising campaign, which will conclude about the end of November, has been expressed by officials of the navy, James O'Shaughnessy, secretary of the A. A. A. and of the Advertising Agencies Corporation, which placed the advertising, told EDITOR & PUBLISHER this week.

"In a time when recruiting for the navy should be below normal, far more than the usual number of men have passed through the enlistment offices, and advertising is responsible. When the campaign started in September and in October many young men had just been or were being discharged from service in the national forces—and they would not be the kind of men the navy wants if they did not desire to stay at home for a while before getting into the service again," Mr. O'Shaughnessy said.

"Nevertheless, a steady flow of recruits continues and the naval officials are more than satisfied with the results of the advertising campaign, and they believe the newspapers should receive the credit for its success."

"Will there be future campaigns by the navy?" Mr. O'Shaughnessy was asked.

"Surely there will be," he replied. "The navy is going to continue and the advertising should continue also. There is no more reason for the navy to stop advertising now than there is for any other successful national advertiser.

"The primary object of this campaign through every one of the newspapers on EDITOR & PUBLISHER'S subscription list was not the securing of recruits, but the selling of the navy to every household in the United States. It has been accomplished, and future campaigns will increase its success.

"This is the biggest thing that has ever happened for American newspaper advertising, and I think the newspapers realize it. The best thing they can do is to sell to their Congressmen on a business, not political basis, the idea of advertising for all Government departments, not merely in their own papers but in newspapers generally. If this idea is carried out steadfastly by the publishers they can safely leave the placing of the business to our organization.

"Every publisher knows at least one of our members and knows that we can be relied upon to treat the country's newspapers on a fair and square basis. Politics must be kept out of the Government's advertising relation to newspapers or failure will result, as politics and advertising do not mix in any way."

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EDUCATIONAL WORK NEEDED TO BUILD AND HOLD LITTLE ADVERTISEMENTS

THE promotion manager of a newspaper was asked to prepare copy for a folder to be distributed to classified advertisers who had property to rent. This folder was to instruct the advertisers in writing rental copy. Then the housing problem became so acute on account of war conditions that rental ads greatly decreased in volume; therefore, it was decided not to issue the folder. The idea might have been rewritten to fill some normal classification With the thought that some classified managers can use the idea profitably the promotion manager's copy is given herewith:

WHY WE ARE ANXIOUS TO HELP YOU PREPARE EFFECTIVE ADS

Classified advertisements of rooms, homes, flats and apartments to let serve two purposes:

1. They help the owners get paying tenants for their property.

2. They make the paper of service to people who are looking for a place to stay.

Everything which helps make ANY of these advertisements more effective, helps make ALL of them more effective. The more reliable, complete, accurate the columns are, the more people will consult them, and the more rentals will be made through them.

The more truthful, the more complete, the more helpful and the more compact each advertisement is made, the more EFFECTIVE the whole page becomes, and that makes each advertisement more effective.

DON'T BE STINGY

Advertisements of this sort should not be too long. We value our space just as much as you do the money. It's a waste of money. Present the facts BRIEFLY. Remember that people do not RENT from an advertisement, they only come and LOOK. Select your BEST points. Never exaggerate or misrepresent.

DON'T BE STINGY

One day's rent of the average apartment, even of one room will more than pay the difference between an incomplete advertisement, that attracts no attention, and a complete statement, that brings a renter.

YOUR SELLING POINTS

You have something to SELL. You will have to present it and sell it on its MERITS. The first thing to do, in preparing an advertisement, is to go over it in your mind and decide what ARE your strong points. The following classification may help you arrange your ideas. They are the considerations which the BUYER is likely to have in mind:

1. Price.

2. Location, Environment, Car-lines etc.

3. Accommodations.

4. Equipment, Elegance, Comfort, Convenience, Privacy, etc.

It is not intended that an advertiser should frame up his want-ad in this exact order. But classify your offering dreide what one of these is the STRONGEST point, and use that to lead off with.

PRICE

Everybody knows that price governs quality, to a large extent. MOST people have in their minds a pretty definite idea of what they intend to pay. It is far more important that you should get into touch with a few people who are willing to pay what it is worth, for what you have to offer than that you should have arguments over the telephone with many people, attracted by your advertisement, but unwilling to pay your price. If you intend to CUT your prices, cut them in the advertisement. That is where a reduction will count most.

Some offerings are made of a grade that appeal to people to whom the price is no object. In such a case, it is not essential that the price be in the advertisement.

LOCATION, ENVIRONMENT, CAR-LINES, ETC.

A large proportion of the people who are looking for rooms and apartments are NEW in this city. Make it clear just where you are located. Tell what car-line reaches your place. "Walking distance" is a very valuable point—if True—but don't overdo it. If your place actually is inside reasonable walking distance, explain in what direction from town—north, west, east or south. Is it the neighborhood quiet? Say so. Is it a specially nice neighborhood? Say so. FREQUENT car service is a good point. Any one of these takes but a word or two to tell, but they are the material from which an inquirer can form a DECISION, and it is DECIDING which rents property.

EQUIPMENT, CONVENIENCE, PRIVACY, ETC

Does your rate include linen, laundrying, steam heat, light? Say so. Are the rooms "outside"? Say so. Are they sunny, Say so. If you have special appointments—nice kitchen, laundry tray, gas grate, a restaurant handy, open fire, gas grate, maid service, trunk storage, telephone facilities—any or all of these are "talking points." Put them in your advertisement.

ACCOMMODATION

Tell HOW MANY you can accommodate. Some families are of two persons, some of four or more.

There is a difference between a "Flat," and "Apartment" and "Rooms for Housekeeping."

A flat implies a complete unit, for housekeeping, with its separate front and rear entrances.

An apartment means a complete unit usually including a bath, and generally a kitchen or kitchenette, but which may have neither an independent front or rear entrance, but opens upon a common hall.

Rooms for housekeeping are just that —rooms that are wholly private, bath room and halls shared with other people in the same house.

CLASSIFY your advertisement RIGHTLY. You gain nothing by getting in the wrong classification, and you may lose the customer who is looking for just what you offer—and who is lonking in the right classification.

PUTTING IT ALL TOGETHER

Consider the *name*, the *address*, the *price* as the primary requisites of your advertisement. The classification, if RIGHT, saves you a lot of description. Then consider which are your most IMPORTANT points, the things which people consider when they rent from you. Pick them out, and present them, at the beginning of your advertisement in just as few words as possible.

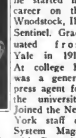
The reason why no model or form advertisement is given herewith is because it might make the advertisements sound too much alike. Be original. Be truthful.

Some Idea of Instructions That Should Be Given Patrons of Classified Columns Is Contained in Following Article, Third of a Series.

BY C. L. PERKINS

"100 P. C. Increase Rudey"

Meet "Rudey," more formally known as R. E. Seiler, classified advertising manager of the Los Angeles Examiner. At the age of 12 he started his career on the Woodstock, Ill. Sentinel. Graduated from Yale in 1915. At college he was assistant press agent for the university. Joined the New York staff of System Magazine in July, 1916, and in December of that year went to the New York American as want ad manager and later had charge of the real estate and resort advertising departments. Since January 1, 1919, he has been at the head of the classified department of the Los Angeles Examiner, during which time its want ad volume has increased nearly 100 per cent and is now the largest in the history of the paper.



R. E. SEILER

Yes, he is happily married and has two sons, one three years and another three weeks old. Father will have both of them selling classified in a few years.

Good Telephone Service Is Success Necessity

Reducing the number of errors made in receiving classified advertisements over the telephone is one of the problems in practically every newspaper office which takes business over the telephone. The reduction of these errors is more than a matter of saving the revenue lost in credit allowances or the space taken by advertisements run "Dead Head" in correction.

It is a question of service and good service is a great aid in building customers and building good will. Advertisers who cannot speak English plainly, advertisers who do not enunciate distinctly, advertisers who are in a hurry, advertisers who do not know how to use a telephone and careless advertisers of all kinds give their advertisements over the telephone. Added to the failure of the advertisers are those of the telephone company in often providing poor service and nf the advertising operators in becoming careless. Still further cause for trouble is the English alphabet in which certain letters sound alike, especially over the telephone. All of these causes combined create errors and according to the advertiser they are always the fault of the newspaper.

As an aid in reducing these errors the Cleveland Plain Dealer has printed and given to all persons taking advertisements over the telephone a card as illustrated herewith:

KEEP THIS CARD WHERE YOU CAN SEE IT

When in doubt as to the correctness of an initial or word, give the name for the letter or letters in question.

Always spell back a proper name.

This will prevent errors due to the phonetic similarity of different letters over the telephone.

Alike in Anna		Alike in Nellie	
B	Boston	O	Oscar
C	Chicago	P	Peter
D	David	Q	Quaker
E	Edward	R	Robert
F	Frank	S	Sugar
G	George	T	Tom
H	Henry	U	Union
I	Ida	V	Victor
J	John	W	William
K	Kate	X	X Ray
L	Lincoln	Y	Yale
M	Mary	Z	Zero

Since these cards, which are printed on white cardboard about 4 by 6 inches, are put into use the errors have been greatly reduced in number. The words on this card are those used by the Western Union in its work of receiving messages over the wire—and have been proved by experience to be easily understood over the telephone.

Classified Advertising a Vital Force

By ROBERT H. WILDMAN
CLASSIFIED ADVERTISING MANAGER OF THE BALTIMORE SUN

What definite relationship has classified advertising to the display value of a newspaper? To what may be attributed the indisputable fact that a newspaper with classified supremacy almost invariably occupies a parallel position—in its display field—from a standpoint of both the volume and efficacy of the advertising it carries?

Let's start through the annals of advertising history—to the embryonic stages of newspaperdom—when the thinking public dismissed with a bow the faithful "town crier," and clime in his stead the powerful, virile voice of publicity. Those were the "teething days" of advertising—when copy writers were content to "copy"—when "Bet Days," half-tones and mortises still lay hidden in the realms of the "yet unknown." Then was *all* advertising classified—though classified advertising *exclusively* were the wants and offerings of the public made manifest.

But with the advent of the process of engraving we realized that in certain instances an advertisement could be more forcibly presented if accompanied by illustrations and "cuts." Slowly—by gradual steps—"general" advertising, therefore, assumed a new and different aspect — single-column advertisements became of two, three or even eight-column measure; six-point type became sixty-point type, and white space found its best expression in a judicious use of black.

And yet the interesting phase of this remarkable development is the fact that

(*Continued on Page* 34)

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LITTLE INTEREST SHOWN IN 2ND CLASS RATES

Hardly Fifty Per Cent of Publishers Express Views on Congressman Mansfield's Questionnaire—Legislators Disappointed

Washington, D. C., Oct. 31.—Members of Congress who have been endeavoring to bring about changes in the second class postage rate system to suit the majority of daily and weekly newspapers of the country express keen disappointment about the co-operation they are receiving from publishers.

They are especially bitter at this moment over the fact that hardly 50 per cent of the publishers took the trouble to reply to Congressman J. J. Mansfield's questionnaire recently sent out for an expression of opinion on whether the present zone law should be retained or changed.

Out of the 12,152 daily and weekly newspapers to whom the Mansfield questionnaire was sent, only 5,789 replied. Of this number 3,835 registerd themselves as in favor of the present zone law and 1,954 wanted a change.

Already Congressmen who have interest in second class postage are saying they will let the matter take its own course, because so few publishers are giving them any help whatever. They take the ground that the information brought out in the Mansfield questionnaire is valueless in view of the comparatively few publishers who answered.

Green Guiltless of Libel

Concordia, Kan., Nov. 1.—Ray Green, editor of the Blade-Empire, who was sued for criminal libel by Rev. E. R. Beery, a local Baptist minister, because of an article on the minister's proposed disposition of funds from a lecture, was found "not guilty" by a jury in the district court. The trial of Fred Cook, former editor of the Jamestown Optimist, on a similar charge, will go over to the January term of court, but it is thought that it will never come to trial.

Paper Stock Burned

Rockland, Me., Nov. 2.—News print owned by the Courier-Gazette valued at $1,000 was destroyed by fire. The newspaper establishment was seriously threatened for a time, but escaped damage except to its paper storehouse.

Anderson Starts as Vice-Consul

Springfield, Mo., Nov. 1.—Nels Anderson, former Springfield newspaper man, and his bride, have reached Salonika, where Mr. Anderson will serve as American vice-consul.

Five Hundred Factories in Louisville



These five hundred factories are engaged in 66 different lines of manufacturing; they employ 36,000 industrial operatives, with an annual pay roll of $23,000,000, and manufacture products valued at $234,000,000.

These manufacturing statistics, though large, are but one of the many factors that tend to make for Louisville's healthful prosperity.

You will best reach the people of this thriving community through the newspaper with the largest morning circulation in Kentucky,

The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago
Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

The Shaffer Group

Louisville Herald — Chicago Evening Post
Indianapolis Star — Muncie Star — Terre Haute Star
Rocky Mountain News — Denver Times



An Army of Giant Industries Marching in New Jersey

With steady tread and firm resolve, great industries are on their way to locate in New Jersey.

Already the home of national giants, this State, wedged between the greatest producing states and the Atlantic Ocean, is attracting more and bigger factories, the number growing so rapidly that real estate men are in a mad scramble for sites to accommodate them.

Who can picture the future of New Jersey, the country's natural eastern gateway to South America and Europe?

A state notable for its fine home communities, a state unsurpassed in its resorts, a state rivalling any in the quality of its agriculture, a state with skilled labor in every trade, a state presenting unsurpassed facilities for enterprises of every character—this state we point out to the advertiser and urge him to use

New Jersey Newspapers

	Circulation	Rate 5,000 lines
Asbury Park Press (E)	7,651	.0225
†Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E)	17,516	.04143
Hackensack Record (E)	4,868	.0179
†Hudson Observer (Hoboken) (E)	43,000	.08
†Passaic Herald (E)	8,535	.025
Passaic News (E)	7,967	.025
†Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	8,312	.03
Plainfield Courier-News (E)	7,749	.0214

Government Statements, October 1st, 1919.
†Government Statements, April 1st, 1919.

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EDITORIAL

WHAT IS BEST FOR "ENTIRE ADVERTISING INDUSTRY"

IN his interesting interview for EDITOR & PUBLISHER as to the motives and purposes of the American Association of Advertising Agencies, of which organization he has just been elected President, Harry Dwight Smith says:

"Our prime motive has been to consider the welfare of the whole field of advertising. . . . Whatever is right and best for the entire advertising industry will be right and best for each factor within the industry. . . . It can never be a question of what is good for agencies or for newspapers, or for any other group of advertising interests, but rather what is good for the whole course of constructive advertising and for its permanent benefit."

There is not, in fact, any conflict between this view and the purpose and mission of EDITOR & PUBLISHER to educate national advertisers to the full recognition of the daily newspaper as the mightiest of the factors in the advertising field.

If the interests of "the entire advertising industry" are to be served this must be achieved through making advertising yield to the manufacturer and merchant the largest possible results. If the advertiser, either through tradition or unsound advice, spends his money chiefly for forms of advertising which cannot, of themselves, produce adequate results, economic waste occurs, and such an advertiser is inclined to question the economy and value of all advertising.

Until recent years there was a pronounced tendency on the part of national advertisers to rely upon those forms of advertising whose use involved the "least resistance"—that is, the minimum of detail work in the preparation and carrying out of a campaign. There was a widespread delusion that daily newspapers presented a difficult and expensive channel for advertising—and it happened frequently that appropriations which should have, from every consideration of results and profits, been concentrated on newspapers were diverted to magazines, periodicals, billboards, car cards and multiplied forms of direct-by-mail appeal.

EDITOR & PUBLISHER does not question the value of these forms of advertising, when used in connection with dominating campaigns in the newspapers; but it is obvious to all that they cannot be relied upon, independently, to achieve the full results sought. Years ago EDITOR & PUBLISHER saw in the existing trends and tendencies a drifting away from sound advertising policies, and inaugurated a campaign of reason—based upon the primacy of the daily newspaper for all advertising purposes, and large expenditure for advertising which is directed into media of a supplemental kind, ignoring the basic medium, the daily newspaper, is detrimental in the long run even to the forms of advertising thus employed. The common interests of manufacturer and of the sellers of advertising are served only through campaigns in which the dominant medium is utilized to the full extent of its value in relation to the supplementary media.

Newspaper advertising is unlimited in its selling appeal—all other forms of advertising have sharp and serious limitations.

In the motive and policy of the A. A. A. A., as stated by President Smith, the interests of all factors in the advertising field may well be safeguarded —not through favoring any form of advertising irrespective of its potential and actual value, but in educating advertisers to a keen discrimination as to media. In any campaign which benefits advertising as a whole, daily newspapers will naturally dominate. Thus, as EDITOR & PUBLISHER views the matter, its uncompromising advocacy of the daily newspaper as the great primary medium is, in the last analysis, distinctly in the interests of all sellers of advertising, of whatever form or kind.

THE Wisconsin Daily League is on record as favoring a minimum of 15c a week for a daily newspaper. As it is presumed that this applies to six-day issues it is a step toward the three-cent paper which, in the view of such authorities as S. S. Carvalho, must help to solve the newsprint problem.



REVIVING WAR-TIME REGULATIONS

PUBLISHERS are urged, by the Paper Committee of the A. N. P. A., to put into force again the restrictions as to the use of newsprint which they themselves framed and voluntarily adopted during the war.

When the work of the Paper and Pulp Section of the War Industries Board was ended, after the signing of the armistice, it was suggested that the regulations for paper economies which had helped to avert disaster to many newspapers, should be continued in force. If this had been done it is likely that the present situation would not be so serious.

For the most part, these regulations were merely the application of common sense and enlightened business management to the problem of meeting a paper shortage. That shortage is more acute now than at the time this program of economies was formulated.

The Chicago Tribune has fixed an arbitrary size of 32 pages for its daily issues. This will mean the turning away of advertising—a thing unthinkable to the publisher of yesteryear but frequently a necessary step with newspapers today.

The Houston Chronicle is now limited in size, saving about ten per cent. of newsprint. Only sixty per cent. of advertising can carry the Chronicle above standard size, but Editor Foster has decided that he will find it more profitable to limit advertising volume than to be forced into the spot market for extra tonnage.

The market for spot paper is a shambles. Extra tonnage sells for as high as seven and a half cents a pound. Under existing conditions this price is prohibitive, but publishers who have inadequate supplies distrustful of their contracts and play the game of the profiteer. Obviously the remedy is to use less paper. Rates for advertising and subscriptions must be so readjusted that smaller issues will not mean smaller revenues. That remedy may seem a hard one, but just now no alternative is in view.

If publishers, by united action, can take away from the spot market all the allurement it now holds for the speculator the result will be far-reaching. It will hasten the return of a competitive newsprint market.

A conservation policy is always constructive. In saving newsprint a publisher needs not undo any of the patriotic work of years. He need not sacrifice those factors of worth in his newspaper which gives it distinctiveness. His newspaper may still tell the news—fully and clearly. But intensive editing will conserve white paper—while producing a better newspaper.

THE coal strike—an act of war against the people of the United States—places upon our newspapers the immediate duty of keeping clear in the thought of their readers the essential facts of this unprecedented situation, that there may be an overwhelming public opinion in support of the President in any measures he may take in the defense of the nation.

November 6, 1919. Volume 52, No. 23.

EDITOR & PUBLISHER
Published weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.
W. D. Shoemaker, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., asst.

James Wright Brown, publisher;
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Rideal, 49 Kimberly Gardens, N. 4.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cass.
San Francisco: H. C. Bernstein.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

LOOKING TO THE FAR EAST

THAT so many of our newspapermen should at this time, in spite of the "nagging" of daily problems close at hand, find time and inclination to focus their attention upon the great problem of closer press relations with Japan and China is proof of the potency of that broader vision which has come to them as an aftermath of the great war.

The Inland Daily publishers and the Wisconsin Daily League, at their recent meetings, urged the need for more favorable cable and radio rates on news matter transmitted to and from our far eastern neighbor nations. Through an ample interchange of news, unguarded by intervening censors, they see the best possible way in which to prevent both political and economic wars.

Keen observers, familiar through first-hand knowledge with present conditions in the Orient—such as Emil M. Scholz, whose views after his recent trip have been published in these columns—agree that the future expansion of American trade and commerce in that quarter of the world depends largely upon the establishment of a better mutual understanding between the Chinese and Japanese and ourselves. This can be achieved only through a fuller exchange of news.

The Japanese newspapers do print American news—but it is confined chiefly to our race riots, strikes and industrial unrest. In China very little American news of any kind finds publication. This situation, out of which arise many puzzling and dangerous disputes, may be remedied only by the co-operation of the Government with the American news services and newspapers in so adjusting tolls that an ample flow of news to and from the Orient may be assured.

Thus what may seem to be a problem for the newspapers to solve is, in reality, a Government problem—and of far-reaching import.

"EDITORIAL ASTIGMATISM"

HON. W. B. COLVER, of the Federal Trade Commission, says that the Chicago packers have spent so much money in advertising as to cause editorial astigmatism.

EDITOR & PUBLISHER believes so strongly in the integrity and the independence of American editors, as a body, that it cannot admit the justice of such a charge, even when made by one of our most courageous public men.

News affecting the interests of the packing industry, whether favorable or otherwise to that industry, has been printed quite as freely in our newspapers since the packers were under investigation by the Federal Trade Commission as before.

Mr. Colver's admirable zeal in the public service, his passion for the principle of fair play as between the strong and the weak and his uncompromising opposition to autocratic methods on the part of the rulers in business, have made for him a warm place in the affections and esteem of a majority of Americans. EDITOR & PUBLISHER defers to nobody in its admiration for the man and the official, realizing the strength of the sinister forces sometimes arrayed against him and his fellow commissioners. But we contend that this charge against editorial integrity cannot be sustained.

To assume that public service corporations may use advertising to bribe away the independence of the press would be to surrender all hope and faith in that institution which is the mainstay of democratic government. It would mean that "malefactors of great wealth" could buy immunity from the scourge of public opinion. If the time ever comes when our newspapers become so venal that this is possible it will mean goodbye to free institutions. But that time will not come.

HERBERT HOOVER'S splendid tribute to the "squareness and dignity" of the American correspondents abroad, an exclusive feature of a recent issue of EDITOR & PUBLISHER, should make every newspaperman a little more proud of the craft to which he belongs.

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PERSONALS

E. LANSING RAY, president of the St. Louis Globe-Democrat, is treasurer of the Roosevelt Memorial Fund in St. Louis. The city's quota is $80,000. Mr. Ray is chairman of the press committee of the American Mining Congress, which will be held in St. Louis the week beginning November 17. Other members of the press committee are Mr. P. Linn, general manager of the Republic; George S. Johns, editor of the editorial page of the Post-Dispatch; Elmer Jenkins, president, the Star, and Homer Bassford, general manager of the Times.

Erastus Brainerd, former editor-in-chief of the Seattle Post-Intelligencer who retired from active newspaper work some years ago, has been appointed consular representative for the Republic of Paraguay by the minister of Paraguay in Washington. Mr. Brainerd represented Paraguay at Philadelphia under President Cleveland's administration.

Sidney D. Long, business manager of the Wichita (Kan.) Eagle, is back at his desk work again after his long illness.

E. T. Meredith, publisher of Successful Farming, Des Moines, and president of the A. A. C. W., is a member of a committee which met in Des Moines this week, consisting of the 12 Iowa members of the Federal Highway Commission.

F. S. Douglas, for some years past business manager of the Toronto Mail and Empire, has been appointed general manager of the Mail and Empire succeeding the late W. J. Douglas.

Lafe Young, Jr., publisher of the Des Moines Capital, is on the campaign committee which is launching a drive for $100,000 for Des Moines College.

IN THE EDITORIAL ROOM

Edward P. Dowling, Jr., has resigned as reporter for the St. Louis Globe-Democrat to study for the priesthood and has entered the Jesuit novitiate at Florissant, Mo.

George C. Nuesse, city editor of the Milwaukee Journal, became secretary of the Voters' League. He entered newspaper work about thirty years ago on the Milwaukee Sentinel. He is a former president of the Milwaukee Press Club and a veteran of the Spanish-American war.

William Schroeder, a reporter on the Milwaukee Journal, and Miss Lillian Leviash, Chicago, were married recently. They will leave shortly for Tampico, Mexico, where Mr. Schroeder will be connected with the Tampico Tribune.

William J. Bollenbeck, formerly city hall reporter of the Milwaukee Sentinel, has been made assistant to the vice-president of construction of the Emergency Fleet Corporation, with headquarters at Philadelphia.

Major Byron Beveridge, an Appleton (Wis.) newspaper man, has been commissioned a lieutenant-colonel in the Wisconsin National Guard reserve.

Miss Annie Lowry, society editor of the Milwaukee Wisconsin News, and Alexander Mason, a member of the Chicago Board of Trade, were married recently.

Robert P. Lowry, formerly on the Philadelphia Inquirer telegraph desk, has become New York correspondent for that paper, succeeding John F. Flagg.

Gilbert A. Cowan has been made city editor of the Visalia (Cal.) Delta. He recently returned from service in the army.

H. T. Webster is now doing his cartoons for the sporting page of the New York Sun instead of the Globe.

Willard Huntington Wright, art editor, and George Douglas, editorial writer of the San Francisco Bulletin, spoke before a recent meeting of the Western Arts Association in San Francisco.

Lieut. William B. Dougall, former sports editor of the Houston (Tex.) Post and of the Galveston News, is home from overseas to be discharged from the Army.

Arch W. Jarrell, hotel reporter of the Kansas City (Mo.) Journal, has resigned to do publicity for the Empire Gas & Fuel Company, in Kansas City, under Robert Marley, formerly hotel man of the Star.

Miss Solita Solano, for six years dramatic critic and writer for the Boston Traveler, Boston Journal and for one year on the New York Tribune, is now publicity director for the Albert Capellani, Edgar Lewis, and Edwin Carewe Productions, in New York.

Thomas Rogers, formerly night city editor of the St. Louis Republic, has become assistant city editor of the St. Louis Star.

Maud I. G. Oliver, formerly connected with the editorial department of the old Chicago Herald, will have charge of the "First Steps in Art," off the press today, after years of conscientious preparation.

Griffith Bonner of the Hartford (Conn.) Times city staff, has resigned to enter the employ of Jackson & Co., investment brokers. Mr. Bonner is acting secretary for New England of the New York University $5,000,000 Endowment Fund Campaign.

Ferdinand Gottlieb, former Lawrence (Kan.) Journal-World reporter, who is now a student at the University of Missouri, has been elected junior class editor of the Jayhawker.

Joseph A. Murphy, a reporter for the New York Tribune, and Miss Irene Higgins were married on October 26 in New York.

THE BUSINESS OFFICE

Frank Hicks, classified advertising manager of the (N. C.) News and Observer, and Miss Mamie Sorrell of Asheville, N. C., were married last week.

E. W. Buckley is the new Indianapolis manager of the Western Newspaper Union, succeeding Leo Sumerlin, who has been assigned to other duties with the company.

Syd Hydeman, who has been handling theatrical copy for the New York Tribune, has become associated with Philip P. Smith, New York, as a steel salesman. Louis Sirkey of the classified advertising staff, has succeeded Mr. Hydeman. He will also continue in charge of department store help wanted copy.

Wayne M. Weishaar and Fred B. Hilliker have taken charge of the copy service department of the Des Moines Register and Tribune, succeeding Leland Vorters, with whom Mr. Weishaar was formerly associated.

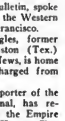
Ovando M. Horton has resigned from the Des Moines Register and Tribune advertising staff to become assistant advertising manager of the Peoples' Popular Monthly, Des Moines. He is succeeded by C. S. Mugge.

Miss Mary Compton, who formerly assisted Edgar M. Alexander as advertising manager of the New York Tribune, has joined him in his new post as advertising manager of the Evening Sun.

Donald Ashton has become advertising manager of the Cheyenne (Wyo.) State Leader.

WALSH KNOWS BUYING AND SELLING SPACE

TO meet a real live wire, just call on J. E. Walsh, helter known in the advertising world as "Jack Walsh." It's a safe venture to say that there is not a



J. E. Walsh

busier man in New York, for he holds the position of space buyer for Frank Seaman, Inc., of New York

This agency is one of the largest in the country and only a man of brains, personality and "pep" could hold the job Walsh has. Mr. Walsh first opened his eyes to the light of day in New York, and so well did he like it that he has not yet been tempted to try other fields.

Just ten years ago, to be exact, he began his advertising career with the H. E. Lesan Company, where he remained for six years as space buyer. He did business on an immense scale, handling the space for the New York Central Railroad, National Cash Register Company, Knox Gelatine and other firms known from coast to coast.

Then Walsh went to Verree & Conklin as a special newspaper representative, covering agents and advertisers in the East.

"This was the most valuable experience I could have possibly had," said Mr. Walsh, "for it gave me the viewpoint of the man buying space. When I came back into the space buying game myself, I was far wiser than before." Mr. Walsh praised in warmest terms the service departments of the big newspapers for their splendid co-operation.

Mr. Walsh began his connection with the Seaman Agency in June, 1918.

A. Warren East, recent addition to the advertising staff of the Cheyenne (Wyo.) State Tribune, has bought a home in Cheyenne.

WITH THE AD FOLKS

William J. O'Connor, who has been director of publicity for the Southwestern Bell Telephone Company, St. Louis, for the last three years, has been appointed assistant to the president of the company. He formerly was with the St. Louis Post-Dispatch.

L. W. Coulson, advertising manager of the Dearborn Truck Company, has been made sales manager of the territory east of the Mississippi River.

Howard K. Hollister, formerly with the J. Walter Thompson Company, New York, has joined the staff of G. Lynn Mason, advertising agency, Rochester, N. Y.

Samuel Silverman has become connected with Thompson & Schiwal, advertising and publicity counsellors, in Los Angeles.

Arthur Booth, formerly advertising director of the Beech Nut Packing Company, Canajoharie, N. Y., has joined the advertising agency of Botsford, Constantine & Tyler, Portland and Seattle.

Glenn H. Morris has become advertising manager of Thomas E. Wilson & Co., athletic and sporting goods manufacturers, Chicago, succeeding Irwin L. Rosenberg.

Van B. Coolidge, president and manager of the Coolidge Advertising Company, Des Moines, and Mrs. Coolidge, are taking a pleasure trip to Chicago and New York.

J. H. Hobelman has become publicity manager for The B. Nugent & Bro. Dry Goods Company, St. Louis.

Ivan D. Standingham has joined the staff of the L. E. Vallandingham Copy Service Agency, Des Moines.

Allan H. Clark has resigned as secretary of the Gardner Advertising & Supply Company to become connected with the Gardner Advertising Company, St Louis. He is also president of the Better Business Bureau.

Charles W. Collier has resigned as advertising manager for the St. Louis Brass Manufaeturing Company, to enter the service and promotion department of Lumber, St. Louis.

W. W. Cribbens has resigned as advertising manager of Garrett & Co. Brooklyn, N. Y., and gone to the Pacific Coast because of the illness of his son He will have charge of the San Francisco sales force for the company.

H. O. Morris and E. P. Williams are organizing a new merchandising sales department for Erwin & Wasey, Chicago.

Mrs. E. A. Scholz Is Ill

Mrs. Ernest A. Scholz, wife of the Butterick Publishing Company's circulation director, is in Roosevelt Hospital, New York, following an operation.

Facts about the Haskin Service

The Buffalo Evening News has renewed its contract for the Haskin Service for one year

Over 280000 maps of the New Europe have been distributed by this service to the readers of its papers

Frederic J Haskin
Washington D C will tell you the price and plan for your paper



INTERNATIONAL PAPER COMPANY STATES SALES POLICY FOR 1920

Price of $4.50 f. o. b. Mill Set for First Quarter—Contracts Must Be Adjusted Thereafter—November 15 Is Deadline.

THE following letter has been sent out by the International Paper Company to its customers concerning the sales policy for 1920 newsprint:

"We make the following offers to supply you with our standard roll newsprint paper after January 1st, 1920:

Contracts for Quarter Year Only

"1st. To contract to supply such paper at a fixed rate of tonnage per month in accordance with the agreement with the Attorney General dated November 26th, 1917, from January 1st, 1920, until the expiration of said agreement, after which a new contract may be negotiated if we then have tonnage available; or in case you prefer to make a contract for a fixed price for a definite period we offer in lieu of the foregoing:

"2nd. To contract for the period from January 1st, 1920, to December 31st, 1920, for a fixed tonnage for the year, the price for the first quarter to be $4.50 per cwt., f.o.b. mill, and the price for each quarter thereafter to be fixed by mutual agreement thirty days in advance.

Must Waive All Claims

"This offer No. 2, however, is open only to those of our present customers who may voluntarily agree to waive all claims for readjustment of price arising from any cause whatever, except quality, at any time heretofore or hereafter prior to January 1st, 1920, in return for which waiver the International Paper Company will also waive any claims to any increase in price which may be awarded hereafter in any proceedings under the agreement with the Attorney General, the intention being in the interest of both parties to start with a clean slate upon a definite basis from January 1st, 1920.

"If a contract is made under either of the above offers, any tonnage to which the purchaser may be entitled under the existing contract of 1919 which remains unshipped on January 1st, 1920, will be considered part of the tonnage to be furnished during 1920, but the price for tonnage equivalent to such unshipped tonnage will be the price which the purchaser is entitled to under the 1919 contract.

"If the 1919 contract price is subject to readjustment under the agreement of November 26th, 1917, the price for the tonnage unshipped during 1919 which is shipped during 1920 shall be subject to readjustment under said agreement of November 26th, 1917, provided, however, that in case offer No. 2 shall be accepted, any readjustment of such price shall be waived by both parties.

Must Agree by November 15

"The acceptance of one or the other of the above propositions must be received before November 15th, 1919, and contract must be executed by the purchaser before December 1st, 1919.

"We think it proper to inform our customers that during 1919 we have furnished many thousands of tons of newsprint paper under the agreement with the Attorney General at no profit, and that the average profit on newsprint paper for the year will fall far below the amount determined by the Judges of the United States Circuit Court to be a reasonable profit.

"In order to meet to the best of our ability the exeessive demands of 1920, and avoid dropping a large number of customers or making a drastic horizontal eut in the tonnage to be furnished, it will be neeessary for us to run, at an inereased eost, a number of machines on newspaper which were intended to be run on other grades.

"We ask for the co-operation of our customers in reducing their consumption of paper to a minimum between now and the end of this year, and we advise extreme conservation in the use of paper next year, especially by the larger newspapers, to the end that no newspaper may be foreed to suspend publieation from lack of paper. Tbis obligation rests on fellow publishers and not on the paper manufacturers.

"Yours very truly,
"International Paper Co.,
"by
"CHESTER W. LYMAN,
"Viee-President."

PAPERS END "GYP" ADS

Dealer Copy Must Be So Marked in Louisville

LOUISVILLE, Ky., Nov. 1.—Effective action against Louisville "gyp" dealers in various lines, who masquerade as private householders when they use classified advertisements in newspapers, has resulted from a recent conference of the advertising managers of the daily newspapers.

At the suggestion of the better business bureau of Louisville, the newspapers agreed that in the future that every such dealer would be required to identify himself as a dealer.

Too Good to Be True

BALTIMORE, Nov. 1.—Advertisements in local newspapers which tend to picture banks and other investment houses as "profiteers" by stating that a local department store would pay $51 in cash for each $50 Liberty bond, were recently stopped by the better business bureau of that city.

Should Have Been 49 Per Cent

Through a typographical error a per cent sign was omitted in the Detroit News advertisement published in EDITOR & PUBLISHER of October 16. The text should have read: "The Detroit News has a Sunday circulation in Detroit 49% greater than its only Sunday competitor."

Canadian Paper Body Moves

MONTREAL, Nov. 4.—The Canadian Pulp and Paper Association has moved its offices to the Drummond Building, corner of Peel and Catherine streets.

ALBERT PRAISES N. Y. PAPERS

King Regrets He Hasn't Had Journalistic Training

King Albert of Belgium, on leaving the city last week, paid high tribute to New York's newspapers and American newspaper methods. He said:

"I cannot speak too highly of your newspapers. They are so big and have so much news in them, and I must say they are well got up. I am a great newspaper reader, and have read the progressive and enterprising papers published here with a great deal of interest."

In response to questions about the report that the King himself had served as a newspaper reporter on his first visit to this country, before he became King, Albert said:

"I am sorry to say I never was a newspaper man, but I often regret I was not able to get some journalistic training. I know it would have helped me in later life. It is unquestionably one of the best ways of getting a broad vision, which is bound to help a person in any endeavor."

Crowell Moves Up Again

WOONSOCKET, R. I., Nov. 1.—A. H. Crowell, who two months ago became assistant managing editor of the Evening Call, has been made managing editor following the death of the editor, Andrew J. McConnell. Mr. Crowell is a former city editor of the Brockton (Mass.) Times and at one time was associate editor of the Sanford (Me.) Tribune.

Ad Men Hosts to Des Moines Ladies

DES MOINES, IA., Nov. 3.—The Advertising Club held its annual ladies' night banquet last week. Reports of the New Orleans convention and the recent Iowa State Advertising Club convention were given and the prizes in the Ad Club golf tournament were distributed.

Topeka Mailers Get $6 Raise

TOPEKA, KAN., Oct. 31.—The Topeka Mailers' Union has signed a contract with the State Journal, the Capital, and other publications for an advance averaging $6 a week. The contract can be re-opened by either party at the end of three, six or nine months.

First Meeting Since the War

CHEYENNE, WYO., Nov. 6.—The Wyoming Press Association is holding its first regular meeting since the entrance of America into the war today and tomorrow at Worland.

More display advertising of Brooklyn retail stores appears each month in the Standard Union than elsewhere.

"Ask the man who knows."

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BUREAU CHIEFS SHIFT IN WASHINGTON POST

Small Joins Washington Post and Wile Succeeds Him—L. T. Martin Takes Place of Milford.

(By Telegraph)

WASHINGTON, D. C., Nov. 5—Changes in two important news bureaus became effective this week. Robert T. Small resigned as chief of the Philadelphia Public Ledger bureau and Morton M. Milford terminated his connection with the Louisville Courier-Journal and Times, which he had represented here for several years.

Mr. Small has joined the staff of the Washington Post. He is doing special writing and is understood to have agreed to assume an executive position as assistant to the editor of that paper.

Mr. Milford leaves the Bingham papers in order to become editor and publisher of the Fort Myer (Fla.) Press, which he acquired some weeks ago. Mr. Milford has been in Washington for a number of years, his initial connection here having been with the Indianapolis News.

Frederick William Wile, who has been in this country for a brief visit, has returned to London to submit his resignation to Lord Northcliffe, with whom he has been connected for about ten years, in London and in Berlin. He is expected to become chief of the Public Ledger bureau.

Lorenzo W. Martin, who was assistant to Mr. Milford, has been made chief of the Courier-Journal bureau. He is a young Kentuckian. He came to Washington about three years ago.

Mr Wile, born in La Porte, Ind., and graduated from Notre Dame University, first became connected with the Chicago Record and was sent to Europe at the outbreak of the Boer war as its London correspondent of the Record and the Daily News. He reported the death and funeral of Queen Victoria, the coronation of King Edward VII, was sent to Sweden and Norway in 1904 to investigate the famine, revisited the same countries in the following year to report the secession crisis and obtained from King Oscar II, the first interview for publication ever given by a European monarch to an American newspaperman.

From 1906 until the beginning of the war Mr. Wile was the chief correspondent in Germany of the London Daily Mail and affiliated newspapers, and Berlin correspondent of the New York and the Chicago Tribune.

At the outbreak of the world war he was the first man in Berlin to be taken into custody by the police on the charge of being a British spy. He was dragged out of the lobby of the Hotel Adlon, beaten by a mob, thrown into a taxicab and hurried off to police headquarters. He remained in custody for two hours, when he was released upon the request of Ambassador Gerard.

During the war Mr. Wile made speeches throughout England on behalf of the various British war loans, lectured throughout the kingdom on German war conditions and on trade schemes after the war. He is the author of "Men Around the Kaiser."

EXONERATED IN PAGE AD

New Jersey Firm Cleared of Disloyalty Charge

Full page advertising was used in New York newspapers this week by the Forstmann & Huffmann Company Passaic, N. J., to quote a letter from former Attorney-General Lewis exonerating the firm from all charges of disloyalty during the war and stating that his previous actions against the firm had been based upon an insufficient knowledge of the facts.

Mr. Lewis's letter may have an important bearing upon libel suits which the Forstmann & Huffman Company has filed against the New York Tribune Frank A. Munsey, the Curtis Publishing Company, Attorney-General A. Mitchell Palmer and Alien Property Custodian Francis P. Garvan, asking damages aggregating $850,000.

WON'T REVEAL NEWS SOURCE

Colorado Editor Faces Indefinite Stay in Jail

COLORADO SPRINGS, COLO., Nov. 3.—E. H. Joslyn, editor of the Labor News, a weekly paper published here, has been confined in the county jail for contempt of court, following the decision of the Colorado Supreme court upon his refusal to reveal the authorship of articles in his paper criticising the personnel of a recent grand jury.

According to local authorities, the editor cannot be permitted to give bond and will remain in jail indefinitely. He has stated that he did not write the articles but will remain in jail all his life rather than reveal the identity of the author.

Delegates to Prison Congress

HARTFORD, CONN., Nov. 4—Charles Hopkins Clark, publisher of the Courant, W. O. Burr, publisher of the Times and Norris D. Osborn, publisher of the New Haven Journal-Courier, are among those appointed by Governor Holcomb to be delegates to the American Prison Congress in New York this week. Messrs Burr and Osborn are directors of the Connecticut State Prison and Mr. Clark is a director of the State Reformatory at Cheshire.

Editor Cleared of Fraud Charge

PONCA CITY, OKLA., Nov. 4—Nels Darling, former editor of the Blackwell (Okla.) Tribune, was completely exonerated of all charges connecting him with the Eagle Aircraft Corporation, Oklahoma City, in the suit against the incorporators of the corporation, of whom Mr. Darling was one. The incorporators had been charged with conspiracy to defraud, but the case against Mr. Darling was dismissed without prejudice.

Paper Retracts Charges

HOUSTON, TEX., Nov. 4.—The Chronicle has retracted the charges it made against ex-Governor Ferguson during the gubernatorial campaign of 1918 and the suit for libel instituted by Mr. Ferguson against the Chronicle have been withdrawn. The Chronicle published its retraction prominently in the issue of October 15.

Cheppelow Agency Expanding

CHATTANOOGA, TENN., Nov. 3.—The Chappelow Advertising Agency, of St. Louis, has opened an office here, in the Volunteer Building, with Stephen Doughton in charge. All territory south of Nashville will be handled from this city. Mr. Doughton was formerly connected with the Chattanooga office of Nelson Chesman & Co.

"Dere Mable" Creator Marries

BUFFALO, N. Y., Nov. 1.—Edward Streeter, author of the "Dere Mable" stories, which he wrote while an officer in the 27th Division, and Miss Charotte Lockwood Warren, daughter of Mr. and Mrs. William C. Warren, were married on October 29.

Iowa

The school record of a territory is bound to exhibit its tendencies in using its money and the depth of its purse!

Take Iowa comparatively!

Iowa has over 500,000 pupils, nearly 30,000 teachers and spends over $30,000,000 per year on education!

What do you say to THAT in a state of about 2,300,000 inhabitants?

Moral:

Compute the purchasing power for your goods of these families who support these institutions, and *know* that to reach them by daily newspaper advertising will cost you little more for a whole years' advertising than the price of one letter to each family head.

Advertising success comes from knowing the territory and *acting* accordingly.

	Rate for 5,000 Lines.	Circulation
‡Boone News-Republican.....(E)	.0143	3,636
Burlington Hawkeye .....(M)	.03	10,008
Burlington Hawkeye .....(S)	.03	11,028
Council Bluffs Nonpareil.....(E&S)	.035	15,821
Davenport Times .....(E)	.05	23,754
Des Moines Capital.....(E)	.10	58,376
Des Moines Sunday Capital.....(S)	.10	42,226
Des Moines Register and Tribune .....(M&E)	.16	104,858
Des Moines Sunday Register.....(S)	.14	71,240
‡Fort Dodge Messenger and Chronicle.....(E)	.03	8,762
†Iowa City Daily Press .....(E)	.015	3,280
Mason City Globe Gazette-Times.....(E)	.02	9,482
Muscatine Journal and News-Tribune.....(E)	.025	7,930
Sioux City Journal.....(E)	.06	52,520
Sioux City Journal.....(S)	.06	27,725
†Ottumwa Courier .....(E)	.035	13,606
Waterloo Evening Courier.....(E)	.03	14,781

Government Statements, October 1st, 1919.
‡Government Statements, April 1st, 1919.
†A. B. C. Report, April 1st, 1919.

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EMPLOYES PURCHASE COLUMBIA RECORD

R. Charlton Wright, Publisher, Heads Company — Directors Will Be Chosen from Stockholders on Staff

COLUMBIA, S. C., Nov. 1.—R. Charlton Wright has purchased the entire holdings of Edwin W. Robertson, president and controlling stockholder of the Columbia (S. C.) Record. He is now editor and publisher of the Record and will become president upon the election of new directors this month. Associated with him are William O. Boger, business manager; Lawrence F. Davis, advertising manager; Walter E. Duncan, associate editor, and J. Harvey Shull, cashier.

Mr. Wright is a native of Savannah, and did his first newspaper work for Georgia dailies and weeklies. He first became connected with the Record as an editorial writer and in November,



R. CHARLTON WRIGHT

1911, was elected treasurer of the Record Publishing Company, managing, publishing and editing the Record in 1912. When the paper was re-organized in 1913, he became secretary-treasurer and resumed its management in 1916. Upon the purchase of a large block of stock in 1917, he became publisher and has since served in that capacity.

The New Owners

Mr. Boger, a native of Nashville, entered newspaper work with the Asheville (N. C.) Citizen and, after eleven years' service, was advertising manager when he became business manager of the Columbia Record in January of this year.

Mr. Davis has done all his newspaper work on the Record, which he joined in 1907. He was in the real estate business from 1912 to 1918, when he returned to the advertising department of his old paper, becoming advertising manager shortly afterward.

Mr. Duncan has been connected with the editorial staffs of the Atlanta News, Savannah Morning News, Baltimore American, Washington Times, Augusta Chronicle and other papers. He is editor and owner of the Standard at Aiken, where he has resided for nine years. Following a year's service as secretary to Governor Manning, he became associate editor of the Record in February, 1919.

Mr. Shull is another product of the Record organization, starting as a circulation collector in 1911. He has been in the business department ever since, becoming cashier in 1917.

Other officers and the entire board of directors will be selected from the employes of the Record, who own stock in the company, 94 per cent of which is held by Messrs. Wright, Boger, Davis, Duncan and Shull.

The Record was started as a six-day afternoon paper in 1891, under the name of the Daily Record. In 1913, it was re-organized as the Columbia Record and a Sunday edition was added. Its equipment has been improved during the past two years and its composing room battery now consists of six linotypes, with another on the way from the factory.

The Record has the news service of the Associated Press daily and of the United Press on Sunday. It is a member of the Audit Bureau of Circulations, American Newspaper Publishers Association and Southern Newspaper Publishers Association.

McNUTT WITH UNITED NEWS

Collier's Star Writer Joins United Press Morning Service Staff

William Slavens McNutt, one of Collier's famous war correspondents and general reporters, has joined the staff of the United News Service as a feature writer and is at present covering coal strike developments at Washington.

Mr. McNutt's connection with the United will not interfere with his work for Collier's, to which publication he will continue to be a regular contributor.

Mr. McNutt has been well known to readers of fiction since 1909. His work for Collier's Weekly, first a series of stories on the National Guardsmen, starting at Yaphank, and later stories from the Western Front, attracted wide attention. Although a thorough newspaperman, he has devoted the last five years to magazine feature writing and fiction and his last work for a daily was done on the Seattle Post-Intelligencer.

Guests of Pittsburgh Writers

PITTSBURG, Nov. 3.—Thomas W. Morris, manager of the Associated Press in Pittsburgh, Andrew S. McSwigan, former K. of C. assistant overseas director, and Robert W. Egan K. of C. director of publicity, were guests of honor at a dinner the other evening in the Pittsburg Press Club, attended by nearly 100 active and former newspapermen of Pittsburg. Mr. Morris was stationed in London with the Associated Press, and was detailed to accompany the King and Queen of Belgium on their trip to the United States.

They Let No Idea Escape

A new plans committee has been formed by the advertising department of the New York Tribune to discuss advertising ideas and plans which may originate with any member of the department. It consists of Edward Aertee, chairman; Godfrey Hammond and Archibald Seixas, with Mrs. Ogden M Reid and F. Porter Caruthers ex-officio members. Anyone suggesting a plan becomes a member of the committee while his plan is under discussion.

Prevents Theft of Newspapers

COFFEYVILLE, KAN., Nov. 2.—As a protection to its regular subscribers, the Morning News carries the following "box" on the front page of the papers for the route carriers: "This paper is intended for a regular subscriber and no one is authorized to sell it except the subscriber. If offered for sale by any other than the subscriber it is stolen property."

New Orleans Item Publishes Snappy Retail Paper

Devoted to Helping Wholesalers, Merchants and Buyers in City's Territory

"Merchandising & Advertising"—the newspaper issued by the New Orleans Item for retail New Orleans, has a circulation of more than 6,000 among the merchants and buyers whose influence are controlling in the New Orleans territory. The mailing list includes every grocer, druggist, dry goods man, tobacconist and cigar store man. It goes to wholesale dry goods dealers, wholesale druggists, grocer jobbers and to all of their buyers and salesmen, being in evidence everywhere at the recent convention of the A. A. C. W.

The October number of this mighty interesting little publication carries the award of the judges in the Item's advertising contest. The judges were William C. D'Arcy of the D'Arcy Agency, St. Louis; Rowe Stewart, advertising manager of the Philadelphia Record, and Stewart O. Landry of the Chambers Advertising Agency.

The committee hade to wade through 15,000 inches of paid display advertising. The first prize of $250 in cash was won by the Hotel Grunewald for a page advertisement in the Item of September 21st, written by Miss Vera Morel, of the service department of the Item.

The first prize for the best advertisement in the foreign field, prize $250 in cash, was awarded to James O. Adams, vice-president of the Corman Company, for writing the advertisement of Mennen's Shaving Cream, signed by "Jim Henry, Mennen's Salesman."

Honorable mention for local advertisements was awarded Gus Mayer; Merchants' Coffee Company; National Shirt Shops; Pokorny's; Beekman's; Duggan, Inc.; Gulf Manufacturing Company; Hartwell's; Werlein's, and the Canal-Commercial Bank.

Honorable mention was awarded to foreign advertisers as follows: American Sugar Refining Company; Voss Bros.; Atlanta Georgian; Oklahoma City Ad Club; "Mazola"; Chicago Tribune, and Morris & Co.

A lock-out affecting 11,000 printers has been declared in Christiania. It does not include newspaper offices.

The West Virginian
Fairmont, W. Va.

The Only Associated Press and A. B. C. Evening Newspaper In The Important Northern West Virginia Coal Region Conducting A Daily Department Of Official Coal News Read By More Than 5,000.

Represented by
ROBERT E. WARD.
New York & Chicago

Pershing Grateful for Scrap Book

James Schermerhorn, publisher of the Detroit Times, has received a letter from General John J. Pershing thanking him for the "great scrap book" of the general's achievements and activities during the war, prepared by Mr. Schermerhorn from clippings from newspapers all over the country. Mr. Schermerhorn has expressed his gratitude for the co-operation extended, in a letter to every publisher who contributed to the scrap book.

Novel Features in Des Moines

DES MOINES, IA., Nov. 3.—The Tribune is inviting its readers to write short letters telling about their "pet peeve"—anything of local interest that does not exactly suit the reader. Another feature just introduced by the Tribune is a daily caricature made up of the initials of some prominent person's name. In short article accompanying the drawing the business of the person is told and readers are asked to identify him.

Iowa Weeklies Discuss Costs

OTTUMWA, IA., Nov. 1.—Publishers of newspapers in the seven counties adjoining Wapello County, of which Ottumwa is the county seat, met in Ottumwa at the call of Senator O. Cassell, secretary of the Iowa Newspaper Association, to discuss job work, local advertising and legal printing. The meeting, attended by twenty-five publishers, most of weekly newspapers

Ends Forty-seven Years' Service

WOONSOCKET, R. I., Nov. 1.—George A. Haggett, for the past eleven years foreman of the Woonsocket Call composing room, was presented with a leather traveling bag by the mechanical and business departments of the paper upon his retirement last week. He has been in the newspaper business for 47 years.

Keeping Up With The Times

A FACT A WEEK

One of The Times' advertising representatives walked into the office last evening wearing a smile that provoked inquiry.

"What's it all about?" someone asked him.

"Only this," he said. "Contracts with five of my customers expired this week. And they all renewed, with four at increased space. And, say, but it's a cinch now. You don't have to sell them. They know the goods, because they've tried them. There's no doubt about it—The Times has arrived."

The Washington Times
WASHINGTON, D. C.

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Gathered at Random

William C. Howells, the new manager of the Columbus Bureau of the Cleveland (O.) Plain Dealer, is a nephew of William Dean Howells, the novelist.

The San Francisco News Letter speaks of that city being the paradise of fakirs and refers to the city of California all in the same issue.

Very Prosperous

George K. Holmes of the I. N. S. is the only New York news service worker who wore a clean starched collar each day during the laundry workers' strike.

Good Old Emporia

Elbert Severance, former Kansas newspaper man, now in New York, has written to his father, John Severance, that wants him to send some sugar to New York, by mail. Elbert also says he has his laundry done in Emporia, Kansas, which is quicker when New York is in the throes of strikes.—Concordia, (Kan.) News Note.

A Bar Historian

LAWRENCE, KAN., Nov. 5.—One of the "star" attractions at the recent stag convention of the Kansas W. C. T. U. here, was the mirror of the bar last ever used in Lawrence, the present property of Mr. C. Simons, owner and editor of the Journal World. Mr. Simons recently purchased the building at which the first bar in town had been located, and the mirror was still in the room. Mrs. Simons told the members of the W. C. T. U. the history of the bar.

"What's the Matter with Kansas?"

MANHATTAN, KAN., Nov. 8.—As a means of identification, the students of the journalism school of the Kansas State Agricultural College here, have adopted the wearing of a moustache. None but journalism students can wear them, they have decided. Men and women alike wear them on the campus.

The Ad Man's Inspiration

Not from my form proceeds the brief bunch
Wherefrom I build the dope that drags the bunch.
Not from the flushings of my brilliant mind
Come forth the fetching pleas you daily find
In all the publications in "our space"
No high-brow sets my psychologic pace.
From sounder sources emanates my lore
From common, buying folk who fill our store.

They are the ones who do not theorize.
They merely notice what I advertise.
Then come and look. Once let that throng be fooled,
And no whole page with blackest border ruled
Will hold their eyes a moment when they see
The name of those who bite ignoble me.
No words of mine will make them crowd our door
When once they'd been mistreated in our store.

Therefore I linger 'round and listen well
To their remarks on goods we have to sell
And on our prices. From the things they say
I learn what ought to fill "our space" next day.
Theirs is the language that I must employ,
Terse, full of meaning's gold, without alloy.
Each day some things I'd never known before
I learn from common folk who sell store.

—STRICKLAND GILLILAN.

We hope that Wilbur Nesbit of the Carlton Agency reads this and then sends us something inspiring for Mr. Gilfillan and other columnists. There is nothing like helping one another and we are willing.

L. T. Heatley, of the United Press says the wife is sure that Doris, their one month old, will be a newspaper worker when she grows up; she has already demonstrated a remarkable ability to stay awake night and day.

Objection Sustained

The Portland (Me.) Daily Press in its Pats and Knocks column, under the caption "We Object," says:

"The Old Lit Digest is coming out this week printed from photographic plates instead of typewritten copy. But we never notice here and now that we shall insist that the Colyume typed by the typesetter. He may err and err, but the new plan deprives us of the typographical error alibi when it's us."

"Pop" Price Joins

Bide Dudley, who has accepted the appointment" of press agent for Frank Price, of the New York Telegraph, during the latter's political activities, wrote the following contribution with painstaking care and succeeded in having it printed in his own column in the New York Evening World:

Frank J. Price, who writes heavy financial reviews and light editorial paragraphs for the Morning Telegraph, informs us we are joining the Rotterdam, N. J., Democratic Club. I have a recollection that Pop, as he is known, cast his first vote for James Buchanan, but a search of the records would likely show it was both Jeffersons. We are informed that Rotterford is a Republican stronghold, but Pop is a majority wherever he happens to be. His only fault is that he invariably raises on two pairs.

In the list of guests at the wedding of Miss Virginia Hylan, daughter of Mayor Hylan, and John F. Sinnott, the New York Evening Journal very considerately placed General Coleman Du Pont between Mr. and Mrs. William Randolph Hearst and Gov. and Mrs. Alfred E. Smith.

A German Laugh Maker

Special Cable to the New York Times

BERLIN, Oct. 28.—Sometime ago the "Ost Publishing Company, Berlin," sent out a hundred thousand bills soliciting subscribers for a new funny paper "Holunzi" or "Court Jester" which was to make the Republican Government ridiculous. As many as 20,000 reactionary persons sent in the yearly subscription fee of nine marks in advance but waited vainly for the first number. Yesterday the "Ost" Publishing Company was raided by the police. Ross Saloomon was found to be the proprietor of the printing establishment. He had paid himself a salary of 20,000 marks as manager, her husband 12,000 marks as editor and similar yearly salaries to other relatives. There were but a few hundred marks of the collected money left. Among the subscribers fooled by "Holunzi" was the notorious Reventlow, who caused the Saloomons' arrest.

A Certain Eight Counties

The Idaho Falls (Idaho) Daily Post has issued a peace and prosperity number that will be read with interest by every lover of the out-door West that it reaches. It is just a little better in every way than is usually the case with special editions. It is printed magazine size, contains 96 pages well bound inside, an art color cover and sold for 50 cents the copy. In its pages are told, in an instructive manner, the story of the eight counties that comprise the Snake River Valley District. Home interest is probably centered in the pages given to pictures and sketches of the lives of the sons of the eight counties who made the great sacrifice in the World War.

Tip for Circulation Managers

L'Avenir, the well known Paris Journal, which recently changed its name by a vote of its readers from Oui (becoming The Future instead of Yes), has found a novel way to attract subscribers. It offers to sell to every old subscriber and every new one who sends 10 grams of sugar for eleven francs, that is eleven pounds of this rare substance for a little over what represented two dollars, at pre-war exchange. L'Avenir points out that it really gives this sugar to subscribers as anyone buying its issue every day spends 36.50 francs, which at a subscription amounts to 25 francs which with 11.5 francs for the sugar makes 36 francs a year.

ELLIS HEADS COMPANY

Succeeds E. E. Harris as President of Lackawanna Journal

LACKAWANNA, N. Y., Oct. 27.—Charles W. Ellis, vice-president of the Ellis-Joslyn Publishing Company, Inc., publisher of the Journal, has been elected president of the company to fill the vacancy caused by the withdrawal of Elmer E. Harris.

With the exception of the interest held by John R. Joslyn, formerly managing editor of the Buffalo Evening News, Mr. Ellis now owns the entire stock of the publishing company. Mr. Ellis will continue as editor of the Journal.

Indiana

You may place your selling message before 614,643 readers of daily newspapers in Indiana at a rate of $1.12 an agate line.

The papers are listed, their circulations stated and their individual advertising rates given on this page.

Indiana is one of the great market units. The state is up and doing. The people are energetic, forward-moving, accustomed to achievement.

They know the language of advertising and respond to that which carries to them a real appeal.

They have excellent newspapers, know it and value them accordingly.

Win their interest in your product and you will have won the Indiana market.

		Circulation	Rate for 5,000 Lines
Elkhart Truth	(E)	9,353	.0214
Evansville Courier	(M)	22,897	.04
Evansville Courier	(S)	20,535	.04
Fort Wayne Journal-Gazette	(M)	29,230	.05
Fort Wayne Journal-Gazette	(S)	26,000	.05
Indianapolis News	(E)	110,552	.16
Indianapolis Star	(M)	85,446	.12
Indianapolis Star	(S)	96,317	.16
Kokomo Dispatch	(M)	5,567	.015
Lafayette Courier	(E)	8,527	.02
Lafayette Journal	(M)	10,669	.025
La Porte Herald	(E)	3,472	.0179
Logansport Pharos-Reporter	(E)	6,809	.02
Muncie Press	(E)	9,140	.025
Muncie Star	(M)	25,681	.05
Muncie Star	(S)	16,133	.05
Richmond Item	(M)	8,296	.03
Richmond Palladium	(E)	11,865	.04
South Bend Tribune	(E)	16,227	.035
Terre Haute Star	(M)	27,334	.04
Terre Haute Star	(S)	19,597	.04
†Terre Haute Tribune	(E)	24,845	.04
†Terre Haute Tribune	(S)	19,192	.04
†Vincennes Capital	(E)	1,049	.01071
Total Daily Circulation and Rate		416,809	.76001
Total Sunday Circulation and Rate		197,774	.36
Total Daily and Sunday		614,643	1.12001

Government Statements, October 1st, 1919.
†Government Statements, April 1st, 1919.

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TIPS FOR AD MANAGERS

BROOKE, SMITH & FRENCH, Kresge Bldg., Detroit. Reported will make up list of newspapers during November for Detroit Graphite Company.

CAMPBELL - EWALD COMPANY, Marquette Bldg., Detroit. Plaeing orders with newspapers for Dafoe-Eustice Company.

NELSON CHESMAN & CO., 1127 Pine st., St. Louis. Reported will make up lists during next thirty days, using newspapers for Paris Medicine Company.

CHICKERELL-HALL COMPANY, 50 Union Square, New York. Will handle the advertising for A. B. Kirchbaum Company.

CORMAN COMPANY, 19 W. 44th st., New York. Placing orders with newspapers in New York City for K. T. Distributing Company.

J. H. CROSS COMPANY, 214 S. 12th st., Philadelphia. Placing orders with New York City newspapers for Majestic Electric Development Company.

DOLLENMAYER ADVERTISING AGENCY, Lincoln Bldg., Minneapolis. Again placing orders with newspapers for Minneapolis Heat Regulator Company.

DONOVAN & ARMSTRONG, Commonwealth Bldg., Philadelphia. Placing orders with Southern newspapers for Lawson Manufacturing Company.

DORFMUS & Co., 44 Broad st., New York. Placing orders with newspapers east of Chicago for the United Lace & Braid Manufaetnring Company.

FEDERAL ADVERTISING AGENCY, 6 E. 39th st., New York. Placing copy with newspapers for Bradley Knitting Company.

FULLER & SMITH, Guardian Bldg., Cleveland. Reported will make up list of newspapers during November for Willard Storage Battery Company.

GARDNER ADVERTISING COMPANY, 1627 Locust st., St. Louis. Reported will make up lists during Fall months using newspapers for Certain-teed Prodncts Corporation.

GREEN, FULTON, CUNNINGHAM, Free Press Bldg., Detroit. Placing orders with newspapers that have magazine accections for Frederick F. Ingram Company.

J. R. HAMILTON ADVERTISING AGENCY, 326 Madison st., West Chicago. Placing orders with newspapers for Eiseman, Kaye Company.

HOYT'S SERVICE, 116 W. 32nd st., New York. Placing orders with newspapers that have rotogravure sections for the Printz-Biederman Company; placing full page copy with Southern newspapers for American Mutual Liability Insurance Company.

LORD & THOMAS, Mallers Bldg., Chicago. Placing orders with newspapers for Franco-American Chemical Corporation; again placing orders with newspapers for Leopold "Langham High Art Clothes."

H. K. MCCANN COMPANY, 61 Broadway, New York. Will place the accounts of Greeley Square Hotel Company, McAlpin Hotel and Martinique Hotel, New York City.

MATOS ADVERTISING COMPANY, Bulletin Bldg., Philadelphia. Placing orders with newspapers for Additional Wear Leather.

HARRY C. MICHAELS, 113 Lexington ave., New York. Placing orders with newspapers in Boston, San Francisco, Seattle, Tacoma and Spokane for Liebig Extract Company, Inc.

R. B. NEWELL AGENCY, 14 W. Washington st., Chicago. Placing orders with few newspapers for Peabody Coal Company.

NEWELL-EMMETT COMPANY, 120 W. 32nd st., New York. Again placing orders with newspapers for Liggett-Myers Tobacco Company.

W. A. PATTERSON COMPANY, 1 Madison ave., New York. Again making contracts with newspapers for Franklin Automobile Company.

A. PICARD COMPANY, 50 E. 42nd st., New York. Page orders with newspapers in New York City, Boston, Philadelphia and Chicago, for Underwood Typewriter Company.

RUTHRAUFF & RYAN, 404 Fourth ave., New York. Placing orders with newspapers for American Technical Society; placing orders with New York City newspapers for Sanitary Postage Association of America.

FRANK SEAMAN, INC., 470 Fourth ave., New York. Placing orders with newspapers in large cities for the Rand Company; will place advertising for E. I. DuPont de Nemours Company; also with newspapers for "La Tansca Pearls."

SHAW ADVERTISING AGENCY, 142 Berkeley st., Boston. Placing orders with large Sunday newspapers for Quinn Conservatory of Music.

C. C. SHEWER SHAW ADVERTISING AGENCY, 161 Devonshire st., Boston. Placing orders with New York City newspapers for Seggerman Brothers.

H. W. STEVENS AGENCY, Globe Bldg., Boston. Placing orders with Eastern newspapers for Ernest F. Smith & Co.

STREET & FINNEY, 171 Madison ave., New York. Making contracts with New York State newspapers for Beech-Nut Packing Company.

VANDERHOOF & CO., Marquette Bldg., Chicago. Will handle the advertising for Kewanee Manufacturing Company.

GUY C. WHIDDEN COMPANY, Bulletin Bldg., Philadelphia. Placing orders with Ohio and Pennsylvania newspapers for Dill Medicine Company.

CRITCHFIELD & Co., Brooks Bldg., Chicago. Will make up lists during next sixty to ninety days using newspapers for F. A. Patrick & Co.

NELSON CHESMAN & Co., 1127 Pine st., St. Louis. Will make up lists during month of December for O. L. Chase.

JOHNSON, READ & CO., 202 S. State st., Chicago. Will make up lists during December and January using newspapers for Hoffman Refrigerator Company.

ST. PAUL ADVERTISING COMPANY, St. Paul. Will make up lists during November, using newspapers, for Adlerika Company.

MCJUNKIN ADVERTISING COMPANY, 5 S. Wabash ave., Chicago. Will make up lists during December, using newspapers for Kling Brothers & Co.

CHARLES H. FULLER COMPANY, 623 S. Wabash ave., Chicago. Will make up lists during December, using newspapers for Channel Chemical Company.

FRED M. RANDALL COMPANY, Book Building, Detroit. Contracts going to Michigan, Ohio and Indiana newspapers for "Pathfinder" coffee, National Grocer Company, Detroit, using newspapers for George Eldridge Company, Detroit, "Sunbonnet" butter and eggs.

CLIFFORD BLEYER & CO., 20 E. Jackson Blvd., Chicago. Placing orders with Western newspapers for Charles A. Krause Milling Company.

JOHN RING, JR., COMPANY, Victoria Building, St. Louis. Page advertising is being run in St. Louis dailies urging the creation of a production bureau within the Chamber of Commerce; also running about 6,000 lines in Kansas City dailies on first mortgage notes of National Improvement Company (controlled by National Cloak and Suit Company) for Mercantile Trust Company, St. Louis.

Opies Buy Out Opposition

STANTON, VA., Nov. 4.—After fifteen years' competition, the Morning Leader and the Evening Leader have purchased the Daily News, the only opposition paper. Hereafter the papers will be published as the Evening Leader and the Morning News. The chief owners are Major H. L. Opie and Captain E. W. Opie, both of whom served through the war. Captain Opie is still in France.

Neals Sell Interests

NOBLESVILLE, IND., Nov. 5.—Edward E. Neal and Charles S. Neal, who held the controlling stock in the Noblesville Daily Ledger, Lebanon Daily Reporter and Frankfort Crescent-News, have disposed of their interest in the Frankport paper to George H. Healey and Louis Hamilton, both of Rensselaer, who are now in charge. Mr. Healey is editor of the paper.

Gompers Upholds "Newsies"

SEATTLE, Nov. 1.—The Seattle Newsboys' union has been sustained in its recent controversy with the Central Labor Council, growing out of the refusal of the Daily Union Record to sign a contract similar to that accepted by the other Seattle newspapers, by Samuel Gompers, president of the American Federation of Labor. The council applied for revocation of the newsboys' charter on the ground that the organization was dominated by those in control of the "vicious corner ownership system." The newsboys contended that they were first assailed because they "refused to become Bolsheviks and stand with the reds in the council, deciding to throw their lot with Americanism."

Christman Succeeds Benn

PHILADELPHIA, Nov. 2.—Charles N. Christman has been made city editor of the North American, to suceeed James S. Benn, named to the Pennsylvania Public Service Commission. Mr. Christman was formerly society editor of the North American.

Fish Heads Skowhegan Paper

SKOWHEGAN, ME., Nov. 3.—John L. Fish, formerly news editor of the Independent-Reporter, and the past three years Somerset county representative of the Augusta Journal, has become editor of the Independent-Reporter.

Publishers Celebrate

The 30th anniversary meeting of the New York Business Publishers' Association was held at the Automobile Club last night.

Last P. O. Report

For the period ending Oct. 1, 1919
Average Daily and Sunday Circulation

76,806

New Orleans Item

Send for a copy of our $1,000 Book of Facts and Figures concerning selling 1/3 of all the people in the United States.

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report for 6 Months ending Oct. 1, 1919
33,137
Its sales promotion department is at the service of advertisers. And it really promotes.
Member A. B. C. Publisher.


(330 lt. x 263 lt.)

THE ACID TEST
The Detroit Sunday News regularly publishes over 90% greater number of want ads than its only Sunday competitor and also leads in classified advertising volume.

Reason Results
The merchants of Washington, D. C., usually use more space in
The Evening Star
than in the other three papers combined.

try-out market
The Indianapolis Radius can be covered with minimum expense. It is dominated by one paper which can create consumer demand, and command dealer and jobber co-operation. Try out your product in the Indianapolis Radius through
The INDIANAPOLIS News
Charter Member A. B. C.
Foreign Representatives
Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

ADVERTISING RECORD
4,732,042 Agate Lines
of advertising were published in the
Clarksburg Telegram
WEST VIRGINIA
during nine months ending September 30, 1919
A gain of 31.8% over same period last year
NATIONAL ADVERTISING
shows a gain of 87.9% for the same period
It pays to advertise every day in the
Clarksburg (W. Va.) Telegram

The Pittsburgh Post
has the second largest morning and Sunday circulation in Pittsburgh.

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CONGRESS AID SOUGHT IN PAPER PROBLEM

(Continued from Page 5)

print and publishing authority predicted that the coming new year will be the most serious in the history of American newspaper publishing.

"Nobody knows yet what the 1920 news print price will be," he pointed out, "but it is bound to be a big increase over this year. Many publishers will find themselves unable to make contracts at any price, which will drive them into the 'spot' market and will result in the survival of only the wealthiest."

At the same time highest labor wages will become effective and every other detail of overhead cost will increase. Hard as things are now, the real 'pinch' has not arrived. Wait until after January 1, 1920, for the real effects.

Not Paying Its Own Way

"The real crux of the whole situation is that newspaper advertising space is not being sold for the cost of manufacture. There is no earthly reason why newspapers should be using up news print paper that is well nigh unpurchasable to carry a volume of advertising that is not paying its way.

"The only remedy lies in increasing advertising rates and circulation prices to a point which will bring a respectable profit from the completed product. Cutting down news and reading matter is not the solution. The space taken up by advertising must be reduced as well."

Reports received from Canada this week are to the effect that the Canadian price of news print paper in the United States in 1920 probably will range from $85 to $90 a ton; the same selling in Canada for about $73.

EDITOR & PUBLISHER is informed that there is Scandinavian news print paper on its way to this country that will sell at 7 cents a pound, laid down in New York.

With the shortage of news print coming to a head, a subscriber in 50 of the paper cities is reported from many parts of the country.

While the American Newspaper Publishers' Association at the Editor & Publisher went to press had not issued its bulletin on paper conservation, it was stated that such a bulletin is now being prepared, as reported exclusively in EDITOR & PUBLISHER of October 30.

New York Papers Holding Down

Statistics prepared by the News Print Service Bureau show that the New York newspapers for the week ending October 31 printed the following aggregate number of pages daily, Sunday excluded:

American, 19; Herald, 20; Sun, 21; Times, 30; Tribune, 21; World, 27; Globe, 22; Journal, 24, and Post, 21.

New York publishers have declared themselves for sane methods in use of news print. Walter G. Bryan, publisher of the American, said:

"Both the American and the Evening Journal are leaving out many columns of advertising daily. The Sunday American of November 2 left out 44 columns, the Evening Journal of October 31 left out 40 and the Evening Journal of November 3 left out 16 columns. We are compelled to omit advertising in order to print the number of copies required by our circulation with the print paper available. We are doing all we can to conserve white paper and if it comes to a question of sacrificing advertising or circulation, we will sacrifice the advertising."

Times Sets Minimum

E. S. Friendly, assistant business manager of the Times, stated that the Times had not gone over 32 pages during the past week and that it would endeavor to stay within that limit on week-days during the coming week. On Saturdays, a limit of 24 pages will be maintained.

Victor H. Polachek, publisher of the Sun and Evening Sun, said: "We are only doing what any sane man would do to conserve our white paper. The Evening Sun is limited to 32 pages and the Morning Sun to 24 daily."

In Chicago, the Tribune issued the following statement on November 1:

"By reason of the severe shortage of news print throughout the country and the consequent obligation of newspapers everywhere to conserve paper, commencing Monday, November 3, the Chicago Tribune will restrict the average size of its daily issues to 32 pages until the need for conservation is past.

"The 32-page average will be maintained each week, and should any week-day issue exceed 32 pages, other issues in the same week will be correspondingly reduced in size to secure the average.

"The enormous volume of advertising published in the Daily Tribune makes this step a hardship upon the Tribune and its advertisers alike. The Tribune hopes, however, that with the co-operation of its advertisers the reduced amount of their advertising space the present emergency may be soon passed and a return to normal conditions assured."

Weeks ago the newspapers of St. Louis began to conserve news print, realizing the shortage in the supply, and this policy is being followed consistently. Actual measurements of the space in the five daily newspapers of St. Louis show to what extent the conservation is being practiced. On October 31, for instance: The Post-Dispatch printed 296 columns, 70 per cent. advertising; Globe-Democrat, 160 columns, 59 per cent. advertising; Republic, 126 columns, 37 per cent. advertising; Star, 192 columns, 66 per cent. advertising; Times, 126 columns, 47 per cent. advertising. In order to carry out this conservation, the newspapers are rejecting advertising, one paper refusing 37 columns on a recent week-day.

Texas on War Basis

C. B. Gillespie, business manager of the Houston (Tex.) Chronicle, said:

"We are rejecting all advertising beyond certain limits and holding all week-day issues down to 18 pages, except Friday, when we carry 22 Sundays, we stay within 50 pages."

T. R. Colgan of the Houston Press said:

"We are conserving in every way possible, have cut out all extras and will

(Continued on Page 35)

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative
1006 Heyworth Building
29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)
MAIL NEWS, FEATURE, and FICTION Service. Over 150 American, Canadian and European newspapers subscribe to our complete service.

ELLA WHEELER WILCOX DEAD

Poetess and Newspaper Writer for Forty-nine Years

NEW HAVEN, Conn., Oct. 30.—Mrs. Ella Wheeler Wilcox, author and poetess, died at her home in Branford to-day. Mrs. Wilcox had been ill for several months, following a nervous collapse while engaged in war relief work in England.

She was born in 1855 a few miles from Madison, Wis. The Frank Leslie Publishing House was the first buyer, giving her $6 for the poem "Life," when she was 15 years old. Before her 'teens were passed she had published "Drops of Water," doing with the total abstinence, which brought in $50.

Among the magazines to which she frequently contributed were the Atlantic Monthly, Harper's publications, Demorest's Magazine, the Century, Peterson's Magazine, the Galaxy. Of recent years she was a regular writer for the New York Journal and the Chicago American. Her autobiography, "The World and I," appeared in the Cosmopolitan.

The book that gained her the greatest fame was the collection of poems published in 1883 under the title "Poems of Passion." Wide discussion followed, much adverse criticism being directed against the book's title. The general effect, however, was to enlarge the circle of her readers and to give her a certain faithful following.

Two years before the appearance of "Poems of Passion" Miss Wheeler had married Robert J. Wilcox, a business man of Meriden, Conn.

The illness which ended in her death was brought on by her exertions during the war. With characteristic energy, she gave her aid to the Red Cross and visited from camp to camp in France, lecturing to the soldiers on sex problems.

Julian C. Austrian, the owner and editor of the Fur Trade Review, New York, died at Kempton, Pa., on October 31.

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

The True News FIRST
Always—Accurately
International News Service
World Bldg. New York

Obituary

CHARLES H. ROLLINGE, Sr., for several years with the Brooklyn Citizen advertising staff and prior to that with the American Banker, died suddenly last week in Brooklyn.

REV. ALBERT B. SIMPSON, editor of the Alliance Weekly and proprietor of the Alliance Press Company, New York, died in Nyack, N. Y., last week, aged 74 years. He was an active evangelist and executive in foreign missionary work.

MRS. MARGARET B. WRIGHT, aged 80, widow of Charles H. Wright, a former Chicago editor, died last week in Cambridge, Mass. She had written for various newspapers and magazines as European correspondent.

MRS. HARRIET MYRICK, mother of the late Harry P. Myrick, for many years managing editor of the Milwaukee Free Press, and previously of the Sentinel, is dead at the age of 90 years.

LIEUT. COL. WILLIAM BEERS, father of L. MacLean Beers, advertising agent of New York and Havana, died recently in Dublin, Ireland, aged 82 years.

GUSTAV POLLAK, who was a contributor to the New York Evening Post and the National for forty years, died November 1 at Cambridge, Mass., at the age of 70 years. Mr. Pollak in 1884 was editor of Babyhood. He assisted in editing four encyclopaedias and was the author of a number of books.

Vernam's Home Burns

HUNTINGTON, N. Y., Nov. 3.—The $60,000 residence of Charles C. Vernam, publisher of Aindlee's Magazine, was destroyed by fire today.

New Era Features
30 E. 42nd St., New York City
Forty Leading Papers
Print Our Service
Send for our Headline History of the World War

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.
If your city is open, you may join at the same proportionate rate, and secure the greater loyalty have already built up.
Write or wire for rates.
The Associated Newspapers
170 Broadway New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
20 WEST 30TH ST. NEW YORK

ALASKA DAILIES QUIT AS GOLD DECLINES

Jnnaau Dispatch Editor, Long a Daily and Recently Weakly, Gives Up and Moves to Seattle

SEATTLE, Nov. 5.—Alaska, once the scene of wild stampedes after pokes of riches, with resultant boom times in the cities and camps whose population would multiply overnight, is travelling fast on the downward trend. This is accurately reflected in the large number of newspapers of Alaska that are gradually going by the board—newspapers that once enjoyed exceptional prosperity, although with but limited circulation and equally limited facilities for gathering news over their extensive fields.

The last of the old Alaskan newspapers to suspend publication is the Juneau Dispatch. Ed C. Russell, who published the Dispatch as a daily newspaper for twenty years and since May 1, 1919, as a weekly, has made arrangements to move his printing plant to Seattle, where he will publish a weekly paper for circulation throughout Alaska. L. F. Shaw, for several years editor of the Anchorage Times, will be associated with Mr. Russell in the new undertaking.

The Dispatch was at one time Alaska's leading daily newspaper. The only daily in Juneau now is the Daily Empire.

Depreciation in the value of gold, resulting in mining operations being almost entirely halted, is the chief cause of the great exodus from Alaska to "the outside." While everything else doubled and trebled in price, the value of gold has remained unchanged. Mining men declare that gold has actually depreciated nearly 50 per cent in value in the last four years.

R. C. McPherson, manager of the Alaska Bureau of the Seattle Chamber of Commerce and Commercial Club, declared today that the exodus from Alaska, already lacking greatly in population, will continue as long as the government continues to withhold encouragement from the pioneer.

The Alaska newspapers, says Mr. McPherson, have made a valiant effort against great odds, to encourage the development of Alaska and as they thin out, one of the greatest assets of the Northland will wane in power.

MURPHY SUES EVENING POST

Politician Angered by Comment on Action Against Hearst

Charles F. Murphy, Tammany leader in New York, has followed his libel suit for $1,000,000 damages against William R. Hearst and the Evening Journal with a suit for $250,000 damages against the New York Evening Post because of an editorial article commenting on the break between Mr. Hearst and the political leader, in which Mr. Murphy sys his integrity is impugned. The suit followed a letter from Mr. Murphy's counsel to Rollo Agden, editor-in-chief of the Evening Post, indirectly threatening suit unless the objectionable statement in the editorial was retracted.

When seen by a representative of EDITOR & PUBLISHER Mr. Ogden said that the Evening Post had no comment to make either on the editorial nor on Mr. Murphy's attitude toward it.

YOUNG MEN IN BIG JOBS

Van Buren and Tims Graw Fast in New Orleans

J. A. Van Buren, whose appointment as business manager of the New Orleans Times-Picayune was announced in a recent issue of EDITOR & PUBLISHER, started his career in the advertising department of the Times-Democrat ten years



J. A. VAN BUREN JOHN F. TIMS, JR.

ago and had been advertising manager of the Times-Picayune for several years He is 29 years old.

John F. Tims, Jr., who has been advanced to fill Mr. Van Buren's former post, has been foreign display advertising manager of the Times-Picayune since the consolidation of the Picayune and Times-Democrat in 1914. Prior to that he had been on the business staff of the Picayune since 1907 Mr. Tims is 28 years old.

Rhode Island Hits Billboards

PROVIDENCE, Nov. 4.—Billboard advertising on buildings and other public places in this city is opposed by the League of Improvement Societies of Rhode Island, which has named a committee to take the matter up with State and city officials. This form of advertising was considered necessary during the war, but is now declared to be objectionable and inimical to numerous plans for beautifying city property.

Sport Writers Hosts to Hughes

SPRINGFIELD, Mo., Nov. 4 — Eddie Hughes, sporting editor of the San Francisco Chronicle, was the guest of the newspaper sport writers at Springfield, during his visit to his sister, Mrs John Howell, here. He is a Missourian by birth and renewed old friendships among the fraternity.

LIEUT. COL. SCRUTON HOME

Sedalia Editor Won Promotion on Firing Line

G. H Scruton, editor of the Sedalia (Mo.) Democrat, has returned home after two years' service in France. Editor Scruton enlisted at the age of 54, entering the military service as a Lieutenant with companies of volunteers raised in Sedalia before the draft. He returns a Lieutenant-Colonel, having won his promotion on the firing line.

"I find that I have been little missed in the Democrat office," Mr. Scruton tells EDITOR & PUBLISHER. While I have been overseas the paper has been making great strides. Now we must add to the mechanical equipment, and that is a pretty serious problem just now, as all publishers know."

EDUCATIONAL WORK TO HOLD LITTLE ADS

(Continued from Page 24)

despite all innovations and recognized tendencies toward display the "first love" style of advertising has persistently maintained—and has consistently increased.

The public has always considered classified advertising as a directory—an informative guide to its wants and requirements—permanent, concise and dependable.

Classified advertising is sought—to satisfy the demands of the public—display advertising persuades by suggestion, and its attractiveness "thrusts" its appeal upon the reader. Each has its distinct and clearly defined function—each is an essential element of modern publicity.

But it is classified advertising, diminutive in size, yet vast in volume—that cultivates the "buying from advertising" habit—classified advertising that annually claims thousands of new converts to the infinite power of "printers' ink"—classified advertising that creates reader-interest, and thereby stabilizes circulation.

These are the principles that classified advertising serves to develop and encourage—the principles that govern the efficiency and production of a display medium—the principles that tend to make a newspaper—the great force in communal and industrial affairs.

Women Make Newspapers

MADISON, Wis., Nov. 4.—Women can determine the character of the newspapers that come into their homes, Professor W. G. Bleyer, director of the journalism course at the University of Wisconsin said in an address on "The Newspaper and the Home." "Since the value of most advertising depends on its reaching women, the purchasing agents of homes, every newspaper publisher desires to make his newspaper a home newspaper," said Porfessor Bleyer "Unless a newspaper goes into homes and is read by women it has little value as an advertising medium."

Another Road For Tigrett

JACKSON, TENN., Nov. 1.—Isaac B. Tigrett, part owner of the Sun, has been elected president of the Gulf, Mobile & Northern Railroad, a 500-mile line extending northward from Mobile. He is also president of the Birmingham & Northwestern Railroad and the Meridian & Memphis Railway and of a well-known bond company which bears his name, with offices in Memphis, Atlanta and Jackson.

Rhodes Selling Tulsa Land

Tulsa, Okla., Nov. 1.—Harvey E. Rhodes, Missouri, Kansas and Oklahoma newspaper man, has left newspaper work for the real estate field. He is now with Meshew & Company, Tulsa, where he expects to handle publicity as well as land.

O'Hara Managing Movie Plant

LOS ANGELES, CAL., Nov. 1.—Kenneth A O'Hara, former Brooklyn newspaperman, has been appointed manager of the L. J. Gasnier motion picture studio.

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County
This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

125,636
persons live in the territory served by the
ASBURY PARK PRESS
(Evening and Sunday)
This section of New Jersey—Monmouth and the greater part of Ocean counties—constitutes a the heart of the garden center of the state, besides being the "Playground of America."
The residents are well-to-do and form a responsive market that well repays the advertiser. And the Press thoroughly covers the territory named.
Member A. B. C. Standard Rate Card.
Frank R. Northrup, Special Representative
23 Fifth Avenue, New York City
Association Building, Chicago
J. L. Ketcham, Owner and Publisher,
Asbury Park, New Jersey.

The Test Town of the Country for the National Advertiser
Beloit, Wisconsin
Beloit is in the heart of the richest agricultural and dairy region of the United States. It has thirty factories. Beloit is 75 per cent. educated. Beloit has wealth well distributed.
One paper (the Beloit Daily News) alone serves this splendid American population.
Circulation, over 7,700
Rate, 2½ cents per agate line

The Pittsburg Dispatch
solicits your business on the basis of genuine and established merit.
WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Bldg., Philadelphia

Baltimore News' Opinion
of the "S. & M. Insured Agency Delivery Service on Checking Copies"
I want to say that we have been very well satisfied with the service that has been given us by your concern. We have been entirely free from worries over checking copies as far as the New York field is concerned.
We are hoping that you will soon find it expedient to extend the service to Chicago. It is a great relief, indeed, to not only insure delivery of the papers to the advertising agencies, but it is also a relief to get away from the annoyance caused by carelessness within the agency itself.
(Signed) HERBERT WYLE.
Business Manager

LOS ANGELES
Evening Herald
Circulation greater than the combined circulation of its two evening competitors.
Charter Member A. B. C.

New Orleans States
Member Audit Bureau of Circulation
Sworn Net Paid Circulation for 6 Months Ending Oct. 1st, 1919
41,305 Daily.
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

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HELPING COUNTRY WEEKLIES PUT ON REAL METROPOLITAN AIRS



GEORGE A. RILEY,
General Manager Publishers' Autocaster Company.

GEORGE A. RILEY is a newspaper executive who has shown on many occasions that he can "carry a message to Garcia," deliver it and come back with a receipt.

As business manager of the Newspaper Enterprise Association he demonstrated the dynamic energy and clear-cut vision with which he is endowed. The N. E. A. was conceived on original lines, embodying a new angle of service to newspapers, and it is due in no small measure to Mr. Riley's business ability that this new idea was developed within a few years into one of the essential factors in newspapermaking with hundreds of publishers.

Mr. Riley's experience in marketing the feature service of the N. E. A. impressed him with the great possibilities of a mat service of newsy features, cartoons, editorials, etc., for country newspapers. He could visualize a complete transformation of the small-town weekly which should find it possible to utilize he features which give variety and character to the average daily.

The one obstacle—and it seemed a controlling one—was the fact that country papers were not equipped with stereotype casting plants, and could not therefore use mats. Then along came an inventor, John McNaughton, a newspaperman, who had created a tabloid stereotyping machine, practical and inexpensive, so simple in operation that it could be installed and used in any office, no matter how small.

This seemed to Mr. Riley to be "the answer" to the problem which had long baffled him, and he was quick to appraise its possibilities. He saw how completely this little machine would revolutionize the small newspaper, giving it a metropolitan makeup. And he saw further possibilities of a no less alluring kind.

National advertisers have always found the problem of using the country weeklies with good effect a baffling one. The cost of shipping electrotypes to hundreds or thousands of papers mounted to big figures. If blanket orders for advertising were given to the ready-prints or "boiler plate" concerns the ads were perforce denied position on purely local pages.

So Mr. Riley argued that this stereotyping machine, which is called the Autocaster, would solve the national advertisers' problem of securing desirable position in the small papers without paying a premium for it. The Publishers' Autocaster Service Company was organized, growing out of the N. E. A., and Mr. Riley is vice-president and general manager of this company.

He has installed the Autocaster in nearly twelve hundred country newspaper offices, and the work is going forward as rapidly as the machines can be produced. He accepts advertising for the whole or any part of his list, sending the copy in matrix form and checking up insertions.

It has been demonstrated that the country papers get better results from using mats than the big dailies, for the reason that but one casting is required for their use as against three for the big paper.

CONGRESS AID SOUGHT IN PAPER PROBLEM

(*Continued from Page 33*)

reduce the number of pages next week We regard the situation as serious."

A. C. Clarkson of the Houston Post said: "The Post is building its wartime schedule of conservation, with barely enough news to carry advertising, without extras."

Eric C. Hopwood, managing editor of the Cleveland Plain Dealer, said: "No change in size is contemplated as the Plain Dealer has been kept within 32 pages."

George F. Moran, general manager of the Cleveland News and Leader, said: "We have made no move for reduction in size, but will be glad to co-operate with other Cleveland publishers in doing anything to relieve the situation, if that course becomes necessary. We printed 801 pages in the News-Leader of November 2 and the evening edition of the News averages 30 pages daily. We have heard of no call for Cleveland publishers to take up the situation."

Atlanta papers are likely to take concerted action soon. No definite limit has been placed as yet upon the number of pages, but all the newspapers are cutting down advertising and news in order to print enough papers for their full number of readers.

E. W. Booth, publisher of the Grand Rapids Press, said: "The Booth papers are now practicing wise economies in news print because of the shortage. For a period of two weeks in two cities, sizes of editions were limited and advertising restricted The situation has been somewhat relieved and at present restrictions are largely removed."

Charles O. Taylor of the Boston Globe, discussing the situation with Editor & Publisher's representative, expressed the opinion that the Sunday Globe of November 2, was the tightest Sunday paper published in the United States, with 472 columns of advertising in the 92-page paper. The Globe some weeks ago found it necessary to place a check on Sunday classified advertising by declining to accept the same after 2 o'clock Saturday. Display advertising is accepted up to 5 o'clock on the day.

Mr. Taylor, as president of the Boston Publishers' Association, said that no general action had been taken by the association, the matter of curtailment being left entirely to the individual publishers. He declared, however, that the papers are running as tight as possible at this season, considering the very heavy volume of advertising. Among the dailies, he said, the size of the paper is usually governed by press capacity.

At the Boston Post, it was stated that while there is sufficient advertising to carry 40 pages daily, editions are kept down to a 32-page limit. The Post is always run on a close margin, according to the management, but that margin is as close now as it ever was, perhaps with the single exception of a short period last winter, when most of the papers reduced to a minimum of 10 and 12 pages.

THE PEOPLE OF NEW LONDON, CONN.
have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

The
NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

CLINCHING THE CAMPAIGN
The Merchandising Service Department of the
BOSTON AMERICAN
Helps to assure and insure dealer co-operation and the successful clinching of your advertising and sales campaign
Govt. Statement for Six Months Ending April 1st
301,270

Des Moines Register and Tribune
104,858 Daily
Morning and Evening
71,240 SUNDAY
Net Paid Average Six Months ending September 30, 1919
Member A. B. C.

The Dominating Force
In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.
The Bridgeport Post Standard-Telegram
No only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
I. O. Klein, Metropolitan Bldg., New York.
John Glass, Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily to Field.
Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention
F. R. Northrup, 303 5th Avenue
New York City

Results
are sure to be good when you advertise in a medium that adequately covers a territory of worth while buying power.
Cleveland and Northern Ohio is the richest territory between New York and Chicago and can be covered single-handed by
The Plain Dealer

The Congregationalist
is not read for fun; it is read *seriously;* therefore it is *well* read.
Broad-minded advertisers know
THE CONGREGATIONALIST,
14 Beacon St. BOSTON, MASS.

The Pittsburg Press Has the Largest
Daily and Sunday
CIRCULATION IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, Peoples Gas Bldg
E. A. KLEIN, New York. JOHN GLASS, Chicago.

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R. L. JONES PURCHASES TULSA DEMOCRAT

Former Owner of Madison State Journal and T. F. McPherson Taking Immediate Charge —Staff Unchanged

TULSA, OKLA., Oct. 31.—Negotiations have been closed between Charles Page of Sand Springs and Richard Lloyd Jones, of Madison, Wis., for the purchase of the Democrat. Mr. T. F. McPherson, who has been associated with Mr. Jones in newspaper work, takes active charge at once, and Mr. Jones will come here some time before the first of December to take editorial charge. The present staff and organization will continue. C. F. Colvin has been general manager and Vernon L. Smith editor.

Mr. Jones for the past eight years has been the owner and editor of the Wisconsin State Journal at Madison For nine years prior to that he was associate editor of Collier's Weekly, and before that he was editor of the Cosmopolitan Magazine and editorial writer for the Washington (D. C.) Times.

Charter For Berkshire Daily

NORTH ADAMS, MASS., Oct. 31.—The Herald Publishing Company has been incorporated and will continue publication of the Daily Herald. The capitalization is $30,000, of which $20,000 is preferred and $10,000 common stock. Arthur W. Chippendale, president of the Hoosac Saving Bank, is president of the new company; Thomas A. Haggerty, for twenty-five years with the paper, is treasurer and publisher; M. O. Haggerty, postmaster, is clerk, and Mayor Ezra D. Whittaker, and P. J. Ashe, former city solicitor, will act as directors.

Jewish Paper Discards Type

MILWAUKEE, Nov. 2.—The Jewish Daily Press has announced its intention of publishing at least a part of its paper by means of photo-engravings instead of type the decision followed the successful experiments conducted by the Los Angeles Times and the Literary Digest. Isidore S. Horwitz, proprietor, in an article reproduced by this method, says that some of the workers in the Jewish publishing houses are getting from $50 to $75 a week, and that their demands "make those of the Bolshiviki look small."

New Capital News Bureau

TOPEKA, KANS., Nov. 4.—The Kansas City Post has opened a Capital News Bureau here, with William C. Clingston, formerly of the Star Journal, in charge. The offices are in the Oyphoun building. Mr. Clingston has been with the State Journal for the past five years, for the past year on the city desk.

Cooley Sells to Huffman

GRAND RAPIDS, WIS., Nov. 2.—The Daily Leader has been sold by J. F. Cooley to William F. Huffman, who has been connected with the Beloit Daily News, the Rockford Republic and with papers at Denver, Colo.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

Goss Sextuple Press For Sale

At auction for immediate acceptance—Sextuple Goss press with color attachment; eight columns, twelve ems, 21⅜ inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate; pot and pump. This press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1657, Boston, Mass.

For Sale

Consolidation of dailies puts splendid 16 page Goss Acme press and complete stereo outfit on market. Has extra color attachment. If interested address at once A-933, care of Editor and Publisher.

For Sale

Set eight point Roman No. 2 with Gothic No. 3 linotype mats, including liners. $40.00 f. o. b. Fond du Lac. Guaranteed good condition. We use seven point. The Daily Reporter, Fond du Lac, Wis.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted

We are in the market for a sixteen-page straight-line press and equipment—Hue, Goss or Duplex Tubular preferred. Must be in first class condition. Give lowest price; cash deal. Vanderslice & Eyerly, Bloomsburg, Pa.

Wanted

Second hand 16 or 20 page perfecting press. Cash on delivery. Sedalia Democrat, Sedalia, Mo.

New Chicago Tribune Building

CHICAGO, Nov. 1.—The Chicago Tribune has commenced construction on a five-story office and printing establishment on Austin Avenue and St. Clair Street, 200x220 feet. To carry out the plans the Tribune Building Corporation has been organized, with a capital of $500,000, by J. M. Patterson, Jarvis Hunt and Joseph B. Fleming.

New Motorists' Magazine

DENVER, COL., Nov. 1.—The Aopa, a new monthly publication for automobilists, has appeared in this city The name is coined from the initials of the Automobile Owners' Protective Association It is edited by Edgar C. MacMechen.

Has Field to Itself

CAMBRIDGE, OHIO, Nov. 4.—The Daily Jeffersonian has purchased its only competitor, the Guernsey Times, a morning newspaper, which is to be discontinued. The Jeffersonian is an afternoon newspaper.

INCORPORATIONS

New York.—Nauticus Company; $10,000; S. Black, R. W. Mathews, F. W Lutz, 111 Broadway.

Leishman Telegraphed Picture Service, Inc., Ogden, Utah; representative M. M Burger, 949 Broadway, New York.

Collier Publications Corp., $50,000; A W. Britton, S. B. Howard, C. V. Reilly 65 Cedar street.

WILMINGTON, DEL.—Seaman Paper Products Company (Delaware corporation); $100,000; M. L. Horty, C. L. Mackey, M. C. Kelly.

GREAT FALLS, MONT.—Flint Newspaper Syndicate, $50,000; Paul R. Flint, H. S. Flint, Patrick R. Kivlin.

The Geneva Daily News has consolidated with the Geneva Daily Times.

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO
32 Beekman St. New York City

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices

WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To

POWERS

Open 24 hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

GOSS

the name that stands for

SPEED, DEPENDABILITY, SERVICE

THE GOSS
"High Speed Straightline" Press
Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS
Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalogue and Magazine Work

THE GOSS
"Comet" Flat Bed Web Perfecting Press
Prints a 4, 6 or 8-page newspaper from type forms and roll paper.

GOSS STEROTYPE MACHINERY
A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 So. Paulina St., Chicago

New York office:
220 W. Forty-second St.

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad of thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 10 words, two insertions FREE.

Business or Circulation Manager

Wanted—Position as business or circulation manager. Have spent nine years building up newspapers, all departments. Now employed but want something better. Fine references. Address A 926, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit, your style; will come on probation. C. J. T., care Editor and Publisher.

Re-Write Man

College graduate with four years' experience on-line writing, wants a desk job on live evening newspaper. Has had material accepted by Life, Judge and others. Wants an opportunity to work into position of paragrapher. Can also handle feature assignments. Age 28, lame, unmarried. Address A 927, care of Editor and Publisher.

Editor

I want to establish myself as editor of a daily paper in a small, progressive city where opportunities sufficient to warrant my remaining permanently will be offered. I am just out of the army, am under thirty, and have had several years experience on both country and city dailies. Address replies to A 928, care of Editor and Publisher.

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you realize the tremendously increased business this fall? This is your opportunity to acquire the services of an expert to direct the energies of your circulation department. Efficient organizer and circulator on morning and evening and Sunday papers now for sale. Experienced in every form of circulation development among newsboys, carriers, and city and country dealers. Wide experience in R. F. D. work and contests of every description. Has selling permanent connection as circulation director, but would consider proposition to locate work in any department. Address A 8.9, care of Editor and Publisher.

Advertising Manager and Solicitor

is open to change because no opportunity to publisher who seeks a live, earnest worker to take entire charge of both foreign and local advertising—solicit, advise, prepare lay outs and write copy. Advertiser is a young man 28 with valuable newspaper experience and demonstrated ability. C. S. Rooker, 1 Dyke Block, Fort William Ontario, Can.

Accountant

Ten years' experience newspaper and job printing office. Reliable, energetic, good references. Address A 930, care of Editor and Publisher.

Cartoonist

Forgetful young man with four years' news paper experience—political cartoons and comics. Samples and references upon. Address A 931, care of Editor and Publisher.

Experienced Newspaperman

If you can use services of an experienced newspaperman still in his prime, with present job there 12 years pressing department and building up newspapers, I would like to hear from you. Best references and resourceful executive and can furnish satisfactory references. Will be free Jan. 1. In writing give details and salary. Address A 804, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Circulation Manager Wanted

Daily newspaper in live Northwest Texas city wishes experienced and efficient circulation manager. State age, experience and salary required. The Daily News, Amarillo, Texas.

Young Energetic Circulation Man

Good position open for young energetic circulator. Must be willing to work. Big records, willing to work, and ambition to amount to something. Circulation 17,000, in Southern city of 40,000 population. All-communications confidential. Address A 932, care of Editor and Publisher.

Circulation Manager Wanted

for semi-weekly newspaper with over 100,000 circulation covering six states in the middle western states and must be capable of handling big force of city and country men. Apply at circulation promotion work. Experience on farm paper or weekly newspapers necessary. Good salary to a producer. Give full information, references and state salary in first letter. Write E. C. White, Circulation Director, The Dispatch Printing Co., St. Paul, Minn.

SPORTS!

I believe I can turn out the **best** sport page in the country if given the chance.

Snappy art and makeup, humorous paragraphs, of comment, unusual feature and authoritative sport stories. I want a **big** sports job. Write me and I'll convince you I am worthy of it.

EDITOR & PUBLISHER
BOX A-929

NEW PRESSMEN'S SCALES

Halifax, Cincinnati, San Francisco and Other Cities Affected

New agreements and contracts signed by employers with the International Printing Pressmen's and Assistants' Union provide for the following changes:

HALIFAX, N. S. (Newspaper)—Voluntary increases in wages of about 5% per cent since August 1.

BUFFALO, N. Y.—Increase of $4 a week for male cylinder pressmen and $3 a week for male feeders above wages paid on June 1, 1919, making minimum wages for June $29 and $27 a week. It also stipulated recognition of female feeders, with cylinder rates with minimum scales of $15 and $16 a week respectively.

CINCINNATI, OHIO—Four dollar increase and a new scale with a further raise in effect from January 1, 1920, to December 2, 1920. The latter scale stipulates increases over former scale, which expires December 1, 1919, of $6 a week for cylinder feeders, scoring machines on cylinders and feeders on scoring job presses, $6.50 for job pressmen on scoring presses, $6 for second drivers and for third rotary assistants, $9 for second rotary assistants and for press feeders on ruling and scoring machines, while foremen of embossing rooms will receive $10.50 a week.

SAN FRANCISCO—Day scales of $32.50 a week for cylinder feeders and for platen feeders and web pressers, of $27.50 for platen feeders and bookbinders, $30 for ruling machine feeders. Night scales are $3 a week additional to day scales, seven and one-half hours a maximum for first night shift, seven hours for second night shift.

SAN ANGELO, CAL.—Increase on September 1 of $4 a week, making scale for cylinder feeders $25 and for platen feeders $23 a week.

INDIANAPOLIS—Five dollars a week increase.

ATLANTA (Newspaper)—Bonus of $1 a day, making $5.75 a day or eight for men in charge of presses, $5.25 for journeymen.

WORCESTER, MASS.—Increase of $3 a week for journeymen, an eight hour day and a seven and one-quarter hour night shift.

WILMINGTON, MASS. (Newspaper)—Increase of $1 a week for men in charge and journeymen.

BOSTON SUBURBAN MERGER

Brookline Chronicle and Townsman Consolidated

BROOKLINE, MASS., Oct. 31. — This community's two newspapers, the Chronicle and the Townsman, have merged, and will be published as a single paper under one management. Walter D. Allen, managing editor of the Townsman, becomes treasurer and general manager of the Chronicle Company.

Walter C. English, former treasurer of the Chronicle, becomes president of the corporation, and Charles A. W. Spencer, for forty years connected with the Chronicle, as vice-president and managing editor of the publication, now officially known as "The Brookline Chronicle, incorporating the Brookline Townsman."

JOURNALISTS DESCRIBE WAR ADVENTURES

Birkmyre Tells of Imprisonment by Bolsheviists—C. E. W. Bean Gives News of Other Correspondents

By HERBERT C. RIDOUT.

LONDON, Oct. 21.—Only now that the war is receding into the limbo of the past are we getting the stories of some of the British war correspondents and their work and tortuous ways.

One of the best and certainly one of the most thrilling is that of the Daily Express Correspondent, Robert Birkmyre, who was captured by the Bolsheviists, in company with three other of his colleagues, and thrown into the Petrograss prison of Peter and Paul.

He describes his imprisonment as a "rest cure" and relates how he and his fellows, with a list of officials, were relegated to Cell No. 70, to find a new way of spending Sunday.

"We have done our best," he says, "to make our cell 'home from home' as clean and neat as possible, remembering our traditions for cleanliness—if not indeed godliness. It was one of the toughest jobs imaginable.

"No amount of solutions or disinfectants or insecticides seemed able to quell or discourage the lesser and really only legitimate tenants of the cell. Our first experience was on that memorable September Sunday were a series of blasphemous interruptions, followed by a sequence of improvised entomological expeditions in dim candle-light, with astonishing results:

Imperialiste Shot

"Then the next morning . . . outside the courtyard, under our prison bars, the sinister snap of rifles, a muffled moan, great melancholy, silence, and another of our companionships ceased from troubling Soviet Russia."

News of other British correspondents and their ways is given by C. E. W. Bean, official correspondent of the Australian forces.

"Philip Gibbs, of the Daily Chronicle, a pale, ascetic man, was an indefatigable writer of high-class material; brilliant, sincere, and accurate. It was the unsolved problem of the 'inky way' and the staff, how he managed to turn out such high-class copy day after day. He wrote as he spoke and felt. His story in the morning paper was past in the same mold as his chat at the afternoon tea of the previous afternoon.

Bartlett the Talker

"Ashmead Bartlett was the great correspondent in Gallipoli. He had a wonderful capacity for gathering his facts quickly, and for conveying a brilliant impression without too many words.

"Perhaps Bartlett's tongue was more notorious than his pen on the peninsula. He knew the inner workings of the army and navy, and he could be vastly entertaining, as those who had dined in the press mess at Lemnos knew.

Bartlett would talk most amusingly and satirically over cigars for a couple of hours. The staff had him as their chief anti, over on condition he put a bridle on his tongue only, he was allowed to remain on the peninsula.

"H. W. Nevinson was the oldest correspondent on the peninsula—a Radical —the champion of the lost causes—one who was ever against war, yet always the first to enlist. His private opinion was that all the fighting should be done by the old men; that the young men had too much to do in the world.

"Herbert Russell was Reuter's first correspondent, and Lawrence the second. He was formerly the Berlin correspondent of the Chronicle, and knew the German character thoroughly. He had no experience as a war correspondent when he came to Gallipoli, but before he left the peninsula had learned the game thoroughly. Afterwards he was Reuter's correspondent in France.

"Perry Robinson, the Times correspondent, always gave a straight story, but he hated the German tremendously.

"H. M. Tomlinson was correspondent to the Times and the Daily News, two strange bedfellows for a man to serve. Tomlinson was a Radical, a cynic, and something more. Some of his articles were so cynical that it was doubtful whether his readers altogether understood them.

"W. Beach Thomas of the Daily Mail was a tall, spectacled athlete, of rather academic appearance, an old Oxford half-miler. Thomas was a fine correspondent, always keen on his work and willing and anxious to assist his colleagues."

NEW ENGLAND CLUBS UNITE

Four in Association Headed by H. Wesley Curtis

BOSTON, Nov. 1.—The New England Association of Advertising Clubs was organized yesterday by the Pilgrim Publicity Association, Boston; Old Colony Advertising Club, Brockton; Worcester Advertising Club and Providence Town Criers.

The officers elected were: President H. Wesley Curtis, J. W. Barber Advertising Agency, Worcester; Secretary, George W. Danielson, Danielson Advertising Agency, Providence; executive committee, Charles T. Cahill, United Shoe Machinery Company; F. W. Spollett, shoe retailer, Boston; R. C. Moore, Graton & Knight Manufacturing Company, Worcester; R. M. Spencer, Davis Press, Worcester; Harry Pearson, O. J. Gude Company, Providence, R. I., and F. A. Black, William Filene's Sons Company, Boston.

Oklahoman Edits Cisco Roundup

CISCO, TEX., Nov. 1.—Lee M. Nichols, former El Reno and Oklahoma newspaper man, is now editor of the Daily and Weekly Roundup.

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$23,000 buys only daily newspaper property in a city of 9,000. Annual volume of business $23,000. Return to owner for personal effort and investment $4,643. Proposition T. J.

CHARLES M. PALMER
Newspaper Properties
225 Fifth Avenue, New York

WILMINGTON DISPATCH SOLD

Sale of the Wilmington (N. C.) Dispatch to R. S. Carver, announced in the columns of this paper last week, was made by

HARWELL & CANNON
Brokers in Newspapers and Magazine Properties
Times Building New York

DAYTON WILL BE HOST TO WOMEN WRITERS

John H. Patterson and Governor Cox Will Entertain Ohio Press Delegates at Three-Day Convention

CLEVELAND, O., Nov. 5—The program for the annual convention of the Ohio Newspaper Women's Association at Dayton November 7, 8 and 9, is one of the most interesting in its history. Delegates will be the guests of John H. Patterson, president of the National Cash Register Company. Sunday morning they will be the guests of Governor James M. Cox, owner of the Dayton News and Springfield News, at a breakfast at the Hotel Miami. Miss Anna Wilson, probation officer of Dayton's juvenile court, will discuss "The Federation of Business and Professional Women" during the breakfast.

The convention will open at 3 p. m. tomorrow with a joint meeting of the executive, membership and clearing house committees.

Saturday morning there will be a session in the assembly hall at the National Cash Register Company's plant a children's program of entertainment being rendered. A trip through the factory will be followed by a lecture at the N. C. R. school house and a luncheon in the company's "Officers' Club." During this luncheon Anna Lingo Hunt, of the Columbus Citizen, will speak on "Serious Service." "In a Happy Vein" —Cynthiana Gray, Betty Fairfax, Jane Hope, Susie Smart—will be the subject of a talk by John H. Patterson.

The Program

An afternoon session will follow in the N. C. R. school house, the program being as follows:

"Where You Are in the Boat"—Mrs. E. A. Day, Belleville, Manager. Discussion led by Mrs. Ethel D. Bryant, Willoughby Republican.

"Teaching English Through the Newspaper" Mrs. Margaret Brandenburg, Oxford. Discussion led by Miss Ruth Parrett, Columbus Ohio State Journal.

"Gathering News from the Small Towns"—Mrs. Charlotte Price Shea, Bellefontaine Examiner. Discussion led by Miss Elsie Berg, Wellsville Union.

"The Woman Behind the Newspaper" Miss Jessie Glasscr, Cleveland Plain Dealer.

An auto ride through Dayton will be given delegates by Mr. Patterson, followed by a reception at the "Hills and Dales" home of E. G. Burkham of the Dayton Journal.

During the evening a banquet will be held at the N. C. R. "Officers' Club." Mrs. J. W. Freeland, Marion, will preside. The speaking program follows:

"Our New Members"—Miss Pearl Helfrich, Bowling Green.

"Association Greetings"—Mrs. Edith L. Hall, President Dayton Women's Press Club.

Response—Miss Katherine Anson, Sydney News.

Address—Gertrude K. Lane, editor Woman's Home Companion.

Anne Lewis Pierce, New York Tribune Women's Institute.

The Sunday morning business session program follows:

"The Woman the Boss Wants"—Harry E. Taylor, Portsmouth Times.

"The Necessity of Women in the News paper"—Frank B. Dudley, Middletown Journal.

"The Best Old H. C. L."

"The Press Agent"—Mrs. Penlope Smythe Terrell, Dayton News.

"The Country Correspondent"—Miss Ruth Thomas, Sandusky Register.

"The Resort Reporter"—Miss Pearl Helfrich, Bowling Green.

"Editing Country News Letters"—Miss Winifred Butler, Findlay.

Officers of the association are: President, Miss Pearl Helfrich, Bowling Green; vice-president, Miss Ruth Parrett, Columbus; secretary, Mrs. Mary Preston Wilson, Lebanon; treasurer Mrs. Mary Young, Dayton; executive committee—Miss Katherine Amos, Sidney; Mrs. Zell Hart Deming, Warren; Mrs. L. M. Spencer, Milford; Mrs. Edith L. Hall, Dayton; and Miss Winifred Bitler, Findlay.

DAILY ADS HELP BANKS

Press Secured One-Third of Savings Held by Boston Company

Boston, Nov. 2.—The value of newspaper advertising in getting business for banks was discussed by G. Wallace Tibbetts, vice-president of the Exchange Trust Company, at a conference of the Associated Savings Trust Companies of Massachusetts, at the City Club.

Supporting his claim, he said that during September, 31 per cent of the savings accounts business of his bank was the result of direct mail or front page advertisements in the daily press, and that the same kind of business for this month has already risen 1 per cent over the previous month.

He said that his bank sets aside a certain portion of its earnings for newspaper advertising and declared that the return far exceeds the amount expended. He explained to the gathering that the essentials in advertising a bank are:

The name of the institution, its location, its slogan (if any) and trade mark.

Judson Started As Reporter

BRIDGEPORT, CONN., Nov. 4—Frederick N. Judson, who died in St. Louis last week, was once a newspaperman here. Judson was a reporter on the Bridgeport Evening Farmer, now the Bridgeport Times, in 1861—turbulent times in the city. He was assigned to "cover" a flag raising, the occasion of the worst riot the city has ever known.

Mention Glynn for Governor

ALBANY, N. Y., Nov. 2.—The name of Martin H. Glynn, editor of the Times-Union and ex-Governor of New York, has been mentioned on several occasions for the gubernatorial nomination next summer. Mr. Glynn became Governor when William Sulzer was impeached in 1913.

Division for Sales Managers

OKLAHOMA CITY, OKLA., Nov. 3—Formation of a sales-managers' division of the Ad Club is planned. The work will be started at once. The Ad Club will revive its one night a week study system, followed last year.

URGES WATER POWER RELEASE BILL

Alaska and Pacific Northwest Contend They Have Untouched Spruce Enough to Make U. S. Independent in Pulp Wood

SEATTLE, Nov. 4—Will the rolls of news print on the presses of the newspaper plants of the United States soon be the product of the vast pulp woods of Alaska and the Pacific Northwest, heretofore untouched?

Realizing that the Water Power Leasing Bill, which has been passed by the House and favorably reported by the Senate, will open up these fields for paper production and result in the establishment of new settlements, erection of big plants, costing millions of dollars, and large payrolls, the Northwest and Alaska are vigorously backing the proposed legislation.

Cheap hydro-electric energy is one of the chief essentials of the news print industry. There is an abundance of water power and spruce and other suitable timber areas in the Northwest and particularly Alaska.

Danger in Delay

Close observers of the news print situation declare that unless the Northwest and Alaska pulpwood areas are opened the United States will be solely dependent on imported news print before many years.

It is estimated the annual growth of suitable timber in Alaska alone would supply half of the pulp used in the United States. In the Western country, however, the water power is withdrawn from entry and as a result no pulp mills have been installed. The water powers of the East were segregated from the government domain before the withdrawal order became effective.

Representatives of Eastern States, who formerly were opposed to the opening of the resources of the West and Alaska, are now ardently advocating the passage of the Water Power Leasing Bill and the development of the Western resources, for the news print situation has brought them to a realization of the fact that to use up the raw materials of the East and transport a large portion of them to the West, and later to transport the raw materials of the West to the East, is not true conservation, but on the other hand is decidedly wasteful.

Developed Pulp Wood

It was contended for many years that the Alaska timber had great potential value in the making of lumber, but the aircraft investigation decidedly supported that theory so far as aircraft lumber be concerned. It was found that the trees grow boughs from the ground up. Every bough makes a knot in the lumber and destroys its tensile strength. It is, however, ideal wood for the manufacture of pulp.

A permanent domestic supply of pulp, sufficient for the needs of the country, can be maintained indefinitely, it is believed, under a proper system of reforestation.

ADS FOR ALL CHURCHES

Newspaper Advertising Common Sense, Says Oregon Pastor

HOOD RIVER, ORE., Nov. 5—The Riverside Congregational Church has begun an aggressive advertising campaign under the direction of Rev. W. H. Boddy its pastor, who says:

"The advertising columns of the newspaper offer the most effective means of publicity. Common sense directs that the churches use it. I should prefer that my advertising attract people to all churches, rather than simply call attention to my own."

Paper Men Discuss Taxes

PORTLAND, ME., Nov. 4.—Pulp and paper manufacturers, lumbermen and timber owners are meeting here today and tomorrow at the request of the Eastern Products Association, whose headquarters are at Bangor, to consider the forest industries questionnaire sent out recently by the Bureau of Internal Revenue. The questionnaire was designed to secure such data as may permit the bureau to deal intelligently with the income and profits tax returns of the forest industries; also to permit these taxpayers to put their case fairly before the Government, especially as to claims for depreciation deductions.

News and Ads Cut Fire Loss

BANGOR, ME., Nov. 4—A letter expressing his appreciation of the value of fire-prevention publicity through the news, editorial and advertising columns of the newspapers of Maine has been received by the editor of the Bangor Commercial from G. Waldron Smith, State Insurance Commissioner.

Hoegg Back from Health Trip

PORTLAND, ME., Nov. 3.—D. W. Hoegg, Jr., associate editor of the Express-Advertiser, has returned from a trip at Moosehead Lake and in Aroostook county, where he went for the benefit of his health.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
and
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג

The National Jewish Daily

Food Medium
of
New Jersey

Trenton Times

A. B. C.
2c—12c Per Week

KELLY SMITH COMPANY
20 Fifth Avenue Lyton Building
NEW YORK CHICAGO

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.

Morning Edition, 2c
Sunday Edition, 5c

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OHIO FIRST

"How are crops?" is the usual farmer-to-farmer greeting. The answer to that question is of interest to manufacturers—to those who plan advertising campaigns—to all who study market conditions.

The 1917 corn crop in Ohio was valued at $204,136,000; the wheat crop was valued at $83,926,000; oats at $49,984,000; rye, $2,608,000; barley, $1,558,000; buckwheat, $658,000; potatoes, $22,880,000; tobacco, $24,768,000; hay, $76,926,000; beans, $35,000,000.

Most people think of Ohio as one of the great industrial states—and it is, PLUS. In many industrial lines it is FIRST. But Ohio produces CROPS, too! The state ranks tenth in value of farm products—which fact indicates that the soil still figures as one of Ohio's dependable sources of wealth.

There are 270,000 farms in the state—not one of them too remote from a city to benefit by the regular visits of a daily newspaper. In fact, Ohio newspapers "cover" the state and make a thorough job of it. There is no "unresponsive" population in Ohio. The people are of a high average of education, home life measures up to the best and FIRST American standards and prosperity abounds.

The Ohio newspapers listed here are market-finders for manufacturers. They conform to the Ohio requirement—that the state institutions and enterprises must be of FIRST order! They have helped numerous manufacturers to win a place in Ohio and to hold it. THEY ARE AT YOUR SERVICE.

		Circulation	2,500 lines	10,000 lines
Akron Beacon Journal	(E)	31,781	.06	.06
Akron Times	(E)	21,254	.035	.035
Bellaire Daily Leader	(E)	4,462	.02	.0125
Cambridge Daily Jeffersonian	(E)	7,768	.02	.02
†Chillicothe News-Advertiser	(E)	3,055	.00714	.00857
Cincinnati Enquirer, Sc.	(M&S)	64,598	.12	.12
Cleveland Plain Dealer	(M)	177,421	.26	.26
Cleveland Plain Dealer	(S)	205,985	.30	.30
Columbus Dispatch	(E)	75,062	.125	.115
Columbus Dispatch	(S)	70,492	.125	.115
Columbus (O.) State Journal	(M)	53,597	.10	.09
Columbus (O.) State Journal	(S)	28,399	.10	.09
*Dayton News	(E)	37,340	.065	.065
*Dayton News	(M)	29,533	.045	.045
East Liverpool Tribune	(M)	5,829	.015	.015
†Lima Daily News	(E&S)	12,549	.0286	.0214
Lima Republican Gazette	(M&S)	10,103	.02	.02
Middletown Journal	(E)	4,234	.01143	.01143
Newark American Tribune	(E)	6,179	.0179	.0179
New Philadelphia Daily Times	(E)	4,379	.0129	.0129
Piqua Daily Call	(E)	4,086	.0115	.0115
*Springfield News	(E)	74,331	.03	.03
*Springfield News	(S)	10,777	.03	.03
Toledo Blade	(E)	86,033	.17	.15
Warren Daily Chronicle	(E)	5,300	.02	.02
†Youngstown Telegram	(E)	21,691	.05	.05
Youngstown Vindicator	(E)	23,654	.06	.06
Youngstown Vindicator	(S)	22,053	.06	.06

*A. B. C. Report, April 1st, 1919.
†Government Statements, April 1st, 1919.
Government Statements, October 1st, 1919.

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Important to Advertising Agents

Realizing the growing costs of doing business to advertising agents as well as to the manufacturers of advertising space, which in the case of the newspaper has been in a measure offset by increasing advertising rates and selling price,

THE NEW YORK GLOBE

Announces as effective on and after November 1, 1919, an increase of 2 per cent. in commission to advertising agents on general advertising.

On November 1, 1918, The Globe increased commissions from 13 per cent. to 15 per cent.

On November 1, 1919, The Globe announces an increase from 15 per cent. to 17 per cent., the 2 per cent. cash discount to continue.

In making this increase The Globe reserves the right to cancel the extra 2 per cent. in every case where the agent rebates it to the advertiser.

The Globe will continue its policy of absolutely protecting the advertising agents by refusing to quote net rates direct to others than wholesale buyers of space using upward of 50,000 lines per year.

Member A. B. C. **THE NEW YORK GLOBE** 180,000 A DAY

JASON ROGERS, Publisher

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Two Sections — Including Special A. N. P. A. News Print Convention Supplement

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

eekly: $3.00 a Year; 10c Per Copy | NEW YORK, THURSDAY, NOVEMBER 13, 1919 | Vol. 52, No. 24

Stanford University Library NOV 21 1919

HIGH-WATER MARK

The Net Paid Circulation of The Chicago Sunday Tribune November 2nd, exceeded

725,000

The demand was greater, but owing to the shortage of white paper The Tribune was unable to meet it.

This is the highest circulation in the history of The Chicago Tribune, and is the largest circulation of any newspaper in the world sold at the price of The Chicago Sunday Tribune.

On this same Sunday The Tribune set a new record in volume of advertising—732.01 columns. As a result 770 tons of white paper were used in printing this issue.

In line with its policy of conserving newsprint, The Tribune requests advertisers to restrict the size of their advertisements as far as possible.

Since November 3 the size of The Daily Tribune has been limited to an average of 32 pages—necessitating the rejection of a large volume of advertising.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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You need not worry about PENNSYLVANIA

Just put your Advertising message into the daily newspapers and inspire your salesmen to stir up the distributors.

There is no need to go into all the details of Pennsylvania's wonderful prosperity because you can get from your mercantile agency all the business data, crop reports, steel and iron output, etc., needed to convince you that the time is NOW and the place—PENNSYLVANIA.

Labor unrest, unofficial "vacationists," calamity howlers and the un-American agitators are no more evident in Pennsylvania than in any other state in the Union.

You can be assured that the spirit of sane and vigorous Americanism in Pennsylvania will solve transient problems.

You can be assured that Pennsylvania's purchasing capacity represented in her vast and well paid industrial workers will average a higher per cent. this year than ever before.

And you can be assured that the only way to GET and HOLD Pennsylvania's business—to get your advertising story across in the shortest space of time to the greatest number of people—and at the smallest possible cost—is to use the daily newspapers.

Let us forget "reconstruction," "reorganization" and other trite terms by showing our supreme confidence in "Americanism" by starting something NOW. Present momentum always assures more progress for the future.

These newspapers can help you make your trade mark a greater indestructible asset:

		Circulation	2,500 lines	10,000 lines
Allentown Call	(M)	23,146	.04	.04
†Altoona Mirror	(E)	23,676	.05	.05
Altoona Times	(M)	8,026	.025	.025
Bethlehem Globe	(E)	8,685	.025	.025
†Chester Times and Republican	(M&E)	14,177	.05	.04
Connellsville Courier	(E)	6,774	.015	.015
*Easton Express	(E)	12,044	.03	.03
Easton Free Press	(E)	14,162	.0285	.0285
Erie Herald	(E)	8,000	.025	.025
Erie Herald	(S)	9,626	.025	.025
‡Harrisburg Telegraph	(E)	28,919	.045	.045
‡Johnstown Democrat	(M)	9,841	.03	.025
‡Johnstown Leader	(E)	6,039	.015	.015
Lancaster Intelligencer and News-Journal	(M&E)	22,183	.06	.06
Lebanon Daily News	(E)	8,319	.0179	.0179
New Castle News	(E)	13,914	.025	.025
Oil City Derrick	(M)	6,213	.023	.018
‡Philadelphia Record	(M)	123,277	.25	.25
‡Philadelphia Record	(S)	133,680	.25	.25
Pittsburgh Dispatch	(M)	55,055	.13	.08
Pittsburgh Dispatch	(S)	55,208	.14	.14
Pottsville Republican	(E)	10,865	.04	.03
Scranton Republican	(M)	30,028	.08	.07
Scranton Times	(E)	33,909	.08	.07
West Chester Local News	(E)	11,590	.03	.03
Wilkes-Barre Times-Leader	(E)	16,237	.05	.04
Williamsport Sun	(E)	15,764	.06	.04
York Gazette	(M)	14,319	.03	.03
Total		724,827	$1.6694	$1.5394

Government Statement, October 1st, 1919.
*A. B. C. Report, October 1st, 1919.
†A. B. C. Report, April 1st, 1919.
‡Government Statement, April 1st, 1919.

Des Moines Sunday Register

Iowa's Old Reliable Sunday Newspaper

73% Advertising Gain in 30 Weeks

IN 30 weeks The Sunday Register has published 73% more advertising than it published in the same period last year. On every single Sunday for 30 weeks The Register has made a gain. The smallest gain was 572 inches; the largest was 4,333 inches.

Study these figures---they show a wonderful newspaper growth:



		Total adv. Sun. Register 1919 Inches	Total adv. Sun. Register 1918 Inches	GAIN INCHES
April	6	4,000	2,918	1,082
	13	4,383	2,959	1,424
	20	4,089	2,809	1,280
	28	3,578	3,006	572
May	4	3,980	3,080	900
	11	3,777	3,006	771
	18	3,974	3,131	843
	25	3,973	3,033	940
June	1	4,205	3,424	781
	8	3,832	2,656	1,176
	15	4,447	2,648	1,799
	22	4,376	2,694	1,682
	29	4,712	2,817	1,895
July	6	4,857	2,860	1,997
	13	5,378	2,088	3,290
	20	3,825	2,551	1,274
	27	4,439	2,948	1,491
Aug.	3	4,007	2,357	1,650
	10	5,812	2,289	3,523
	17	5,584	2,488	3,096
	24	6,729	3,703	3,026
	31	4,101	2,130	1,971
Sept.	7	5,242	3,037	2,205
	14	4,774	2,655	2,119
	21	5,631	3,092	2,539
	28	4,889	2,863	2,026
Oct.	5	5,224	2,822	2,402
	12	5,086	1,426	3,660
	19	5,451	1,118	4,333
	26	4,500	1,762	2,738
Total—		138,855 inches	80,370 inches	58,485 GAIN

6,675 Gain in Circulation Since April!

The Sunday Register has made this gain in the number of its readers because it is constantly a better newspaper. No other Des Moines Sunday paper carries Associated Press news; no other has as attractive features.

Here are the details of The Sunday Register's growth:

	Average Circulation per Sunday
April	70,698
May	71,784
June	70,079
July	70,666
August	71,963
September	72,360
October 5th	75,096
October 12th	76,311
October 19th	77,024
October 26th	**77,373**

More Paid Circulation Than Any Two Other Iowa Sunday Newspapers Added Together

MEMBER AUDIT BUREAU OF CIRCULATIONS

If you were to ask
most any intelligent Philadelphian
how to make your advertising
do you the most good
in Philadelphia,
the reply undoubtedly would be:
"Put it in The Bulletin"

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid average for six months ending October 1st, 1919 **446,311** Copies a day

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin"

EDITOR&PUBLISHER

Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52 NEW YORK, THURSDAY, NOVEMBER 13, 1919 No. 24

ADVERTISING SERVICE IDEAS EXCHANGED AT BATTEN CLIENTS' CONVENTION

Eighty-six Non-Competitive Advertisers Find New Meanings in "Agency Service" and Mutually Benefit by Unique Experience Meeting—Automobiles and Elevators Shown in Exhibit of Advertised Products

HOW a really modern advertising agency keeps abreast and ahead of e times by constant endeavors to im- rove its service to clients and to inten- fy the sales results of their advertising as well demonstrated last week at the otel Commodore, New York, where 8 representatives of the 86 accounts George Batten Company, Inc., gath- red for a two-day convention as the ests of the agency.

A better appreciation among clients f how an agency serves the accounts nder its care and earns its commission om newspapers and other publications nd the face-to-face analysis of the prin- ples employed in merchandising a wide nge of articles, which, though non- ompetitive, nevertheless often appeal the same class of buyers—those were e two basic ideas of the convention, id according to Merrick R. Baldwin, a presentative of the Batten Agency and airman of its convention publicity ommittee, the agency executives and e clients were more than pleased with e execution of the ideas.

"The convention is unusual in its ture—perhaps unique," Mr. Baldwin id an Editor & Publisher representa- ve. "It is to be doubted whether ever fore have men interested in the manu- cture of stoves, face-powder, paper, soap, engines, stockings, paint, razors, mincemeat, automobiles, watches, shoes and many other widely dissimilar com- modities, gathered to discuss matters of common interest.

"These commodities seem at first glance to have little in common, so far as sales appeal is concerned, but you will note that many of them are in constant use by practically the same class of buy- ers. Take, for instance, stoves, face- power, soap, stockings, paint, mincemeat, automobiles, watches and shoes. All of them appeal to women buyers and a principle of advertising or merchandis- ing which sells one of them is probably applicable to another or to all."

The results of the conference were summed up briefly by President Wil- liam H. Johns of the Batten Company to Editor & Publisher as follows:

"The vital part of it was, of course, the four business sessions, at which 186 of the executives of the firms we serve sat in most interesting and, I think, profitable conference for two days. We are most gratified at the out- come of these sessions."

Four business sessions were held for the discussion of topics of common in- terest, relating to problems to industrial organization, research, production and merchandising. Among the addresses at the opening session were the following:

Opening address, William H. Johns, president, George Batten Company; "Linking Advertising with Sales Ef- fort," George W. Hopkins, general sales manager, Columbia Graphophone Com- pany; "The Value of Sales Conven- tions," George W. Spahr, sales man- ager, Elliott-Fisher Company.

Other addresses were as follows:

"Industrial Research," Dr. Arthur D. Little, president, Arthur D. Little, Inc.; "Flexibility of Organization," John Younger, assistant to the president, Standard Steel Car Company; "Mechan- ical Transportation," William F. Morrill, president, Lamson Company; "How Big Should a Business Be?" Howard W. Dickinson, vice-president, George Batten Company.

"What is National Distribution?" E. J. W. Fink, assistant general manager, Mishawaka Woolen Manufacturing Company; "Intensive Merchandising," John S. Lawrence, Lawrence & Co.; "Human Relationships in Organization," Ernst R. Behrend, president and gen- eral manager, Hammermill Paper Com- pany; "Meeting Labor," Frank H. Will- lard, assistant general manager, Graton & Knight Manufacturing Company.

"Marketing a Raw Product," Bennett Chapple, publicity director American Rolling Mill Company; "Consolidating a Growing Business," Solon Wilder, presi- dent, Central Oil & Gas Stove Company; "New Functions of Salesmen," George H. Leach, secretary and general sales manager, George E. Keith Company; "Copy," William J. Boardman, vice- president George Batten Company.

Eighty-six booths occupied the floor of the ballroom on the first evening of the convention and afforded each of the guests an opportunity to see the products of his fellow guests. On another page of Editor & Publisher are printed photographs of one aisle of the exhibit section and of the exhibit of the George E. Keith Company, which is of special interest to newspaper advertising men in that it displays the "Walk-Over Shoe," the advertising of which is done exclusively in newspapers.

Among the 86 lines of merchandise on display were automobiles, tractors, gasoline engines, stoves and heavy ma- chinery—exhibits made possible by the Hotel Commodore's automobile elevator, which is its exclusive possession among New York hotels.

And speaking of elevators, the guests at the convention were reminded by the (*Continued on Page 8*)



Executives of firms served by the George Batten Company in convention session, President William H. Johns on rostrum in right background.

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WASHINGTON AWAITS COMPLAINTS FROM PUBLISHERS

Congress and Officials Interested in News Print Situation, But Have No Definite Policy—Plan to Stop Exports.

BY ROBERT T. BARRY

Washington, Nov. 11.

IT WOULD be pleasant to write from Washington this week that the Federal Government as a whole and Congress in particular is properly concerned over the desperate straits into which the American newspaper publishers are being plunged both in the matter of newsprint supply and prices, but it would not be true. Nothing but rank misrepresentation could describe alarm of a type that forecast real action.

Some members of Congress, many of them, in fact, are interested, but they confess a certain amount of impotence in the matter. Officials of the Federal Trade Commission and the Department of Justice insist they are "watching the situation very closely" but they vouchsafe no encouragement for immediate action.

Interested, But Have No Definite Plans

Many officials were interested in the notice of the International Paper Company's price program for 1920 revealed in Editor & Publisher, but their sympathetic concern has yet to crystallize into some definite program of relief for the newspapers.

Federal Trade Commission officials declared that they had been in close touch with the developments in the newsprint crisis for some time, but they would indicate no prospect for action on their part. Asked if they did not view the 1920 contract proposal of the International as bordering upon a violation of the agreement of November, 1917, they withheld comment on the ground that the Commission occupied the position of umpire in the price controversy and would have to await a formal inquiry into the facts.

"I.P." May Transgress War Agreement

Copies of that agreement in the Commission's files were produced and the language read to aid unofficial comment to the effect that the new contract proposal appeared to transgress the spirit and letter of the agreement.

At the Department of Justice it was held that until the matter had been presented formally by the American Newspaper Publishers' Association no forecast of the probable action of the Attorney General as trustee for the publishers could be given.

Senator Boies Penrose, of Pennsylvania, chairman of the Senate Committee on Finance, is ready to assist the publishers both in the matter of prices and of supply should the newspapers suggest a course of action that can reasonably be expected to obtain the approval of Congress. One of the suggestions made to Senator Penrose was that the tariff rules on importation of paper be revised. Some publishers are inclined to believe that substantial importations from Norway would be possible if the duty free limitation were raised.

Treaty Holds Up Reed Inquiry

Senator Reed, of Missouri, is interested very keenly in the newsprint situation, but he has not been able to devote any time to this matter due to his unusual activity in connection with the Senate discussion of the treaty of peace with Germany. Since his recovery from his recent illness he has devoted little time to anything other than the treaty and has been on the Senate floor almost continually when not in conference over phases of the historic fight.

Representative Reavis, of Nebraska, has made a speech in the House last week demanding an investigation by the Treasury Department into the underlying causes of the shortage of news print, told Editor & Publisher today that he had two solutions to propose to meet the problems of the publishers.

Reavis for Paper Rations

"One remedy is to ration paper," he said, "so that the larger dailies will not get it all and the little fellows in the country districts none.

"The other will get at the heart of the trouble and save the country's paper supply. I propose that the Collector of Internal Revenue be instructed to make a comparison of the amount of advertising done before the excess profits went into effect and now and where it is shown by these comparative figures that an excessive amount of advertising space is being used in order to avoid paying the government its just due, that no allowance be made for expense accounts. This would cut down advertising down to its proper basis and would conserve the print paper supply.

"As I said before I have no quarrel with a newspaper's prosperity; I am in accord with the general view as to the usefulness of advertising, but I object to the method adopted to beat the government. The country press is feeling the real pinch of the shortage. I am still trying to get the Ways and Means Committee to take up this matter with the Treasury Department."

Would Stop Exportation

Mr. Reavis explained during the course of his speech in the House that the excess profits tax was a graduated tax that increases proportionately as the excess profit increases. An institution showing a profit of a certain sum must pay a tax of 10 per cent; if the tax is over the specified sum the tax is 12 per cent, and so on. If the profits are but slightly above the 12 per cent sum, expenditure for improvements on the plant and advertising will bring it below that sum and save the institution thousands of dollars.

This is why, Mr. Reavis says, advertising in all the papers is so heavy and that so much news print is being consumed by the larger papers.

Representative Christopherson, of South Dakota, introduced a bill last Saturday to prevent the export of newsprint paper as long as the present shortage continues, under penalty of $10,000 fine or 10 years' imprisonment. He would not discuss the new price issue but in explanation of his bill Mr. Christopherson said:

"The papers out my way are all complaining about the way the paper manufacturers are treating them. They say it is almost impossible for them to get enough news print to get out the paper. Whenever they write or wire to the manufacturers they are told there is an acute shortage and that is about all the satisfaction they get. Now I have looked into this thing and I find that 10,000 tons of newsprint were exported from this country during August. If there is such a shortage paper manufacturers should not be permitted to send any paper abroad until the domestic needs are met.

"My bill has been referred to the Interstate Commerce Committee and I am making an effort now to get Mr. Esch to grant hearings on it. I am hopeful of favorable action, not, however, before the regular session of Congress."

CAROLINANS CALL MEETING

January 8-9 at Greensboro Date and Place

CONCORD, N. C., Nov. 8.—J. B. Sherrill, secretary of the North Carolina Press Association, announces that the mid-winter meeting will be held in Greensboro, N. C., at the O. Henry Hotel, January 8 and 9.

A question box will be in place for the first day and will receive questions on all phases of business. On the second day this box will be dissected and the topics will be given the right of way. A banquet will wind up the meeting. Greensboro is well-located for such a gathering, as it is within easy reach of most of the editors of the state.

CHANGE OF NAME

But Old Wilmington (O.) Republican Still Is Memorialized

WILMINGTON, OHIO, Nov. 10.—The Journal - Republican Company has dropped the name "and" in now putting out the daily edition under the heading News-Journal. The weekly edition has been suspended.

The "Republican" for many years was one of the most influential weekly papers in Ohio. To prevent the complete extinction of the name "Republican," the company is using this line at the editorial mast head, "Consolidated with the Clinton Republican, established 1838."

MAKE USE OF WINDOWS

Are Most Valuable Auxiliary to Newspaper Advertising

ST. LOUIS, Mo., Nov. 7.—Make buyers come to your store by newspaper advertising, and then convey the final and decisive message by effective window dressing. This is the advice given to the members of the Junior Advertising Club of St. Louis by Ernest Calvin, window display manager for Werner & Werner, at a recent meeting. Calvin declared that "when a man sees a suit of clothes advertised in the newspapers attractively, the next day he goes down town to look the clothes over in the window before buying." He added that "the newspaper is the first message bearer, and the window advertising facilities are the second and final."

PALMER ELECTED PRESIDENT

Other Woonsocket Call Changes Follow A. J. McConnell's Death

WOONSOCKET, R. I., Nov. 10.—Following the death of Andrew James McConnell, editor of the Call and president of the Evening Call Publishing Company, Charles W. Palmer, business manager of the paper and Mr. McConnell's stepson, has been elected as the corporation's president.

Arthur Howard Crowell, until recently on the Providence Journal and lately assistant managing editor of the Call, has been promoted to managing editor.

James T. Davidson, for eight years night telegraph editor of the Providence Journal, is now with the Woonsocket Call as a new editor.

The general management of the paper will devolve upon Sampel E. Hudson as publisher and treasurer of the Evening Call Publishing Company, with Mr. Palmer as president and business manager.

More and Cheaper Pulp Wood

BANGOR, ME., Nov. 8.—The Great Northern Paper Company plans to penetrate the forests with a lumber railroad from a point on the West Branch of the Penobscot River, near Seboomook. It will extend 18 miles into the forest to the timberland, which is located in the St. John River basin.

This will make directly available the lumber located there for the company's pulp and paper mills at Millinocket. This will make available an added wood supply of many million feet for the two mills, and at a much less expense than it could be otherwise secured.

Newspapers Supply Buyers

MILWAUKEE, Nov. 10.—"The only advertising medium which does not have to be 'sold' people is the newspaper," said Edward Wolff, advertising manager of the David Alder & Sons Clothing Company, in an address before members of the Men's Wear Association of Milwaukee. "The buyer pays for the chance to read the advertising with the news, and gives his attention freely. It is only necessary to use the attention so secured to get results. In other methods of advertising it is necessary to seek out the buyer, attract his attention and sell the goods."

Offers Window Display Prizes

DALLAS, TEX., Nov. 7.—The Times-Herald has inaugurated a show window contest, in which three cash prizes of $25, $15 and $10 in gold will be awarded to the three best and most tastefully arranged show windows during the first week of the Dallas Fair. The Times-Herald has agreed to publish the pictures of the prize-winning windows with a full description of the display.

Journalism Students Increase

MADISON, WIS., Nov. 10.—More than 200 students have enrolled in the freshyear course in journalism at the University of Wisconsin. This is more than 50 per cent in excess of the largest number enrolled heretofore. E. Marion Johnson, a graduate of the school of journalism at the University of Kansas, has been added to the faculty.

New S. N. P. A. Member

The Waco (Tex.) News-Tribune, of which E. S. Fentress is business manager, has joined the Southern Newspaper Publishers' Association.

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ANOTHER WAR WOULD END CIVILIZATION —THE PRESS IS WORLD'S HOPE

Only Through Truth About Peoples, Heralded With Understanding, Can Nations Be Kept from Banding Against One Another, Sir Auckland Geddes Tells Journalists of Allied Nations Now Visiting England

BY HERBERT C. RIDOUT

THE British Government has not been slow to perceive the prominent part the press of the world must play in securing the success of the League of Nations and its first step in recognition of that has been to invite a number of Allied and neutral journalists to London as the guests of His Majesty's Government. The party is under the presidency of Louis Dumont Wilden of the Nation Belge, and M. Albert G. de Gobart of Le Figaro.

They met the Prime Minister, Lloyd George at 10 Downing Street, and took tea as his guests, receiving at the Premier's hands a personal welcome.

Representative Gathering

The following day they were entertained as the guests of the Government at dinner at the Carlton Hotel, with Sir Auckland Geddes, President of the Board of Trade as chairman, the party including Viscount Burnham, Louis Dumont Wilden, Colonel Sir Hamar Greenwood, Bt. M.P., M. Fernand Divoire, T. P. O'Connor, M.P., M. A. Arapu, Comte de Beatty, M. Schmitt, M. Taunay, M. Loper de Almeida, M. A. De Gobart, J. A. Spender, Madame Divoire-Brun, M. J. de Marsillac, M. Morf, J. Douglas, M. Peigne, Robert Donald, Madame Peigne Vignal, M. Albert Jullien, M. Serge Cande, E. F. Carnegie, M. Sadoge, H. A. Gwynne, M. Dichter, M. Seitz, M. O. Arapu, M. L. C. Moyse, M. Nordman, M. F. Soulier Valbert, Frederiek W. Emett, M. D. de Zubiaurre, M. des Gachons, E. A. Perris, M. Lapido, Colonel W. J. Galloway, M. Coltor, P. Villars, M. G. Dussol, M. L. Wloch, R. D. Blumenfeld, M. Savtchenko, R. J. Cru, M. Christian Sauerwein, M. Colin Grundy, M. Mocarzel, M. Heider.

International Power

Sir Auckland Geddes, as the mouthpiece of His Majesty's Government, said that before the war it was recognized that the press could be a great power for good or evil, that the press of a nation might fan the smouldering fires of national jealousy, of international dislike or might damp down those fires or help to damp them down. But he thought that few realized that the press was a mighty instrument of war, steadying its own nation, encouraging its friends, discouraging, disorganizing, finally disintegrating its enemies.

We realize now how great a power in international affairs the press of the world, the press of each nation could become, he said. Realizing that we realized the importance of such a gathering as that he was addressing, he regarded it as a great honor to be privileged to greet on behalf of the British Government the representatives of the Allied Press. He continued:

"We have before us now a period in which the power of the press will be almost paramount. While the war was still on, while the guns still roared, the press was second—powerful, it is true, but less powerful than the actual armies in the field. But now the clash of the nations is over. We who were banded together as allies or associates have won the war.

"We have still to win something much greater; we have still to win the peace, and it is only, I believe, through the press that peace can be won. I wonder, if all of us, even yet, realize the responsibility that lies upon the shoulders of every man who writes in a newspaper?

"Ill-considered words — perhaps hasty words—can do infinite harm, while considered words, true words, can do infinite good.

"To-day we look forward to the effective establishment of the machinery of the League of Nations, and, believe me, that machinery will never be effective unless the nations come to know each other far better, far more intimately, than they did in the past, for ignorance is the breeding-ground of suspicion.

"When we do not know people, when we do not understand their mode of thought, when we do not realize what their ambitions are, we are apt to ascribe to them quite different ambitions, quite a different mode of thought, quite a different national objective to those that are really theirs. Therefore, I am sure that every man who wishes well for the future of civilization which is inextricably linked with the League of Nations, must welcome the occasions which have led to such a gathering as this.

"It is a hard task that is laid upon the press of the world. It is not only necessary for the press to avoid speaking evil of other nations when that evil is untrue; it is just as necessary for the press of the world to avoid speaking well of other nations when that well is untrue.

"There is nothing more likely to lead to misunderstanding, nothing more likely to suddenly lead to a feeling of strife and antagonism than to believe that you are dealing with an individual of a nation which has got high ideals and ambitions, and then you suddenly discover, that the ideals and ambitions are less high.

"Upon you who are responsible for so large a seetion of the press in the different Allied and associated countries there rests now the greatest of all responsibilities. If you want the League of Nations to be a success you have got to tell the truth—the greatest difficulty that can face many at any time—and to tell it so that it is true to the man who reads what is said.

For Mutual Understanding

"It is easy enough to state facts. Many men say they have told the truth when they have stated the facts. You can state facts, and at the same time tell the most diabolical falsehood. That is the difficulty that lies before us all at the present time—that we have got to enter into an understanding of each other's lives and modes of thought.

"If we fail, the nthe League of Nations will have failed, and war will recur in Europe before many years are past. We shall see once again nation banded against nation, groups of nations banded against groups of nations, determined to kill and to destroy. If we get through this time we shall not get through next, and civilization will end. There is nothing less upon the shoulders of the press of the world at the present moment than the preservation of the civilization which has been built up by the work of countless generations through almost countless centuries.

Must Know the Truth

"But, before any of us can tell the truth we must know the truth. Therefore, yon have come to visit us in this land we welcome to-night. There is nothing more dangerous at the present time than what one sees in some papers in all the countries which were allied during the war. Yon see articles—well meant; the intention behind them is obviously of the best. You see the description of an Englishman or a Scotsman that is kindly in intention, that is almost fulsome in its flattery, but is untrne in fact, because it is giving a picture to another nation of a people that does not exist.

"One hears that a nation is composed of people who never think of anything but the good of others. I do not know that people. You hear a nation absolutely uniform—fine physiques, sportsmen, athletes, and so on. These things are not true. These are the difficulties that, lie before us—to get to know, to get to tell the truth so that the correct impression is conveyed to the readers—which is extraordinarily difficult whether one is writing or speaking—and to get the feeling of responsibility for the future of the world.



SIR AUCKLAND GEDDES

(*Continued on Page 38*)

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ADVERTISING SERVICE IDEAS EXCHANGED IN CONFERENCE

(*Continued from Page 5*)



One of the six aisles where 86 non-competitive exhibits were displayed by the George Batten Company

Otis Elevator Company that the smooth-working lifts of the hotel that carried them up to the ballroom were a part of its exhibit, which also included a set of pen and ink drawings which traced the history of elevators from the early days of steam, through the hydraulic and into the electric eras.

Another exhibit of interest was the collection of newspaper advertisements which appeared during Governor Coolidge's campaign in Boston papers.

Purely social activities occupied the guests while they were viewing the exhibits. Clients of the agency, members of its staff and friends from the local publishing and advertising field hobnobbed on the floor and, after 9.30 p. m., danced.

A banquet at the Waldorf-Astoria on November 7 concluded the convention. Among the guests were Rosa Ponselle of the Metropolitan Opera company, Riccardo Stracciari of the Chicago Opera Company, and Tony Sarg, magazine illustrator.

Clients Want Another Next Year

That the convention had accomplished all and more that was expected of it was the universal testimony of guests interviewed by EDITOR & PUBLISHER. What agency service to the advertiser and publisher really comprehends is clearly visualized by those who attended the convention and they didn't hesitate to say so.

J. Paul Boyle of the Florence Manufacturing Company, Florence, Mass., manufacturer of the "Pro-phy-lac-tic" tooth brush, expressed surprise and pleasure at the gathering of men representing such wide diversity of interests and stated his belief that other agencies would probably follow in the footsteps of the Batten Company.

James S. Hinkley of the Geneva Cutlery Corporation, which makes Genco Razors at Geneva, N. Y., said:

"I am a man of few words, but I think the convention of clients is a success from start to finish and in my opinion it should be made an annual affair. Despite the fact that the program was widely varied, each address contains something of specific value to each client."

Newspaper advertising received many words of appreciation among the advertisers. C. W. Sanford, general manager and fi executive head of the Cliquot Club Company, of Millis, Mass., where it manufactures "Cliquot Club Ginger Ale," stated that his company was using an increased amount of newspaper space each year and that in three cities where newspaper advertising was used exclusively, the result was extremely gratifying.

"In Maine, New Hampshire and Vermont, where a large number of farmers depend on the county newspapers for their information as on the day's news, our company uses these papers as its principal media."

Mr. Sanford was accompanied to the convention by H. Earl Kimball, president and principal owner of the Cliquot Club Company, and W. E. Boyers, sales manager.

Mr. Baldwin's untiring work as publicity chairman of the convention was favorably commented upon by representatives of the New York newspapers and magazines who covered the event.

The accounts which were represented in the business sessions and in the exhibits were:

Acme Wire Company, New Haven, "Acme Wire Products."

American Kitchen Products Company, New York, "Steero Bouillon Cubes."

American Rolling Mill Company, Middletown, Ohio, "Armco Iron."

Amory, Browne & Co., Boston, "Indian Head Cloth," "Nashua Blankets," "Kalburnie Gingham."

Armstrong Cork Company, Pittsburgh, "Armstrong's Linoleums."

Bell & Co., Inc., Orangeburg, N. Y., "Bell-Ans."

Bird & Son, Inc., East Walpole, Mass., "Neponset Building Products."

M. J. Breitenbach Company, New York, "Fapco Hangar Doors."

Brewster & Co., Long Island City, N. Y., "Brewster Automobiles."

C. H. Burrell & Co., Inc., Little Falls, N. Y., "Burrell Milker."

Central Oil and Gas Stove Company, Gardner, Mass., "Florence Oil Cook Stoves and Heaters."

Cliquot Club Company, Millis, Mass., "Cliquot Club Ginger Ale."

Collette Manufacturing Company, Amsterdam, N. Y., "Mendets."

Columbia Graphophone Company, New York, "Columbia Grafonola" and "Columbia Records."

Continental Rubber Works, Erie, Pa., "Vitalic Bicycle Tires."

Curtis Companies, Inc., Clinton, Ia., "Curtis Woodwork."

The Derbyphone, New York.

Henry Disston & Sons, Inc., Philadelphia, "Disston Tools."

Embossing Company, Albany, N. Y., "Ruby Cards."

Elliott Fisher Company, Harrisburg, Pa., "Elliott Fisher Bookkeeping Machines."

Florence Manufacturing Company, Florence, Mass., "Pro-phy-lac-tic Brushes."

H. C. Fry Glass Company, Youngstown, Ohio, "Herringbone Lath" and "G. F. Metal Office Furniture."

Geneva Cutlery Corporation, Geneva, N. Y., "Genco Razors."

Globe Rubber Tire Manufacturing Company, New York, "Globe Automobile Tires."

Globe Stove and Range Company, Kokomo, Ind., "Globe Stoves, Ranges, Pipeless Furnaces."

Goodell-Pratt Company, Greenfield, Mass., "Mr. Punch Tools."

Graton & Knight Manufacturing Company, Worcester, Mass., belting.

Hammermill Paper Company, Erie, Pa., "Hammermill Bond."

Hamilton Watch Company, Lancaster, Pa., "Hamilton Watch."

Hampshire Paper Company, South Hadley Falls, Mass., "Old Hampshire Bond."

Hanley & Kinsella Coffee and Spice Company, St. Louis, "H. & K. Coffee, Teas and Spices."

Hoitt Brothers Company, New York, "Dromedary Dates," "Dromedary Cocoanut."

Hooton Chocolate Company, Newark, N. J., "Hooton Chocolates."

Hoover, Owens, Rentschler Company, Hanson, Ohio, marine engines, castings, sugar machinery.

Hough Shade Corporation, Janesville, Wis., "eyelet."

J. W. & A. F. Howard Co., Ltd., Corry, Pa., "Kori-Kraft Boats."

Hygeia Nursing Bottle Co., Inc., Buffalo, N. Y., "Hygeia Nursing Bottle."

Indian Refining Company, New York, "Havoline Oil."

Ireland Brothers, Johnstown, N. Y., "Ireland Gloves."

Iver Johnson's Arms & Cycle Works, Fitchburg, Mass., "Iver Johnson" revolvers and bicycles.

Walter Janvier, New York, "Pears' Soap."

George E. Keith Company, Campello, Mass., "Walk-Over Shoe."

Lamson Company, Boston, "Lamson Conveyors."



Close-up of a typical exhibit

Larus & Brother Company, Richmond, Va., "Edgeworth Tobacco."

Lawrence & Co., Boston, "Ipswich Hosiery."

Lehn & Fink, Inc., New York, "Pebeco Tooth Paste," "Lysol Disinfectant," "Lysol Shaving Cream," "Lysol Soap."

Arthur D. Little, Inc., Cambridge, Mass., commercial chemistry.

Loose-Wiles Biscuit Company, Kansas City, "Sunshine Biscuits."

McCall Company, New York, "McCall's Magazine."

McCallum Hosiery Company, Northampton, Mass., "McCallum Silk Hosiery."

Mallory Hat Company, Inc., Danbury, Conn., "Mallory Hats."

Merrell-Soule Company, Syracuse, N. Y., "None-Such Mince Meat," "Klim Brand Powdered Milk."

Minute Tapioca Company, Orange, Mass., "Minute Tapioca and Minute Gelatine."

Mishawaka Woolen Manufacturing Company, Mishawaka, Inc., "Ball-Band Rubber Footwear."

William S. Myers, Director Chilean Nitrate Committee, New York.

N. & W. Overall Co., Inc., Lynchburg, Va., "N. & W. Overalls."

National Cloak & Suit Company, New York, mail order.

National Lead Company, New York, "Dutch Boy Products."

Nauheim Steam Cotton Company, Salem, Mass., "Prequot Sheeting."

Norris, Inc., Atlanta, Ga., "Norris Exquisite Candies."

Novo Engine Company, Lansing, Mich., "Novo Engines and Outfits."

Ostermoor & Co., New York, "Ostermoor Mattress."

Otis Elevator Company, New York, "Otis Elevators."

Pall Mall Electric Company, New York, "Electric Hair Brushes."

Parkhill Manufacturing Company, Fitchburg, Mass., "Solex Roy and Braloak Gingham."

Pemberthy Injector Company, Detroit, brass goods, "Pemberthy Carburetor."

L. Plaut & Co., New York, "Four-in-One Collars."

Pompeian Company, Cleveland, "Pompeian Toilet Preparations."

Porto Rico Fruit Exchange, Inc., San Juan, P. R., "Porto Rican grapefruit, pineapples, oranges."

Radium Luminous Materials Corporation, New York, "Undark."

Roxbury Carpet Company, Boston, "Roxbury" rugs, carpets.

Sydney Ross Company, Inc., New York, pharmaceutical products.

Royal Manufacturing Company, Pittsburgh, "Royal Pneumatic Tire Saver Heater."

Samson Tractor Company, Janesville, Wis., "Samson Farm Power Units."

Sheldon Axle & Spring Company, Wilkes-Barre, Pa., "Sheldon Axles."

Herbert D. Shivers, Inc., Philadelphia, "Shivers' Coffee."

Shreve, Crump & Low Company, Boston, jewelry and silverware, "Shreve's."

Standard Kid Manufacturing Company, Boston, "Wide Calfskins."

A. J. Stasny Music Company, New York, music publishers.

Standard Steel Car Company, Pittsburgh, "Standard Eight Automobile."

Stein-Bloch Company, Rochester, N. Y., "Stein-Bloch Smart Clothes."

B. F. Sturtevant Company, Hyde Park, Mass., "Sturtevant Ventilating and Heating Systems."

Sweetser Company, national sweeper distributing Chemical Company, Torrington Electric Motors, Torrington, Conn.

United States Cartridge Company, New York, "Black Shells."

Vapo-Cresolene Company, Greenboro, N. C., "Vapo-Rub."

S. D. Warren Company, Boston, "Warren Standard Printing Paper."

F. J. Weber Company, Boston, "Multi Kopy Carbon Paper."

Wm. Wyo. Winchendon, Mass., "Tom Wye Jackets, Tom Wye Swimming Suits."

SLOVER BUYS ANOTHER PAPER

Pays $125,000 for Petersburg Evening Progress.

PETERSBURG, Va., Nov. 7.—S. L. Slover, publisher of the Norfolk Ledger-Dispatch and formerly Virginia representative on the Southern Newspaper Publishers Association executive committee, has purchased the Evening Progress from Professor C. L. Snowden and associates.

It is stated that Mr. Slover paid $125,000 for the property, which was secured by Professor Snowden and his associates about two years ago for $45,000.

No Compromise in Barcelona

BARCELONA, SPAIN, Nov. 9.—Newspaper proprietors who recently called a lockout against their employes, have offered to confer on the grounds of their men if their editorial staffs will withdraw from the Syndicalist Federation

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ADVERTISING MANAGERS PLEDGE AID IN SAVING NEWS PRINT

National Convention of N. A. D. N. A. M. Emphasizes Fact That Newspaper Rates Are Too Low for Production Cost.

(BY TELEGRAPH)

CHICAGO, Nov. 11.—In a strong address which made a deep impression upon the members of the National Association of Daily Newspaper Advertising Managers meeting here for their annual convention today, John B. Woodward, advertising manager of the Chicago Daily News, warned that if the leading advertising managers of the country did not find a way of solving the newsprint problem as it related to their field, the Government might find it necessary to step in to protect the interests of the smaller newspapers.

Much attention was given to the newsprint shortage and methods of decreasing consumption, which included the curtailment of advertising schedules, more equitable distribution of space throughout the week and increased rates.

H. A. Ahern Re-elected President

Opinion was unanimous that present rates are too low and that increases have not been proportionate to the mounting cost of production nor to the increased prices in other industries.

President Harry A. Ahern, advertising manager of the New York Evening Journal, who was re-elected for a second term, is a strong advocate of higher rates and his stand was fully endorsed by the members. Various other subjects considered were discounts to agencies, particularly allowances to local service agencies, proportionate charges for displayed and classified advertising, closing hours for the acceptance of advertising copy, service departments and the extent to which newspapers should go in furnishing copy, art work, cuts and broadsides.

Mail order advertising received much attention, particularly in its effect on local advertisers. The experiences of members were given freely and are expected to be of inestimable value to others facing similar problems.

Mr. Woodward, E. W. Parsons of the Chicago Tribune, George M. Burbach of the St. Louis Post-Dispatch and Lafayette Young, Jr., of the Des Moines Capital discussed medical advertising for the general good of the members. It was decided that no rules were at present feasible, and that each manager must draw his own lines on what is acceptable.

Discussions brought out that the standard rate card was being generally adopted and no action was taken except to fully endorse its principle.

Local vigilance committees were commended in a resolution, as it was found that their work has been satisfactory and not the nuisance some feared it could be.

The flat rate is gaining favor rapidly and several members predicted its general adoption, those now working under it recommending it to others.

It was voted to affiliate with the daily newspaper department of the Associated Advertising Clubs of the World, the vote containing a reservation to retain the identity of the Daily Newspaper Advertising Managers' Association.

Emery E. Hardwick of the Wichita Eagle advocated an extension of the association's work and asked that the Mid-West Newspaper Advertising Managers Association, of which he is also a member, be permitted to affiliate with the national body. The idea was received enthusiastically and the invitation will be extended.

Owing to the tremendous problems now facing newspapers throughout the country, the number of advertising managers present was particularly noticeable, considering that they had absented themselves from pressing matters at home and travelled long distances to attend. That the results fully justified the sacrifices was conceded by all who participated.

No formality attended any of the discussions, President Ahern starting the round-table talks as soon as he called the convention to order. Important matters were debated with the fullest freedom and the experiences and practices of leading papers were placed at the disposal of the members, who were unanimous in stating that no other meeting or convention so fully performed its function in this respect.

As an indication of the growth marked by this meeting, the members found it necessary to appoint a paid assistant secretary. He is David R. Carroll of the Chicago Tribune and his duties will be to attend to the increasing volume of correspondence, conduct a bureau for the exchange of information and ideas and to increase membership.

It is believed that the result obtained from this step will be so beneficial that no daily newspaper advertising manager in the United States or Canada can afford to remain outside of the association, as the information exchanged at the meeting could not be imparted except under just such intimate and confidential conditions.

Besides President Ahern, the new officers are:

First vice-president, Rowe Stewart, Philadelphia Record; second vice-president, John B. Woodward, Chicago Daily News; secretary-treasurer, E. W. Parsons, Chicago Tribune; directors, Lafayette Young, Jr., Des Moines Capital, chairman; Ralph Turnquist, Milwaukee Journal; George M. Burbach, St. Louis Post-Dispatch; Otis Morse, Detroit Free Press; Harry L. Young, Columbus Dispatch; Frank R. Hussey, Chicago Evening Post; H. W. Roberts, Cleveland Plain Dealer, and Messrs. Ahern, Stewart and Parsons.

Article VI of the constitution was amended to read that the annual meeting shall be held annually in Chicago, at which the election of officers will take place. This leaves the meeting date to be set for the most convenient season, instead of the third week in August, which has been found inconvenient for the majority.

In order to facilitate and abbreviate the deliberations of the directors, their number was reduced from nine to six.

Among other members present besides the officers and directors were:

William F. Rogers, Boston Transcript; Emery E. Hardwick, Wichita Eagle; Harry W. King, representing Omaha Bee; J. A. Dickson, Chicago Herald-Examiner; M. C. Meigs, Chicago American; Robert B. Philips, Gary Evening Post; H. M. Brodfuehrer and David Carroll, Chicago Tribune.



Photo by Bain News Service & Publisher

E. W. PARSONS OF THE CHICAGO TRIBUNE
Re-elected Secretary-Treasurer National Association Daily Newspaper Advertising Managers

FORM FIRST AUXILIARY OF THE S. N. P. A.

North Carolina Daily Publishers in New State Association—20 Enroll Out of Possible 33

ROCKY MOUNT, N. C., Nov. 10—Twenty publishers of daily newspapers in North Carolina met November 8th and formed the North Carolina Association of Dailies. A constitution and by-laws adopted and officers for the ensuing twelve months elected, including, president, E. B. Jeffreys of the Greensboro News; vice-president, Ed. Rollins of the Durham Sun; secretary and treasurer, Jos. Caldwell, Jr., Rocky Mount Telegram; and a board of directors of three, A. W. Burch of the Charlotte Observer; J. B. Sherrill, Concord Tribune; Josephus Daniels, Jr., of the Raleigh News and Observer.

The purpose of the organization is to improve and advance the interests of its members and to interchange information that may be of value in the publication of daily newspapers.

The start was even the more flattering than had been anticipated by the half dozen publishers of afternoon dailies who at a previous meeting had voted to supplant that association with an association of all the dailies of the state. Twenty papers were enrolled at the first meeting out of a possible thirty-three in the State.

It was decided that quarterly meetings should be held, the next to occur in January on the day prior to the convening of the mid-winter meeting of the State Press Association.

The secretary was empowered to issue a bulletin from time to time and a committee on membership directed to make a further canvass of the dailies of the state with a view to having all who would become members join also as also those without for the Southern Newspaper Publishers Association, of which the association just formed is probably the first state auxiliary.

There was also a liberal discussion of matters affecting labor, news print, uniform accounting costs, etc., and some little constructive work and a wholesome exchange of views among the membership.

Included in the membership of the new association: the Greensboro Record, Greensboro News, Tri-City Daily Gazette, Leaksville, Greenville News, Charlotte Observer, Concord Tribune, Henderson Dispatch, Washington News, Durham Herald, Durham Sun, High Point Enterprise, Wilmington Dispatch, Greenville Reflector, Raleigh News and Observer, Rocky Mount Telegram, Hickory Record, Salisbury Post, Asheville Citizen, Asheville Times, Raleigh Times, Scotland Neck Commonwealth, Elizabeth City Advance, Charlotte News.

Call Wants Mail Privileges

Application was made in the United States District Court November 7 by the New York Call, the Socialist daily newspaper, for a writ of mandamus to compel Postmaster Patten to restore to the newspaper the use of the second class mails, denied the paper two years ago. Judge Learned Hand set the case down for a hearing one week from November 14.

44-Page Daily in Rochester

ROCHESTER, N. Y., Nov. 12—The Times-Union claims to have published the largest regular daily paper ever sold in the city or possibly in the state, recently. The edition comprised 44 pages of eight columns. Reading matter numbered 1,651 lines.

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EDITOR & PUBLISHER COMPLIMENTED FOR RENDERING REAL SERVICE

Frederick J. Haskin Tells What It Is Doing to Establish True Economic Status of Advertising.

["Editor & Publisher" is the title and theme of the Haskin Letter as published in a long list of leading American newspapers October 26.

This most widely read of newspaper correspondents, whose weekly letters are confined to graphic interpretations of the significant trends and developments in our national life, found in the constructive work of Editor & Publisher *a text for a helpful analysis of present-day conditions in advertising.*

Quite aside from his highly complimentary references to the part this journal is playing in establishing the true economic status of advertising, Mr. Haskin's Letter is a valuable contribution to current advertising history. The data used by Mr. Haskin was gathered for him by one of the bright young newspaper women of his organization, Miss "Polly" Ferguson.

Editor & Publisher, *conscious of the unprecedented distinction conferred upon it by this review of its service to newspapers and to advertising, can only tender to Mr. Haskin the most hearty thanks.*—Editor]

BY FREDERIC J. HASKIN

Every large business these days has its trade magazine. Some businesses, like the movie industry, have several. New ones are constantly springing into existence, and old ones are constantly growing fatter and wealthier, like American business.

A trade magazine usually consists of a detailed account of some past or forthcoming industrial convention, an eloquent denunciation of the most recent strikes, and several flattering obituary notices of late departed lions of industry, saudwiched in between extensive sections of advertising.

Month after month, this program varies but slightly, so that to the average citizen there is nothing more deadly uninteresting than a trade magazine—unless it represents his own trade.

But the newspaper business is unusual in this respect. We have a very good exceptional magazine, full of pertinent cartoons and comments, known as Editor & Publisher. We try to be modest about it, but sometimes our admiration gets the best of us, and we simply have to talk about it. For our magazine not only encourages us and writes sympathetic notices about us. It does big things.

Its most recent undertakiug, for instance, has been to prove by the laborious collection of nation-wide data that it is better to advertise in newspapers than it is to advertise in magazines. For a long time, most manufacturers had the idea that it was not—that they got more for their money from the weeklies and monthlies—and you could not convince them that they were wrong.

With the magazine people doing all that could be done to encourage this superstition, it was hard to argue people out of it. Then Editor & Publisher people had an inspiration. "We will make a market survey of the whole country," they announced doggedly, "and prove the truth of the situation."

* * *

This survey, begun with this one idea in view, has turned out to be a tremendous help to American business—not only in showing it how to obtain the most efficient advertising for its money, but in sobwing it how to distribute its products most systematically. In this way, a valuable service has also been rendered to the consumer, because the less it costs a manufacturer to market his product, the less it costs the consumer to buy it.

To illustrate: Editor & Publisher has just completed a survey of the state of Connecticut. It sent its men all through the state, collecting data and and canvasing business opportunities, and what this information it compiled into a chart, which is a veritable dictionary for any one who is thinking of doing business in Connecticut. A brief perusal of this chart, for instance, will tell you all about the state's manufacturing resources.

You see that, while it is the smallest state but two in the Union, only four other states exceed it in density of population; that it has fifty-two different industries; employing hundreds of thousands of people; that the income from these industries is over five hundred million dollars a year, over two hundred million of which is profit; that the leading industries of the state are metal products and textiles; that it has a large toy industry and a firearms and ammunition industry, which in peace time employs more than ten thousand men.

This chart also contains all the names of the gentlemen conuected with the various chambers of commerce, from whom you can obtain additional information. It tells you how many merchants, druggists and school teachers the state has; what its transportation facilities are, and even the state of industrial unrest within its boundaries.

Now, suppose you are a business man, the manufacturer, say, of a new kind of soap. If you went over this chart you could tell at once what the opportunities would be for selling soap in Connecticut. You would deduce that, being a somewhat clean industrial state, Connecticut would take very kindly to any kind of soap.

You would know the number of drug stores you probably handle. But there is a remote possibility that Connecticut already has enough soap. The chart, of course, cannot tell you that, but you can write the chamber of commerce, and get their individual opinions as to the soap situation there.

* * *

Suppose, then, that after considering all these facts, you decide that Connecticut is a good market for your product. You must next consider the problem of advertising it. Here again the chart helps you out. It gives you the names of all the daily newspapers of the state, together with their space rates.

Before charting New England state by state Editor and Publisher made its survey of the advertising situatiou and found the following facts: In New England there are 85 newspapers with 5,000 or more of circulation, making a combined circulation of over two million.

The advertiser can buy one line of space in any of these newspapers on a 10,000-line contract basis of $3.25 per line. To the same territory there are 21 magazines, having a combined circulation of one million, charging a joint rate per line of $8.61. In other words, the newspapers offer the advertiser a million more circulation at just half the cost.

It is true that there are a few staodard articles, such as kodaks and talcum powders, which yield better results from magazine advertising. But for the great majority of articles, the newspaper is the most valuable advertising medium. The average American reads his newspaper every day. It becomes as much of a habit with him as brushing his teeth or drinking a morning cup of coffee.

It is generally realized that the printing of dishonest advertising does not pay. It destroys the good will of the reader, and the good will of the reader is a newspaper's most valuable asset. It hurts the honest advertiser, too, so that no publication can afford to run ads in a paper which uses no discrimination in accepting advertising.

One large New York daily has a board of censorship to which are referred all questionable advertisements. Whenever there is any doubt as to the honesty of an ad, the advertiser is requested to appear and prove its merit. If upon the investigation the board, its representatitious turn out to be incorrect, the ad is promptly eliminated.

Since the need for cutting out the false ad has become recognized throughout the newspaper business, newspaper advertising has enjoyed a tremendous growth. According to James Wright Brown, president of Editor & Publisher, over eight hundred million dollars' worth of advertising will be placed in newspapers this year. Much of this is being distributed with the help of the charts compiled by this magazine, and in accordance with a new idea recently developed by its officials. This is the idea that products should be distributed first and advertised afterward.

For years, it has been the advertising policy to advertise goods first, thereby creating a demand for them, and to distribute them among the retail stores later. This method is now recognized as being wasteful, and must go.

"Because," says Mr. Drummond of Editor & Publisher, "here is how it usually works out: The other day I saw au advertisemeot of a new cigarette in a New York newspaper. My curiosity was aroused, I went and bought a box, and found that I liked it. A couple of days later I went ou to another city, attempted to buy the same cigarette and found that it hadn't reached there yet.

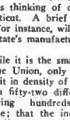
"So I bought another brand, and proceeded to forget all about the new one. If the makers of that cigarette had only distributed through the country before advertising it, then the sales would have had it when people asked for it and there would have been no advertising waste."

Of course, under this system, the manufacturer must distribute a part of his goods on the consignment plan, which means that the retailers pay for it after it is sold and not beforehand. But he is not taking much of a chance, because the effect of advertising is now so well known that it is usually possible to calculate its approximate returns.

Advertising is not yet an exact science, but it is fast becoming one.

TO SET MAINE PLANTS ON BUSINESS BASIS

It will be the aim of the Maine Press Association, during the comiog year's administration of President Charles H. Fogg, of the Houlton Times, to convince the publishers of Maine weeklies of the importance of conducting their business along business lines and as practically every weekly has a job printing department, to sell its product on the basis of cost of the manufactured article and not a little lower than a competitor



Charles H. Fogg

Steps were taken at the recent annual meeting toward employing a paid secretary of job work prices, whose duty it shall be to issue and keep up-to-date a price book on every class of work done in the job printing offices of Maine. As job printers are eligible for membership this means the placing of every job printing establishment oo a business basis.

A new innovation of the association is a monthly business letter, which will be sent out to members once a month to help each in every way possible.

Charles H. Fogg, president of the M. P. A., was born in Houlton, July 8 1866; was educated at Riverview Academy, Poughkeepsie, N. Y., and graduated from Bowdoin College in 1889. He was in the mercantile business from 1889 to 1906, when he purchased the Houlton Times. He served as editor until 1910, when he became president and manager of the Times Company.

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Pay-Day Philosophy

Members of the William H. Rankin Company organization receive, enclosed in their pay envelopes each week, a card containing a practical yet inspirational talk on how to achieve results in their work. The card for November 1 is headed, "You Are Our Representatives," and extols the value of pride in one's work and loyalty to one's organization. Many other firms have applied to Mr. Rankin for permission to use these cards.

Salvaging Metal

Findlay, Ohio, Nov. 12.—N. D. Hemiger of the Republican has designed and is making a sifter for salvaging metal from dross. He has operated the invention for some time in his own office and reports that results show from 25 to 30 per cent of the gross weight of dross can be reclaimed in the form of metal, which is exceedingly rich in tin and antimony and forms an added incentive to keep old metal in good working order.

Cleveland Tractor Names McCann

Cleveland, Ohio, Nov. 10.—The Cleveland Tractor Company announces that, effective January 1, 1920, all its advertising will be placed through the Cleveland office of the H. K. McCann Company; also that Earl B. Stone has been appointed assistant advertising manager.

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WIDE DIVERGENCE OF OPINION EXISTS ON BREAKING COLUMN RULES FOR CLASSIFIED

Some Very Successful "Want Ad" Newspapers Have Varied Rules—They State Their Reasons Therefor in Fourth Article of Series.

BY C. L. PERKINS

ADVERTISEMENTS wider than one column are printed in the classified sections of some newspapers, while others do not break column rules. In considering the problem of broken columns in classified, the reader, the advertiser and the paper must be considered in the above order.

Some very successful papers permit classified advertisements of more than one column, as long as all classification, or in only certain classifications, such as real estate and used automobiles; others group broken column advertisement back of the regular classified and term it class display, and others absolutely refuse to break column rules.

S. J. Pickens, classified advertising manager of the Oregon Journal, Portland, Oregon, states their reason for not breaking column rules as follows:

"Our reasons for refusing to break column rules are: First, it spoils the appearance of the page; second, it makes the page hard to read; third, it gives one advertiser too much of an advantage over another, and tends to discourage the small advertiser without the favored one paying a sufficient price for the advantage so gained; fourth, it adds materially to the cost of setting and make-up; fifth, it is virtually selling display advertising with preferred position at classified rates, thus putting the display department at a disadvantage or cutting rates. Finally, it tends to destroy the whole theory of classified advertising, which is the grouping together of a number of small advertisements of a similar nature so that they will be easily found.

Why Is Advertising Classified?

"Many advertisers, and newspaper executives as well, seem to have an entirely erroneous impression concerning the reason for classifying advertising. They seem to think that it is due to serve the advertiser alone.

"The only legitimate reason for the existence of classified advertising pages is the convenience of the reader. Classified advertising is the nature of a directory, and the more convenient the directory is made and the easier it is for the reader to find what he wants without having to wade through a mass of matter in which he is not interested, the more will he come to depend upon classified advertising for his information. This means a proportionate increase of benefits to both the advertiser and the paper.

"This misconception upon the part of the advertiser frequently leads to demands for broken column rules, subclassifications, etc., to which he is not entitled, and irritation on his part when they are refused.

"Similarly, advertising managers, because of failure to thoroughly understand this principle, frequently find themselves floundering and unable to give logical reason for their refusal to grant the advertisers' demands. They simply fall back upon the old arbitrary answer: 'It is against our typographical rules,' and let it go at that.

"My own experience has been that advertisers almost invariably see the logic of this point when it is properly presented to them and go away satisfied that they are not being arbitrarily refused just because of a 'rule.'"

The Journal does, however, take out the column rules when the advertiser uses two or more full columns in one advertisement. Recently they ran a full page classified advertisement, in which they took out all column rules.

The Milwaukee Sentinel breaks column rules, but insists that all advertisements of more than one column be placed following all other regular classified advertising. William S. Broker, its classified manager, says:

"On the Sentinel we consider that classified advertising is the people's vehicle, and is used by the very smallest of advertisers, and that we would lose out on giving service to the great number of small advertisers, were broken column rules permitted.

"Classified advertising is not sold at the same rate as display advertising, and to allow an advertiser to break columns, and use big type, means that you are giving him the privilege of dominating the page which display advertisers must pay extra for."

About Advertising Rates

This last statement brings up another question: "Why should classified rates be less than display rates?" This will be discussed in a future issue of EDITOR & PUBLISHER.

In reply to a query on the subject of broken columns, M. S. Knight, advertising manager of the Times Dispatch, Richmond, Virginia, writes:

"If the advertiser insists on using broken columns and type larger than agate or agate caps, his advertising is pyramided to the price of the regular classified advertisements under the heading, 'Display Classified.'"

F. G. Hamilton, advertising manager of the News and Sentinel, Fort Wayne, Indiana, writes:

"The News and Sentinel breaks column rules, the only restriction being that all boxes in a column wide must appear on the right hand side of the last classified page. We do this because we can see no good reason why the blanket rule should be upheld, refusing to break column rules any place on any classified page. We do not, however, believe that they should be broken in the general classified sections; for instance, would refuse to break one in the Help Wanted section to place a two-column ad."

Prentiss Bailey, president of the Utica (N. Y.) Observer, says:

"We do not break column rules in the classified page because we consider double- or triple-column ads as display, which have no place in the classified columns."

The Hartford (Conn.) Courant does not break column rules in classified, and Thomas A. O'Brien, its classified manager, states that reason as follows:

"The purpose which should actuate a newspaper with regard to its classified advertising section is to print as many small advertisements as possible, and be sure that in so doing each advertiser shall have the same opportunity of securing the necessary attention from the reader, so as to gain the required results. The moment a newspaper breaks the column rule in classified advertising, that moment they give to the two-column wide advertiser the advantage of attention, and take it away from the small advertiser. Right there they lose the spirit of classified advertising and make the entering wedge for further display advertising in the classified section.

"Keep classified advertising into single-column advertisements and also keep the type for the same as small as possible, so that all advertisers using this section shall be on an equal footing."

Herman Phillipson, director of advertising of the Dallas (Texas) Times Herald, infers that his publication will discontinue breaking columns. He says:

"At present the Times Herald breaks column rules on classified advertising to the extent of double column. However, we really believe that this tends to lessen the news value of the classified column which, of course, is essential. To our minds, the reader comes first on all matters pertaining to classified advertising and whenever the make-up of pages is broken up classified aspect is seriously disrupted."

The Directory Value

Although such newspapers as the New York Times, New York World, Boston Globe, Cleveland Plain Dealer, and many publications in other cities, permit advertisements of more than one column in all of some classifications, the concensus of opinion is that they destroy the directory value of the classified pages.

Thus, by making it more difficult for the reader to find the particular kind of advertisement he is seeking, results are lessened for the advertiser and the paper is therefore not benefited. The reason for running advertisements of more than one column is to increase linage. The Detroit News and Los Angeles Times are typical of a group of papers which prove that broken columns are not essential to classified linage.

Those publishers who permit broken colmnns and yet think that it is detrimental to the small advertiser may be able to solve the problem by placing the broken column ads behind the regular classifications, and then by education getting the advertiser to use the same space in single-column ads in the regular classified section.

BUILDING COUNTER BUSINESS

BY T. RINGWAY LONGCOPE.
CLASSIFIED MANAGER, WASHINGTON TIMES

The place where the public chukkes hands with paper is the counter.

Lasting impressions are made by little things. On one of my first trips to New York I went to one of the large hotels. On the morning I received a very courteous note from the manager personally addressed to me, saying he was glad to see me and trusting I would enjoy my stay while there. This impression was lasting. It stuck. I have always stopped at that hotel whenever I was in New York.

This little incident gave me an idea for the paper on which I was then employed. Like many other papers, we had a very inefficient counter force, indifferent and underpaid. When an advertiser came in they treated him as though they were conferring a favor on him. There was no attempt made to help him word his ad or make any one of a thousand suggestions to help the advertiser get results. The average length of time for which they took an ad was two days. The result was that ads got into the paper poorly worded and ran for such a short space of time that little or no results followed. At that time there were about two hundred and fifty people coming to the office each week and leaving ads. The average amount of money left by each advertiser was about fifty cents. In other words, we were doing about one hundred and fifty dollars' worth of want ad business at our counter weekly.

Here's how we remedied this condition. We took trained solicitors from our classified department and placed them on the counter. These people knew the value of a want ad, they knew from experience how hard they were to get and they could suggest an ad that came in voluntarily. The first week after this change was made we did over three hundred dollars' worth of business. In six weeks we reached the five hundred dollar mark.

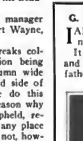
The number of people bringing their ads to that office has increased from two hundred and fifty to over four hundred weekly. This is attributed to the fact that the public knows they can get intelligent service here. They get results and they tell others of this service. The average amount of money left by each advertiser now is $1.47.

Pasted on a blotter are samples of good ads of every classification. In a similar case are testimonial letters from advertisers who have received results.

G. B. Morgan's Autobiography

I AM the third Morgan to enter newspaper work.

It started with my grandfather, and we might use the term "Like father like son."



GEORGE B. MORGAN

Was born December 25, 1900. Lived in Nashville 'till I was ten years of age—moved to Jacksonville, Florida with my parents. In that city my father was connected with the Florida Times-Union. I went to school in Jacksonville and spent a great part of my time aronnd a newspaper office, where my attention was drawn to advertising.

Started in as office boy and attribute some of my knowledge to this experience.

About this time my father died and I was compelled to return to Nashville, where my mother's folks lived.

In 1916 I started to work in the classified advertising department of the Tennessean and American, and during the corase of three years I climbed to my present position.

I might add that I am now only 19 years of age.

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A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

A. N. A. ANNUAL MEETING

Daily Paper Will Be Issued During Lakewood Conference

FOR the last four weeks, at least, the "Editor & Publisher" men has been worrying about the program of the annual meeting of the A. N. A., which will this year be held at the Laurel House, Lakewood, N. J.

But his worry is as nothing to the worry of a program committee or of the man entrusted with making the program. A business meeting program, indeed, for the matter of that, every kind of program, has to be made on the basis of the "greatest good for the greatest number."

And, of course, regarding any program made on that basis, there is sure to be someone who will inform everyone he meets for the next two years that it was "a hell of a program."

Then, after selecting the subjects, speakers have to be obtained, and, afterwards, restrained; I remember one man —not an A. N. A. man, by the way— who was asked to speak for twenty minutes and who talked for an hour.

But, even before going after speakers, titles have to be invented. And a title may make a session well or ill-attended.

Out in Cleveland last May we had as title of a subject, "Style and the Woman Appeal in Advertising." A first sight that would not seem to suggest anything interesting to a cement man or a man selling a public service. They would probably decide to "can" that address and the resulting discussion. So we didn't tell anyone what the opening subject—it was the opening subject—was, and no one stayed away —with the result that men representing firms making every kind of nationally advertised product were congratulating themselves and one another upon having been present, while men who did not arrive till the afternoon session felt sorry for themselves.

One man said that he had gotten an idea from the discussion of this subject that showed his company had been on the wrong track and which reversed a four-year plan.

HAVE WE GOT A PROGRAM?

YES, we have, but we are not telling —yet. The only thing we can say at present is that we will work from 9 a. m. to 5:30 p. m. each day, including the lunch hour. No difficulty about that, because we have been doing the same for nearly ten years and have formed the habit. If we didn't keep A. N. A. men working all the time at Annual and Semi-Annual Meetings, they would kick and ask why they had been lured from their offices.

This annual meeting program will be like every other program we ever have had,—it will have to do with the *practice* of advertising and selling. It will enable us to make ourselves better fitted to serve our companies in marketing their products. We are not very likely to discuss portentously measures designed to reform overnight a wicked and Bolshevized world. Rather are we concerned about reforming ourselves—making ourselves fitter for our jobs. Probably unrest and uncertainty and the many evils from which we are told the world is suffering would be ended or cured immediately if the general slogan were, One man—One Reform, instead of looking so everlastingly outside ourselves for salvation.

WHAT IS THE KEYNOTE?

THAT'S a question that I am asked by advertising trade paper men in advance of or following an A. N. A. meeting. I know I'm going to be asked it this time, but I am presenting an alibi. Part of it is in the preceding paragraphs, and the remainder is that there will not be any keynote, as keynotes are usually understood. If any keynotes at all, they will be WORKING and LEARNING.

FROM LABOR TO REFRESHMENT

WHEN all the work is done, we expect to play, that is, on Saturday. The three days, Wednesday, Thursday and Friday, December 3, 4 and 5, will be given up entirely to business. On Saturday morning we will play golf and indulge in trap-shooting, which is the kind of thing that many of us would do at home. But—Labor first; then refreshment.

"THE A. N. A. HERALD"

THIS annual meeting will be distinguished by an innovation in the shape of a newspaper published daily throughout the meeting. There will also be a preliminary issue in which will be announced the general details. The daily issues will either be handed each man as he enters the breakfast room or placed on the tables. Each issue will contain information as to the current day's sessions, with notes concerning the previous day's meetings. And there will, without doubt, be a good deal of facetiousness introduced by the large staff of editors and contributors.

This will be the first occasion of using this method to promote and further general meetings. It will have the advantage of novelty, and it will, incidentally, save a good deal of other printing and a fair amount of multigraphing.

OH WAD SOME POW'R THE GIFTIE GIE US—

to see the relation between our little plans of publishing, finance, production, transportation, etc., and the people who, we hope, will buy, read, use or employ. A most common fault is that of being unable to see the other fellow's point of view—if not being able to stand off from one's own business and, establishing for the nonce identity with the man, look at the business from the public viewpoint, that is, the viewpoint of the prospective buyer. Whether it be a newspaper, a promotion prospectus, a factory, a railroad terminal—it is usually held so closely to the eyes that the reason for its creation—public acceptance and use—is hidden.

The Grand Central Terminal is one of the glories of New York City. It's an inspiration daily to the man to whom it can be an inspiration. The architects and engineers did a wonderful job; but, in one respect, at least, they did not consider the possible market; the exit ramps and doorways on the lower level are too narrow for the rapid dispersal of the crowds of commuters in the morning. Not because they could not have been made wider; but just because there probably wasn't an architect or engineer on the job who looked beyond his office or his little blue-prints and considered the prospective public need—in other words, the market.

Just the same with the subway arrangements—or, rather, disarrangements —at Forty-second Street; so occupied were the engineers with making of beautifully clever excavations that they never thought of coordinating them in such a way as to serve effectively a coordinated need.

Well, this is just another attempt to get sellers of advertising markets to place one eye at least outside the edge of their properties.

MARKET INFORMATION APPRECIATED

A GOOD deal has been said here about newspapers selling their markets as an effective way of selling themselves. Recently, in giving members of the A. N. A. information concerning newspapers in a middle west city, we were able also to supply recently-gathered details about the market served by the newspapers. The details covered population, families, dwellings, property values, nationalities, stores, factories and employes, advertising carried, rates, etc. distribution of newspapers.

One member who received the data wrote: "The reports on ..... and ..... are very illuminating, and we wish to thank you very much for forwarding a copy of this report. We are very much interested in obtaining this information."

WHY IS THERE SO MUCH ADVERTISING?

FROM time to time people pause for a while in intervals between strikes —the intervals are, of course, very short and ever hard to sense—to wonder why there is so much advertising space being used. They speculate considerably, and usually one speculation is as good as another. Frequently, the speculations have a sinister character, for it is very difficult for the lay mind—and the lay mind is often political or official—to impute purely commercial motives or to give entirely business reasons. It does not occur to these minds that big businesses are ever doing anything wise or relatively unselfish.

Suppose we try to state what appear to be a few reasonable reasons, just to help these negative minds to get on to a positive track—reasons which are not too speculative, at any rate:

1. The desire of manufacturers generally after the signing of the armistice quickly to re-establish communication with their markets, wholly or partially neglected in the matter of advertising during the war.

2. The doubling of American manufacturing capacity during the war, necessitating expansion of peace production or the production of new products, in the marketing of which advertising was naturally used.

3. New advertisers as a result of having newly-erected war production plants turned to peace production in order still further to profit from the investment.

4. Education obtained during the period bringing about more widespread appreciation of the function of advertising in the marketing of merchandise.

Of course, if yours is a negative mind, you will find a few other reasons, of a kind.

ORGANIZATION CHANGES

F. W. PRINCE has been appointed manager of the advertising department of the Westinghouse Lamp Company, New York City. Mr. Prince will serve as the accredited A. N. A. representative, in place of Ernest Coler.

Clarence F. Brown has been appointed the A. N. A. representative of E. I. du Pont de Nemours & Co., Wilmington, Delaware, succeeding George Frank Lord.

The following firms have recently been elected to membership in the association:

Permalife Storage Battery Company, Inc., Thomas C. Boland, general manager, Indianapolis, Ind.

F. S. Royster Guano Company, Robert G. Smith, advertising manager, Norfolk, Va.

The Bloch Brothers Tobacco Company, J. A. Bloch, first vice-president, 41st and Water streets, Wheeling, W. Va.

The Fairbanks Company, Paul Bruce Findley, advertising manager, Broome & Lafayette streets, New York City.

BAYLESS TO TEACH

W. N. BAYLESS, advertising manager of the Conklin Pen Manufacturing Company, Toledo, has been asked by the University of Toledo to take charge of their class in "Marketing —Advertising as it Relates to Selling and Merchandising." Mr. Bayless will act as instructor at least for the first semester and possibly throughout the year. This does not affect Mr. Bayless' work with the Conklin Pen people—where he has been serving as advertising manager for the last eleven years.

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More Than Salesmen

About seven years ago we prevailed upon one of our newspaper publishers to turn his anemic semi-weekly into a farm paper. We saw no future for this semi-weekly which carried a scant amount of advertising and that typical of papers of its class. We did see possibilities for the right kind of a farm publication, though there were already strong farm papers in this state.

Objectionable advertising was discontinued. There was nothing left. Advertising did not come because the paper did not deserve it.

Then the publisher got a real editor, made a real farm paper, improved the typographical appearance and we had something to go out and sell.

Business began to come. Results were secured for advertisers. Circulation increased because of the character of the paper. Our competitors first laughed at us but later the joke was on them for they went out of business or changed hands.

Today, this farm publication stands in the van among state farm papers and carries a volume of local and national advertising that makes it supreme in its section of the country. It is acknowledged to be one of the best state farm papers in the United States.

This is indicative of our ability to co-operate with publishers, not only in securing national advertising, but in improving their publications so as to make them better, stronger and more desirable mediums in the eyes of the reader and space buyer.

We have a proposition for publishers who maintain their rates and guarantee their circulation and who are looking for an out-of-the-ordinary sales service which secures constantly increasing results.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representative

15 E. 26th St.	Harris Trust Bldg.	Waldheim Bldg.	Monadnock Bldg.
NEW YORK	CHICAGO	KANSAS CITY	SAN FRANCISCO

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ADVERTISING AGENT HOLDS MOST VITAL PLACE IN BUILDING NEWSPAPERS

Some Facts and Thoughts for Consideration of Publishers —How the Agency Earns Its Commission.

BY JASON ROGERS

ARTICLE XI

SEATED comfortably in his office chair in a distant city—we will say in Dallas, Texas—a newspaper publisher may be pictured as reading the offering of an advertising contract from a reputable advertising agent in New York covering the advertising of a firm of corset manufacturers, which we will say formerly used general mediums exclusively.

The proposed contract is at regular rates for the space desired, the request for position on optional days are not unreasonable, but Mr. Publisher is seriously considering how he can find a way to escape commission allowance to the agent.

To him it is a matter of indifference how much time and money the agent may have put in developing the account and he considers it "purely a matter of business," for does not the agent get 15 per cent on the total of outlay, net? So Mr. Publisher is quickly trying to get his gross rate for his net.

Not a Square Deal

Mr. Publisher thinks he is smart when for any reason he can get that 15 per cent higher rate and ignores all the bother and annoyance caused the agent in the circumstances. Numerous experiences of the kind very naturally make the agent prefer to do business with the magazines.

In many cases the publisher gets his chance to sidestep commission allowance when the agent places business to go over the signature of local dealers handling the line—the very best and most effective sort of advertising—and calls it local business on which he of course pays no commission.

Even where the business is to be paid for fifty-fifty, half by the manufacturer and half by the local dealer, the payment of commission to the agent on the half paid for by the manufacturer never impressed me as being a square deal to the man developing new business for the newspaper.

If all our newspapers sold advertising as commodity, at the same rate for like service to all comers, how simple the whole process would be, but it will probably take years of education to produce such a result.

Many newspaper publishers years ago decided that it cost them more money to handle foreign advertising than local which in many cases is not the true situation, and go blindly ou worshipping false gods.

Protect the Agent

If they would but draw the line for a start at a point where local wholesale purchasers of space start,—begin, say 30,000 or 50,000 line users on net rates —and bring local rates up to foreign gross rates and absolutely protect advertising agency service for the multiplicity of small accounts using less than 30,000 lines in a year, they would I am sure be taking an enormous step forward.

In recommending this I am not advocating anything that I have not demonstrated in real life by the New York Globe, with great success. Automatically and without design the process has worked out until it is now nearly proof.

It matters not to us today whether a big local advertiser buying space at wholesale rates desires to avail himself of agency service or not. If he buys direct he gets the net rate. If he buys through an agent, the agent pays us the same net rate and charges his commission on top of it to the manufacturer or advertiser.

We absolutely protect the advertising agent by refusing to quote a net rate to anyone using less than 50,000 lines a year. As a matter of fact we prefer that all local business, other than that of the large local shops, come to us through agents because in that way they secure the benefit of agency service, and we have a double financial responsibility back of the order.

If an outside account comes to us to be paid fifty-fifty by the manufacturer and a local dealer who is not a local wholesale space buyer trading on a net basis, or the customer of another agent, we will gladly pay the placing agent full commission on the business because we want to give the man who produces business for us full compensation for the service he has rendered.

If the newspapers of the country and particularly those in the larger cities were to make an accurate survey of what it costs them to develop and handle small local business, soliciting, the setting, re-setting, the pulling of extra proofs, messenger service, bad bills, etc., etc., they would find that it figured a higher percentage than they pay for agency service.

Besides this it is good business for us to put our houses in order against those advertisers smart enough to clear their business through local dealers at lower net rates than they can secure through the agent and special representative.

Just for a moment let us consider what the agent developing an account for us is up against and what he may spend on it or invest before he plants a line of copy and secures any compensation from the advertiser.

In the first place the account must be set on its feet, so to speak. That is after the prospect arrives, ready for treatment. The would-be advertiser must be shown that in order to start organizing a national campaign he is entering upon a serious business and that to enter the lists in a half-hearted way means probable failure to attain the results that are sought.

Before attempting to outline any campaign the well-equipped space-selling agency will carefully check up the prod

(Continued on Page 22)



Father Bear, Cuffy Bear and little sister Silkie.

A sample of the work of H. L. Smith, illustrator of

THE BAILEY CHILDREN SERIES

Being

The Tales of

Cuffy Bear *Frisky Squirrel*
Jolly Robin *Billy Woodchuck*
Jimmy Rabbit *Freddie Fox*

etc., etc., etc.,

Your careful, thorough investigation and comparison of this feature will show you its excelling merit, quality and pulling power.

IT'S WORTH YOUR WHILE TO WIRE FOR SAMPLES

TYPICAL USERS:

Evening: Boston Globe
Dallas Journal
Morning: L'av'le Courier Journal
Pittsburg Dispatch
Sunday: Brooklyn Eagle
Detroit News

Metropolitan Newspaper Service

432 Fourth Ave., New York

Comprehensive advertising material furnished with this feature.

WORCESTER NEWSPAPERS

MASSACHUSETTS

Publishers' Statements of Average Circulation for SIX MONTHS Ending September 30, 1919
REQUIRED BY ACT OF CONGRESS, AUGUST 24, 1912

Telegram 34,410
Gazette 26,048
Post 23,021

The Telegram is Represented in the Foreign Field by

Lane Bryan Inc.

NEW YORK CHICAGO
DETROIT BOSTON

More Display Advertising
——6 Days a Week——

More Display Advertising
——7 Days a Week in——

THE BALTIMORE NEWS

Than in Any Other Baltimore Paper

Six days a week The NEWS carried in September 2,152 columns of paid display advertising against 2,048¾ for the 2nd paper (evening); 1,065½ columns for the 3rd paper (morning); 743¼ columns for the 4th paper (evening) and 598½ columns for the 5th paper (morning).

Seven days a week The NEWS carried 2,717½ columns of paid display advertising compared with 2,525 columns for the 2nd paper (morning) and 1,446¼ columns for the 3rd paper (morning).

Not only that but The NEWS is gaining in total advertising more rapidly than any other Baltimore paper.

Six days a week The NEWS in September gained 1,014½ columns as compared to 975 columns for the second paper (evening); 611½ columns for the 3rd paper (morning); 177 columns for the 4th paper (evening) and 144 columns for the 5th paper (morning).

Seven days a week The NEWS gained 1,158¼ columns as compared to 951 columns for the 2nd paper (morning) and 326½ columns for the 3rd paper (morning).

Included in the figures of another Baltimore paper **claiming** leadership in the Baltimore field is its entire classified section repeated in its afternoon paper without extra charge—sold as ONE paper, counted SEPARATELY!

Also all National advertising sold as one paper measured as two. Also thousands of dollars' worth of medical and other advertising of a type which the News has refused.

Or, in the words of The Detroit News, commenting on one phase of this situation, a paper hundreds of miles from Baltimore but still near enough to feel misleading comparisons:

"NOTE.—The Baltimore Sun . . . are not included in the above list as their . . . lineage is the aggregate of two editions per day and largely consists of the same advertising duplicated and carried over from the morning to the evening edition or vice versa; . . . which makes comparison with other daily newspapers impossible."

DAN. A. CARROLL
Eastern Representative
Tribune Building
New York

FRANK D. WEBB
Advertising Manager

J. E. LUTZ
Western Representative
1st Nat. Bank B'ldg
Chicago, Ill.

24,773,122 LINES GAINED BY 89 NEWSPAPERS

Only One Shows Loss in 18 Cities During September—New York Gains 30 Per Cent. Over Past Six Years

Eighty-nine newspapers in 18 cities of the United States made a net gain of 24,773,122 lines of advertising during the month of September, 1919, as compared with September, 1918, according to the statistical department of the New York Evening Post. The total lineage for September of this year was 78,959,-524 lines, and last year's was 54,186,402 lines.

Of the 89 papers listed, only one showed a loss.

The statistics follow:

	1919.	1918.	Gain.
New York	15,818,819	8,745,834	3,572,985
Birmingham	2,231,598	1,450,992	780,606
Chicago	6,045,978	4,912,881	2,033,097
Philadelphia	7,307,218	5,861,866	1,445,352
Los Angeles	3,208,266	2,171,714	2,036,552
Baltimore	4,191,378	3,228,876	1,062,502
Detroit	4,567,878	3,089,422	1,478,456
Cleveland	4,465,376	3,909,709	1,275,675
Washington	3,709,980	2,808,187	901,793
Buffalo	3,036,646	2,509,182	1,127,464
St. Louis	5,647,461	4,457,477	1,189,984
San Francisco	2,873,248	2,035,334	837,914
Minneapolis	2,200,054	1,208,466	785,153
Indianapolis	3,115,560	3,020,967	1,094,593
Milwaukee	2,847,464	1,840,201	1,166,263
New Orleans	2,941,414	1,661,401	1,279,928
St. Paul	2,132,266	2,244,240	1,076,074
Cincinnati	2,995,200	2,000,100	935,100
Totals	78,959,534	54,186,402	24,772,132

New Yorks' newspapers in making their gain of 3,872,985 lines, printed 11,496 pages during September, 1919, as compared with 9,104 last year. The New York Times led with 1,252 pages, followed the World with 1,126 and the Brooklyn Eagle with 978 pages.

Big Gain Over Past Six Years

September advertising this year has made a leap of about 33 per cent when compared with the totals for the month since 1913. Except that the figure for the New York Commercial are not included in the tabulation for 1913 to 1916 inclusive, the following figures are from the sixteen morning, evening and Sunday newspapers:

1919	12,618,819
1918	8,745,834
1917	8,908,226
1916	8,234,074
1915	7,852,313
1914	7,303,646
1913	8,499,182

All N. Y. Papers Show Gain

Evening newspapers in New York published a total of 5,964,181 lines during September, 1919, compared with 4,070,989 during the same month last year. The morning papers topped this with comparative figures of 6,620,638 lines and 4,674,845 lines for 1919 and 1918, respectively, and the Sunday newspapers brought up the rear with the modest totals of 3,081,172 lines for September, 1919, and 2,525,584 lines for 1918.

ANOTHER FOR GOULSTON

Will Have Full Charge of Hovey Company's Advertising

Boston, Nov. 7.—Under the reorganization of the C. F. Hovey Company, the direction of advertising has been given into the hands of the Ernest J. Goulston Advertising Agency, Inc., this city, Mr. Goulston acting personally as advertising counsel, with J. S. Batt in direct charge.

Miss Edna Foster, formerly engaged in an editorial capacity with Youth's Companion, has been retained to prepare copy. J. E. Robertson is in charge of layouts and production work and Miss K. M. Healy is doing the art work.

NEWMYER RECEIVES HANDSOME PRESENT



THE handsome silver service gift to Arthur G. Newmyer, associate publisher of the New Orleans Item, from the Associated Advertising Clubs of the World, which was presented in appreciation of his services as their Southern vice-president and as general director of arrangements for their splendid New Orleans convention last September, has been completed, and is now in the proud possession of the Newmyer household.

This is the first photograph of the service, taken especially for EDITOR & PUBLISHER, and should be especially interesting to all A. A. C. W. members, in view of the fact that they really voted to give Mr. Newmyer a loving cup. But after the convention, William C. D'Arcy, chairman of the gift committee, decided that a silver service, appropriately inscribed with the Truth Emblem of the Associated Clubs, would be more useful and appropriate. So the change was made.

Since the Ad Clubs' convention, the business men of New Orleans have also presented Mr. Newmyer with a chest of silver in appreciation of his efforts in bringing the convention to their city.

Several innovations in department store copy are being used, notably a standard border for all copy and an extensive use of full-pages in rotogravure. Louis F. Rivers is general manager of the Hovey Company.

Business Papers Editors' Meeting

A special meeting of the editors of the Associated Business Papers will be held today at the Hotel Astor, New York, at 10 A. M., to consider the formation of an editorial section of the A. B. P.

CONDENSED FICTION

Full of Action

Well and Fully Illustrated.

NOVEL-A-WEEK, Feature No. 2

Start it Sunday or Monday and Finish it on Saturday of every week. Something to advertise every week.

Any Length and to Meet Any Requirements

In copy with mat of title and illustration.

A Large Number of Illustrated Stories

running from 1,000 to 100,000 words, among which are stories by

Robert W. Chambers
Sir Gilbert Parker
Rex Beach
F. Hopkinson Smith
Jack London
George Randolph Chester
Gouverneur Morris
Hall Caine
Mary E. Wilkins Freeman
Gillette Burgess
Jacques Futrelle
Wm. Hamilton Osborn
H. G. Wells
Ellis Parker Butler
Arthur Stringer
John Kendrick Bangs
Newton Fuessle
George Ade
Carolyn Wells
Edith Sessions Tuppere
Edwin L. Sabin
John Strange Winter
Edgar Wallace
Frank Stanton, Jr.
Robert Barr
Roy Norton

See our catalog and price-list.

THE SLOAN SYNDICATE, Inc.

1834 Broadway **New York, N. Y.**

WEB PRESSMEN PLAN NEW INTERNATIONAL

Boston Newspaper Press Hands Vote in Favor—National Convention Will Be Held in St. Louis November 17

BOSTON, Nov. 10.—Members of Web Pressmen's Union No. 3 voted yesterday to form an international union of web pressmen's unions of the United States and Canada. The newspaper pressmen are now members of the International Printing Pressmen and Assistants' Union, which comprises also the men employed in magazine, book and job shops.

The new union was first suggested by the Detroit newspaper pressmen on September 8, and a referendum is being taken throughout the country on the question.

Laws for the new international union will be drawn at a convention of web pressmen in St. Louis on November 17.

Kane Back at Missouri

MARYVILLE, Mo., Nov. 8.—Charles E. Kane, of this city, for the past two months city editor of the Democrat-Forum, will take up his duties on Monday as publisher of the University of Missourian. Mr. Kane was a graduate of the school of journalism of the Missouri University in 1915, and for two years was a member of the faculty. He then went to France as a member of the university ambulance corps.

Keeping Up With The Times

A FACT A WEEK

October was another record breaker.

Told in the cold and exact language of figures, the advertising growth of The Times is represented by a gain of 180,930 lines in October over the corresponding month of 1918. This means a gain of 644 columns, or more than 20 columns a day.

It must be remembered, too, that The Times refused a considerable amount of advertising offered it—advertising that is objectionable in character of product or claims or that is apparently fraudulent. For example, in the first two days of November, The Times has declined nearly 6,000 lines of advertising that has appeared elsewhere in Washington.

The Washington Times
WASHINGTON, D. C.

Digitized by Google



I am the composite automobile advertiser.

I am strong for Baltimore because Baltimore is strong for me: 35,000 families own cars—one out of every four on a five-persons-to-a-family basis. In Maryland—second state in good roads—every fourteenth person owns a car. Building permits show Baltimore spent $1,129,762 (contractor's figures estimated 20% under actual) on 1912 new garages from January to September 30, this year. Baltimore is buying cars and everything that goes with them.

During the first nine months of 1919, I placed 61.1% of all my advertising in Baltimore with the Sunpapers—2.1 times as much with the Sunday Sun as with the second Sunday paper—3.6 times as much with the Morning Sun as with the second morning paper—a preference clearly indicating the Sunpapers' lead in results.

Twenty automobile advertisers in Baltimore use the Sunpapers only—logically because

Everything in Baltimore Revolves around the Sun

Digitized by Google

TIPS FOR AD MANAGERS

BLACKMAN-ROSS COMPANY, 95 Madison Avenue, New York. Placing account of Foamite Firefoam Company.

GREIG & WANN, Monroe building, Chicago. Will make up lists within next thirty to sixty days, using newspapers, for Cohn, Rissman & Company.

F. WALLIS ARMSTRONG COMPANY, North American building, Philadelphia. Will make up lists during December, using newspapers for Antonio Roig & Langeforf.

FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York. Will make up lists during January, using newspapers for Bradley Knitting Company.

BUCK & HAMMERSLEY, Astor Trust Building, New York. Will run extensive campaign before holidays, followed by regular schedule in 1920 in magazines and newspapers for Warner-Patterson-Perry Company, Chicago, "Warner Shaving Brush."

CRAWFORD AGENCY, 612-618 Maison Blanche building, New Orleans. Making up daily newspaper schedules for Mackie's Pine Oil Remedies.

W. B. HANKINS COMPANY, 120 Erie Street, Toledo, Ohio. Sending out copy for "Mormilk" Ready Ration Dairy Feed, put out by Interstate Feed Association, Toledo, Ohio; also copy to juvenile publications for use of bicycle horns, manufactured by the Seiss Manufacturing Company, Toledo, Ohio, announces following list of clients: Seiss Manufacturing Company, Toledo, O. (mechanical horns for trucks, automobiles, motor boats, motorcycles and juvenile vehicles); Diller Manufacturing Company, Bluffton, O. (thermatic fireless cook stoves); Giant Tire & Rubber Company, Findlay, O. (tires); U.S. Mop Company, Toledo, O., "Redcedar Line" mops and polishs; Tire In-Sole Manufacturing Company, Findlay, O. (puncture proof device for tires); A. C. Toyt & Company, Fostoria, O. (hog feeders); Interstate Feed Association, Toledo, O. (dairy feeds and hog feeds); Moore Laboratory Company, Findlay O. (household cleaning products); Reidon Company, Toledo, O. (electric fixtures).

D'ARCY ADVERTISING COMPANY, International Life building, St. Louis, has been placing copy in the newspapers there seeking to enlist recruits in the National Guard.

CHAPPELOW ADVERTISING COMPANY, International Life building, St. Louis, placing copy in newspapers for the Third Red Cross campaign.

FRED M. RANDALL AGENCY, Lytton Bldg., Chicago. Placing orders for 1920 for "Diamond T" Motor Car Company, Chicago; sending out 5000-line contracts to newspapers in Middle West for "Shine Off", manufactured by the Utility Products Company, Chicago; making up list for Milwaukee Motor School.

FREEMAN AGENCY, Mutual Building, Richmond, Va. Sending 168-line copy to Eastern and Western farm papers and 378-line copy to Southern farm journals and weeklies for the F. S. Royster Guano Company on fall and spring advertising.

CIRCULATION NOTES

Walter S. Lang, the last member of the fighting family of the Houston Chronicle, has returned from overseas service and resumed his former position of superintendent of the mailing department.

Prizes aggregating $150 in cash and $250 in merchandise will be awarded at the cooking and home-making school being conducted in St. Paul, Minn., by the Dispatch-Pioneer Press.

The St. Paul Daily News offers prizes for children of school age who will draw Thanksgiving pictures for the children's page.

The newsboys of Houston, Tex., will have reason to rejoice on Thanksgiving Day, for the social workers of the First Baptist church have invited them to a big dinner at the church.

The St. Paul Daily News offers prizes to children identifying the largest number of trees in the vicinity in a contest being conducted by the public library.

The Raleigh (N. C.) Times last week distributed a large part of its circulation on several days by airplane. John A. Park, publisher of the Times, accompanied the aviator on one trip.

John A. McNeil, former circulation manager of the Bridgeport (Conn.) Post and Telegram, has returned to Bridgeport to conduct a circulation campaign for the Post Publishing Company.

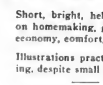
A committee of nine men and women has been appointed to formulate plans for the revival of the St. Paul Newsboys' Club.

Fred S. Stone, circulation manager of the Brooklyn Citizen, has been made chairman of the membership committee of the New York State Circulation Managers Association.

H. V. Parratt has been appointed circulation director of the Oakland (Cal.) Enquirer. Mr. Parratt was formerly with the Enquirer as a youngster and since then has been on the Alameda (Cal.) Argus, Oakland Tribune, El Paso Times, San Antonio Express and Salina Daily Union.

The approaching marriage of Patrick M. Derrick and Miss Elizabeth Ruth Lambert, both of High Point, N. C., is announced. Mr. Derrick is circulation manager of the High Point (N. C.) Enterprise.

J. Harrison Platt, Milwaukee, circulation manager for a Chicago newspaper, has been taken to an Escanaba (Mich.) hospital suffering from concussion of the brain. He was thrown from the sidecar of a motorcycle near Powers, Mich.



Short, bright, helpful chats on homemaking, good taste, economy, comfort, charm.

Illustrations practical, striking, despite small size.

Another user: Phila. Record.

Telegraph for latest samples.

Metropolitan Newspaper Service
432 Fourth Ave., New York

Comprehensive advertising material furnished for this feature.

WOODSIDES OF WINNIPEG IS SON OF PLAINS

C. G. WOODSIDES, new circulation manager of the Winnipeg Telegram, is a son of the Canadian plains that are rapidly being turned into summer fields of golden grain, he having been born at Portage la Prairie, Man.



C. G. WOODSIDES

Portage la Prairie is only 56 miles west of Winnipeg, and it was there that he received his early newspaper training. That training was pretty thorough as is indicated by the many positions which he held all at one time during the five years he worked on the Daily Graphic.

He was acting business, circulation and advertising manager, and collector and attended to various other odd jobs about the plant. For one year after leaving Portage la Prairie he was on the advertising staff of the Henderson City Directories with headquarters in Winnipeg.

Through the efforts of R. S. Hamilton, then circulation manager of the Winnipeg Telegram, Mr. Woodsides was appointed circulation manager of the Regina Daily Province. Six years later he left Regina for Calgary to become circulation manager of the News-Telegram. He remained in that city three years during which time the News-Telegram changed ownership and name, becoming the Calgary-Canadian, and finally suspended.

Mr. Woodsides then went to the Edmonton (Alberta) Bulletin where he had been only a few months when the Winnipeg Telegram asked R. S. Hamilton, now circulation manager of the Toronto Saturday Night, to recommend some one for his old position. His thoughts immediately turned to the man he had sent up to Regina and Woodsides got the job.

Agency Leases Whole Building

COLUMBUS, OHIO., Nov. 8.—The Arthur M. Crumrine Company has purchased a 99-year lease on the building at 39 to 47 West Long street. Land and building represent an investment of $100,000. The sixth and seventh floors will be remodelled for occupancy by the Crumrine agency.

'Phone Page Draws Big

OTTAWA, ONT., Nov. 12.—The Citizen's latest "special" is a Telephone Page, comprised of 52 spaces sold for 52 weeks. Each space contains a small cut of a 'phone. C. W. Pomeroy put it over.

THE NEWS

In Denver and the Mountain States

The name of one newspaper is always spoken whenever the city of Denver is mentioned.

It is the newspaper that was born and made its reputation in the days of the pioneers, and it has held its prestige to the present day.

Now that Denver and the Mountain States are a rich and prosperous section of the country, that newspaper stands supreme in the morning field in Colorado.

The reason is obvious; the interests of the community always come first, and its columns reflect cleanliness and just dealing to all.

Advertisers naturally wish to reach a class of people that are attracted by this type of newspaper.

The Rocky Mountain News

Only Morning Newspaper in the City of Denver

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit.

The Shaffer Group

Rocky Mountain News — Denver Times
Indianapolis Star — Muncie Star — Terre Haute Star
Chicago Evening Post — Louisville Herald

THE NEWS

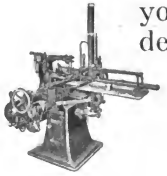
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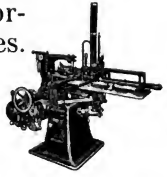
The Southern Newspaper Publishers' Association has a membership of 149 daily newspapers. These

149 Newspapers Now Use 42

Monotype Type-&-Rule Casters

THE MONOTYPE NON-DISTRIBUTION SYSTEM is especially adapted to the small newspaper, because it makes possible handling more ads with the regular force—and it saves all the money you now pay for type, borders, leads, slugs, and rules.





NEW YORK BOSTON

Lanston Monotype Machine Company

CHICAGO TORONTO

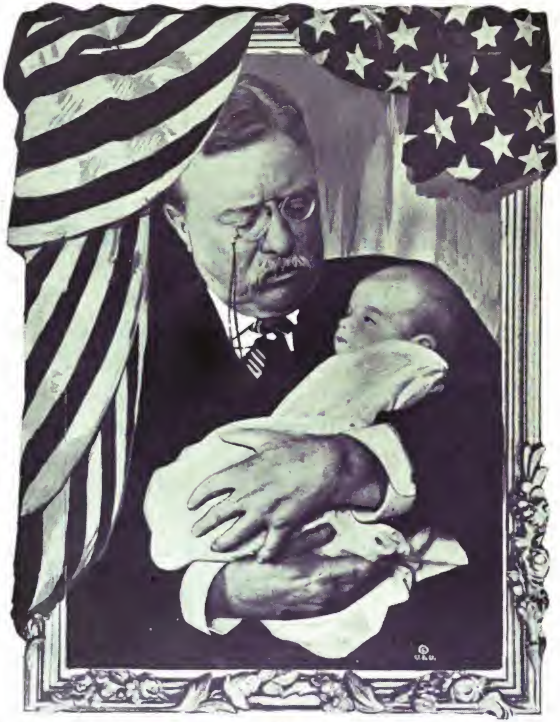
PHILADELPHIA

Monotype Company of California, SAN FRANCISCO

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Digitized by Google

The Greatest News



Behind the Curtain—Roosevelt the Father.

We have known him heretofore as Statesman, Explorer, Orator, Naturalist, Plainsman, Soldier, Writer and Editor

Digitized by Google

Feature of a Century!

WRITTEN BY THE GREATEST MAN OF THE CENTURY.

Theodore Roosevelt's Letters to his Children.

Behind the curtain of his home life Roosevelt was as great a father as he was great before the nation and the world.

Here we have an intimate revelation of the human heart of Roosevelt. Every American wants to read these letters—tender, amusing, inspirational.

He himself said, "I would rather have this book published than anything that has been written about me."

This exclusive feature is a part of the regular N. E. A. Service.

WRITE OR WIRE

NEWSPAPER ENTERPRISE ASSOCIATION

A Service—not a syndicate

CLEVELAND, O.

Digitized by Google

GETTING STARTED IN NEWPORT NEWS

Company to Publish Daily Record Incorporates, Acquires Building and Is Installing Complete Plant

WASHINGTON, Nov. 10.—The Newport News Record, evening and Sunday morning, the preliminary plans for which were recently noted in EDITOR & PUBLISHER, will begin publication on or about January 1, at Newport News, Va. It will be published by the Record Publishing Corporation, with authorized capital stock of $100,000, and its officers are as follows: Allan D. Jones, president; C. G. Marshall, vice-president and editor; D. L. Flory, secretary-treasurer and business manager. These, with W. E. Barrett and D. H. Robishaw, constitute the board of directors.

Mr. Jones is a successful lawyer of Newport News, and a former vice-president of the Virginia Bar Association. Mr. Marshall was formerly news editor of the Southern Division of the Associated Press for many years and more recently a member of the Washington staff of the Philadelphia Public Ledger.

Mr. Flory is vice-president of the Peninsula Bank and Trust Company of Williamsburg, Va. Mr. Barrett is a successful lawyer and director of the Citizens and Marine Bank of Newport News. Mr. Robishaw is a member of the ship chandlers firm of Robishaw, Winslow & Co., and has the distinction of being one of the first men in the United States to go in for flying as a sport, owning his own airplanes.

The Record has acquired its own building, and recently took over the complete plant of the Taunton (Mass.) Press, which is now being installed. It will receive the full leased wire service of the United Press Associations for both the afternoon and Sunday morning editions.

ADVERTISING AGENT IS VITAL TO NEWSPAPERS

(*Continued from Page 14*)

uct from every possible angle, marketability, price, package, territories for most promising preliminary trial campaigns, competition and a score of other factors.

Successful experience in introducing other products forms a most valuable factor in effective agency service. After the preliminary survey, the next step in many cases is to make up an estimate regarding a budget to care for the proposed campaign for say three years.

Long drawn out conferences, frequent trips with car-fares, hotel bills and other expenses are usually necessary to convince those back of the product that they are in for a man-sized job and cannot expect to make heavy dent in an already crowded market by using putty blowers.

After the prospect has reached the stage of appropriating sufficient money to pay the piper, the second stage of the process is reached. The agent must then carefully consider possible improvement in package, price of goods, and other underlying merchandising problems, as preliminary to preparation of copy, dealer helps, distribution and other factors.

The agent must develop his campaign so that it will be sure-fire or he will lose the account to another who will. The agent can scarcely come out with a profit on one year's campaign His long range success is dependent upon establishing a group of profitable and constantly growing accounts. His success is tied up with the success of his accounts.

If the proposed advertiser is a large concern with fairly wide distribution in many cities, the agent has an entirely different proposition from that involved when the concern is smaller and will only appropriate enough money for a local demonstration.

Not one concern in fifty which has not advertised has a wide enough distribution to be started in the general mediums. Many have tried it and sunk fortunes trying to accomplish the impossible, with just enough breaking through through sheer force of merit and money to lure others to their doom.

Co-operation Necessary

If the agent is up-to-the-minute and the client provides the sort of co-operation that is required, he will when he has sufficient part of his campaign blocked out, through salesmen and special field men and investigators, cover territories where he thinks he can accomplish greatest results.

In these chosen spots he will make his contracts for newspaper space, localized over the signature of local dealers who have stocked up with the goods whenever possible, arrange for billboard, car signs, sampling and any other phase of supplementary promotional work that is decided upon.

Gradually in circle after circle the talent and merchandising organization erected by the agent and the manufacturer will secure and dominate every available basic market for the goods, leaving the smaller and less promising markets for the secondary step of the general campaign.

Not until the product has thus been introduced in at least sixty of the great natural market places and centers of population can the advertiser afford to start on the second stage, the use of general mediums to supplement and glue together, so to speak, all the previous efforts and reach spots and corners too remote for intensive stimulation.

Of course, there are products which may be more easily introduced through the smaller cities in various sections of the country, growing gradually strong enough to tackle the larger markets as a second stage, and then as a third stage made to include the general mediums for general publicity.

Meanwhile the agent is continuously on trial. He has invested time and money far beyond what his commissions will produce until he gets things going on a smooth keel, and is up against the sharpest kind of competition from other agents seeking to get the account away from him.

The West Virginian

Fairmont, W. Va.

The Evening Newspaper In The Heart Of Northern West Virginia's Oil, Gas, Coal And Industrial Region—And Invaluable To National Advertisers.

Member A. B. C.

Represented by
ROBERT E. WARD
New York & Chicago

Under these conditions many newspapers of the country meet this concern that is honesty working to produce new business for them with the icy hand and every possible resistance, dubbing him as a parasite, an unnecessary middleman, etc., etc.

In the absence of the service performed by the advertising agents, I think I am safe in stating that it would cost the newspapers of the country twice as much money as is represented in commission allowances, which are paid by the advertiser as previously explained to accomplish a less satisfactory result.

After years of experience in the newspaper business, I know in many cases we frequently spend almost as much money to get certain new business as we get out of it, and yet many of us are finicky when men in the agency business ask a livable commission allowance on business which they bring us and guarantee.

If the agents handled only newspaper advertising they would be compelled to demand a larger commission allowance than they now receive from the advertiser to make both ends meet They make a much larger percentage of the commission earned on other forms of advertising than on newspaper advertising.

To me at least it seems absolutely ridiculous that we should seek to prevent the growth of an effective service between us and our customers.

QUESTIONS AND ANSWERS

BY JASON ROGERS

Q.—By what right do you assume the privilege of making up lists of newspapers and recommending their use by advertisers in preference to others? You are not a space buyer nor an agent. I can prove the overwhelming superiority of our newspaper over the one you have recommended and know of other errors in your list. A. A. A.

A.—This is merely the growl of one of the 1,800 daily newspapers of the country that I could not include is my list of 308 newspapers listed for the purpose of showing national advertisers the effectiveness of newspaper advertising.

If I had included every newspaper in the country, which I would like to have done, my list would have been too cumbersome to drive home my point. I started out to show how many newspapers could be used for certain combined rates.

If A. A. A. would but take the trouble to read my article in EDITOR & PUBLISHER of August 28, and to make himself familiar with the fight I have been making for many years in the interest of newspaper advertising for all newspapers he might forget selfish desires long enough to see straight.

"America's Largest and Best Newspaper Industrial Advertising Agency"

If You Need More Lineage

—it will be worth your while to consider our Weekly Industrial Review Page as a permanent Monday or Saturday feature with its additional ten thousand lines of advertising every month in the year.

Our representative will call on request.

John B. Gallagher Company
Home Office
Ninth Floor, Dexter Building
Boston

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NEW YORK STATE DAILY NEWSPAPERS

THE community spirit of almost all cities is reflected to a greater or less extent by the daily newspapers they support.

Most cities are cities because they are made up of people who are never satisfied—not dissatisfied, you understand, but not satisfied—people who are continually striving for more, for newer, for better things.

They have the community spirit—the glad hand for the stranger—the help one another idea—the get-together-and-boost feeling—and such feeling is reflected by one or more of the daily newspapers published in each such city.

Take, for instance, these daily newspapers published in the state of New York.

They are representative, progressive, alert, willing and anxious to welcome and cooperate with the stranger within their gates. They know and understand that this spirit, put into practice, puts their cities on the map.

These daily newspapers are joined together in an invitation to national advertisers to take advantage of the service they have to offer---to create and maintain markets---to make local advertising out of national advertising---to link up with "home folks" and become acquainted.

Look at these circulation figures. Look at these rates. Realize that, as merely bulk circulation this is a good buy---and with the cooperative spirit back of this circulation it is good business.

	Circulation	2,500 lines	10,000 lines
**Albany Knickerbocker Press (M)	33,559	.07	.07
**Albany Knickerbocker Press (S)	43,857	.07	.07
Auburn Citizen (E)	7,304	.025	.025
Brooklyn Daily Eagle (E)	45,844	.18	.18
Brooklyn Daily Eagle (S)	68,457	.18	.18
Brooklyn Standard Union (E)	54,559	.15	.15
Brooklyn Standard Union (S)	58,347	.15	.15
Buffalo Courier & Enquirer (M&E)	75,316	.14	.12
Buffalo Courier (S)	114,431	.17	.15
Buffalo Evening News (E)	94,312	.16	.16
Buffalo Evening Times (E)	64,718	.10	.10
Buffalo Sunday Times (S)	72,550	.10	.10
Corning Evening Leader (E)	7,000	.025	.025
Elmira Star-Gazette (E)	23,469	.07	.05
‡Glens Falls Post Star (M)	8,000	.03	.03
Gloversville Leader-Republican (E)	6,000	.02	.02
Gloversville Morning Herald (M)	6,245	.03	.02
Ithaca Journal (E)	6,252	.025	.025
Jamestown Morning Post (M)	9,240	.025	.025
Lockport Union Sun and Journal (E)	7,682	.025	.025
Mount Vernon Daily Argus (E)	6,421	.02	.02
Newburgh Daily News (E)	10,003	.05	.03
New York American (M)	301,792	.55	.43
New York American (S)	875,948	.90	.80
New York Globe (E)	188,780	.39	.36
†New York Herald (M), †New York Herald (S)	109,287	.50	.45
New York Evening Journal (E)	685,428	1.00	1.00
New York Post (E)	30,026	.25	.20
New York Sun (M), New York Sun (S)	131,951	.39	.36
New York Sun (E)	198,491	.42	.38
†New York Telegram (E), †New York Telegram (S)	181,519	.39	.36
New York Morning Telegraph (M)	52,103	.20	.17
New York Morning Telegraph (S)	56,289	.30	.255
New York Times (M)	339,856	.50	.485
New York Times (S)	501,854	.55	.5325
New York Tribune (M)	118,386	.32	.28
New York Tribune (S)	108,999	.32	.28
New York World (E)	339,109	.50	.48
New York World (M)	370,289	.50	.48
New York World (S)	578,789	.50	.48
Niagara Falls Gazette (E)	12,521	.035	.035
Poughkeepsie Star (E)	9,674	.0321429	.03
Rochester Herald (M)	31,210	.06	.06
Rochester Times-Union (E)	62,733	.16	.14
**Schenectady Union-Star (E)	17,600	.06	.04
Staten Island Daily Advance (E)	4,500	.0275	.0225
Syracuse Journal (E)	45,803	.08	.08
*Troy Record (M&E)	24,913	.05	.05
Utica Daily Press (M)	21,095	.05	.045
Yonkers Daily News (E)	3,700	.03	.03

Government Statement, October 1st, 1919.
**Government Statement, April 1st, 1919.
*A. B. C. Report, October 1st, 1919.
‡Publishers' Statement.
†Seven Day Average.

Total Circulation 6,651,171

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EDITORIAL



FACING THE SITUATION

THE special meeting of the American Newspaper Publishers' Association, convened by call of President Glass at the Waldorf-Astoria yesterday, is as important to the American people as a whole as an extraordinary session of the Congress.

Indeed the problem which brings together at this time the publishers of the country may well be considered a national problem, for it has to do with a situation which threatens the very existence of hundreds of newspapers and the welfare of every newspaper in the land.

Readers of EDITOR & PUBLISHER have been informed, week by week, of the growing seriousness of the newsprint shortage. They are aware that the consumption, throughout the year has been greater than the production, depleting to the vanishing point normal reserve stocks. It has been made plain to all that unless the publishers of the country should adopt common policies of conservation, thus arbitrarily reducing consumption, a paper famine was inevitable.

Yet, broadly speaking, the publishers have failed thus far to adopt common policies of curtailment. There has been a tendency among them to view the situation as one calling only for individual action. In other words, the publisher who believed that he had provided for his own newsprint requirements did not feel that the difficulties of his contemporaries were in any sense his affairs. This short-sighted attitude could but lead to such a condition as now confronts the whole body of publishers.

This narrow view, of course, has not controlled all publishers with an assured supply of paper. The Chicago Tribune, having its own mills and not under compulsion as to restriction in the use of paper, sets an admirable example by limiting the sizes of week-day issues to an arbitrary standard. This policy involved for the Tribune the omission from its issue of November 6 of 61 columns of advertising.

The Tribune calls upon its advertisers to temporarily entail space in the common interest, in order that all advertisers may be able to secure representation. This spirit and policy of patronage somewhat rare in the conduct of newspapers in the past, but after all amounting only to sensible discretion just now.

The special meeting of the A. N. P. A. should result in the adoption of definite conservation policies, on a standardized schedule, by every member of the organization. Ways and means must be found by which the service value of our newspapers shall not be seriously impaired, while permitting material reduction in the amount of paper consumed. As all costs are still mounting, revenues must be increased. This means three-cent papers and it means substantially higher rates for advertising.

Sensible restriction of sizes of issues, carried out in good faith by the dominant publishers of the country, will relieve the present shortage of paper. And that is an end which must be achieved without delay if disaster is to be avoided.

JAMES O'SHAUGHNESSY suggests that newspapers convert their congressmen to the plan of paid advertising for all Government Departments—to an advertising policy on a business basis and divorced from politics. Such a governmental policy must be formulated if we are to keep step with world progress. But experience shows that it will come about only through convincing the representatives in the Congress of its wisdom and necessity. The present Congress does not believe in a paid advertising policy for Uncle Sam. Its members have not considered the matter to be one of importance, or as touching national interests in any broad way. They should be educated by our newspapers.

ONE "bad actor" among a local group of publishers usually prevents the others from getting together as to common policies of paper economies. This presents a psychological problem—and the answer is: Ignore the waster and "get together."

A SIGN OF THE TIMES

THE Convention of Clients of the George Batten Company, held in New York Thursday and Friday of last week, at the Hotel Commodore, brought together representatives of 89 business organizations engaged in non-competitive lines.

The Batten clients represented fourteen states and one territory of the United States. New York stood at the head of the list with 31 firms, 22 of these in New York City; Massachusetts was second, with 24; Pennsylvania third, with 12.

The program of the convention was admirably conceived and carried out without a hitch. Morning and afternoon executive sessions were held on both days, and addresses were made by fifteen different captains of business and specialists in merchandising and advertising. The subjects were timely and vital, having to do with problems of the hour—problems which call for super-common sense in those dealing with them. Few of these addresses dealt with advertising primarily, while all of them had to do with advertising in its relations to industrial and business development.

A striking feature of the convention was the exhibit of products by clients of the Batten clients. This exposition was the most extensive ever made of nationally advertised goods—no two lines of a competitive character. It was a visualization of the manufactured products of leading American firms never to be forgotten by those fortunate enough to inspect it.

It would be difficult to properly appraise the full significance of this convention. It brought together in friendly conference men who spend many millions of dollars every year in advertising their products—men who think in big figures, who have made mistakes in their past and will probably make other mistakes in the future, but with whom errors of judgment or of policy are but transient things. These men came to this convention to give and to receive. They have long since outgrown the notion that a good idea must be guarded with all the resources of selfish secrecy. They came to exchange experiences and views, frankly, for the common good of all.

It will occur to some that this convention of clients was a master stroke of advertising by the Batten Company. That is true. But it is due to the executives of this firm to say that they were not governed by this consideration in the conception and realization of the plan. The broader objectives —the advancement of the interests of American business and the furthering of closer relations between men having common problems to solve—controlled the Batten Company, and were not at any time side-tracked.

EDITOR & PUBLISHER congratulates William H. Johns and his able associates on the splendid success of this new idea, which marks an important forward step in American advertising. It was a big conception, realized in a big way.

STAY out of the spot market for newsprint—if you can. If you can't, be prepared for shocks.

November 13, 1919 Volume 52, No. 24

EDITOR & PUBLISHER

Published weekly by

THE JOHNS-RICHARDS PRESS CO.

1117 *World Building, 63 Park Row, New York.*

W. D. Showalter, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, jr., news.

James Wright Brown, publisher.

J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.

Paris: F. B. Grundy.

Toronto: W. A. Crouch.

Chicago: D. C. Coss.

San Francisco: H. C. Bernstein.

Washington: Robert T. Barry.

10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

"TO START WITH A CLEAN SLATE"

THE exclusive publication in last week's issue of EDITOR & PUBLISHER of the sales policy of the International Paper Company for 1920 has aided in clarifying to some extent the problem of contract relations between the big corporation and its customers for the coming year. And, as the sales policy of the International usually serves as a model for many other paper manufacturers, it may be assumed that this announcement will indirectly affect a majority of users of newsprint.

The International desires to start 1920 with a clean slate. To that end the corporation will require from patrons who desire to make contracts for a specified tonnage for the year a waiver of all claims arising from price changes involved in proceedings by the Attorney-General under the terms of the agreement of November 26, 1917. Patrons preferring to make new contracts subject to this agreement may do so, but it is pointed out that when the agreement shall end—doubtless within a few months—new contracts may be made "if when then tonnage available." Publishers will not fail to see the force of this argument in favor of a straight annual contract.

The price fixed for the first quarter of 1920 is $4.50 at the mill, subject to further advance at the beginning of each new quarter, will hardly prove a shock to publishers who have followed the price trends of late. While the price is high, and will force newspapers to increase selling prices and advertising rates as well as to curtail sizes of issues, many publishers would feel like accepting it without complaint if it meant an adequate allotment of tonnage for the year. If the International's sales policy should provide for the allotment of the entire product of its mills on a pro-rated basis, safeguarding against the diversion of large quantities to speculative markets, the company's customers would doubtless feel that it had made a real effort to protect their supplies.

The practicability of the sales policy, however, throws little light on the question of the amount of tonnage which will be sold to customers. Apparently this point is to be decided by individual negotiation, rather than by any definite plan of prorating the output. It is to be hoped, however, that this policy will not rule, but that the company will show impartiality in fixing allotments.

It is good news that the company plans to open for new contracts during 1920, many machines which were intended to be run on other grades. This indicates a definite prospect of an increased output, through which the company hopes to be able to furnish all of its customers an ample supply for vital needs. Customers are asked to reduce the use of paper to a minimum between now and the end of this year, and to observe the strictest economies in the new year. This is sound advice, although it has an odd sound in a sales talk.

If these were not, indeed, strange times, it would be remarked that this sales-policy of the International reads less like a letter to customers than as a proclamation of policy and a promulgation of regulations for the citizens of a conquered city by the occupying military power. But—these are strange times!

EVERY newspapermaker will feel a natural thrill in the success of the Navy's big advertising campaign—for, while it will run until the end of November, its success is already assured. That the measure of this success shall be impressive of itself will be the aim of all newspapers from now until the close of the campaign to actively aid, through editorials, in "selling the Navy" to the young men of the nation.

AFTER an interval of uncertainty, American ideals are in the saddle. Reds and radicals are seeking cover. The clean-up which the Federal government has undertaken will have salutary results. It will help to purge the ranks of organized labor of anarchists, operating under the cloak of unionism to defy and overthrow government. It will help industrial peace and prosperity.

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PERSONALS

MAJOR-GENERAL Sir E. W. B. Morrison, D.S.O., C.B., K.C. d.G., prior to the war managing editor of the Ottawa Citizen, was honored with the first knighthood created by the Prince of Wales. Sir Edward is now a knight of the Order of St. Michael and St. George.

John Barrett, director general of the Pan-American Union for the past four-teen years, formally resigned November 1, effective June 30 next. It is said Mr. Barrett will become president of a new unofficial Pan-American organization "for the development of international commerce and good will."

Frederick Haase, formerly manager of the service and promotion department of the St. Louis Post-Dispatch, has resigned his charge of the research division of the Buhl Terminal Sales Building, New York. He makes no announcement of his future plans.

W. Y. Morgan, publisher of the Hutchinson (Kan.) News, who recently retnrned from Red Cross work in France, was the guest of honor and principal speaker at the annual fall dinner, October 28, of the Associated Journalism Students in the University of Kansas.

Roscoe C. Emery, editor and owner of the Emporia (Kan.) Sentinel, and Miss Vera J. Leonard of St. John, N. B., were married recently.

IN THE EDITORIAL ROOM

Martin S. Huoter is relieving Arthur Irwin as assistant to John J. Rainey, city editor of the New York Evening World. Mr. Irwin has gone to Indianapolis to become middle western publicity manager for the Seleet Pictures Corporation.

Chalmer B. Traver, formerly on the editorial staffs of the Milwaukee Wisconsin News and the Milwaukee Sentinel, has taken the position of assistant secretary of the Milwaukee Association of Commerce. He succeeds Fred W. Luening, formerly city editor of the Wisconsin News, who has moved to Green Bay, Wis., to become vice-president of a bank and to direct a campaign to boom the northern peninsula of Michigan.

Hazel R. Aiken, former city editor of the Wilmington (N. C.) Star, is just home from service with the A. E. F., in which he was a lieutenant. He is spending a vacation in Hiekory, N. C.

Miss Helen Adams, city editor on the Raleigh (N. C.) Times, and Dr. Frank Tatum of Duke, N. C., were married in Newton, N. C., on November 4. They will make their home in Honolulu, where Dr. Tatum is in the service of the government.

Raymond W. Anderson of St. Paul, former reporter for the St. Paul Dispatch-Pioneer Press, and now instructor in French in the University of Minnesota, has won one of the two Rhodes scholarships offered in Minnesota this year. He served overseas as artillery officer.

Rex Lampman, just out of the marine service and formerly funny column writer for the Portland Oregonian, has joined the staff of the St. Paul Daily News.

Alva F. Warner is now head of the Albany (N. Y.) Argus copy desk. He is succeeded on the desk of the Troy Record by James Moriarty.

Frederiek R. Barkhurst has joined the staff of the St. Louis Times as associate editor of the editorial page and feature writer. For twelve years Mr. Barkhurst worked on such Missouri age Press, Springfield Republican and St. Joseph Gazette. He began his writing career at the age of 11, when he and two other boys published "The American Magazine." His first employment was on the Des Moines Capital, and he then went to the Chicago Record-Herald. He has been in New York for the last year, writing syndicate articles and stories.

William Irwin, who was a staff correspondent for the old Cincinnati Commercial and Commercial-Gazette, in the days when Murat Halstead ruled the roost, is now secretary of several bureaus of the Cleveland Chamber of Commeree. Mr. Lloyd's last newspaper work was in the capacity of librarian for the Cleveland Plain Dealer, a position he held two years.

John Nevin, until recently Washington correspondent for the International News Service, is now doing publicity work for Bernard Baruch in Washington.

"Bill" Nye, State Department man of the International News Service, organized the American party that met the Prince of Wales at the Canadian border and accompanied him to Washington on Monday.

THE BUSINESS OFFICE

George A. Mixer, advertising manager of the Milwaukee Sentinel for five years, resigned to become general manager of the Tribune Company, which was organized recently to publish the Tribune, a weekly newspaper devoted to the north and northwest sides of the city.

Miss Ruth Hartley, cashier of the Cohoes (N. Y.) Dispaten, will be married soon to William Kenoran. Miss Hartley has been connected with the Dispatch for some time and is personally known to many of the paper's foreign advertisers and advertising agents.

Hart N. Cardoza, formerly with the Gray Motor Company, has joined the service department of the St. Paul (Minn.) Dispatch-Pioneer Press, under the direction of Luther Weaver.

A. H. Backus, of Pierce, has succeeded Lloyd Swain as business manager of the Columbus (Neb.) Telegram. Mr. Swain has moved to the Pacific Coast.

Loring G. Peele, who has been lately connected with the Latin American section of the New York Sun and who was formerly advertising manager at the Mereantile Bank of the Americas, has been appointed advertising manager of the Nautical Gazette, New York.

Paul C. Treviranus has resigned as business manager of the Des Moines Register and Tribune and has returned to his home at Milwaukee. Mr. Treviranus was formerly business manager of the Milwaukee Journal.

Andrew Miller, head of the syndicate department of the Toronto Star, is on a tour of western Canada, offering some new features to the prairie papers.

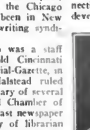
E. E. Beard, one of the best known newspaper men of Southern Washington, has become associated in Seattle with Pacific Ports, a publication devoted to export and import trade. Mr. Beard was the Vancouver Columbian some months ago, after editing and publishing it for fifteen years, the last ten of which it has been a daily.

WITH THE AD FOLKS

William Curtin, head of the Curtin Advertising Agency, Portland, Me., was seriously injured in an automobile accident, November 8.

KEY TO WRITE MUSICAL CRITICISM FOR NATION-WIDE AUDIENCE

PIERRE V. KEY, for the past twelve years music editor of the New York World, has resigned that connection and is devoting himself to the development of a New York music letter conceived on broad lines. Already many newspapers have contracted for the publication of this new feature.



PIERRE V. KEY

Mr. Key has won distinction as a musical critic who is able to "get over" his points to the reader who knows but little of musical terms. He write musical criticism in plain English, yet with distinction and authority. His style is chatty, lucid and unstilted.

Mr. Key's long newspaper experience in general reportorial and executive capacities doubtless accounts for his ability to get the popular angle of things musical.

New York is now the music capital of the world, and throughout the country there is a marked reawakening of interest in music and musical events and artists. In his letter he will interpret musical life and happenings in New York for the rest of the country, and sees in this weekly letter an opportunity to contribute greatly to the healthy growth of musical culture in America.

Mr. Key's music letter will be scrupulously free from "press agenting." It will turn the spotlight on artists, of course, but only when their work clearly entitles them to appreciation. He gathers personally his own material and preserves the attitude of eritic and chronicler, without bias.

"The opportunity offered to write for so vast a national audience is one impossible to resist," says Mr. Key, "and though I relinquish my long-held World post with regret, there is compensation in what is unquestionably a broader field."

Edward S. Moffat is the new advertising manager of the Universal Film Corporation, New York, succeeding Nat. G. Rothstein. For the past two years Mr. Moffat has been in charge of advertising for the Jewel productions, and previously was connected with the Aeolian Company, Street & Finney, Calkins & Holden and Frank Seaman, Inc.

Miss Amie B. Brunn has resigned as advertising manager for the department store of Lipman, Wolfe & Co., of Portland, Ore., to join the advertising agency of Botsford, Constantine & Taylor of the same city. She is succeeded with the Portland department store by David E. Levy, of St. Louis, former advertising manager of the Stix-Baer & Fuller Dry Goods Company and B. Nugent & Bros.

Ulric C. Jones, for several years connected with the advertising department of the New Orleans Item, and later director of advertising for the Hibernia Bank & Trust Company, has joined the Chambers Advertising Agency staff in New Orleans.

Alfred Stephen Bryan has resigned from the advertising agency of Sherman & Bryan, Inc., New York, and has opened a copy service office at 665 Fifth Avenue, New York. He will maintain close relations with the Sherman & Bryan agency and with his old clients, whose copy he will continue to write. William Denny has been elected vice-president of the Sherman & Bryan agency, succeding Mr. Bryan.

J. B. Hazen, for several years in charge of the merchandising service department of the Hearst newspapers in Boston, and more recently with Maclean's Magazine, Toronto, has become associated with the Hamilton Advertising Agency, Hamilton, Canada.

E. C. Auld, of Chicago, familiarly hailed as "Doc," now has space in some fifteen newspapers to sell instead of one, having become associated of the Western office of Knill-Burke, Inc. Mr. Auld, who has been looking after the Western advertising interests of Eastern newspapers for the past few years, resigns from the New York World to take up his new work. He formerly reprcsented the New York Evening Journal and later the Boston American.

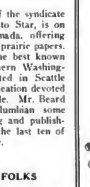
Harry E. Meyers, of Chicago, has joined the John Ring, Jr., Advertising Company, St. Louis, Mo. Meyers was general secretary of the board of the 1917 A. A. C. W. convention in St. Louis.

Facts about the Haskin Service

The Nebraska State Journal has renewed its contract for the Haskin Service for one year

Every day thousands of people write letters to Frederic J Haskin and each one gets a personal reply

Anyone who wants the details of operation and the price of the service may get them by writing Mr Haskin in Washington



DO PUBLISHERS FAVOR OUT-OF-TOWN ADS?

Local Retail Merchants Should Protest Against Preferred Space Given Foreign Advertisers, Drygoods Man Declares

LANSING, MICH., Nov. 7.—Collective protest by local retail merchants against favoritism which, he said, was habitually shown by newspapers to foreign or national advertisers in the way of preferred positions, was urged by G. E. Martin, advertising manager of Gilmore Brothers, Kalamazoo, in an address here before the convention of the Retail Drygoods Association. He said:

"No doubt many members of this association have sought without satisfactory solution the reason for the very apparent favoritism shown by newspapers to 'foreign' advertisers. The merchant has learned that it is almost impossible in many papers to secure a desired position for his ads, even occasionally.

"Today he has an ad for some exceptionally fine merchandise that will make especial appeal to what is termed the society people of his city, and requests a position for it on the society page. When the paper comes out he finds ads for hair tonics, beauty creams, cooking oils, etc., on the woman's page, while his announcement appears next to the sporting page or the comics.

Say They Pay More

"The papers assert that these 'foreign' advertisers pay for preferred position. In some instances where the paper is sufficiently strong to make it stick, they do. In many cases they simply refuse to use space unless they have the cream —first following or alongside pure reading matter or top of column on some specified page.

"Local advertisers in most cases, pay dollars to newspapers where 'foreign' advertisers pay dimes, but are usually required to take 'run of paper' positions.

"The local advertiser cannot go elsewhere and advertise his wares. Only individual and collective protest will improve this condition, and this association can do its members immense benefit by seeking and applying a remedy that will cure this complaint."

In Bad Company

The speaker also protested against the habit which he said many newspapers had of placing objectionable advertising next that of reputable local business establishments.

"Many possible customers have been led to turn away from your advertisements because of the disgust they .felt at some other ad which was on the same page with it, and the character of the ads which are placed next, or near to, should be a source of deep concern to any thoughtful retail advertiser," he said.

"If the landlord of the building in which your store is located took in as tenants saloons, quacks, fake mining concerns, bucket shops and other undesirable neighbors you would strenuously object. Why should you calmly allow the newspaper to reduce the value of the space you buy and pay for by placing next to your ads undesirable neighbors? You know an ad by the company it keeps.

"If the merchants themselves will voice their approval of this change and their disapproval when a publisher will not see the light, there will be a more rapid improvement along these lines."

CIGAR ADVERTISING URGED

Philippine Manufacturers Want Assistance of Their Government

In order permanently to establish Philippine cigars on the American market, the Philippine tobacco manufacturers' associations are urging the Bureau of Internal Revenue of the islands to start a national consumers' advertising campaign in the United States, under the auspices of the Insular Government.

For every shipment of 1,000 cigars to the United States the Philippine exporter pays a tax of 30 centavos, (15 cents.) When the law providing for this collection was passed, it was with the understanding that when a sufficient amount had been collected it was to be used for the advertising of Philippine cigars in the United States. Now that the sum of $150,000 has been collected, it is thought that it should be utilized for the purpose for which it was originally intended.

"Bummed" Way into Fiume

PITTSBURGH, Nov. 12.—Thomas B. Morgan, former Pittsburgh newspaper man, has "bummed" his way into Fiume on an engine, according to a letter received here. He went to Europe during the war, and became a correspondent of the Associated Press soon after arriving in Paris. He was in Paris for some time, but finally went to the Rome office of the Associated Press, where he was stationed until the occupation of Fiume by the Italian rebel army.

Enormous French Circulations

PARIS, Oct. 28.—According to statistics recently published by the Argus de la Presse, the circulation of the leading French papers is as follows: Petit Parisien, 2,500,000; Petit Journal, 1,900,000; Matin, 1,800,000; Journal, 1,400,000; Humanite (Socialist), 300,000; Le Populaire (Socialist with Bolshevist tendencies), 100,000.

Family Joins Captain Parker

PORTLAND, Me., Nov. 7.—Mrs. Fred W. Parker and her three children have gone to Washington to join Captain Parker, formerly city editor of the Portland Press, who upon his return from service in France and Germany was appointed custodian of Senate stationery.

Hoban in "Cabinet"

PHILADELPHIA, Oct. 29.—A new member of the local mayoralty cabinet is Peter J. Hoban, director of the department of supplies. Mr. Hoban was on the Public Ledger staff, having done politics. He is the father of "Wish" Hoban, cartoonist, long associated with the New York Evening Journal.

ROTOGRAVURE SUNDAY SUPPLEMENT

"A Trip Around the World in Pictures"

8-Page Tabloid Form, size 10½" x 17"

Issued by the

U. S. FEATURE SERVICE, Inc.

Each issue will contain:

2 pages selected illustrated news and current events, features that do not grow "stale" quickly.

2 pages of pictorial descriptions of various countries, carefully selected by experts with the co-operation of the proper authorities in every country on the globe, comparing, in pictures from authentic sources, **the scenic beauties of America** with those of foreign countries. An educational and highly interesting collection of illustrations which will impress on our public the advisability of **"Seeing America First."**

1 page exclusive fashions for women, original designs of the kind the American Woman will appreciate.

2 pages national advertising—no copy less than ½ page. No mail order advertising or copy that will interfere with the subscribers' regular run of acceptable advertising.

This is an **extremely high grade, low priced** circulation builder, carefully edited, beautifully illustrated and well printed on 50 lb. super-calendered paper.

First release (limited issue) to reach publisher on or about **December 7th, 1919.**

Write for reservation **now.** Samples and prices sent upon request.

U. S. FEATURE SERVICE, Inc.

Quality Service for Newspapers

Suite 423-424 WORLD BUILDING New York City

Only one paper in Brooklyn is absolutely "non-returnable"—that one being the Standard Union.

The bulk of this circulation is delivered into the homes.

Our readers want what they want when they want it.

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VIRGINIANS CONVENING AT NEWPORT NEWS

News Print, Advertising Rates and Libel Laws Head Topics of Discussion at Today's Annual Meeting

NEWPORT NEWS, VA., Nov. 10.—Addresses on advertising rates, circulation, the libel laws of Virginia and discussion of other questions of importance to the newspaper workers of Virginia, will feature the special meeting of the Virginia Press Association to be held at Newport News, Thursday and Friday, November 13 and 14. All meetings will be held in the Warwick Hotel, which will also be the headquarters during the convention.

President L. E. Pugh and the members of the executive committee have arranged a program of general interest. Perhaps the most important message will be delivered by W. E. Thomas, general manager of the Roanoke Times and member of the Southern Newspaper Publishers' Association's committee on newsprint paper. Mr. Thomas has been assigned the subject, "The Newsprint Paper Situation and Its Bearing on the Dailies and Weeklies." He will make a special trip to various northern paper mills and will come to Newport News direct from the paper industries.

Budd and Machen to Speak

John Budd, of the John Budd Company, New York, has accepted an invitation to speak on "Uniform or Standard Advertising Rates," while Edward Percy Howard, editor of The American Press, will admonish the publishers to "Stick, Brother, Stick."

Lewis H. Machen, former director of the Virginia Legislative Reference Bureau, will give a review of "The Libel Laws of Virginia."

M. T. Harrison, editor of the Bedford Democrat, will tell "Why the Subscription Rates of Weekly Newspapers Should be $1.50 or More."

There will be a round table discussion of the proposed linotype instruction schools; the daily section of the Virginia Press Association, the newsprint committee and other subjects on Thursday afternoon. On Thursday night the "Question Box" will be opened and a discussion will follow.

Any one desiring any subject relative to the business discussed will be expected to drop the question into the big box which will be located at the entrance to the auditorium where the meetings will be held.

Brocklebank Creditors Win in Bankruptcy Case

Circuit Court Affirms Decision for $85,000 Against Minnesota & Ontario Power Co.

MILWAUKEE, WIS., Nov. 8.—L. L. Losey, Jr., Chicago, trustee of the bankrupt estate of J. C. Brocklebank & Co., Chicago, a news-print paper brokerage firm, secured $85,000 for the creditors by a recent decision by the United States circuit court of appeals at Chicago. The firm for several years supplied paper to the St. Louis Globe-Democrat and Star-Chronicle and the Memphis Commercial Appeal.

Mr. Losey brought suit in United States district court at Minneapolis against the Minnesota and Ontario Power Company, Minneapolis, a creditor, charging that it had secured from the bankrupt $85,000 which should have been divided among all the creditors. He won in that court, and the defendant appealed to the circuit court, which affirmed the decision.

Similar suits have been brought against the Dells Paper and Pulp Company, Eau Claire, Wis., and the Cheboygan Paper Company, Cheboygan, Mich.

It is believed that if Mr. Losey wins the suits the bankrupt will pay 100 cents on the dollar. In this event, two Wisconsin paper concerns, the Combined Locks Paper Company, Appleton, and the Consolidated Water Power Paper Company, Grand Rapids, together will get $25,000.

Prize for Health Editorials

DENVER, Nov. 12—Karl C. Schuyler of Denver has offered a first prize of $50 and two second prizes of $25 each for the best editorials on public health which shall be published in connection with a forthcoming drive of the Colorado Public Health association. The only requirement is that the editorials shall be printed in a Colorado publication before December 15.

WHAT OUR READERS SAY

The Country Papers' Predicament in the News Print Crisis

OCTOBER 30, 1919

TO EDITOR & PUBLISHER: We have just read with considerable interest two articles in the current issue of EDITOR & PUBLISHER. One informs us that at one time this month there was just four days' supply of paper for print on hand. The other, a strong brief for conservation of print by an individual local user.

The News is a country paper and its voice does not go far. But we are among the heaviest sufferers from print paper conditions. We got one car of paper in September paying about $2,500 for it. Another car received this week of exactly same amount, cost us $2,950. And as our jobber put it, price cuts no figure, if we can get the paper for you better take it, and we are now trying to get another car.

Our big city brothers are strong on editors to conserve, but how can the little go any farther. We print only six and eight pages, and in a six-paper have run as high as 70 per cent advertising.

The conservation that come from the big fellow, and the feelings of a country publisher, when he reads wise advice to conserve and make less, is the condition of a city paper containing anywhere up to 100 pages of oversized advertising, sandwiched in with about 40 per cent of slush reading that has very little value, either literary or entertaining.

If the big fellows would forget for three months the chase for the dollar and conscientiously make an effort to reduce consumption, the situation would quickly make a shift. In these days of paper shortage, there should be a limit to size of every edition and a suspension entirely of Sundays. Of course, this is good theory for the little fellow, but will get no response from the big one. But cannot some one speak up in meeting and talk to the only ones who can do anything to relieve the situation.

At least make it plain where the trouble is, and exonerate the country publisher from doing anything to cause the serious condition.

THE ALPENA NEWS
T. J. FERGUSON, Business Manager.

Detroit Against Organization

Detroit, Mich., Nov. 8, 1919

TO EDITOR & PUBLISHER: I note in your issue of October 25 reference to the St. Louis plan of organizing newspaper writers and editors and the progress organization has made in that city.

As a matter of fact the plan of organizing newspaper workers has made little, if any, progress in Detroit. At a meeting of the news staff of the weekly Labor News it was taken on the proposition to organize and a large majority voted against organizing another plan.

The writer was one of two delegates named by the News staff to discuss with delegates from the other three daily English papers the feasibility of organizing under the St. Louis plan. The other newspapers failed to name their delegates, so no meeting was held.

Soon after it became apparent that no other delegates would be named, the News staff met and voted down a plan to organize its own staff.

In view of your story in the October 25th number, I thought this information would prove of interest to you.

GEORGE W. STARK,
City Editor, Detroit News.

Radiating Influence *from* ILLINOIS

Illinois newspapers cover a tremendous territory outside of the State and exert a potential influence on the Great West.

The selected list here represented, which seeks the patronage of National Advertisers, has a circulation of nearly 2,000,000.

This circulation covers 242 cities in Illinois and reaches the owners of 251,872 farms and the active workers on the farm.

As Illinois buys, so buys the West---Illinois standardizes the West as New York standardizes the East.

If you would reach in Illinois alone 6,317,785 people; if you would have these people radiate their influence in the promotion of your sales to the West, the newspapers herewith listed will carry your advertising message unfailingly.

They have made thousands of advertisers prosperous and if you follow the example of these advertisers, using space regularly and consistently, they will make you prosperous also.

No other publications can compete with the daily newspapers of Illinois in influence and productiveness.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Aurora Beacon News .....(E)	16,000	.045	.045
Bloomington Pantagraph .....(M)	17,024	.035	.035
Champaign Daily Gazette.....(E)	5,280	.015	.015
‡Chicago American .....(E)	326,998	.40	.40
Chicago Herald-Examiner .....(M)	312,862	.28	.31
Chicago Herald-Examiner .....(S)	594,287	.53	.46
Chicago Daily Journal.....(E)	115,932	.22	.18
†Chicago Daily News.....(E)	373,000	.48	.48
Chicago Evening Post.....(E)	51,327	.25	.12
Danville Commercial News.....(M)	15,387	.035	.035
Elgin Courier .....(E)	8,125	.025	.025
Moline Dispatch .....(E)	10,133	.03	.03
Peoria Star .....(E)	22,364	.06	.04
Quincy Journal .....(E)	8,342	.025	.025
Rockford Register-Gazette .....(E)	12,931	.03	.03
Sterling Gazette .....(E)	5,085	.02	.02
Total Circulation	1,895,086	$2.57	$2.25

Government Statements, October 1st, 1919.
†Publisher's Statement.
‡Government Statements, April 1st, 1919.

BARGAIN SALE OF I. E. A. MEMBERSHIPS

J. L. Sturtevant Gives Editor & Publisher Readers Complete Account of Activities of Organization's Representative Around Wausau

Reports received by EDITOR & PUBLISHER from various points in the West indicate that Clyde P. Steen and his associates and representatives in the International Editorial Association are still active and are meeting with some success, especially in Wisconsin.

The following self-explanatory letters have been received from J. L. Sturtevant, president and manager of the Wausau Daily Record-Herald. It will be noted that E. D. Underwood, who is referred to in the first letter, is city editor of Mr. Sturtevant's newspaper.

The letters follow:

Nov. 6, 1919.

"TO EDITOR & PUBLISHER: The latest activity of the International Editorial Association, a very complete write-up of which appeared in EDITOR & PUBLISHER for October 30th on page 10, is an attempt to hold a state convention of newspaper men in Milwaukee on November 29 and 30. This convention was originally called for November 21 to 23.

"Solving Industrial Problems."

"A young man named Ramsdell, who said he was working under the direction of Lampkins, state organizer, came to this office on November 4 and wanted my endorsement of the plan of going to local manufacturers and soliciting money for the purpose of paying the expenses of this convention, which would 'solve the problem of industrial unrest.'

"His credentials were upon a letter head of the International Editorial Association, giving the national officers, upon which appeared a list of Wisconsin members, among them being E. Underwood, city editor of the Record-Herald. Mr. Underwood disclaimed any knowledge of the association and had given no authority to use his name.

"Upon the list were three Wisconsin newspaper men who have gone out of the business, and names of several others to whom I wrote immediately said they immediately repudiated the plan and stated that their names were used without authority.

"Attached to his credentials was a list of manufacturing firms in Oshkosh, Menasha, Green Bay and Chippewa Falls, who Ramsdell said he understood had contributed from $15 to $25 each, which money he had forwarded to Lampkins.

Dingle Sends Out Letter

"Ramsdell, who appeared to be a very honest young fellow and recently out of the service, was very much surprised when I explained matters to him and did not try to do any soliciting in this city, leaving for Milwaukee that night. Yesterday I received a circular letter signed by C. R. Dingle, international secretary, the first paragraph of which was as follows:

"The first attempt in history to organize the entire editorial rooms of each newspaper in Wisconsin will be made in Milwaukee, November 29 and 30, when the International Editorial Association will form its Wisconsin branch.'

"Some time ago a Madison newspaper man told me the experience he had with one of these same men. I am not sure whether it was Steen or Kemp, who came to Madison in an endeavor to organize the reporters and editors on his paper into a union to be affiliated with either the International Typographical Union or the American Federation of Labor. He met with no success, and the last known of him he was seeking to borrow money with which to get out of town.

"Mr. Underwood thinks that from the list of Wisconsin members appearing on the letter head that Lampkins copied the list of members of the Wisconsin City Editors Association, which was affiliated with the National City Editors Association for a short time, but which is still in existence and expects to hold its usual winter meeting. John R. Wolf, president of the Wisconsin City Editors Association also repudiates the I. E. A.

"J. L. STURTEVANT."

Politicians Join

Nov. 7, 1919.

TO EDITOR & PUBLISHER: "Supplementing my letter of yesterday, I have a letter from Henry C. Campbell, managing editor of the Milwaukee Journal, who states:

"I never sanctioned this use of my name, and it is wrong in every way. I am not even a member of the association. I am going to demand that this use of my name be discontinued.'

"Three men whose names appeared as members write me that they each gave the solicitor a dollar to get rid of him. No one of them authorized the use of his name. I understand that they are selling honorary memberships from $1 to $500 and that some of the Wisconsin politicians who ought to know better were caught by it.

"J. L. STURTEVANT."

PROF. BLEYER NOT IN I. E. A.

In the issue of EDITOR & PUBLISHER of October 30 it was stated in a dispatch from Madison, Wis., that Prof. Willard Grosvenor Bleyer, director of the Course of Journalism, University of Wisconsin, was present at an organization meeting of the International Editorial Association held in that city.

The following statement has been received from Prof. Bleyer by EDITOR & PUBLISHER, and is self-explanatory:

"In a dispatch from Madison, Wis., published in your issue of October 30, my name was mentioned in connection with the International Editorial Association. I neither have had nor intend to have any connection whatever with that organization.

"I was invited to attend what was represented to me to be a meeting of Madison newspaper men, by Mr. Kemp, the state organizer of the International Editorial Association. Only three newspaper men were present at this meeting, and I was soon convinced that I could have no relation whatsoever with the organization."

The Branding Iron

By Katherine Newlin Burt

(A Houghton-Mifflin Book)

Thrills—Action—Atmosphere.

Unusual to push a single serial?

Well, this book's unusual.

Reading is believing.

24 papers have taken it already.

If your territory is open you may have a sample copy. Just ask.

It's Worth Your While to Wire.

Metropolitan Newspaper Service

432 Fourth Ave., New York

DIEGLE QUITS LEADER AND I. E. A.

Secretary of Clyde Steen's Organization Blames Publication of News in "Editor & Publisher" for Action

MILWAUKEE, Wis., Nov. 11.—Claude R. Diegle, for several years managing editor of the Milwaukee Leader, has resigned as a result of the publication in the EDITOR & PUBLISHER of articles on the International Editorial Association, of which he was secretary. At the same line he said that he had resigned as secretary of the association because he had become satisfied that it was to be used to fight union labor.

The possibility that the articles in the EDITOR & PUBLISHER were to be made public in Milwaukee by the "capitalist" newspapers as an effort to discredit Socialism was given as another reason. In Mr. Diegle's letter of resignation he says:

"The publication in the EDITOR & PUBLISHER of almost a page and a half of stories on the International Editorial Association, in which grains of truth were intermingled with pounds of innuendos, with the intent to show that a perfectly honest and four-square organization was attempting to finance itself by the use of dishonest methods, has cast a reflection on me as secretary of the organization, which the above-mentioned paper has attempted to stretch to cover the Leader.

"I have already tendered my resignation to the organization, not because I placed any credence in the reports of shady practices, but because I considered that the organization had prepared a program to fight the Newspaper Writers' Union—perfectly legitimate in the eyes of big business, but absolutely against the principles in which I believe.

"I want no possibility of any attack against me in the capitalistic press to be used as propaganda against Socialist principles, publication or political candidates, and I believe that this is the best means to remove that possibility."

Berger Denies I. E. A. Connection

WARREN, PA., Nov. 11.—Chare F. Berger, whose name appears on the letterheads of the International Editorial Association, of which C. P. Steen is managing director, has made the following statement:

"I am not president of the International Editorial Association, and I have nothing to do with its affairs."

[EDITORIAL NOTE—When the International Editorial Association was formed in Chicago on May 16-18, 1919, according from the National Association of City Editors, Mr. Berger was elected president. The above message is the first news EDITOR & PUBLISHER has received that Mr. Berger has quit the I. E. A.]

LEADS THE WHOLE WORLD

"The Sunday Times" Beat All the World's Newspapers in Volume of Advertising and News Matter Printed Sunday, October 26, as It Has Done Without Exception for Many Months.

Not only did the gigantic and unparalleled volume of advertising published in the Los Angeles Times on Sunday, October 26, 1919, exceed that printed by any other newspaper on earth, but on that date The Times printed, as it does every Sunday in the year, a greater volume of news, illustrations and feature articles than any other newspaper in America. IT WAS AND IS FIRST.

The steady, consistent increase in The Times' advertising patronage is positive proof that every copy of this paper is a selling force, and that the great majority of business men and merchants recognize that there is no more certain way of reducing the cost of distribution than by persistently exploiting their goods in The Times' advertising columns.

The following tabulation, containing the figures of the number of inches of advertising in the newspaper making the best advertising record on Sunday, October 26, 1919, in each of the several cities named, demonstrates The Times' surpassing superiority more eloquently than words can portray it:

	Agate lines.
Los Angeles Times	185,384
Chicago Tribune	90,497
New York Times	165,965
Detroit Free Press	182,000
Pittsburgh Dispatch	139,306
St. Louis Post-Dispatch	154,360
Philadelphia Inquirer	141,695
San Francisco Examiner	141,078
Boston Globe	117,036
Seattle Times	142,136
Portland Oregonian	88,956
Toledo Courier	100,000

That The Times' advertising record of Sunday, October 26, 1919, is not exceptional is indicated by its record for the four previous Sundays, which is as follows:

1919	Agate lines.
September 28	212,119
October 5	226,184
October 12	226,842
October 19	220,008

In its offerings of reading matter and its go-getting array of advertisements the Los Angeles Times is, by the official records, week in and week out, the GREATEST NEWSPAPER ON THIS PLANET.

FOREIGN REPRESENTATIVES:

WILLIAMS, LAWRENCE & CRESMER CO.,
Brunswick Bldg., New York, N. Y. Harris Trust Bldg., Chicago, Ill.

R. J. BIDWELL CO.,
742 Market Street, San Francisco.

WALES SENDS MESSAGE THROUGH PRESS

Heir Apparent to British Throne Confers Marked Honor on American Newspaper Men on Arrival in United States

[BY TELEGRAPH.]

WASHINGTON, D. C., Nov. 11.—The Prince of Wales and the British Government, speaking through its Embassy in Washington, conferred a real honor upon the newspaper men of Washington Tuesday night in having the greeting of the heir apparent to the throne to the American people delivered through the National Press Club.

Aside from his presence at the formal receptions arranged by the Department of State, His Royal Highness had no other public appearance in Washington than at the Press Club, a tribute to the prestige of the club and the standing of newspapers in public affairs.

Arrangements for the reception of the Prince of Wales were made throughout his visit in Washington with a view to the maximum of accommodation to the correspondents. Under the direction of Fred A. Emery, old Associated Press man, now acting chief of the State Department "Intelligence Section," every possible aid to the press was extended, beginning with his arrival in the capital.

Almost the first thing he did upon reaching the Belmont Home, where he resided in the capital, was to greet the correspondents in a manner lacking nothing in cordiality because of its informality. He followed this with his appearance at the National Press Club to express his message to the American people.

Foreign correspondents accompanying the Prince were the guests of Earl Godwin, the president, and the board of governors of the club at dinner. The club was decorated in an elaborate manner.

The correspondents accompanying His Royal Highness were: Gerald Campbell, the London Times; Everad Cotes, Reuter's; Warner Allen, London Morning Post; Douglas Newton, Daily Chronicle; William Massey, Daily Telegraph; F. G. Aldham, Canadian Press; Miss L. R. Doyle, Toronto Telegram; W. T. Bullock, London Daily Mail; and T. W. Wilson, London Daily News.

NEW EDITION IN SEATTLE

Times Launches Evening Edition Selling at 3 Cents

SEATTLE, Nov. 8—Unannounced, the Daily Times launched an evening edition today, coming out on the street about 9 p. m. The paper appears about the same time the Post-Intelligencer issues its first edition. The Times' new edition sells for 3 cents, although its regular afternoon editions sells for 5 cents.

Clifford C. Harrison, for two years news editor of the Times, has been appointed night city editor. Gus Stahl is night news editor. A new staff to handle the late copy had been acquired.

COMPOSITE PAPERS IN PARIS

Printers' Strike Results in Several World's Records

PARIS, Nov. 12—A printers' strike here is responsible for the creation of a new world's figure for the greatest daily circulation of any newspaper, 6,000,000 copies.

Following the calling of the strike the publishers conferred, the conservative and bourgeoise papers decided to join forces and bring out a composite edition under the title of Presse de Paris.

The Socialist journals also decided to bring out a joint newspaper.

This morning it became known that the Socialist journals had rallied for their organ, called La Feuille Commune, only five dailies, namely, Humanite, L'Oeuvre, Le Populaire, La Bataille and France Libre.

The Presse de Paris, the composite organ of the Nationalists, Conservative and Catholic press, however, displayed on its front page the names of fifty newspapers as its adherents when it appeared at the usual newspaper hour this morning.

The evening edition of the Presse de Paris appeared about 6 o'clock with the new list of newspapers it is representing numbering 53, consisting of morning and evening journals.

SERINE WINS COOPER CUP.

Gymkhana Also Held by N. Y. Newspaper Golf Club

Hiram Serine defeated A. F. Poinsette, 3 to 2, in the final round for the Cooper Cup in the tournament conducted by the New York Newspaper Golf Club at Van Cortlandt Park, Tuesday.

The newspapermen also held their annual gymkhana at Van Cortlandt, in observance of the end of the golfing season. W. C. Wood won the eighteen-hole medal play handicap with a gross of 83, which was cut to a net of 68 with a handicap of 15 strokes. H. L. Peres took the nine-hole handicap with 44—8—36 and E. F. Teague won the competition over the second nine holes with 43—10—33. Teague also tied with E. B. Davis for the hill holes handicap, but under the regulations could win only one trophy, and Davis took this contest with his score of 24—5—19. David Hall won the putting prize, having needed only 32 for the round.

NASHVILLE STRIKE ENDS

Printers Back at Work on Order of I. T. U. Officials

[BY TELEGRAPH.]

NASHVILLE, TENN., Nov. 12—Printers who walked out on the three Nashville papers several days ago are back at work. The strike lasted five days, during which no paper missed an issue.

Printers returned to work when local and international union officers threatened to take away their union cards if they did not fulfill their contract.

The men had asked for a fourth bonus above their contract, which was refused. They are now getting $1.25 a day over the contract and asked for a dollar more. Since the men returned the publishers have offered to arbitrate, using the regular scale as a basis and this the printers have refused. The printers say they will "get theirs" when the next contract is made January 1, 1921.

F. A. Robertson Buys Interest

WASHINGTON, N. J.,N ov. 12.—Charles L. Stryker, for almost 32 years sole owner of the Star, has sold a large interest in the property to Frank A. Robertson. The later, who now becomes general manager of he Star, has for the past four years been editor and manager of the Fitchburg (aMss.) Daily News. Mr. Stryker continues in active connection with the property. The transfer was effected through Harwell & Cannon of New York.

Mrs. Ballard Ill

HALSTEAD, Kans., Nov. 11—MRS. Rosoe Ballard, wife of Rosoe Ballard, advertising manager of the Hutchinson (Kans.) News, has undergone a surgical operation in a local hospital.

West Virginia

WHEELING
MOUNDSVILLE
PENNSYLVANIA
FAIRMONT
MARTINSBURG
GRAFTON
PARKERSBURG
CLARKSBURG
HUNTINGTON
CHARLESTON
BLUEFIELD

Crowned with Iron and Undershot with Coal, and Oil and Natural Gas!

And *over-all* a soil of great fertility, farms and orchards, and timber second to only one state.

Naturally, factories are springing up all over the state, for the STATE inspires the highest confidence.

Under its constitution it can contract no debt.

Its surplus amounts to over $2,000,000.

It stands on its Resources and Cashes in on its Industry.

As a market of about 1,500,000 people it takes the widest variety of commodities and BUYS with astonishing liberality all the best advertised specialties that use these Daily papers.

		Circulation	Rate for 5,000 lines
Bluefield			
‡Telegraph	(M)	4,795	.0214
Charleston			
‡Gazette	(M)	11,916	.03
‡Gazette	(S)	11,916	.03
‡Mail	(E)	8,543	.025
Clarksburg			
‡Telegram	(E)	6,035	.02
‡Telegram	(S)	7,730	.02
After Feb. 1st, 1920, .025 line flat.			
Fairmont			
*W. Virginian	(E)	5,182	.02
Grafton.			
‡Sentinel	(E)	2,271	.014
Huntington			
‡Advertiser	(E)	8,130	.03
‡Herald-Dispatch	(M)	13,161	.02
‡Herald-Dispatch	(S)	11,899	.02
Martinsburg			
‡Journal	(E)	3,249	.0139
Moundsville			
*Echo	(E)	1,730	.0115
Parkersburg			
‡News	(M)	6,230	.02
*News	(S)	6,230	.02
‡Sentinel	(E)	6,695	.017
Wheeling			
‡Intelligencer	(M)	10,139	.0325
‡News	(E)	14,749	.04
‡News	(S)	17,890	.05

‡Government Statement, Oct. 1, 1919.
†Government Statement, April 1, 1919.
*A. B. C. Statement, April 1, 1919.

File the Facts for Reference

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ARE YOU SELLING YOUR PAPERS AT A PROFIT OR LOSS?

BY M. J. BURKE

(Circulation Manager of the Brooklyn Daily Eagle and President of the N. Y. State Circulation Managers' Association)

THE following schedules show the difference between the cost of white paper at $85 per ton and the income from the sale of same at $1.40 per hundred and at $2 per hundred.

The schedules provide for circulation between 10,000 and 200,000. The pages in each paper are 12, 16, 20, 24, 28. The weight of the paper is derived from the weight of single copies of the Brooklyn Eagle, which is a 7-column page paper.

The weight of other papers will vary slightly according to the width and length of single pages.

The purpose of the schedules is two-fold:

(1) To enable the management to determine what circulation would be the best for the paper.

(2) To give the management a basis on which to intelligently fix advertising rates.

12 page paper—3 ounces

Circulation	White paper in tons	Cost of white paper at $ 85 ton	Income at $1.40 hund.	Income at $2 hund.	Gain at $1.40 hund.	Gain at $2 per hund.
10,000	1⅛	$70.68	$140	$200	$69.32	$129.32
20,000	2¼	159.37	280	400	120.63	240.63
30,000	3⅜	239.06	420	600	180.94	360.94
40,000	4½	318.75	560	800	241.25	481.25
50,000	4⅞	398.44	700	1,000	301.57	601.57
60,000	5⅝	478.13	840	1,200	361.87	721.88
70,000	6⅞	557.81	980	1,400	422.19	842.19
80,000	7½	637.50	1,120	1,600	482.50	962.50
90,000	8⅜	717.18	1,260	1,800	542.82	1,082.82
100,000	9⅜	796.87	1,400	2,000	603.13	1,203.13
200,000	18¾	1,660.76	2,800	4,000	1,202.25	2,402.25

16 page paper—4 ounces

10,000	1½	$106.25	$140	$200	$33.75	$93.75
20,000	2½	210.50	280	400	67.50	187.50
30,000	3⅜	318.75	420	600	101.25	281.25
40,000	5	425.00	560	800	135.00	375.00
50,000	6¼	531.25	700	1,000	168.75	468.75
60,000	7½	637.50	840	1,200	202.50	562.50
70,000	8¾	743.75	980	1,400	236.25	656.25
80,000	10	850.00	1,120	1,600	270.00	750.00
90,000	11¼	956.25	1,260	1,800	303.75	843.75
100,000	12½	1,062.50	1,400	2,000	337.50	937.50
200,000	25	2,125.00	2,800	4,000	675.00	1,875.00

20 page paper—5 ounces

10,000	1⅞	$132.84	$140	$200	$7.16	$67.16
20,000	3½	265.62	280	400	14.38	134.32
30,000	4¼	398.43	420	600	21.54	201.48
40,000	6¼	531.25	560	800	28.75	268.65
50,000	7⅞	664.20	700	1,000	35.80	335.80
60,000	9½	796.87	840	1,200	43.16	403.16
70,000	10¾	930.00	980	1,400	50.12	470.12
80,000	12½	1,062.75	1,120	1,600	57.25	537.25
90,000	14 1/8	1,195.35	1,260	1,800	64.44	604.44
100,000	15½	1,328.40	1,400	2,000	71.60	671.60
200,000	31¼	2,656.50	2,800	4,000	143.50	1,343.50

24 page paper—6 ounces

					$1.40 hund.	
10,000	2¼	$159.37	$140	$200	$10.37	$40.62
20,000	3½	318.74	280	400	38.76	81.25
30,000	5¼	478.13	420	600	58.15	121.87
40,000	7½	637.50	560	800	77.50	162.50
50,000	9¼	796.87	700	1,000	96.87	203.15
60,000	11¼	956.25	840	1,200	116.25	243.75
70,000	12¾	1,116.62	980	1,400	135.62	284.37
80,000	15	1,276.00	1,120	1,600	156.00	325.00
90,000	16⅞	1,434.37	1,260	1,500	174.37	665.62
100,000	18¾	1,593.75	1,400	2,000	193.75	406.25
200,000	37½	3,181.50	2,800	4,000	381.50	812.50

28 page paper—7 ounces

10,000	2⅝	$188.80	$140	$200	$46.00	$11.00
20,000	4½	372.00	280	400	92.00	28.00
30,000	6⅝	558.00	420	600	138.00	42.00
40,000	8¾	744.00	560	800	184.00	56.00
50,000	10¾	930.00	700	1,000	230.00	70.00
60,000	12¾	1,116.00	840	1,200	276.00	84.00
70,000	13⅞	1,302.00	980	1,400	322.00	98.00
80,000	17½	1,488.00	1,120	1,600	368.00	112.00
90,000	19¾	1,674.00	1,260	1,800	414.00	126.00
100,000	21⅜	1,860.00	1,400	2,000	460.00	280.00
200,000	42½	3,720.00	2,800	4,000	920.00	280.00

CONFERENCE CALLED IN NEW ORLEANS

S. N. P. A. Advertising Committee and A. A. A. Southern Council Will Meet on November 14-15

NEW ORLEANS, LA., Nov. 8.—The first meeting of the reorganized advertising committee of the Southern Newspaper Publishers' Association will be held here November 14 and 15. The members of the committee are: A. G. Newmyer, chairman, New Orleans Item; J. S. Cohen, Atlanta Journal; Victor Hanson, Birmingham News; Charles S. Allen, one Montgomery Advertiser; W. A. Elliott, Jacksonville (Fla.) Times-Union; C. F. Gladicher, Louisville Herald.

On November 15 the Southern Council of the Association of American Advertising Agencies will meet in New Orleans and it is planned that the publishers' committee will have a joint session with the advertising agents on Saturday.

RESUMES NATIONAL SCOPE

Glenn Hutchinson Elected Secretary Western Advertising Company

ST. LOUIS, MO., Nov. 12.—The Western Advertising Company, which has controlled street car advertising in the St. Louis territory for the last thirty-one years, has resumed agency service for national advertisers, having discontinued it some years ago. The service will be in charge of Glenn W. Hutchinson, who formerly was vice president of the Gardner Advertising Company, and at one time advertising manager of the Frisco Railroad.

Daniel A. Hill is president, and Ewing Hill vice-president of the parent company. Mr. Hutchinson, who has been manager of the foreign department, has also been elected secretary of the company.

FIRST PITTOCK HEARING

Contest to Break Will Comes Up November 19

PORTLAND, ORE., Nov. 12.—The first hearing in the contest to break the will of Henry L. Pittock, late publisher of the Oregonian, brought by his daughter, Mrs. F. W. Leadbetter, will be heard November 19. It comes on a motion of O. L. Price, executor of the $8,000,000 estate, to strike out three assertions which form an important part of the contest petition.

Mr. Price would have eliminated the following allegations on which Mrs. Leadbetter seeks to have her father's will declared void: That (1) it gives the trustees unlimited discretion as to keeping the estate intact or selling many of the assets during the 20-year trust period; (2) it does not specify the beneficiaries with sufficient clearness, and (3) it is contrary to the statutes of the state and against public policy, particularly because it directs the trustees to vote the stock of the Oregonian Publishing Company owned by Mr. Pittock in favor of themselves as directors of the company for the period of the trust.

Candy Heads New Ad Club

HUTCHINSON, KAN., Nov. 9.—The Hutchinson Ad Club has been tentatively organized with William S. Cady advertising manager of the News, as president; Charles Claus of the Hutchinson Office Supply company secretary and L. Paul Rathfon, director of publicity. The men were called together by George Hipple of Hostutler & Hipple

Editors Petition Senate

DES MOINES, IA., Nov. 9.—Ratification of the peace treaty at once, with the League of Nations unweakened, is demanded of the Senate in a petition signed by Harvey Ingham, editor of the Register and Tribune; W. E. Barton-field, editor of the News; and Lafayette Young, publisher of the Capital.

Want Newsboys Exempt from Law

LONDON, ENGLAND, Nov. 9.—Exemption of newsboys from the provisions of the Education act is being brought by the Stockport Newsagents Society. The agents want the services of the boys from 7 to 8 o'clock in the morning and from 5:30 to 6:30 o'clock in the evening, "with such safeguards as the authorities may deem necessary for the welfare of the child."

Mutual Motor Truck Advertising Campaign In Daily Newspapers

Our entire advertising appropriation is being expended in two classes of publications:

1. Trade Journals
2. Local Newspapers.

By our contract with local dealers, we and they, *each* spend $150.00 per truck, in local newspapers, making the newspaper campaign alone aggregate

$300,000 for our first 1,000 trucks.

As we will not look with favor on a dealer who is not strong enough to contract for 10 trucks, the minimum local newspaper campaign for each dealer will amount to $3,000.

Find a "10-Truck" Dealer For Us, and get this Campaign started.

We are proving to a million captains of trade and industry, thru our campaigns in 65 leading trade journals, that the **Mutual** is actually

America's Greatest Truck

and have already created so active a demand, from manufacturers and wholesale merchants all around you, that the dealer will find it easier to sell 10 Mutuals than two or three ordinary trucks.

Send for folders to hand to likely candidates for the Mutual Agency.

MUTUAL TRUCK COMPANY

Sullivan, Indiana **U. S. A.**

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Gathered at Random

Upward!

Cheyenne, Wyo., Nov. 12—The life of an editor doesn't seem to be precarious enough to satisfy William E. Landan, editor of the Wilds (Wyo.) American, who has gone into company just organized for the manufacture of nitro-glycerine.

Probably Traveling by Mail

A year ago Leslie E. Edmonds, of the Topeka (Kan.) Capital staff, became separated from his baggage in France. After months of letter writing he received his bedding roll, or somewhere in the middle of October. Later he received word that his trunk locker was in New York.—News Note.

H. I. Phillips, the versatile humorist of the Globe, combines business with pleasure. He draws the cartoons illustrating his daily column of wit.

Brother Jonathan

Wheaton Valley and Silver Height were next door neighbors that lived to fight; each the sons of stiff-necked sires per stirring up hate's ancient fires, and were backed by press hostility— over, the Beacon, below, the Bee.

And in its middle name," the folk
one twin town of the other spoke;
and "middle names" went forth and back
frontal, rear and flank attack.
ow war was waged in this foolish fray,
e Bee and the Beacon leading the way.

Often amid the battle fog
parson, or priest, or pedagogue
could rise and ask for a bit of truce
with a view of ending the long abuse
at the teacher's pica met a surly mood,
and the pulpit polemics did little good.

Then, one summer a millionaire
named Jonathan Tait came camping there,
and Mrs. Tait, who was rather frail,
ate fat and hearty within the vale,
while on the hill, where the landscape lured,
she's hay fever was quickly cured.

"That settles it," the rich man quoth,
"We'll stay where health invites us both,"
he liked the Valley, and he the Height,
between the two, on a pretty site,
built a costly domicile,
Superb and unique in size and style.

Both Valley and Height claimed Tait; the Bee
and Beacon took sides with energy;
and "middle names" flew thick and fast
in the magazine inserted the scribes at last!
said: "I'm Brother Jonathan Tait,
and my 'middle name' is Co-operate.

Every dollar I've got I trace
friendly feeling; the saving grace
the grace of getting together, but you
on't seem, as yet, to have proved that true;
a big stakeholder here today
must object to the game you play.

Bad blood in a luxury of hings
bargained for in our schems of things;
ow, the Bee and the Beacon are going to sink
their differences, and devote their ink
boosting these Valley of valley and hill,
'll swamp you both with a paper that will."

Said, behold! forthwith, the Beacon and Bee
reported a change of policy;
and soon the sons of stiff-necked sires
used stirring up hate's ancient fires
thanks to Brother Jonathan Tait,
those "middle names" was Co-operate!

JAMES C. McNALLY

Something to Think About

Writing from the American point of view, Dr. Shepherd, the well-known American correspondent now at the Hague, has sent a Exchange Telegraph Company article which he says the representative of a German that the manufactures printing press me into Holland recently. He went to e office of a certain great newspaper. This newspaper had been surely in need of presses d had been negotiating with American manufacturers.

"I will sell you a press at pre-war prices," d the German. "I will charge you in marks, d the mark has fallen so low that you will ve a press now cheaper than before the r."

The press was delivered within a month d cost the Hollandhrs exactly two-thirds what they would have paid in America, counting freight rates.

The salesman spent three weeks in Little ehland, and when he returned to The ague he reported to his friends

"Well, I've taken enough orders to start our rotin factory full blast and keep it going r a year. That's a thousand Germans we've t to work, anyhow!"—Newspaper World, ondon.

A Bribe We Offer

If K. C. B. will fill this column next eek we will introduce him to a newspaper editor from Maine who knows just how to mix honey and rain-water and get results. Knowing how adverse Kenny is to having opportunity knock more than once at his door we are mailing a marked copy of this to the Pennsylvania Hotel by special delivery, Mr. Burleson being willing he should receive it not later than December 1—this year.

A Message Delivered

A certain English newspaper friend of ours carried the following full-page announcement in display type during recent labor troubles:

"If any reader of the ..... who finds that his local newsagent has not received his usual parcel this week will advise us by letter, a copy of the paper of the date referred to will be at once forwarded by post.

Barney Furay, South American editor of the United Press, wishes us to call the attention of his many friends to the fact that he is still collecting stamps and always appreciates contributions—Austrian issues preferred.

Police! Police!

The International Editorial Association is preparing to fight the American Journalism Association.—News Note.

"Fight" is the wrong word. If the I. E. A. continues the practices reported, journalists, from cub reporters to editors, will be discredited.

A Thought for Novmbar

Clyde P. Steen is managing director of the International Editorial Association.

Things Punch Notes

Punch very gaily notes the following very interesting stories in the daily press of England and the United States. The names of the journals that perpetrated them are very kindly suppressed by the censor of this column:

"The Duke does not wish his name published, is also driving a motor lorry, and masticating sandwiches with his grimy hands."

Perhaps when the anonymous Duke has practised a little longer, and can masticate sandwiches like a member of the Trade Unions, he may reveal his identity.

"The tanisch and motor car piled with luggage remain a familiar London sight. It is more surprising to encounter in the heart of London men and women carrying bags and packs and obvious strangers."

Very surprising for the strangers, we should think.

Another Sex-Problem

Underneath a picture:—

"On the peaceful cliffs of Cornwall new motor-cycles are presumably rare. The cow, luring of an inquiring turn of mind, wonders what has come to disturb his solitude."

The Lady-Killer

"Pershing Hailed by Cheering City

"Along the Parkway, school children hurled roses in his path. Two school girls presented him with a large bouquet of roses. "God bless you, my children, and thank you,' he said as he killed both girls."

A copy of the Ulster County Gazette, published at Kingston, N. Y., on January 4, 1800, and which carries an account of the burial of George Washington at Mount Vernon on December 20, is in possession of Edward Hahnen, deputy clerk of the municipal court of Des Moines.

Benjamin Healey, head proofreader of the Albany (N. Y.) Knickerbocker Press, stumbled over a purse containing $2,000 in small bills. He received a $10 bill, in reward, when he found the loser.

Sloan and Leake McCauley of Dallas, Tex., who attend the University of Missouri, are said to have the distinction of being the only twin reporters on one newspaper. They work on the Columbia Missourian.

By the last Government Report Wisconsin had over $5,000,000 on hand at the close of the year and after expending over $20,000,000

Its public properties are valued at over $50,000,000.

The assessed valuation of ALL property exceeds $4,000,000,000.

Whereof, let us remark, that values are presumably on a 100% basis. THAT is the WISCONSIN method of undeception, its uncamaflouged way of understanding itself.

Almost *anybody* can draw a conclusion from these figures, to wit—that a population of under 2,500,000 with that amount of wealth can buy very freely and afford it.

There are thousands of things that Wisconsin does not make but buys *outside* and almost any well advertised specialty can do well in this market. The people are mostly all readers of these Dailies and get their information out of them, including the NAME of the goods they shall order.

Papers	Circulation	Rate for 5,000 lines
†Appleton Daily Post.....(E)	5,810	.0143
Beloit News .....(E)	7,029	.025
Eau Claire Leader-Telegram .....(ME&S)	8,776	.03
Fond du Lac Commonwealth..(E)	6,028	.02
‡Green Bay Press Gazette.....(E)	11,011	.025
Kenosha News .....(E)	4,594	.0178572
La Crosse Tribune and Leader-Press .....(E&S)	12,452	.03
Madison (Wis.) State Journal (E)	13,728	.035
†Madison (Wis.) State Journal (S)	10,891	.035
*Milwaukee Wisconsin News..(E)	70,248	.12
Milwaukee Journal .....(E)	101,220	.16
Milwaukee Journal .....(S)	93,847	.16
Milwaukee Sentinel .....(M&E)	75,905	.13
Milwaukee Sentinal .....(S)	60,840	.13
Racine Journal News.....(E)	7,631	.03
Sheboygan Press .....(E)	6,783	.025
*Superior Telegram .....(E)	18,154	.04
Wausau Record-Herald .....(E)	5,286	.01785

Government Statements, October 1st, 1919.
†A. B. C. Statement, April 1st, 1919.
‡A. B. C. Statement, October 1st, 1919.
*Publishers' Statement.

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INTENSE AMERICANISM IN WYOMING

State Editors Pledge to Fight Bolshevism—Ask Review of Printers' Compensation Act—Assessments

[BY TELEGRAPH.]

CHEYENNE, WYO., NOV. 10.—Before the close of its three-day session Saturday night, at Worland, the Wyoming State Press Association appointed a committee to ask of the next legislature an amendment to the Workmen's Compensation Act providing more equitable assessments against employers of printers in the state.

At present the assessments for the protection of employees are on a flat rate basis and are not graded in proportion to the risk of the employment. The association contends that the risk of accident to printers is low and that the assessments for the compensation fund should be proportionately low.

The association also adopted strong anti-Bolshevism resolutions and declared for an intense Americanism.

L. L. Neton, president of the Big Horn Basin Press Club, presided at the convention in the absence of President J. H. Walton. The attendance was good, especially from the northern part of the state, and the program was a winner, including as speakers Dean A. L. Stone, School of Journalism, University of Montana; H. C. Hotaling, field secretary, National Editorial Association; Fred G. Marvin, editor of the Mountain States Banker and the Mountain States Mineral Age; George T. Hasbrick, field secretary, Colorado Editorial Association; and W. W. Gail, manager of the Billings (Mont.) Advertising Company and editor of the Midland Empire Farmer. Mr. Gail, at the closing banquet given by the Alfalfa Club of Worland, was a "toastmaster de luxe with deckle edges."

The association members while in Worland were guests of the Big Horn Basin Press Club. W. E. Chaplin, secretary of state of Wyoming, and editor of the Laramie Republican, took prominent part in the convention.

The next convention of the association will be held at Riverton next June. The new officers are: W. H. J. Bowry, of the Riverton Chronicle, president; T. F. Doyle, of the Douglas Budge, vice-president; Harvey C. Dutsch, of the Riverton Review, secretary-treasurer.

W. G. Johnston of the Worland Grit, and Mrs. Ruth Ireland of the Chugwater Record, were elected to the executive committee, which is completed by the officers.

THOMSON RECONNOITRING

Visit to Chicago Presages Ad Bureau Office There

William A. Thomson, director of the A. N. P. A. Bureau of Advertising, was in Chicago this week making plans for the establishment of an office of the bureau there. It is stated at the New York office that a definite announcement will be made upon his return here.

Plans for the San Francisco office are still in abeyance until the establishment of the Chicago branch, and it is thought that action will be held up until after January 1.

FIRST A. J. A. CHARTER ISSUED

Washington University Students Apply for Membership

ST. LOUIS, MO., NOV. 8.—The first application for a charter under the proposed organization of the American Association of Journalists was received today by President Richard L. Stokes. The application was for membership as an associate chapter, and came from the department of journalism of the State College of Washington, Pullman, Wash. Thirty-six men and women signed the application, with the prospect for more.

The officers of the chapter are: Chairman, Frank Thayer, associate professor of Journalism; vice-president, Miss Mildred Perry, a student; and secretary, J. L. Ashlock, teacher of industrial journalism.

SHEPHERD WITH I. N. S.

Famous War Correspondent Now Covering Reconstruction Stories

William G. Shepherd, magazine writer, whose name is well known among newspaper readers as a result of his dispatches during the war, in which, at various times, he covered activities on practically every front, has joined the staff of the International News Service as a special writer on big problems of the day from the seat of action.

Mr. Shepherd recently returned home from Paris, where he covered the Peace Conference, following the signing of the Armistice.

Tracy Wants Anglo-U. S. Amity

British-American friendship is the best guarantee of the safety of the world, Louis Tracy, British novelist, told the Association of Foreign Press Correspondents and other guests at a dinner in his honor at the City Club, New York, last week. Among the speakers were Melville E. Stone, general manager of the Associated Press; Alfred G. Gardiner, formerly editor of the London Daily News; Colonel John A. Cooper, of the Canadian Bureau of Information; W. R. Bullock, of the London Times; W. W. Davies, representing Australian newspapers, and C. Lonis Hind.

Iowans to Hold Conference

SPRINGFIELD, MASS., NOV. 10.—Waldo F. Cook, chief editorial writer of the Republican, will be the principal speaker at a conference of Iowa newspaper men and the State University Department of Journalism in Iowa City, November 21-22.

PRACTICAL STUDY PLAN FOR AD CLUBS

St. Paul Criers Launch "$10,000,000 Corporetion" and Will Plan International Advertising and Sales Campaign

ST. PAUL, NOV. 12—Every member of the Town Criers Club is a stockholder and director in the newly re-organized Minnesota Crockery Company, a $10,000,000 corporation, and will have voice and vote in a gigantic plan for an advertising campaign of international scope which is being projected.

This does not mean that the advertising men of Saint Paul all are rolling in wealth, as unfortunately the beautifully lithographed stock certificates which each one received a short time ago bear "not negotiable" in small type at the top. It is the outcome of a unique idea for consideration and discussion of a concrete advertising campaign at the semi-monthly meetings of the Town Criers Club, worked out by the educational committee.

Drews Largest Meeting

That the plan will be most successful is evidenced by the enthusiasm shown at the first meeting of the club this season, October 24, when the largest number ever present at a club gathering heard Mac Martin of the Mac Martin Agency, Minneapolis, discuss "The Function of Advertising," as applied to the business of the mythical corporation.

The plan in brief is that educational meetings of the club will take the form of conferences of the board of directors of the Minnesota Crockery Company. A discovery has been made by the company's chemist of a new annealing process by which crockery can be made practically unbreakable. This, of course, will revolutionize the business—old methods of distributing through jobbers will be inadequate and an extensive advertising campaign must be considered.

Trade Conditions Outlined

This was the condition at the time of the first "directors' meeting." Mr. Martin outlined trade conditions in the crockery business, explained the function of advertising and ended with a strong appeal that his agency be given the handling of the projected advertising campaign.

The discussion at the conclusion of Mr. Martin's talk brought out the real value of this novel scheme of the Saint Paul club. The "directors" took such a keen interest in the advertising campaign offered for their approval that the time for adjournment had to be extended to permit a full discussion.

Much of real educational value was brought out in this part of the meeting, while there was ampe opportunity for humor as the pseudo-directors hurled at Mr. Martin all the objections to advertising which had been inflicted on themselves in years gone by.

Educational Meetings

The entire series of educational meetings of the Town Criers Club this season will be conducted along the same line. At the second meeting J. W. Hatfield of the Corning-Firestone Advertising Agency, Saint Paul, appeared before the board with a detailed analysis of the Minnesota Crocker Company's product, with recommendations as to what line to advertise, labels, containers, trade-marks and trade names.

At the following meeting the market will be analyzed and at later meetings various methods of reaching the dealer and consumer will be presented by men of authority in each line.

This scheme of the Town Criers was originated by the educational committee composed of Edgar Tolson, chairman; J. H. Curtiss, G. N. Gunderson, C. B. Lawrence, A. L. Firestone, Mrs. L. W. Harms and H. Matthies.

The Town Criers have two education al meetings a month, preceded by a dinner. In addition there are held two noon luncheons at which advertising talk is barred and speakers on other subjects of interest are heard.

(300 ft. x 280 ft.)

The Detroit News

is 1st in America in paid advertising because it is the only paper that covers the rich Detroit and Michigan field—so far outstanding all competitors in circulation that advertisers concentrate in the News.

Last P. O. Report

For the period ending Oct. 1, 1919
Average Daily and Sunday Circulation

76,806

New Orleans Item

Send for a copy of our $3,000 Book of Facts and Figures concerning selling 1/28 of all the people in the United States.

In Cleveland

For the first nine months of 1919, the largest total lineage of any Cleveland newspaper and the greatest gain in lineage was that of

The Plain Dealer

The circulation of

The Evening Star

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

dominance

You can absolutely dominate one of the most easily cultivated markets in U. S. A. through its dominant paper.

The Indianapolis News

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

ADVERTISING RECORD

4,732,042 Agate Lines of advertising were published in the

Clarksburg Telegram

WEST VIRGINIA

during nine months ending September 30, 1919

A gain of 31.8% over same period last year

NATIONAL ADVERTISING

shows a gain of 87.9% for the same period. It pays to advertise every day in the Clarksburg (W. Va.) Telegram

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

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PRESSMEN QUIT WORK AGAIN IN N. Y.

Decide They Will Remain Out, With Paper Handlers and Compositors, Until Their Demands Are Met

After deciding to rejoin the International Union and settle their differences with the employing printers through recognized arbitration channels, members of old Pressmen's Union No. 51 of New York decided Tuesday to rescind its action and stay out with the paper feeders and handlers and compositors until their full demands for a 44 increase in pay and an immediate 44-hour week is granted.

After the pressmen had showed their inclination to return to work, a number of the printing plants endeavored to resume operations Monday, but very few succeeded to any marked degree. Many pressmen who had taken out cards with the newly formed local branches of the I. P. & A. U. were on hand to begin work, but there were no paper handlers nor feeders, while few members of the I. T. U. showed any desire to cut short their "vacations." This situation was followed Tuesday by the decision of the pressmen to remain out also.

Unions Issue Statement

No further conferences will be held with the employers on wages or hours until all the strikers are back at their posts, the Printers' League announced, with the refusal of the feeders and compositors to accompany the pressmen in their return to the printing plants.

A statement signed by eight presidents of local unions in the printing industry, comprising photo engravers, stereotypers, electrotypers, mailers, bookbinders and others has been issued supporting to give a true history of the inside facts leading up to the present struggle. The statement follows:

"In order that the rank and file of the printing trades unions of New York City may know the truth and the action during the year which is up to the present moment-forming excuses for the present existing strife between the printing trades crafts and the employing printers, the following facts which must be recognized before the appeals for a hearing and assistance which have been made can be entertained:

"At a meeting of the Allied Printing Trades Council held on January James Bagley, president of Franklin Union No. 51, was an unsuccessful candidate for secretary of the Allied Printing Trades Council. Since that time the Franklin Union has not been represented by any of the council's meetings and failed to pay a per capita tax.

Severed Own Relations

"Pressmen's Union No. 51 also has failed to pay per capita tax to the council during the year, despite the promise of its officers and delegates to pay same in order that their delegates seated at the recent convention of the Allied Printing Trades, the statement made at that time being to the effect that both the executive board and the regular meeting of No. 51 had orders that their per capita tax be paid, but that President Bernard Nolan refused to sign the cheque for same; that this matter again would be brought to the attention of the members of No. 51 at their next meeting and that if President Nolan still refused to sign the cheque for the per capita tax the Allied Printing Trades Council impeachment proceedings would be instituted, this per capita tax had not been paid to date as was the president impeached.

"It will be seen from the above that these men have through the action of their officers cut out the initiative in severing relations with the other printing trades unions in this city.

"At the instigation of Bagley and Nolan meetings were held in the Aldermanic Chambers and in Arlington Hall in March, at which efforts were made to consider and dispose of matters which rightfully belong to the Allied Printing Trades Council. The purpose of these meetings undoubtedly being to supersede the Council. The latter of these meetings ended in so much confusion as not to warrant any further efforts along that line.

"Whether Locals No. 51 and No. 23 seceded from the International Printing Pressmen's and Assistants' Union, or whether their charters were revoked for non-payment of per capita tax is of little moment. The fact remains that these relations are severed. Instead of being inside fighting for what they contended is right and against all that might be wrong, they have deserted and disqualified themselves from either voice or vote in rectifying and straightening out their affairs.

Unwarranted Walkout

"The unwarranted and uncalled for walkout of the pressmen in the plant of the Publishers' Printing Company in violation of agreement and in addition to the assistance to work with pressmen who insisted on retaining membership in their International Union and certifying conditions over which is not known to need rehearsing.

"All members of the printing unions were and are in sympathy with the movement for a forty-four hour working week in the printing industry and wages in equity with the present cost of living. Unfortunately complications were brought about by leaders of the pressmen's unions which made it impossible to support this movement without supporting their action and encouraging a line of conduct which have ultimately led to the disruption of all the printing trades unions. As a matter of principle and as a matter of self-protection and unity for themselves but for the entire industry, the great majority of the printing trades unions have always stood against secession. This conclusion was arrived at as individual organizations, not by representatives standing or concerted movement, and the policy adopted will be persistently carried out.

"Cause of secession of unions opposed to secession have in any manner trespassed on the jurisdiction of any of the other printing trades. This is a policy which will be steadfastly adhered to by the Allied Council and will not act in any way to encourage or assist secession by a single organization in any manner. We reserve the right of working for and with those who are loyal to the printing trades and our policy and intention of organization.

"The activities and the attitude of the members of Typographical Union No. 6 in refusing to work with members of the International Printing Pressmen and Assistants' Union in various parts of the city, and also in favor of secession and the first move made by any of the local printing trades unions to be recognized by those whom they would work, then decided that they should only work with unions affiliated with the A. F. of L.

"The act and folly of the compositors in working with non-union stereotypers, as was done in the Martin B. Brown Company's plant, and of the latter in offering to furnish and have their members do bookbinding, cutting and electrotyping, as was done in the plant of Street & Smith's, is to be deplored, and will be resisted in every manner possible. The threat of the pressmen's unions to open and operate electrotype and photographing plants is ridiculous.

Opposed to Secession

"As we stated previously, the unions opposed to secession have not and will not attempt to work outside of their jurisdiction no matter what attempts are made to provoke them to do so.

"Appeals have been made for closer co-operation among the printing trades for the present and future. This is impossible until the pressmen reaffiliate with their respective international unions and thereby with the Allied Printing Trades Council, through which medium the most assistance and co-operation can be given. By this we do not want to be understood as condemning the officials in the international unions or other bodies. We do believe that if absent they should be rectified from within. To secede is to shirk responsibility and desert and leave to their fate solid and smaller sister locals. Bitter experience has taught that secession at its best has nothing to offer but chaos and confusion with ultimate defeat in regard to all.

"The pressmen and compositors must realize that the action of the members of 'Big 8' in carrying on their entertainment without or vacation against the wishes of their officers and against the instructions of the local unions, and the action of Nos. 23 and 51 in seceding, does not open the way for co-operation with compositors and pressmen in other cities.

"This is best demonstrated by the fact that an enormous amount of publications and other matter in this city is printed by these pressmen in other cities without protest. It is well known

(*Continued on Page 36*)

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers
Representative
1006 Heyworth Building
29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)
MAIL NEWS, FEATURE, and FICTION Service. Over 150 American, Canadian and European newspapers subscribe to our complete service.

Obituary

WALTER EDWARD WEYL, authority and writer on economics, who was an associate editor of the New Republic from 1914 to 1916, died Sunday in the New York Hospital, aged 49 years.

CHAMP CLARK THOMPSON, the three-year-old son of James H. Thompson, publisher of the New Orleans Item, and grandson of former Speaker Champ Clark, died last week in New Orleans, following an operation for ear infection.

ESTELL R. MYERS, 40, office manager of the American Hereford Journal, of Kansas City, died on October 29, following a six weeks' illness.

COL. RICHARD B. SPEED, 70, for many years editor of the Nevada (Mo.,) Daily Mail, died November 6, following a year's illness, resulting from a paralytic stroke. Col. Speed became editor of the Warrensburg Banner in the 70's and in 1882 became connected with the Mail. He was president of the Missouri Press Association in 1883 and 1884. After serving as state oil inspector, he again entered newspaper work.

OLIVER L. ANGELINE, aged 59, one of the oldest active newspapermen in Rochester, N. Y., died last week. He began his career 28 years ago on the Democrat Herald, and later went to the Evening Times. For the last sixteen years he had been on the staff of the Democrat and Chronicle, covering City Hall and politics since 1912.

WALTER D. WEAVER, a former editor of the Electrical World and a member of the first Greeley Relief Expedition, died November 3 at Charlottesville, Va., aged 62 years.

LEON A. GRAY, aged 45, proprietor of the Lincoln County News, was drowned at Wiscasset, Me., last week, while working on his yacht in the Sheepscot River.

GEORGE SWEET, for twelve years employed in the news room of the Winnipeg Free Press, died October 27, following an operation. He leaves a widow and family.

JACOB G. CARPENTER, for forty-five years in the employ of the Brooklyn Daily Eagle, died in his seventy-seventh year November 7.

DR. CHARLES FREMONT TAYLOR, editor and publisher of the Medical World, died in Philadelphia November 5.

DR. MICHAEL H. SPEED, 70 years old, died on November 5 at Nevada, Mo., where he had been publisher of the Nevada Daily News for many years. He was born in St. Charles County (Mo.), moved to Warrenton when a boy and later became editor of the Warrenton Banner. He had been a resident of Nevada for 37 years. He was president of the Missouri Press Association in 1883 and 1884. He retired some time ago from newspaper work.

PETER RICHARDS, aged 91, known throughout Wisconsin as "Uncle Peter" and considered the oldest newspaper man in the state, is dead at Lodi. He established the Lodi Valley News, one of the first newspapers in Columbia county, in the early sixties.

JOHN MCKEE, of the Van Patten Advertising Agency staff, died in Brooklyn, N. Y., November 8, aged 73 years.

W. A. White to Write History

EMPORIA, KAN., Nov. 11.—William Allen White, editor of the Emporia Gazette, has accepted the invitation of the executive committee of the League of Free Nations Association to undertake a historical summary of the present and past relations of the American government to the various Russian governments since the overthrow of the late czar in March, 1917.

WE SPEND MORE THAN
$500,000
per year to produce the features which have created the greatest newspaper following in the world.
"Hearst's Features Always Lead"
Write for booklet.
"Half Million Dollar Feature Service"
The International Feature Service
246 West 59th Street

The True News FIRST
Always-Accurately
International News Service
World Bldg. New York

New Era Features
30 E. 42nd St., New York City
Forty Leading Papers Print Our Service
Send for our Headline History of the World War

Time and Money
Both time and money are saved by members of *The Associated Newspapers* when it is securing a most effective feature service at a saving over former feature expense. Besides, they are building up *for themselves* a service of increasing value.
Write or wire for terms of membership. Only a few cities now open.
The Associated Newspapers
170 Broadway New York

NEWSPAPER Feature Service
GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 38TH ST. NEW YORK

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NEWS IN BRIEF *of the* NEWSPAPER AND ADVERTISING WORLD

Surrogate Fowler, of New York, has directed Rodman Wanamaker and the Guaranty Trust Company, as executors of the estate of James Gordon Bennett, publisher, to account to Mrs. Jeanette Belle for a trust fund of $770,-000. The trust fund in favor of Mrs. Bell, a sister of the publisher, was created under the will of James Gordon Bennett, Sr., their father. Mrs. Bell charges the fund has shrunken to $670,-000, and she demands light nn the other $100,000.

At the invitatinn of the advertising council committee of the Chicago Association nf Commerce, the Chicago delegates to the recent New Orleans convention of the Associated Advertising Clubs of the World assembled for a dinner-dance on October 28 at the Hotel La Salle. The gathering was made the occasion for resuming the pleasant friendships which had their beginning en rnute to New Orleans in the special cars of the advertising council.

Disposition of the estate of Mrs. Ella Wheeler Wilcox, by will offered for probate today, is mostly by cash gifts to relatives. The value of the estate is not indicated. The residuary legatees will be twn nieces in Hartford, Conn., npon their twenty-first birthday.

The Gaumer Publishing Company, publisher of the Urbana (O.) Democrat, has installed a new Babcock cylinder press.

The St. Paul Daily News of November 2 issued an "Armour Edition," describing the new packing plant at South St. Paul and carrying advertising for that town as well as St. Paul.

"The Retail Ad-Viser" is a new weekly started by the Worcester (Mass.) Telegram for distribution among the retail trade to stimulate interest in national advertising earried in the newspaper. The Telegram has also begun to carry a full page of church advertising, to run each Saturday morning fnr 38 weeks, paid for by prominent laymen of the city. The advertisement headed "Go to Church Sunday" faces a page of smaller church advertising and church news.

Posts of "The Veterans of Foreign Wars of the United States," now being organized in New York, include a number of newspaper men. Membership is limited to those who have served overseas in wars since 1898.

The Lexington (N. C.) Dispatch, which has fnr more than 37 years been issued as a weekly, became a semi-weekly October 27. H. B. Varner is editor and proprietor; L. L. Gobble, associate editor; and Fred O. Sink, general manager.

The Mohawk Valley Observer, a weekly newspaper envering the territory within 50 miles of the city, has made its appearance in Schenectady, N. Y. Ralph Streever, former correspondent of the Albany Knickerbocker Press and a member of the Schenectady board of supervisors, is one of the publishers.

As a feature of its new after-the-war-building policy, the Svenska Amerikanska Pnsten of Minneapnlis has appninted R. O. Lander, a former Stockholm editor, as head of its foreign news department. Swan J. Turnblad is publisher.

Audit Bureau of Circulations reports have been issued on the Halifax (N. S.) Herald and Evening Mail, Halifax Morning Chrnnicle and Daily Echo, Manchester (N. H.) Union and Leader, New Orleans States, New Orleans Times-Picayune, Pendleton East Oregonian, St. Thomas (Ont.) Times-Journal, Tiffin (Ohio) Daily Advertiser.

The Sphinx Club of New Ynrk will hold its 166th dinner at the Waldorf-Astoria on the evening of November 25. Speakers will be Cyrus H. K. Curtis, Irvin S. Cobb, James Montgomery Flagg and Louis C. M. Reed.

At the meeting of the Charter Oak Advertising Club, Hartford, Conn., on November 20, Louis Wiley, business manager of the New York Times, and William P. Green, of the Associated Advertising Clubs, are to be the speakers. A membership campaign has resulted in securing 32 new members thus far.

The Hutchinson (Kan.) News has started a little paper called "The News Item" in the interest of more effective advertising.

The St. Paul (Minn.) Pioneer Press issued a twenty-page industrial section November 2 devoted chiefly to South St. Paul and the $14,000,000 Armour plant, which is being installed in that suburb. Considerable space was also given to St. Paul advertising.

Employees of the Winnipeg Free Press have formed a social club and will hnld social events monthly during the winter.

The Canadian National Railways have been hnats to a party of Canadian newspaper men nn a trip to Vancouver to nper the new terminals at the Pacific coast. The party traveled from Winnipeg in special cars, and was in charge of C. W. Higgins, advertising representative for the west for the Canadian National.

The St. Paul (Minn.) Dispatch and Pioneer Press have been forced to ask the people to stop telephoning fnr "the correct time" since the telephnne companies no lnnger give such information.

The Seymnur (Ind.) Daily Democrat has been sold by Paul Poynter and L. C. Giffnrd to C. S. Mercer, a former owner.

J. E. Rymer, fnrmer publisher of the Lebannn (Ill.) Jnurnal, has been acquitted by the Circuit Court of arson charges, resulting from the burning of his building last March.

The next meeting of the California Press Association will be held in San Francisco November 14-15.

The annual meeting of the Northwestern Daily Press Association will be held in Minneapolis on the second Monday in January. An offiee has been opened in Minneapolis to handle advertising for the members and is in charge of R. R. Ring and R. M. Palmer.

The Hickory (N. C.) Daily Record has installed a Cox duplex press, and has increased the size of its paper to six pages. The paper is now under the editorship of S. H. Farabee, formerly of the Raleigh Times.

Audit Bureau of Circulations reports have been issued on: Bend (Orc.) Bulletin, Bowling Green (Ohio) Sentinel-Tribune, Charlottstown (P. E. I.) Guardian, Findlay (Ohio) Republican, Grand Forks (N. D.) American, Kokomo (Ind.) Daily Tribune, Lima (Ohio) Daily News, Lima (Ohio) Republican Gazette, Manchester (N. H.) L'Avenir National, Port Huron (Mich.) Times-Herald, Saskatoon (Sask.) Daily Star, St. John (N. B.) Daily Telegraph, St. John (N. B.) Evening Times-Star, Sydney (N. S.) Daily Pnst, Topeka (Kan.) Daily Capital, Topeka State Journal, Washington Pnst, Washington Star, Washington Times.

The Argos Advertising & Publishing Corporation has been organized in New York by Otto and Frank Kafka, Charles E. Perkins and M. E. Hidden.

The new monthly edition of Printers' Ink will be launched as soon as the printing situatinn in New York becomes normal again.

Reuben A. Scofield, editor and proprietnr of the Penn Yan (N. Y.) Express, has just observed his 76th birthday anniversary.

The Schuyler County Chronicle at Watkins, N. Y., has discontinued publication; the printing equipment has been purchased by Leroy (N. Y.) Courier.

H. J. Howe has sold the Leroy (N Y.) Courier to Lyman J. Swarthout.

The Corning (N. Y.) Evening Leader has built a handsome new home.

R. B. Calhoun, formerly advertising manager of the Bloomington (Ill.) Pantagraph, is nnw with the Decatur (Ill.) Review in charge of service.

Lady Northcliffe has consented to act as president of the Society of Journalists (British) for the ensuing year.

The Test Town of the Country for the National Advertiser

Beloit, Wisconsn

Beloit has the largest all-engine factory plant in the world. It is the forty-fifth largest wood-working machine-building center of the United States. It makes great paper-making machines. It has a total of 31 factories. Beloit is the heart of the richest agricultural and dairy region of the entire country.

The people are highly educated and have $2,000,000 in deposits in local banks.

One paper—the Beloit Daily News. Circulation over 7,000. Rate, 2½ cents per agate line.

SIX MORE NEWSPAPERS

Deliver their N. Y. Agency Copies by "S. & M. Insured Agency Delivery Service —on Check-Copies."

Fall River, Mass., Herald. New Orleans, La., Item—Richmond, Va., Times Dispatch—Atlanta, Ga., Journal—New Bedford, Mass., Standard & Mercury.

"The Service that INSURES PROMPT FULL Payment of Publishers' Bills"—

Ask any Prominent N. Y. Agency about Schworm-Mandel Service.

LOS ANGELES

Evening Herald

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION

123,305

Charter Member A. B. C.

125,636

persons live in the territory served by the

ASBURY PARK PRESS

(Evening and Sunday)

This section of New Jersey—Monmouth and the greater part of Ocean counties—constitutes the heart of the garden center of the state, besides being the "Playground of America."

The residents are well-to-do and form a responsive market that well repays the advertiser. And the Press thoroughly covers the territory named.

Rates: A. B. C. Standard Rate Card.

Frank R. Northrup, Special Representative

220 Fifth Avenue, New York City

Association Building, Chicago

J. L. Ketmouth, Manager and Publisher,

Asbury Park, New Jersey.

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.

Foreign Representative

171 Madison Ave. NEW YORK

The Pittsburg Dispatch

is a capable and welcome salesman in thousands of good homes.

WALLACE G. BROOKE,
Brunswick Building, New York

THE FORD PARSONS CO.,
People's Gas Building, Chicago

H. C. ROOK,
Real Estate Trust Bldg., Philadelphia

New Orleans States

Member Audit Bureau of Circulation

Sworn Net Paid Circulation for 6 Months Ending Oct. 1st, 1919

41,305 Daily.

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agcy.

Sole Foreign Representatives

New York Chicago St. Louis

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LITTLE TRAGEDIES OF A NEWSPAPER OFFICE

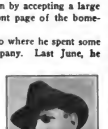


HAL PROBASCO, whose little feature "That's Different," is well known to the readers of more than fifty American newspapers, was "crowned." once.

The Mayor of a hustling little city that he then called home conferred that "honor" upon him and one of Hal's art gems was wrecked during the ceremonies. That was a great day—for the Mayor.

Hal was born in Binghamton, N. Y., about 23 years ago and started in the newspaper business at a very early age, having carried a paper route for the Binghamton Press for two years. It is not known just when his ambition to become a newspaper artist asserte itself but it was first recognized by Charles W. Baldwin, managing editor of the Binghamton Republican-Herald, who swung the young man into his future in a dazed sort of a condition by accepting a large number of his cartoons and printing one a day on the front page of the home-town paper so that all his friends could see and admire.

Wandering westward, Probasco finally landed in Chicago where he spent some time doing animated cartoons for a moving-picture company. Last June, he discovered "That's Different" and about the same time the Central Press Association, of Cleveland, O., discovered him and now he has a studio in the World Building, New York.


HAL PROBASCO

Being "crowned" was only an incident in his life, and as to tragedy, he tells the following himself :

"The biggest little tragedy of a newspaper office that ever happened to me occurre da few years ago when I walked into the editorial room of a well-known Indiana paper and inquired for the managing editor.

"He greeted me like a long lost brother and although his breath was not that of a total abstainer or his step as steady as it might have been, I took him at his word and agreed to report the next day for work as a cartoonist.

"The next day when I reported and inquired of the afore-mentioned M. E. where he wanted me to sit he seemed to have sobered up, for he swore that he had never seen me before—consequently I kept going West."

Hal believes in a pension fund for cartoonists.

OPEN SHOPS IN SEATTLE

Master Printers, After "Outlaw" Strike, Cast Out Unions

SEATTLE, Nov. 10.—Seattle's job printing shops, for years thoroughly unionized, have been declared on an "open shop" basis. Negotiations with the printers, pressmen and bookbinders who went out on strike a month ago, tying up the majority of the plants, have been broken off.

The strike was not authorized by the International Typographical Union and the representatives of the Bookbinders' International Union ordered the striking binders to work.

Compositors, pressmen and bookbinders are now receiving $7 per day for eight hours' work, the highest scale on the Pacific Coast. San Francisco pays $6.50 per day of eight hours, Tacoma pays $6.50. The unions were striking for $1 an hour for a seven hour day.

Broad Culture Is Invaluable to the Reporter

That and Other Points Stressed by Editors to College Convention in Cleveland

CLEVELAND, O., Nov. 12.—More than one hundred editors of college and high school publications held a two-day meeting in this city Friday and Saturday under the auspices of Sigma Delta Chi journalistic fraternity. It was the first meeting of the kind ever held in Ohio, the sessions being held at Western Reserve University.

The speakers included: Victor Morgan, editor of the Cleveland Press; Benj. Karr, of the Cleveland News; Erie C. Hopwood, managing editor of the Plain Dealer; Dr. Charles F. Thwing, president of Western Reserve University, and Sidney Wilson, treasurer of the university, and formerly president of the Cleveland Advertising Club.

Mr. Kerr discussed the "Editorial Writer," saying "we" embodied the personality of a paper, that an editorial is not always the work of one man, but often of several. Dr. Thwing published composition being a composite idea. He cited the editorial that made William Allen White well known twenty years ago, "What's the Matter with Kansas," as an illustration of what a striking headline will do.

Mr. Hopwood spoke on the "Training for Newspaper Work." He said the possession of broad general culture is valuable to a reporter because he must meet all kinds of people and should be able to meet them intelligently.

Mr. Wilson told the delegates that solicitors for advertising in college and university papers should seek patronage on the high ground of business, not on friendship or through charity.

Mr. Morgan discussed "How a Newspaper Gathers Its News." He said he believes there will be a new aristocracy —one, not of brains and money, but of service, a line of work in which newspaper workers do their full share.

AD MEN TO AID HOSPITAL

Wichita Club Raising $5,000 Besides Own Contributions

WICHITA, KAN., Nov. 8.—The Advertising Club plans to raise $5,000 from business men of the city to assist in the hospital drive to be launched in Wichita soon. The following have been appointed to carry ont the project: E. E. Hardwick, Henry D. Harper, Sydney D. Long and Hugh McVey. Besides the members expect to contribute themselves.

The Ad Club is also discussing a street fair while the drive is going on to help out in raising funds. Take-offs on some of the prominent men and historical exhibits, many of educational value, will form some of the attractions if the plans materialize.

Big Enrollment at Missouri

COLUMBIA, Mo., Nov. 10.—Two hundred and twenty-two students, from twenty states and four foreign countries are enrolled in the school of journalism at the University of Missouri. This is the largest enrollment in the eleven years of the school's existence.

Mankato Dailies Merge

MANKATO, MINN., Nov. 12.—The Daily Review has been sold to the Mankato Daily Free Press. The Review was started as a daily in 1878 by John C. Wise, whose son, of the same name, has owned and conducted the paper since the death of his father.

Daily for Sweetwater, Tex.

SWEETWATER, TEX., Nov. 9. — The Weekly Reporter Company is planning to establish a daily newspaper shortly.

Des Moines Register and Tribune

104,858 Daily
Morning and Evening

71,240 SUNDAY

Net Paid Average Six Months ending September 30, 1919
Member A. B. C.

Reaching the MOST Buyers at the LEAST Cost

BOSTON AMERICAN

Govt. Statement For Six Months Ending April 1st.

301,270

The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

The Dominating Force

Is a manufacturing territory famous for its wealth, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post
Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
I. O. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.

Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

THE PEOPLE OF NEW LONDON, CONN.
have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

The
NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Congregationalist

is not read for fun; it is read seriously; therefore it is well read.

Broad-minded advertisers know
THE CONGREGATIONALIST,
14 Beacon St. BOSTON, MASS.

The
Pittsburg Press
Has the Largest

Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives.
Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, JOHN GLASS,
New York. Chicago.

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SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

EVENING EDITION REQUESTED

Readers of Kansas City Post Make Request

KANSAS CITY, Mo., Nov. 11.—Strong demands that the Post establish a morning edition, in addition to the afternoon edition, made by hundreds of its readers, was the unexpected development when the Post announced a contest for its readers for suggestions for improvement in the paper. A prize of $25 for the best letter of 300 words or less, with a second prize of $15, and ten other prizes of $1 each, were offered. The contest is for women only.

Practically every letter sent to the contest editor suggested the morning edition and the letters are coming in by the hundred daily. The Post asked the women readers to tell what part of the paper they liked, and what they did not, what could be improved and what improvements they would like the Post to make to better the paper. The Post requested criticism rather than praise.

INCORPORATIONS

NEW YORK.—Botwen Printing Company; $200,000; D. Rosenthal, J. Pyser, M. Botwen, 368 Sixth avenue, New York.

Textile Foreign Press Company; $25,000; L. Chaves, C. E. Lux, J. L. Lindner, 50 West 112th street.

American Language Institute; publishing; $5,000; M. N. and I. Gelman, S. Harris, 63 Park Row.

Abe Katzenelenbogen, Inc.; printing and publishing; $10,000; A. and T. Katzenelenbogen, M. Berger, 600 Leech Terrace.

Prompter Publishing Company; $10,000; G. N. Sherman, J. A. C. Pidala, D. H. Wolfson, 290 Lenox avenue.

W. W. Pohlman Paper Company; $20,000; J. G. Purdy, A. W. Pohlman, A. M. Juby, 140 Remsen street, Brooklyn.

Collier Publications Corporation; merged with P. F. Collier & Son, Inc.

P. F. Collier & Son Company of Delaware; authorized; printing and publishing; 20,000 shares preferred stock, $100 each; 80,000 shares common stock, no par value; representative, F. Lewis, 416 West 130th street.

Mansaco Press; $10,000; E. Hurme, H. S. Lavis, W. M. Bush, 59 E. 59th Street.

New Thought Publishing Company to publish Jewish language publications; $10,000; M. S. Skiarsky, S. Fox, B. Rivkin, 624 East 169th street.

Western World Press; $100,000; F. E. Miranda, J. Vanegas, J. Bernstein, 232 Broadway.

Grass Printing Corporation; active capital, $27,500; P. Hagenow, C. Newman, A. Parker Smith, 61 Broadway.

Collier Publications Corporation of Delaware merged with P. F. Collier & Son Company.

BROOKLYN, N. Y.—Roehr Publishing dissolved.

WILMINGTON, DEL.—Delaware Ledger Printing & Publishing Company; $6,000; Edward M. Davis, Harrie T. Price, C. Julian Morgan, all of Wilmington.

NEW ORLEANS.—National Pulp, Paper & Cordage Company (Delaware corporation); $500,000; Rodney Hughes, S. S. Bagot, John W. St. Pierre.

ROCHESTER, N. Y.—Corona Paper Company; $25,000; C. A. Stanton, A. A. Bryan, A. H. Olsted.

CAPE CHARLES, VA.—News Publishing Company; $15,000; J. W. Wilson, president.

RICHMOND, VA.—Federal Printing Company; $10,000; E. Yaneey, president.

CHATTANOOGA, TENN.—O. B. Andrews Paper Mill Company; $500,000; to build paper mill.

PRESSMEN QUIT WORK AGAIN IN N. Y.

(Continued from Page 33)

that some of the officers of these unions while in this city not only sanctioned this work coming to their jurisdiction, but welcomed it, and also assured the publishers that the work would be completed without interruption.

Have No Sympathy

"New York publications are now being printed in Chicago, St. Louis, Philadelphia, Cleveland, Cincinnati, Boston, Baltimore, Newark and Atlanta, all of whom are working under contracts which call for a forty-eight hour week, and, in fact, in any city to which it has been sent. The fact that these magazines are of the news variety is proof that the members of the typographical union and printing pressmen's unions in other cities are doing this work and do not support the New York situation either morally or financially.

"To bring about a satisfactory adjustment and to secure the co-operation of all the printing trades unions in this city reaffiliation with their international unions is the first and most essential step necessary to be taken by all seceding unions—this is urgent unless still more work is to be driven from New York City to other localities, where it will not only be executed by union men, but encouraged to remain permanently.

"New York Photo-Engravers' Union No. 1, "F. J. Volz, President.

"New York Stereotypers' Union No. 1, "George E. Gartrell, President.

"New York Electrotypers' Union No. 100, "M. B. Apy, President.

"Typographical Union (Mailers) No. 6, "William B. Fullan, President.

"Bookbinders' Union No. 45, "(Miss) M. J. Murphy, President.

"Bookbinders' Union No. 6, "James Bown, President.

"Paper Cutters' Union No. 119, "William E. Riley, President.

"Paper Rulers' No. 9. "Mike Cody, President.

CALIFORNIA NEWS DRAMA

That Presentation of News Overshadows Individuals Shown

[BY TELEGRAPH.]

SAN FRANCISCO, Nov. 11.—Probably the modern ery of the American newspaper, "the news first," has never been carried out under more dramatic circumstances than in the case of the San Francisco Bulletin during the last ten days.

Mrs. Fred J. Wilson and her brother, Frank McCormick, were arrested following the fatal shooting on October 31 of Charles Brown, a rancher, whose home is near the Wilson ranch at Marysville, Cal. Self-defense, it is said, will be the plea of the defendants when the case is brought to trial. The case itself is one of the most dramatic that the Pacific Coast newspapers have had to deal in many years.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

Goss Sextuple Press For Sale

At sacrifice for immediate acceptance—Sextuple Goss press with color attachment, right columns, twelve ems, 21⅝ inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate; pot and pump. The press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1677, Boston, Mass.

For Sale.

1 hand Exquisite casting box, nearly new; 1 curved power shaver and 1 power tail cutter. Cash for equipment for 25½" column, eight columne wide. Also 1 Auto-shaver with tail cutter attachment which can be rearranged if not desired. Has a new arch. All or any of the above pieces can be purchased cheap. Immediate delivery. Write H. D. Bradley, care of Toledo Blade, Toledo, Ohio.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted

Second hand 16 or 20 page perfecting press. Cash on delivery. Sedalia Democrat, Sedalia, Mo.

Fred J. Wilson, husband of Mrs. Wilson, and former head of the International News Service, is efficiency expert in the editorial department of the Bulletin. From the time the story broke, the Bulletin has played the story on straight news lines from the scene of the shooting, including statements of witnesses. Unlike the Call, its evening competitor, however, it has not used pictures.

Big Business in Des Moines

The Des Moines Sunday Register has been enjoying a phenomenal advertising gain. The advertisement on page 3 of this week's issue shows that the gain has been 93 per cent in thirty weeks. The figures in that advertisement show also that the circulation gain since April 1st was 6,675 copies per Sunday. That was gain up to November 4th. It is understood that the gain to date has been 8,680; that the average circulation for Sunday for November 2nd was 78,642 and for November 9th, Sunday, 78,778.

One of the distinctive features of the Sunday Register is a new 8-page photogravure section.

Change in Selden Account

ROCHESTER, N. Y., Nov. 12.—The Selden Motor Truck Corporation has just established its own advertising department, in charge of J. E. Pickens. He is well known in advertising circles, having been for several years prior to his coming to this city assistant advertising manager of the Federal Motor Truck Company of Detroit. In addition to his duties as advertising manager, Mr. Piekens will edit Transportation, a new organ, of better motor truck hauling.

Agencies Combine

KANSAS CITY, Mo., Nov. 11.—H. R. Palmer, who since his discharge from the Army in September has been engaged in advertising work here, has merged his business with the Potts-Turnbull Advertising Company, with offices in the Graphic Arts building. He will assume charge of the department for preparation of advertising text matter.

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN
TYPE FOUNDERS CO.

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To
POWERS
Open 24 hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business
BOUGHT AND SOLD
Printers' Outfitters
Ascendents "Typenders" Products
Printers and Bookbinders Machinery
of Every Description
CONNER, FENDLER & CO
31 Beekman St. New York City

Pacific Coast Office for Rankin

CHICAGO, Nov. 11.—Following the William H. Rankin Company's association with Charles F. Higham, Ltd., London, England, it has opened offices in Los Angeles and San Francisco, in the Title Insurance building, and 74 New Montgomery street, respectively.

Minneapolis Selected

MINNEAPOLIS, Nov. 11.—The annual meeting of the Minnesota Editorial Association will be held here the third Thursday and Friday in February, 1920.

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CLASSIFIED ADVERTISING COLUMNS

hrough the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad set ictly cents per line may thus turn into cash something which now merely requires storage om—and which would be of real service to somebody else.

SITUATIONS WANTED

dvertisements under this classification, ten nts per line, each insertion. Count six ords to the line. For those unemployed, ten cents or 10 words, two insertions FREE.

dvertising Man.

fter three years' experience on a local sub- rban daily a young man is now seeking con- ction and advancement in connection with a ew York City newspaper or with some ewspaper business. He is single, 29 years old, ad loc the past seven years, with the ex- eption of the two years in which he was ervice in France, he has been in either the ewspaper game or with advertising agen- ies. An out-of-town proposition would be onsidered but the desire is to remain in New ork City. Address A-935, care of Editor and ublisher.

ublisher—General Manager.

ow on associate in management of leading mall city paper desires to advance and stablish himself as publisher in a live, pro- ressive city. A competent, industrial news- aper man, thoroughly experienced in all de- artments of the business. At present employed s executive and program director. Advertising and irculation expert. Address A-946, care of ditor and Publisher.

dvertising Manager and Solicitor

s open to discuss new proposition with pub- isher who seeks a live, earnest worker to ake entire charge of both foreign and local dvertising—solicit, advise, prepare lay-outs nd write copy. Advertiser is employed and ot with valuable newspaper experience and ecognized ability. G. E. Stechert, 129 West 30th Street, New York City.

anager or Business Manager

Manager or business manager, alive No- ember 10th, seven years in those capacities ith present employer; 20 years in varied departments f business; practical knowledge of printing ress; keeping on costs, analyzing and romotion. Appointments in New York City. ddress A-938, care of Editor and Publisher.

dr. Publisher.

o you need a city editor, make-up man or eneral writer? I need a job. I am a oung man with a thorough education in col- ge and in the best Eastern newspaper ffices, Middle West, South or Southwest. ddress A-943, care of Editor and Publisher.

anaging Editor or Editorial Director

osition wanted as managing editor or edi- orial director by thoroughly experienced ne- aper man now holding highly responsible xecutive position on one of the leading dailies f the metropolitan papers. Desires connection ith some peculiar opportunity that requires ome further advancement impossible. Will ot consider any high-grade position to pay iberal salary. Fullest opportunity for inves- igation will be accorded publisher having irective openings. Address A-936, care of ditor and Publisher.

pportunity Wanted.

xperienced editor-writer with 17 years' ex- erience on large and small dailies wants op- ortunity in small eastern city or town ear- ing municipal finance, City Hall and special ssignments a great daily College training, ge 37. Address A-922, care of Editor and ublisher.

apable Editor

ow writing daily editorial page syndicated eek newspapers will consider experienced ec- nomic managing editor or editorial writer apable of a good field. Energetic and know- ow to inject pep into a "graveyard" foster, ood salary and opportunity for share ho- erage. Address A-942, care of Editor and ublisher.

xperienced Copy Editor

ositive permanent position in New York or icinity; 25 years old, college graduate; an write heads. C. J. T., care Editor and ublisher.

ditorial Position

wanted—Editorial position on small daily or eekly; also on illustrated monthly or eekly. Age 37, married, am now employed ut can give best of references. North Caro- na or eastern states preferred. Address A-947, care of Editor and Publisher.

ive Stock Market Expert

With 15 years' experience would like to make connection for furnishing daily, weekly or monthly reports. Features a specialty. This department has been developed on one of the basest first class personal service guaran- teed. Rates reasonable. Best of references. Address J. M. Carroll, 815 Exchange Ave., Chicago, Ill.

xperienced Newspaperman

I you can use services of an experienced newspaperman still in his prime, who has had at least 12 years experience in all depart- ments and building up newspapers, I would like to hear from you. Am capable of taking successful executive and can furnish satis- factory references. Will not object to liv- ing in writing give details and salary. Address A-906, care of Editor and Publisher.

SITUATIONS WANTED

Newspaperman.

Two years' experience New York reporting and copy reading; School of Journalism graduate; ex-service man; desires position with future in any New England or Middle Atlantic city. Address A-941, care of Editor and Publisher.

Cartoonist

Energetic young man with four years' news- paper experience—political cartoons and comics. Samples and experience-references. Ad- dress A-931, care of Editor and Publisher.

Circulation Manager

Capable and experienced long connection with a metropolitan newspaper—desires posi- tion with a big daily (morning), preferably in the east. Address A-951, Editor and Pub- lisher.

Accountant

Ten years' experience newspapers and job printing office. Reliable, energetic, good ref- erence. Address A-830, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

Business Manager Wanted.

Daily morning in Middle Western city of 30,000 population and adjacently de- manced, wants hustling business manager. Applicant must be under 40, experienced, cap- able of directing the mechanical, circulation, advertising and secretarial departments. Po- sition permanent, with advancement. Salary and bonus based upon results. Submit full data on experience, past connections, present salary and salary expected. Be particularly specific as to experience in managing me- chanical departments. All replies will be considered in strict confidence. Address A-950, care of Editor and Publisher.

Advertising Solicitor

For afternoon daily of 10,000 near New York. Write salary expected when you write and come. Address A-945, care of Editor and Publisher.

Experienced Classified Man

Wanted for Middle West city of 50,000; salary or commission with drawing account. Ad- dress Box 1, Lexington Publishing Co., Lexington, Ky.

City Editor and Reporter

Wanted—Experienced city editor, also expe- rienced reporter; state salary first let- tering remaining permanently need apply. Send letters at once; samples of work; pub- lications you have been connected with. Ad- dress Sales Herald, Port Huron, Mich.

Reporter.

Wanted—Reporter capable of handling desk work. Permanent position. State experience and salary wanted. The Daily Jackson, Tenn.

Circulation Manager

Wanted—Circulation manager capable of building circulation of daily. Other Dailies paper, near New York. Must be able to handle help and produce results. Address, experience and salary expected. A-948, care of Editor and Publisher.

Circulation Manager Wanted

Daily newspaper in live Northwest Texas town of 6,000 wants capable and efficient circu- lation manager. State age, experience and salary required. The Daily News, Amarillo, Texas.

BUSINESS OPPORTUNITY

Advertisements under this classification, twenty cents per line. Count six words to the line.

Act Quickly!

Weekly newspaper with net earnings of $2,700 from February 1st to November 1st. Estab- lished 8 years; located near Philadelphia; only one other publication within radius of 3 miles. Wonderful possibilities. Present owner has other business requiring his entire ef- forts. Will sell for $3,500 cash. Quick action and secrecy necessary. Address A-906, care of Editor and Publisher.

For Sale.

Well established Republican daily and semi- weekly in thriving western city. Also up- to-date job office and binder. Three machine job presses, one cylinder press, stitchers and other equipment in keeping. High class location in state. Owner has other busi- ness and money maker. Owners want to retire because of failing health. Address A-929, care of Editor and Publisher.

Representative Wanted

Wanted by representatives controlling list of newspapers, a representative in Chicago without advertising agency. This is a fine opportunity for a live wire to secure an inter- est in a well established business and assist in its work hard. For consideration applications must be accompanied by full positions, qualifications and available capital. Address A-947, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Property Wanted.

Having sold out his newspaper property at a handsome profit, a competent editor-man- ager will buy control of a proposition where money, experience and ability will have a chance; or will join advertising man in ac- quiring another South Atlantic or New England states preferred. Address A-943, care of Editor and Publisher.

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by com- petent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M C J 6, Hannibal, Mo.

FOR SALE

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Two Ad Books—Four Bits

Advertisers' Guide—16 pages of the bone and sinew of advertising and—Bebca's Live Ware Book, containing considerable dope and an idea or two you'd like to get your teeth into. 10 cents for the two. Coin or check. Debra Adv. Agency, 607 Ridge, St. Louis, Mo.

FEATURE SERVICES

Advertisements under this classification thirty cents per line. Count six words to the line.

More Local Features

Local features make the newspaper. "Tips for Tots" is a children's story issued monthly, gives suggestions for stories in the smallest cities, 75 cents a month. The Inland Syndicate, Findlay, Ohio.

Pep
Experience
Capability

Those are the three qualities I am banking on to land me a better job.
I want to get in touch with the publisher who needs a managing editor of unusual ability—one who can turn out a different kind of paper teeming with human inter- est.
Evening paper only and the job must pay well.

BOX A-949
EDITOR & PUBLISHER

Classified Ad Brings Buyer for Wyoming Town

Eighteen Room Hotel, Other Buildings and Streets and Alleys of Moneta Change Ownership

CHEYENNE, WYO., Nov. 8.—Through the medium of a "for sale" ad in a local paper the town of Moneta, Wyo. has just been sold for $10,000. A. Kan- son, founder and owner of the town advertised for sale in a regular classi- fied ad, which ran for several days. John Goodman of Shoshoni, Wyo., saw the ad and wanted the town, so got in touch with Kanson, and the sale was com- pleted.

The town of Moneta to which Good- man received title includes forty lots an eighteen-room hotel, a five-room cot- tage, a three-room cottage, two other dwelling houses, two barns, one a livery barn, an ice house, a town pump and ; miscellaneous assortment of outbuil dings.

Will Tell of Wyoming Oil

CHEYENNE, WYO., Nov. 8.—Samuel R Maxwell, who has been associated with oil newspapers, a representative in Chicago without advertising agency. This is a fine opportunity for a live wire to secure an inter- est in a well established business and assist in its work hard. For consideration applications must be accompanied by full positions, qualifications and available capital. Address A-947, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Property Wanted.

Having sold out his newspaper property at a handsome profit, a competent editor-man- ager will buy control of a proposition where money, experience and ability will have a chance; or will join advertising man in ac- quiring another South Atlantic or New England states preferred. Address A-943, care of Editor and Publisher.

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by com- petent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M C J 6, Hannibal, Mo.

FOR SALE

Advertisements under this classification twenty-five cents per line. Count six words to the line.

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Advertisers' Guide—16 pages of the bone and sinew of advertising and—Bebca's Live Ware Book, containing considerable dope and an idea or two you'd like to get your teeth into. 10 cents for the two. Coin or check. Debra Adv. Agency, 607 Ridge, St. Louis, Mo.

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Advertisements under this classification thirty cents per line. Count six words to the line.

More Local Features

Local features make the newspaper. "Tips for Tots" is a children's story issued monthly, gives suggestions for stories in the smallest cities, 75 cents a month. The Inland Syndicate, Findlay, Ohio.

Only daily newspaper property of a small New England manufacturing city can be bought for $22,000. An opportunity for development. Proposition T. M.

CHARLES M. PALMER,
Newspaper Properties
225 Fifth Avenue New York

Washington (N.J.) Star

The sale of the WASHINGTON (N. J.) STAR, one of the strongest Eastern weekly news- papers, as announced in this is- sue, was made by

HARWELL & CANNON
Brokers in Newspapers and Magazine Properties
Times Building New York

CHURCHES IN COMBINE TO ADVERTISE

Largest and Most Important National Public Educational Campaign Is Promised in Spring by Protestants

A national publicity campaign, involv- ing newspaper and outdoor advertising, will be commenced next spring by the Inter-Church World Movement of North America, according to Tyler Den- nett of New York, director of the pub- licity department.

It will be part of an intensive national educational campaign to explain to the country the purposes and program of the inter-church world movement, in which more than a dozen of the leading Protestant churches are associated for co-operation in religious, social and economic work, to enlist church work- ers and to aid in the raising of a united budget.

"The advertising campaign will be the greatest paid campaign ever undertaken by a religious organization or group of religious organizations, and will compare in size with the largest of the govern- ment's advertising campaigns during the war," Mr. Dennett said.

Kills Fellow Hunter

AFTON, IA., Nov. 8.—Guy Craig was in- stantly killed last week by the acci- dental discharge of a shotgun in the hands of P. S. Jamkin, editor of the Creston Advertiser. The men had been hunting for several hours, had just downed several ducks and were reload- ing their guns when Craig was been evap- erated by a coroner's jury. He had had the reputation of being one of the most careful hunters in the vicinity.

Ruebel Teaches Advertising

ST. LOUIS, Nov. 7.—The enrollment in the course in practical advertising at Washington University now numbers 55 The course, under the direction of D A. Ruebel, vice-president of the Chap- pelow Advertising Company, is given every Tuesday night for a period of 30 weeks during the year.

More Capital for Butterick

The Butterick Publishing Company, New York, has increased its capital from $1,000,000 to $2,000,000.

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"THAT ADVERTISING GIRL OF PRIESTLEY'S"

The name, Jean Dean Barnes Advertising Agency, does naturally suggest a man, as the agency field heretofore has been almost solely man's kingdom. But in this instance the rule is changed. Jean Dean Barnes of New York is a woman—and a successful woman by a large majority.

Miss Barnes is said to be the youngest advertising agent ever recognized by the American Newspaper Publishers' Association and the second woman so passed upon in the history of that organization. She has been in the advertising business since 1900.

Ten years ago Miss Barnes had everything socially that heart could desire and no knowledge of the working world. But reverses came in the family fortune and it was then that she showed the stuff of which she was made.

She went to the office of the New York Times, applied for a job and was given a try-out as an advertising solicitor. She began getting some excellent contracts and became so encouraged that she decided to go into business for herself. Miss Barnes today has an acquaintanceship in the advertising field which any advertising man in the country might envy.

By traveling in the interests of her clients over the territory to be covered by advertising campaigns, Miss Barnes studied trade conditions and advertising mediums and met the buyers and advertising authorities. When she is ready to make her space contracts, in her New York office, in reality she is mentally off in the city which she has in mind.

Miss Barnes' most important account is that of B. Priestley Company, of Bradford, England, who advertise the famous "Priestley Cravanette Mohair Suits for Men" and she tells with keen enjoyment of the first business trip she made for this firm.

She had received numerous invitations from merchants and advertising men "to make my office your head-quarters," but when she arrived to keep engagements and they saw a woman, instead of a man, their confusion was most amusing. It was a new experience in the wholesale clothing trade to have a girl in the field and at first it was predicted it "wouldn't go." But when representatives returned to the home office from business trips, talking of that "Advertising Girl of Priestley's", they speedily changed their minds. The result was that after several years, other clothing firms sent out young women to follow in the foot-steps of Miss Barnes, who had "blazed the trail." Miss Barnes also handles the Priestley Cravanette account.

Miss Barnes says woman can succeed in merchandising and advertising, if they will work hard, take their business problems seriously and not get discouraged.

With a bright smile, she tells that the real secret of her success has been her mother, with whom she has always talked over business problems and who has always understood, as only mothers can. When Miss Barnes starts to talk on what newspapers do to help her link up the local dealer with her national advertisers, she waxes enthusiastic and points with pride, to five of her adver-



Courtesy Campbell Studios.
JEAN DEAN BARNES

tising campaign scrap books, filled with merchant co-operation ideas.

It has been truly said that the more a person does, the more she can do, and Miss Barnes is an excellent example of this philosophy, for she also holds the post of commanding major for Manhattan and the Bronx of the Women's Police Reserves. Under her able guidance and inspired by her tireless energy and enthusiasm, over 3,000 women are learning many things which add to a better citizenship. Miss Barnes wears, under the lapel of her coat, the badge of the police department, with the gold leaf, signifying her rank and she is always "on the job" when an emergency arises. Her work is entirely gratis, but she feels that she is truly being useful, and that is to her a keen satisfaction.

LOAN ADVERTISING OUTDONE

Newspaper Boom Results from Canadian Thrift Campaign

OTTAWA, ONT., Nov. 10.—Each successive war loan has exceeded the previous one in volume of advertising done, and the Victory Loan campaign now in progress is by far outdoing the last in lineage carried by the press of Ontario.

The Government and regular advertisers have given a great volume of lineage, and many non-advertisers in the regular way have placed large advertisements in support of the loan. In many cities, the papers have run special editions, in which every line of advertising has been devoted to the loan.

WANT MAGAZINES TAXED

Movement to Make Them Carry Canadian Supplements

COBALT, ONT., Nov. 10.—The local Board of Trade is the latest body to join the movement proposing that the Dominion Government impose a prohibitive tax upon United States' magazines unless they include a special Canadian supplement in which advertisers from this country could obtain space at "reasonable" rates.

This proposal had its origin in Brantford, Ont., where the Chamber of Commerce some time ago adopted a resolution to the effect in question and sent it to associated bodies throughout Canada. So far, the movement has not gained much momentum, comparatively few business men's associations having taken any action in the matter.

INDICT OMAHA REPORTER

Moore Declares He Was Out of City During Riot

OMAHA, NEB., Nov. 8.—J. Harry Moore, reporter for the Omaha Bee, has been indicted by the special grand jury sitting in Omaha investigating the recent riot of September 28, during which a negro was lynched and a desperate attempt was made to lynch the mayor. He is charged with having assisted in carrying gasoline from the filling stations to the court house to fire the court house.

Mr. Moore declares he was in the state of Iowa until 10.30 the night of the riot and did not learn that a riot was on until long after the principal mischief had been done.

Maine Papers Swap Air Greetings

AUGUSTA, ME., Nov. 10.—Greetings were exchanged recently by the publishers of the Kennebec Journal and the Portland Express-Advertiser in the first delivery of mail by airplane in this state. The Kennebec Journal, a morning paper, received its envelope containing the forenoon "overlay" from the Portland Bureau of the Associated Press.

The McClure Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including **Frank H. Simonds, Montague Glass and Sewell Ford.**

N373 Fourth Ave., New York

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
and
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The National Jewish Daily

Few Papers—if any!—surpass the

TRENTON TIMES
NEW JERSEY
as
A Food Medium

Even during the past summer four food pages and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages. Tuesday Music Page.

Circulation 20,000 Member A. B. C.

KELLY-SMITH CO.

Marbridge Bldg., New York. Lytton Bldg., Chicago.

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

PRESS IS PEACE HOPE OF WORLD

(*Continued from Page 7*)

"I hope that this meeting will not be an isolated one, but will be one of a series of meetings, because the more we get to know each other throughout the whole world, the easier will it be for us to work together in the difficult days that are ahead. I hope that you will be able truthfully to say that you found the British people a fairly decent lot. Don't say more than that, because it would not be true—a fairly decent lot who are trying to get on with their job, believing professedly that in their duty now to do all that they can to secure a square deal between nations convinced that we have to get this organization, which we call the League of Nations, going in order that we may avoid in the future what we have had to face in the past."

The party was also entertained at the Times offices in Printing House Square.

SASKATOON REORGANIZATION

Appointments for Hooke, McGall, Hull and Dyer

SASKATOON, SASK., Nov. 8.—Since the controlling interest in the Northern Publishing Company, Ltd., owner of the Phoenix, was recently acquired by the publishers of the Regina Morning Leader, the Phoenix business and editorial staffs have been reorganized. Buford Hooke, managing director of the Leader Company, is likewise managing director of the Northern Publishing Company, while J. G. McGall, for six years accountant and office manager with the Leader, has been appointed business manager of the Phoenix.

Among the changes made in the editorial department are the appointment of J. T. Hull as managing editor and W. F. Dyer, recently with the Winnipeg Tribune, as news editor.

Richmond's Bride o Teacher

INDEPENDENCE, KAN., Nov. 10.—Ross D. Richmond, manager of the Free Press, and Miss Ora May Dickerson, a Democrat (Kan.) school teacher, were married in Kansas City last week.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.

Morning Edition, 2c
Sunday Edition, 5c

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

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Where a Man's Home Is His Castle

"Is there still a Dixie?"

What a question!

The Southland of today is the realization of hopes built upon the faith, frugality and determined foresight of DIXIE!

You cannot lose Dixie in the NEW South, any more than the higher wages and better plane of living, which are permanent.

Once-upon-a-time luxuries have been adopted into the regular life, industries that convert the home products into manufacturers are here to stay.

It is worth noting that Southern cotton spinners this year have increased their purchases over twenty per cent, whereas other sections have gone behind!

Yes, there is *still* a Dixie, but it IS now a good business field for all sorts of national advertising.

Investment securities should be well advertised in the daily newspapers this autumn. There is money here for investing. Also, there is a fine new, growing field for all sorts of factory and office equipment.

Read-in-the-home newspapers

	Circulation	2,500 lines	10,000 lines
ALABAMA			
Birmingham Age-Herald .....(M)	22,300	.07	.05
Birmingham Age-Herald .....(S)	27,405	.08	.06
Birmingham Ledger .....(E)	34,018	.07	.07
**Birmingham News .....(E)	46,121	.08	.08
**Birmingham News .....(S)	46,568	.10	.10
Mobile News-Item .....(E)	10,136	.03	.03
Mobile Register .....(M)	22,720	.05	.05
Mobile Register .....(S)	13,127	.06	.06
Montgomery Advertiser .....(M)	24,187	.05	.05
Montgomery Advertiser .....(S)	24,736	.06	.06
FLORIDA			
Jacksonville Metropolis .....(E)	18,740	.05	.05
Florida Times-Union, Jacksonville .....(M&S)	26,915	.06	.06
Palatka Morning Post.....(M)	1,450	.012	.01 2
Pensacola Journal .....(M)	6,481	.025	.025
Pensacola Journal .....(S)	7,900	.025	.025
Pensacola News .....(E)	5,425	.02	.02
GEORGIA			
†Atlanta Georgian .....(E)	49,441	.08	.08
†Atlanta Sunday American.....(S)	92,918	.12	.12
*Augusta Chronicle .....(M)	11,074	.03	.03
*Augusta Chronicle .....(S)	10,078	.035	.035
Augusta Herald .....(E)	13,958	.035	.035
Augusta Herald .....(S)	9,413	.035	.035
Columbus Ledger .....(E&S)	7,367	.03	.03
Macon Telegraph .....(M)	23,450	.04	.04
Macon Telegraph .....(S)	19,315	.04	.04
Savannah News .....(M&S)	21,120	.055	.04
Savannah Press .....(E)	15,257	.04	.04
KENTUCKY			
Louisville Herald .....(M)	43,636	.08	.08
Louisville Herald .....(E)	40,090	.08	.08
Paducah News Democrat .....(M)	6,972	.0225	.018
LOUISIANA			
New Orleans Times Picayune...(M)	76,171	.12	.12
New Orleans Times-Picayune...(S)	98,360	.15	.15
†New Orleans Daily States.....(E)	44,941		
†New Orleans Daily States.....(S)	27,625	.10	.08
†New Orleans Item .....(E)	52,905	.12	.12
†New Orleans Item .....(S)	37,588	.15	.15
NORTH CAROLINA			
Asheville Citizen .....(M)	11,985	.03	.03
†Asheville Citizen .....(S)	9,734	.03	.03
**Asheville Times .....(E)	7,316	.025	.02
Charlotte News .....(E&S)	10,849	.03	.03
†Charlotte Observer .....(M)	19,217	.055	.05
†Charlotte Observer .....(S)	19,237	.065	.04
Durham Sun .....(E)	5,525	.02	.02
†Greensboro Daily News .....(M)	16,915	.045	.035
†Greensboro Daily News .....(S)	22,466	.06	.04
†Greensboro Record .....(E)	2,981	.045	.035
Raleigh News and Observer....(M)	22,273	.05	.04
Raleigh News and Observer....(S)	27,237	.05	.04
†Wilmington Dispatch .....(E)	4,648	.02	.02
†Wilmington Dispatch .....(S)	3,940	.02	.02
†Winston-Salem Journal .....(M&S)	6,447	.025	.02
†Winston-Salem Journal .....(E)	7,000	.025	.02
SOUTH CAROLINA			
†Anderson Mail .....(E)	4,693	.0178	.0178
Charleston American .....(M)	7,603	.03	.03
Charleston American .....(S)			
†Columbia Record .....(S)	13,709	.03	.03
†Columbia Record .....(S)	11,789	.03	.03
Columbia State .....(M)			
Columbia State .....(S)	21,091	.05	.05
Greenville News .....(M&S)	8,815	.035	.03
Greenwood Index Journal.....(E)	4,785	.02	.02
Spartanburg Journal & Carolina Spartan .....(E)	2,958		
Spartanburg Herald .....(M)	4,434	.03	.03
Spartanburg Herald .....(S)	3,262		
TENNESSEE			
**Chattanooga News .....(E)	17,262	.04	.04
Chattanooga Times .....(M)	26,988	.07	.07
Chattanooga Times .....(S)	26,566	.07	.07
†Knoxville Sentinel .....(E)	24,022	.05	.045
**Knoxville Journal-Tribune ....(M)			
**Knoxville Journal-Tribune ....(S)	24,838	.05	.045
Memphis Commercial Appeal....(M)	76,219	.14	.12
Memphis Commercial Appeal....(S)	109,031	.17	.15
†Nashville Banner .....(E)		.05	.07
†Nashville Banner .....(S)	49,390	.06	.08
†Nashville Tennessean .....(M)	34,191		
†Nashville Evening American..(E)	15,196	.06	.06
†Sunday Tennessean & American (S)	34,031		
VIRGINIA			
†Bristol Herald Courier.....(M&S)	8,750	.04	.04
Danville Register and Ber....(M&S)	9,451	.03	.027
Newport News Times-Herald....(E)	10,354	.04	
Newport News Daily Press..(S&M)	6,454	.04	.04
Norfolk Ledger Dispatch.....(E)	35,494	.08	.08
Roanoke Times .....(M&S)	9,573	.06	.04
Roanoke World-News .....(E)	18,543		

Government Statement, October 1st, 1919.
†Government Statement, April 1st, 1919.
*A. B. C. Report, October 1st, 1919.
**A. B. C. Report, April 1st, 1919
‡Includes Bristol, Tenn.

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Live and Let Live

In order to meet present day costs of doing business the newspapers have increased their rates and retail selling price to the reader.

The advertising agent, on the other hand, who is developing more business for us than ever before, has no way of meeting increased costs unless we give him increased allowance.

On November 1, 1919, the New York Globe increased its commission to agents from 15 per cent. to 17 per cent., continuing its 2 per cent. cash discount.

The increase is made with the distinct provision that The Globe reserves the right to cancel the extra allowance where the agent rebates it to the advertiser.

I advocate all daily newspapers increasing agents' commissions in the same way, and will be pleased to hear from publishers doing so.

JASON ROGERS

Publisher The Globe

NEW YORK CITY

MEMBER A. B. C
180,000 A DAY

Special A. N. P. A. News Print Convention Supplement---Eight Pages

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1919

Second Section NEW YORK, THURSDAY, NOVEMBER 13, 1919 Vol. 52 No. 24

PLAN CONSERVATION "THAT ALL MAY LIVE" AT SPECIAL A. N. P. A. CONVENTION

Paper Crisis, of Which EDITOR & PUBLISHER Issued Warning Last July, Must Be Met by Drastic Concerted Action—Regional Directors to Be Appointed—Publishers and News Print Manufacturers Work Together

FACE to face with the most serious conditions in the history of American journalism—conditions against which EDITOR & PUBLISHER issued its first warning as long ago as last July—the American Newspaper Publishers' Association meeting in extraordinary convention in New York yesterday decided to issue an appeal to all publishers of daily and weekly newspapers, whether members of the organization or not, to join in a standardized conservation of newsprint that all newspapers may live.

More than one hundred publishers were present at the meeting, for which a telegraph call was issued by President F. P. Glass on Saturday. Owing to the short time allowed for interested publishers to reach New York some of the Western and Pacific coast papers were represented by their Washington correspondents or New York representatives.

It is hardly fair to point to the resolutions adopted (printed on this page of EDITOR & PUBLISHER) as the sole practical fruits of this convention, for what many of those present regarded as its most significant phase was the informal conference between three representative members of the A. N. P. A. and three equally representative news print makers. The direct results of this conference are not of such an intangible character as to be premature for inclusion in resolutions.

Better Feeling Foreseen

Harmony was the keynote struck by President Frank P. Glass in his opening address and harmony was the keynote of the joint conference, at which both paper men and publishers laid their cards on the table and effected a movement which promises to end the squabbling and skirmishing that has marked the past fifteen years' relations between the newspaper and news print industries and put both again on a sound basis, whereby the newspapers will be assured of paper for years to come and the paper manufacturers a profit sufficient to attract capital into the business and thus provide a supply for future increased needs.

The American Association of Advertising Agencies will also be asked to co-operate in adjustments of advertising necessary for the conservation program.

Following the example of the Southern Newspaper Publishers' Association, the A. N. P. A. empowered President Glass to appoint a committee on conciliation for the purpose of adjusting differences between publishers in competitive territories all over the country. Mr. Glass told EDITOR & PUBLISHER immediately after the convention that he would select for the committee men who were thoroughly familiar with the paper problem both on a national scale and in each of the country's geographical divisions.

During a meeting of the paper committee this afternoon, called by President Glass to aid in the selection of the regional committeemen, Elbert H. Baker, chairman of the paper committee, told Editor & Publisher that publication of the names of the new body would have to await the acceptances of the appointees. The committee was still in session when Editor & Publisher went to press.

It was recognized early in the day-long debate that any attempt to set rules for universal application would be doomed to failure from its birth and the decision to let each locality settle its own problems, with the aid of the conciliation committee if necessary, was reached after a short argument.

Governmental supervision of paper distribution during the next year was likewise frowned upon by the majority, following the suggestion by Jason Rogers, publisher of the New York Globe, and several other publishers.

Publishers Must Supply Remedy

President Glass in his opening address and in later remarks, reiterated his conviction that the publishers were far more capable of applying the only effective remedies of the paper shortage—reduction of consumption by strict limitation of news and advertising, and increased advertising and circulation revenues to meet the cost of production—than any Government agency.

His views prevailed and the only Government aid asked is that of Congress in passing legislation that will permit the development of the nation's water power and in urging the Canadian Government to repeal the order-in-council prohibiting the export of wood cut from crown lands.

As predicted several weeks ago in EDITOR & PUBLISHER, the association recommended the immediate establishment of the War Industries Board regulations for the conservation of print paper and that the full text of these regulations be sent to all daily and Sunday newspapers in the United States, whether or not they are A. N. P. A. members. These regulations were printed in full in EDITOR & PUBLISHER of October 30, 1919.

Adjustable Ad Contracts

Greatly increased advertising and subscription rates were advocated throughout the meeting and in the final resolutions, and a step further was taken in the recommendation that no newspaper make a yearly contract for advertising at a fixed rate, but make rates adjustable quarterly or monthly, and that the A. N. P. A. send out a standard form of adjustable advertising contract.

Hoarding of print paper was condemned by a number of speakers and was "strongly discouraged" by the paper committee.

SMALLER NEWSPAPERS, WITH ADJUSTABLE AD CONTRACTS, URGED BY A. N. P. A.

FOLLOWING is the resolution adopted by the American Newspaper Publishers' Association, assembled in special convention at the Waldorf-Astoria, New York, on November 12, to consider ways and means of meeting the menacing news print shortage:

"Paper manufacturers have told us that there is a world-wide shortage of paper. At the present rate of consumption the newspapers are using about 10 per cent more paper than is being produced. This means an annual shortage on the present basis of approximately 210,000 tons. Your committee therefore recommends:

"That the regulations of the War Industries Board for the conservation of print paper be strictly adhered to, and that the full text of all these regulations be sent to all the daily and Sunday newspapers of the United States, whether or not they are members of the A. N. P. A.

"That publishers everywhere be urged to materially increase advertising and subscription rates, and at the same time limit the size of their issues.

"That no newspapers enter into a yearly contract for advertising at a fixed rate, but make rates adjustable monthly or quarterly.

"That the A. N. P. A. send out a standard form of adjustable contract for advertising.

"That the paper committee strongly discourage the hoarding of print paper.

"That the white paper committee and the legislative committee of the A. N. P. A. urge the enactment of such legislation as will permit the development of water power so that our timber lands may be made fully available for the manufacture of wood pulp, lumber, and paper, and we also recommend that Congress be urged to take steps that will induce the Canadian Government to repeal the order in council prohibiting the export of wood cut from crown lands.

"We recommend that the President appoint a committee on conciliation for the purpose of adjusting differences between publishers in competitive territories.

"That the members of this committee be selected with the view to covering the entire country.

"That this committee formulate such plans and recommendations as will assist in adjusting existing differences so far as possible; that each member of this committee be given allotment over certain territory and be authorized to appoint sub-committees to deal with conditions in cities or competitive territories within that area.

"It is further recommended that this committee keep the print paper committee of the A. N. P. A. informed as to its problems and accomplishments, that the entire membership of the A. N. P. A. co-operate with this committee to the end that it may result in the greatest benefit to all most vitally concerned."

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About 110 members were in the grand ballroom of the Waldorf-Astoria when President Glass rapped for attention at half-past ten and outlined the situation for the past few months in the following words:

"I have called you together in a special convention at short notice because of the acute print paper situation with which you are all more or less familiar. I have taken this step after consultation with Mr. E. H. Baker, Chairman of your Print Paper Committee, because there has seemed to be a considerable demand for it, as well as a pressing necessity. The responsibility seems so large that your officers believe it best that the entire membership should discuss it, for in the multitude of counsel there is said to be wisdom.

Worse, Week by Week

"The conditions of the print paper market have grown more disturbing week by week, until today all papers are faced with a shortage of supply, and some with no supply at all for next year. There has been for some time actually an auction market. For the last three weeks I have been in the East and also in Canada.

"During this period I have come in contact with many of the print manufacturers of this continent, or with their representatives, and with brokers who in some cases have lately come into a very active print paper business. I have been told of some bids and of many sales, and I have heard one end of many telephone conversations between sellers of print paper and buyers. I have heard brokers refuse to give buyers options even for a few hours.

"Out of this considerable experience I have come to the distinct conclusion that publishers themselves are mainly responsible for this wild market, and for the short paper stocks which are behind this market. The unprecedented prosperity of the country, with the extraordinary volume of advertising enjoyed by the daily press particularly, has resulted in the consumption of the surplus stock both of the papers and of the mills. There is little doubt that this year's aggregate consumption of print paper by all the dailies will be more than 35% greater than that of last year. There are notable cases where the increase is probably fifty per cent. This great prosperity has brought a bitter with the sweet.

Apprehended Months Ago

"The present shortage was apprehended some months ago by some of the more sagacious and vigilant publishers, especially by some of the largest consumers. In consequence, there was a movement started to replenish stocks and to provide for next year's needs. Their activity in bidding for paper has steadily continued, and with it the price paid has steadily advanced.

"A prominent manufacturer in Canada last week told me he had received an offer some weeks ago for 30,000 tons through a broker at the price of six cents for the first six months with a provision for later adjustment. He said the offer was very tempting, but that after due consideration he had declined it, and has decided to protect his existing customers at a much lower price. He thought that was a sagacious policy for the future as well as a fair one, and who will not commend him?

"It is not surprising, then, that the smaller publishers have lately caught the fever that has been caused by the same prosperity and that they have gotten into the auction market with publishers of larger magnitude. For some weeks they have been bidding for 50 and 100-ton lots, until on Saturday the ruling bid was 7¾ cents, f.o.b. mill. I have been about as bad a sinner as many others, and confess to having paid 2½ and 2¾ cents for small lots in the last week. I am sorry to say, however, that I have not yet gotten the promise of tonnage for The Birmingham News for next year.

"Bad enough of the bad situation of which so many of you know too well. The pertinent question is as to the remedies. What relief can be devised?

"It is plain that all of us must come together in this common council, and use our best brains and utmost resolution for the common good. The general welfare must be considered. Sacrifices are necessary and must be planned with intelligence and fortitude.

"The larger papers in this association have a responsibility for the well-being of the smaller ones, especially. If the situation is not met with co-operation and sacrifice, it is certain that weaker papers will be unable to get supplies, will be forced to suspend, and by the weaker papers I do not mean those of smaller circulation only, but those which are weak financially. There are many small papers that are strong enough to weather the storm, while there may be bigger papers that are not strong.

"The cause of the exhaustion of stocks has been the big issues with unprecedented runs of advertising. The fault is not with the mills. They have maintained 100 per cent production, perhaps more than normal. We cannot look to them for prompt relief. We must depend on ourselves.

"Twice in the last six weeks your Board of Directors and Paper Committee have met in joint session to consider this situation. It has sent out warnings and urged various economies, which doubtless have been heeded to a certain extent in some quarters. But adequate relief has not come. The demand for print paper has steadily increased, and the spot market has rapidly advanced.

"It seems certain that more effective remedies must be devised, perhaps heroic ones. The cause being plain, the relief is equally plain. The sizes of our papers must be severely reduced. But how?

"Ordinary economies in reading space and in waste are not sufficient. It seems to me that knowing the chief cause of our paper shortage, heavy advertising and big issues, we must turn our attention to an arbitrary reduction of advertising for the adequate remedy.

"I ventured at the Board and Paper Committee meetings in September to suggest that radical remedy, but the suggestion met with little favor. However, I am pleased to see that one of the largest consumers of print paper, The Chicago Tribune, has lately reached the same conclusion, and now boldly advocates a policy of restriction of advertising. And this is not dictated so much by its own needs because The Tribune owns its paper mill and is more independent than most of us.

"How can we go about this restriction of advertising space? In two ways.

"First, by a heavy advance in rates. Daily newspaper rates have always been too low and are still too low in rates. Nearly all papers have made substantial advances in the last three years, but they are not sufficient for the present emergency. It is safe to assert that the cost of newspaper production have on an average increased 100 per cent in the past year, due to recent advances in labor and the present advance in the cost of print paper.

Ad Rates Problem

"Is it not plain that 25 or 30 per cent advances in advertising rates are not sufficient to meet the new costs of production? Radical advances should be made, percentages that will check the flood of advertising that has poured into our offices and bids fair to continue to pour during next year.

"How much is it likely that this remedy can be so generally and quickly applied as to produce the needed result. It is going to require time to put it into effect generally, if the papers in the country are to be able to obtain print paper supplies for next year.

"I am convinced that The Chicago Tribune proposition for a restriction of space is sound and to be approved. Every paper should decide and agree that it will cut down to a reasonable number of pages, both week-day and Sunday, by a considerable percentage, and then hold down its advertising volume to the fixed number of pages. This will probably necessitate an arbitrary reduction of at least 33 per cent in the volume of business.

"Most probably this bold proposition will cause a shock to many of the publishers present. It may sound laughable to some. But the emergency is unprecedented, and the result of such a policy is not going to be hurtful.

"Some of us had the privilege of spending some weeks in England and France that fall before the close of the war. We learned at first hand some startling facts in newspaper experience there. There is a marked similarity between some features of the present situation here and of the English situation then.

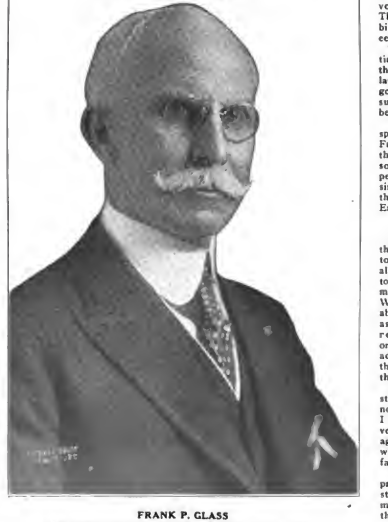
The British Plan

"The British Government rationed the supply of paper to their papers to a severe extent, but there was always a considerable margin of free tonnage and a consequent auction market just as there is here now. While the Government price was about 9 cents, the market ran up to as high as 26 cents a pound. The newspapers were cut down to about one-third of their size, but they so advanced their rates that most of them earned more profits than during the pre-war period.

"It is plain, then, that proper restriction of advertising space will not work any financial hardship here. I am confident that the bulk of advertising patrons and of advertising agents would cheerfully co-operate with the newspapers when all the facts become known to them.

"That, gentlemen, seems to your president the quickest, surest way to steady this unprecedented auction market. But it is not the only thing that is practical and expedient.

(Continued on Page 13)



FRANK P. GLASS
President American Newspaper Publishers' Association

ADVERTISING TALKS

No. 2001-A
By William C. Freeman
511 Fifth Avenue, New York City

During the past ten years I wrote 2,000 Advertising Talks which were printed in New York newspapers, and paid for by them.

"Advertising Talks No. 2001" is the number given to the GUARDIAN ADVERTISING CORPORATION, which started business officially on October 1, 1919.

"Advertising Talks No. 2001" has been printed. This is Advertising Talks 2001-A.

The purpose of the talks originally was to stimulate readers to take an interest in the advertising columns and to show business men how to use advertising to their greater advantage.

I have been told, thousands of times by letter and by word of mouth, that these talks increased respect for advertising and influenced advertisers to recognize the greater pulling power of their advertisements when they made them truthful and human.

Henceforth, all Advertising Talks I write will be advertisements—just, plain, out-in-the-open statements of facts, about institutions, firms or individuals, whose standing in the business world justify their recognition by the people.

Advertisers wishing to use Advertising Talks will be given a number in sequence and under this number several talks may be written—just as I am doing for **Hatch,** the **Salto-Nut** and **Candy** man of New York, to whom has been given "Advertising Talks No. 2002," one of which has already appeared—2002. The second will be 2002-A; the third, 2002-B, etc.

The name GUARDIAN given to the GUARDIAN ADVERTISING CORPORATION, 511 Fifth Avenue, New York City, is very appropriate in these times and it means what it implies, in its application to this corporation, namely, **guarding the interests of clients.**

Everything any well organized advertising agency can do, the GUARDIAN can do—**plus** individual treatment given to clients through the personnel now connected with the Company.

This personnel consists of men who have won distinction in many branches of advertising.

As the business grows, other men of ability and force in the advertising industry will be added to the personnel of the Company.

The advertising industry, in spite of the intelligent forces engaged in it, is yet in its infancy.

For this reason, the GUARDIAN ADVERTISING CORPORATION feels that there is a place for it to fill and it will try to fill it with credit to its clients, and to the public and to the business of advertising.

ROBERT ADAMSON, President of the Guardian Advertising Corporation, whose training as a newspaper writer began in his youth (he was City Editor of the Atlanta Constitution at the age of 19) landed in a high place in New York journalistic circles before he was 25 years old.

His ability was recognized by two of New York's greatest Mayors—the late Mayor WILLIAM J. GAYNOR, whose secretary he was, and the late JOHN PURROY MITCHEL, under whom he served as Fire Commissioner.

Service to the City of New York delayed his getting into the advertising business, which he determined to engage in more than ten years ago.

He has always taken the keenest interest in advertising matters.

His business friends knew of this, therefore many of them called on him to advise them in their advertising campaigns.

He has written advertisements for many years and is as good an advertisement writer as any of the best in the country.

Besides, he is a very able business executive and has the faculty of getting at the root of things quickly and with rare judgment.

As Secretary and Treasurer of a $12,000,000 corporation he took so deep an interest in its affairs that he insisted on directing its advertising and sales plans. He wrote all of the advertisements, booklets and follow-up letters—a big job of itself—but he also guided the sales force, appreciating as all able advertising workers do, the tie-up that must exist between advertising and selling.

Mr. Adamson, therefore, is no novice. He knows as well as any man, the short cut to success by the advertising route.

Maybe some of you reading this story will wish him to take part in your business councils and advise you how to proceed with your publicity and sales plans.

He is the kind of man who will take a genuine interest in your problems and assist you in working them out to a successful conclusion.

JOHN A. HARRISS, one of the most successful business men in the United States, gave the Corporation its name. He knows the full meaning of the word "Guardian."

HE KNOWS AND APPRECIATES THE POWER OF ADVERTISING.

Why should Mr. Harriss, eminently successful and possessed of all the material needs of life, wish to engage in the advertising industry and to sponsor the Guardian Advertising Corporation?

I'll tell you why.

He was engaged in a very important and very necessary enterprise during the War. He put into this enterprise all of his great energy and ability. He was willing and anxious to serve the Government. Nothing else mattered to him during the war period except to see the United States thoroughly equipped to fight and to do her part in winning the War.

As we all know, things lagged a bit when it came to disposing of Liberty Bonds and getting the money necessary to keep things moving in real American style.

John A. Harriss, while always appreciating the power of advertising as a necessity in stimulating industry, nevertheless became most enthusiastic over the activities of advertising workers during the War.

He was among the first of the big business men in the country to express his appreciation of what advertising did to raise money and to stimulate the patriotism of the people.

That is why John A. Harriss is Chairman of the Board of Directors of the GUARDIAN ADVERTISING CORPORATION and takes so keen an interest in its affairs; it is why he is willing to finance it in a big way, and to assemble within the organization men and women who have made conspicuous successes in all departments of advertising; it is why he wants to take part himself in the further and greater development of the advertising industry, whose chief function is to benefit all other industries.

My association with this corporation is the ONE OPPORTUNITY that I hoped would come to me and now that it has come I will be able to give advertisers more general service than I have ever been able to give them before.

There is a general feeling that the Guardian Advertising Corporation, conceived, as it was, by business men who have come out of their contact with advertising, thoroughly sold on its power to bring success to industries, will quickly become an important factor in the advertising industry.

During the first month of operation it paid all overhead and returned a substantial net profit besides.

The second month of business is on its way to a duplication of the first month's success—and then some.

You may get in touch with us by telephone Vanderbilt 4656, or a letter will reach us at 511 Fifth Avenue, at 43rd Street, where we occupy the 15th floor of the Postal Life Building.

New York, Armistice Day, November 11, 1919.

CONSERVATION "THAT ALL MAY LIVE"

(*Continued from Page* 11)

"There must be steps taken to increase production, while we are restricting consumption.

"How is this to be done? Your Board at its last meeting passed a resolution asking Congress to take such steps to encourage the manufacture of papers in this country as can be done by legislation. There are two methods conspicuous.

"The first is the passage of the water power bill, to free the great powers now wasted in the Government domain. This bill was matured and offered by the administration, and no satisfactory reason to capital that the bill passed the House last summer by a large majority. It has been reported favorably to the Senate, and should be passed at an early day. The renewed activity of your membership with their senators in favor of that measure will bring about action. That act will hasten the building of mills in our country.

Lift Canadian Restrictions

"Another step which can be taken promptly at Washington is to bring about an arrangement with the Canadian Government by which its wood can be brought to American mills without prohibitive restrictions on the Canadian side. I am informed that some American mills are now paying $45 to $50 per ton for Canadian ground wood, whereas if the way was clear, the pulp wood could be brought in much more freely and cheaply.

"This is particularly true in the case of the International Paper Co., which owns extensive wood limits in Quebec, which it has not been permitted to get the benefit of because of that province's prohibition put on after the purchase of the limits. An official of the International has made the declaration that for every dollar his company can save on a cord of wood from Canada, it will give the publishers a reduction of $1.50 a ton on the finished paper.

"That, I submit, is a proposition attractive enough to enlist the activities of this body in influencing the authorities at Washington to make their best efforts with the Dominion and Quebec Governments to obtain the abolition of unjust restrictions. There seems to be a special equity in this program, because the Canadian mills are all dependent on the United States for their coal and their sulphur, on which there is no shipment restriction by our Government.

Time to Quit Fighting

"Then there is another larger and broader policy independent of legislation, lying entirely within our own province, which after all is the fundamental and permanent remedy for this situation where consumption has caught up with production and is about to exceed it, if it is not checked.

"There should be brought about closer, more harmonious relations between the two great print paper interests—the consumers and the manufacturers. The present is the opportune time for that course, and some of our officers and members believe success will follow an effort in that direction.

"I have discussed this program in an informal, unauthoritative way in the last week with several large manufacturers, both in Canada and in this country, and also with the representatives of others, and they have commended the idea and expressed sympathy with such a proposal.

"They argue that the policy of the publishers for years past has discouraged an increase of production, especially in this country, and that the present inadequacy of the mills to meet all the demands of the publisher for this year and next is a proof that publishers have blundered. It must be admitted that logic is on their side. Even in Canada, I found fair and intelligent manufacturers claiming that the course of publishers, there as well as here, had held back the erection of new mills and the addition of machines to existing plants. One manufacturer in Canada stated to me that his company, in spite of the war, could have gotten the money two years ago to put in two new machines, but they decided to hold back on account of the hostile attitude of publishers on both sides of the line.

"Now, gentlemen, it is a fact no matter what the cause, that few new machines have been put up on this side in about ten years, and certainly no great plants have been erected. We would all be better off today if we could have seen further ahead and have builded better for the future. The wisest man will admit that his hindsight is better than his foresight.

Build For Future

"For some years past our association has been engaged in a struggle with the manufacturers, in which we had good reason for believing we were acting in self-defense. Vice President pleads guilty to full part in that policy, and none of your officers has hesitated to assume the responsibilities placed by you upon them in this period. We have no apologies to make for what has been done. Even the manufacturers admit that they have made blunders, which aroused their patrons, because they were human and believed in self-defense.

"However there is a time for all things. There is a time for war and a time for peace. The world is entering on a new era of reason and justice, of consideration for the other fellow. Should there not be peace talk as to this paper situation?

"The deek has in a way just been cleared. The U. S. Circuit Court, acting as arbitrators under the agreement between the Department of Justice and the paper manufacturers, has in the past week denied the petition of your attorneys to reopen the price fixing proceedings. The way is clear, therefore, for some new course of action.

"Another feature developed in the last week, showing a kindly consideration for publishers on the part of a leading manufacturer. When your Board met two weeks ago it was confronted with appeals from a number of members who had been informed by the International Paper Co. that their supplies of tonnage would be cut off for 1920. Your Board and Paper Committee took up this situation with the International's officers in the form of a polite letter asking that those members be cared for by a pro-rate of tonnage to all the International's customers.

"Quite promptly a reply was received from the International's vice-president, Mr. Lyman, saying that the needs of those customers would be taken care of in another way, by shifting to news production a number of machines now making other and more profitable grades of paper. One of the International officials showed me a list of sixteen machines which had been or were being diverted to news, aggregating he said an increased production of 250 tons per day. This development proves the spirit of one of the largest manufacturers in trying to meet the difficulties of the present situation.

"Let us consider the idea of some sort of a peace negotiation which may well end this long period of hostility between the two great print paper interests—the publishers and the manufacturers. Both are here, and here to stay. The one needs the other, and both should co-operate, in a spirit of enlightened selfishness, if in no other. Is it not good business to try to get together?

"One reason why this convention has been called at such short notice is because there is a meeting of the Paper and Pulp Manufacturers now being held here. This fact was not known by your officers until last Friday, though the plans for a special convention of publishers had been discussed for some days.

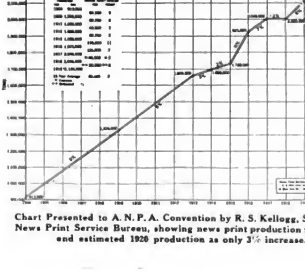


Chart Presented to A. N. P. A. Convention by R. S. Kellogg, Secretary News Print Service Bureau, showing news print production since 1904 and estimated 1920 production as only 3½ increase.



ELBERT H. BAKER
Chairman Paper Committee A. N. P

"May it not be possible for t publishers here and now to bri about conferences with the repr sentatives of the manufacturers, see if some fair, broad, permane policy of doing business cannot b devised. There are a number of w who believe that it can be don though the details may take tim Shall we not have a start?

Start Right Now

"In the meantime, however, w must have the courage and the firm ness to face our own problems wi the same intelligence which has en abled us to create or to maintain th great properties in our keeping. W should all resolve here and now t retire from this wild market we hav made in our selfishness and in ou excitement. Let us stop our ow stampede.

"Then let us stand together in a sorts of economies and waste stop pages, and let us consider earnestly restriction of advertising space, a well as of reading matter, for a pe riod at any rate. We can make tha period long or short—certainly w can try it while we steady this mar ket, and enable conservative manu facturers to take stock of the situa tion and to help us protect ourselve as I am sure some of them are tryin to do.

Constructive Policy

"And above all, let us, the apostle of intelligence, the advocates of con struction in all other things, get to gether on a policy of construction for the future welfare of our own business.

"I beg leave to say, gentlemen o the convention, that these views are my own, and are not advanced o the authority of the officers or of the Association. However, I believe that the general trend of this utter ance as to an attempt at a policy of conciliation is in accord with the views of most of them.

"Gentlemen, I declare this convention, now ready for business.

Mr. Glass's suggestions were closely followed by the members, who, at their close, voted to make the sessions of the convention executive, as has been the time-honored custom of the A. N. P. A.

Jason Rogers, publisher of the New York Globe, was one of the first to respond to the call for ideas and in a strong address, he censured the publishers who, by reckless buying and hoarding of paper, had brought

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about the present situation, and presented fourteen resolutions as suggestions for possible action by the membership.

Mr. Rogers' full address follows:

"Any program to save print paper to provide supply for those without it must of necessity reduce consumption on the part of those with heavy reserves or those who are using heavy excess tonnage.

"There is no process short of voluntary sacrifice by those who have been using paper far beyond normal average experience to temporarily at least come back to a more rational standard.

"No flat reduction by percentage of present use will be fair or acceptable to the metropolitan newspapers which have practically continued the practice of war time conservation standard, while competitors have increased the columns of reading matter beyond any past experience.

"No flat reduction by percentage of present use will be fair or acceptable to the hundreds of small city newspapers which have never used the number of columns of reading matter practiced in the larger cities.

"Fixed standards regarding columns of reading matter for the newspapers in different cities should be reached by mutual agreement. When mutual agreement cannot be reached, the services of an adjustment committee from the outside should be called in and its findings adhered to.

"Within the past week I have heard that one of the great newspapers which by pyramiding its orders during the fall of 1916 helped intensify the panic, is doing the same thing again, buying regardless of price and regardless of whether by so buying it is depriving many smaller newspapers of any supply.

"I am informed that several very large newspapers have large reserve supplies, in one case sufficient for ten months, but is still buying all in sight regardless of price, with determination to be safe.

"There is apparently no way for reaching the hoarders except through investigation and exposure.

"Gentlemen, I offer these resolutions for your careful consideration. They are not offered with a hope that they will be adopted as read, but for the purpose of providing material topics for discussion:

"Resolved that the American Newspaper Publishers' Association, called together in special convention for the purpose of devising a definite program for print paper conservation, to meet a situation of grave shortage of supply, and at the same time one calculated to insure fair and equitable supply to all newspapers, have reached these conclusions:

"1. That the Federal Trade Commission be invited and urged to undertake the control and allocation of print paper on the general lines provided below and that any expense involved up to $100,000 be provided for by an assessment on every ton of print paper used during the period January 1 to March 31, 1920, which assessment shall be paid by every newspaper immediately upon being notified of the tonnage it is to receive. Failure to pay within ten days of receipt of notice will automatically cut off supply. Any unexpended balance to be pro-rated back to the newspapers.

"2. That in case the Federal Trade Commission declines to act that a committee of five publishers, three from large city newspapers and two from small newspapers, be appointed, with same power to act and financial backing as above provided.

"3. That every newspaper be requested to file with the Federal Trade Commission under oath a report showing actual tonnage of print paper used during the years 1912, 1913, 1914, 1915, 1916, 1917 and 1918 and for the first months of 1919 as compared with the first ten months of 1914 and 1918.

Established Tonnage

"4. That every newspaper be requested to file with the Federal Trade Commission under oath a report showing actual tonnage of reserve in storage, and en route from the mill on January 1, 1918, January 1, 1919 and November 1, 1917, November 1, 1918 and November 1, 1919.

"5. That the total average consumption for the years 1912, 1913 and 1914 as compared with estimated production and needs for the year 1920 establish the tonnage to be used by any newspaper during that year.

"6. That in the case of a new newspaper enterprise, or one representing a consolidation since 1912, the experience of three other newspapers of the same present day potential, shall be used to ascertain the tonnage to be allowed that paper for 1920.

"7. That no two cent morning or evening newspaper shall print over 60 columns of reading matter, meaning news, editorial and all other than paid advertising in any issue until April 1, 1920.

"8. That no two cent morning or evening newspaper shall consist of more than 18 pages until April 1, 1920.

"9. That no Sunday newspaper shall print over 214 columns of reading matter, meaning news, editorial, illustrations and all other matter than paid advertising in any Sunday issue until April 1, 1920.

"10. That no Sunday newspaper shall consist of more than 64 pages until April 1, 1920.

"11. That upon receiving the reports regarding reserve tonnage of newspapers it be within the power of the Federal Trade Commission to temporarily cut off deliveries to any newspaper with over two weeks' supply on hand, until all other newspapers are supplied on the equalized basis.

Allocate Reserves

"12. That any reserve supply accumulated by any of the print paper manufacturers, dealers or agents be assigned for allotment to the Federal Trade Commission, to be allocated by them to newspapers requiring it, at a fair price to be reached by agreement with the manufacturers for cash on delivery for account of the manufacturer, dealer or agent turning it in.

"13. That it is the sense of the convention that at present and prospective prices for print paper no newspaper can afford to print advertising for less than one-fifth of a cent per line per thousand in the case of contracts or for less than two-fifths cent a line for transient business.

"14. That in order to comply with the recommendations above specified and with a view of providing some sort of service for the greatest number of customers, that all newspapers be requested to limit the amount of advertising from any individual customer to 16 columns in any week and not more than four full columns in any issue.

"I do not feel that we should be much concerned regarding the profiteering in the sale of advertising and circulation by a few of those who have done so while others were saving tonnage at material sacrifice in earnings.

"Let us frankly face the facts and realize that the excess use by the newspapers of our large cities, merely for profit, would, if conserved, provide supply for all of those without it and quickly reduce consumption well within the limits of production."

Following a short but pregnant discussion of Mr. Rogers' ideas, in which 60 per cent. of the members declared that they were conserving paper, the president was empowered to appoint a committee to receive all resolutions submitted to the convention and after considering them, to submit for approval those which set forth practical remedies for the difficulties under discussion. The resolutions committee was as follows:

Committee on Resolutions

Chairman, M. F. Hanson, Philadelphia Record; Fleming Newbold, Washington Star; E. A. Westfall, Boston American; S. G. McClure, Youngstown (Ohio) Telegram; D. D. Moore, New Orleans Times-Picayune; Victor Lawson, Chicago Daily News; Joseph Pulitzer, Jr., St. Louis Post-Dispatch; Adolph S. Ochs, New York Times, and Edward Polachek, New York Sun, and E. H. Butler, Buffalo News.

Approval was quickly extended to a proposition to have representatives of the American Pulp & Paper Association, in session at the same time in the Waldorf-Astoria and President Glass suggested the following committee to confer with the paper representatives:

Elbert H. Baker, publisher of the Cleveland Plain Dealer and chairman of the A. N. P. A. paper committee; T. R. Williams, business manager of the Pittsburgh Press, and Charles I. Stewart, general manager of the Lexington (Ky.) Herald, who is chairman of the Southern Newspaper Publishers' Association news print committee.

R. S. Kellogg, secretary of the News Print Service Bureau, and Thomas Waller, representing the paper jobbing firm of H. C. Craig & Co., were invited to address the publishers and made some pointed assertions.

8 Columns Cause Shortage

Mr. Waller surprised many of his hearers by the statement that the change of so many dailies from the seven to the eight-column page size had caused an overwhelming demand for 7½-inch paper rolls, which the manufacturers could not supply so easily as they could the narrower widths. Many publishers made the change, he said, without consulting the paper manufacturers and the inability of the latter to attain sufficient production of the wider rolls was in some measure responsible for the present shortage.

Publishers who have purchased more paper than their actual needs were severely criticized by Mr. Waller as being primarily responsible for the inequitable distribution of the paper production, which, he stated, was in theory adequate for the needs of all present newspapers. Very few newspapers, he said, know how they stand with respect to their 1920 paper supply, as few contracts have been signed to date for the new year.

Mr. Kellogg went deeply into production figures for 1918 and for this year, showing that the paper machines had turned out this year approximately 6 per cent., or 120,000 tons of news print more than in 1918. Stocks in the hands of manufacturers, he said, would be

The Brooklyn Eagle
Finds It Unnecessary
To Bombard The
National Advertiser
With Bunk

A. B. C. Member—No Confidential Rates

20,000 tons lower on December 31, 1920, than on December 31, 1918, thus showing that manufacturers will have supplied to publishers about 140,000 tons more paper in 1919 than in 1918.

He pointed out that even this does not disclose the real consumption, as there has been a marked reduction in the stocks held by publishers and the mills have on hand the lowest possible stocks, there being only 3 days' production in the mill store-houses.

It was brought out that Pittsburgh publishers have on hand a week's supply of paper.

J. Gowlay, managing director of the London Daily Mirror, addressed the convention on conditions abroad, but his remarks were made strictly *in camera*.

Following a luncheon recess of an hour, the convention resumed its executive session. The conference committees met in the "lobby." Messrs. Kellogg, Waller and Chester W. Lyman, vice-president and sales manager of the International Paper Company, representing the paper manufacturers.

Mr. Kellogg continued his revelations of production statistics, submitting the tables which are reproduced on this page.

He estimated the total additions to news print production during the next year at about 3 per cent. over the 1919 figures and put the expected additions to tonnage during the next two years in the following form:

Company	New Machines	Daily *Capacity	Start	Maximum *1920 Output
Price Bros.	1	55	Feb. 1920	11,000
Abitibi	1	85	Sept. 1920	8,000
Abitibi	1	85	Sept. 1921	——
Laurentide	2	100	Jan. 1921	——
Spanish River	1	50	Nov. 1919	15,000
Spanish River	1	50	Feb. 1920	10,000
Manistique	1	50	Mar. 1920	10,000
Escanaba	1	50	Jan. 1920	11,000
Escanaba	1	50	May, 1920	7,000
International	4	200	Sept. 1921	——
Totals		775		72,000

*Stated in tons.

Mr. Kellogg's table showing production during the last eight years is in graphic form and is self-explanatory. It is printed in this special section.

Discussion of these and other aspects of relations between publishers and paper makers occupied the better part of a two-hour conference in a corner of the corridor outside of the ballroom, and although the conferees gave the reporters a smiling "nothing for publication," there were strong evidences of a most mutual amicable feeling, while several publishers were heard to express an opinion that the committees' meeting marked the beginning of a new era.

Meanwhile the main convention was hard at it in an effort to arrive at a fair and just basis of conservation that would meet with the approval of the majority.

Proposals of a horizontal reduction of 10 or 15 per cent. in the consumption of news print paper met with stiff resistance both from metropolitan and smaller publishers, members from Chicago and New York pointing out that they were already on a rock-bottom basis and that further restrictions would considerably impair the efficiency of their publications.

Hopewell Rogers, business manager of the Chicago Daily News, suggested that publishers individually sign a pledge that they would put into effect their own restrictions to be determined by each publisher to suit his own conditions. However, it was not acted upon.

John L. Stewart, owner of the Washington (Pa.) Observer and Reporter and Beaver (Pa.) Times, advocated standardized sizes and limited circulation, based on paper rationing, to be carried out on consumption figures of one and two years ago.

President Glass and many of the members pronounced Mr. Stewart's suggestion one of the most constructive made at the convention. He advocated that each paper allow a given number of columns for advertising and a given number of columns for news for each day in the week and then set a circulation limit. In this way he said the news print supply of the country could be rationed so that every paper could live.

Mr. Stewart said that he had experimented with increased advertising rates and increased circulation rates without the desired effect. Even with an increase in carrier rates on one paper, he said that his circulation continued to climb steadily and the increased advertising rates did not stop the increasing flow of business.

Mr. Stewart has now standardized his newspapers along the lines that he advocates and says that it has proven a success. The amount of

REGIONAL COMMITTEE PLAN APPROVED

BY A. W. PETERSON
President Inland Daily Press Association

WATERLOO, IA., Nov. 11.—Speaking for the Inland Daily Press Association, there is a general feeling among the smaller dailies throughout the central west that two or three paper mills are endeavoring to antagonize them and favor the large city dailies, which may easily pay exorbitant prices for next spring.

I see in the International Paper Company contract and comment an element of fairness and in it a tone of conciliation.

I have never dealt with that company but I know mill conditions somewhat in other parts of the country and I know that mills must protect themselves. At the same time they should show publishers that the terms of their contracts are perfectly just and fair, just as publishers must show advertisers concerning circulation.

Press association paper committees should be formed to make peace and to be friendly with the mills.

At this time I believe it is the publisher's move and he should show the paper mills that he is willing to economize, if necessary even to make supplements of every kind should be stopped in every city, large and small. Publishers should have the courage to do this.

Perhaps in order to get unanimous consent it might be wise if the president of the United States were asked by a publishers' and paper mills convention, such as is to be held tomorrow in New York, to appoint a committee of four publishers to lay down rules for economy; there to appoint a fifth member of the committee to be not a publisher, but a man of judicial mind and wholly disinterested—say one publisher of a daily of less than 5,000 from the far west; one publisher of a daily of less than 15,000 from the south; one publisher of less than 100,000 from the central west; one publisher of less than 200,000 from the east.

If such a committee were to recommend to President Wilson and he would issue a proclamation requesting immediate action on the part of every newspaper affected, no publisher could afford to ignore it and such should be in effect until withdrawn by the President of the United States.

The matter should not be taken to the United States Congress at this time.

It would be a great mistake if the government should take hold of the matter and insist upon newspapers saving paper under the same plans they did during the war.

I believe 65 per cent advertising and 35 per cent reading matter is right. In my own paper we average more than 65 per cent advertising.

A newspaper should not be made a magazine. Magazines have a right to their own field.

Reading matter should be cut to give only current news of the day.

I wish the representative publishers large and small, regardless of press associations, could be present at a gathering at a central point like Chicago and there invite the mill owners to meet them for appointment of committees on both sides to come to a mutual understanding of what is fair and just to both, and arrange for paper over a period of say five or ten years, so that newspapers would know that they were at least going to have production equal to the normal and sensible demand and the mill owners would have assurance from the papers that they would be willing to pay the price named by the mills and would not find fault if the mills insisted upon having a perfectly ample profit.

I am not in favor of antagonizing the mills or enjoying the pastime of quarreling with them to see which side has the best attorneys-at-law.

News—H. L. Rogers.
Times—William H. Field.
Cincinnati—Times-Star—C. H. Rembold.
Cleveland (West Va.) Telegram—A. J. Bishop.
Cleveland Plain Dealer—Elbert H. Baker.
Decatur (Ill.) Review—R. D. Rainey.
Detroit News—James Scheinkart (N. Y. representative).
Free Press—W. H. Pattibone.
Dubuque (Iowa) Telegraph-Herald—F. W. Woodward.
Elizabeth (N. J.) Journal—Aug. S. Crane, Elmer E. Stanton.
Fall River (Mass.) Globe—Michael Sweeney.
Galveston (Tex.) and Dallas News—J. D. Lovett.
Gloversville (N. Y.) Herald—E. H. Collings.
Grand Rapids (Mich.) Herald & News—Mr. R. M. H. Wharton.
Hartford (Conn.) Courant—Henry R. Cunningham.
Times—F. C. Willson.
Haverhill (Mass.) Gazette—Robert L. Wright.
Hoboken (N. J.) Observer—Wm. H. Applefield.
Jersey City (N. J.) Journal—W. M. Dear.
Kansas City (Mo.) Star—E. J. Scowden, F. E. Robertson.
Lexington (Ky.) Herald—Charles J. Stewart, Desha Breckenridge.
Louisville (Ky.) Courier Journal & Times—R. E. Hughes.
Post—Eugene Knott.
Meriden (Conn.) Journal—F. E. Sands.
Middletown (N. Y.) Times-Press—R. G. Goebel.
Mount Vernon (N. Y.) Argus—F. A. Morrison.
Newark (N. J.) News—Eugene Farrell.
Star Eagle—H. J. Auth.
Sunday (Ky.) Post—Louis Hannoch.
New Haven (Conn.) Journal-Courier—Edward T. Carrington.
Times Leader—William A. Hendrick.
New Orleans Times Picayune—D. D. Moore.
Item—James M. Thomson.
New York Globe—A. B. Chivers, Jason Rogers.
New York Herald—Felix Arnold.
El Progreso Italo Americano—W. Hirsch.
Irwin Typo (Tenn.) News—Lee Hanley.
Journal of Commerce—J. C. Cook.
Mail—Smith Nicoll.
Post—J. S. Seymour, Robert B. McClean.
Sun—V. H. Polachek.
Times—Louis Wiley.
Tribune—Howard Davis.
Wall Street Journal—S. F. Hutchinson.
World—S. M. Williams, G. H. Larke.
Passaic (N. J.) Herald—E. A. Brister.
News—James T. Barker.
Pawtucket, R. I. Morning Call—Garret H. Sturr.
Penn-Grafonian—W. B. Bryant.
Perth Amboy (N. J.) News—D. F. Olmsted.
Philadelphia Gazette—Gustav Mayer.
Telephone—Robert L. Jones.
Record—M. F. Hanson.
Public Ledger—T. R. Williams.
Pittsfield (Mass.) Eagle—K. B. Miller.
Pittston (Pa.) Gazette—William Bosh.
Plainfield (N. J.) Courier-News—C. H. Frost.
Pottsville (Pa.) Evening Republican & Daily Reading (Pa.) Eagle—John W. Rauch.
News Times—Walter H. Miller.
Richmond (Ind.) Palladium—E. H. Harris.
Rochester (N. Y.) Democrat—E. B. Bryan.
Roanoke (Va.) Times & World News—W. F. McDowell, Walter L. Jones.
Rochester (N. Y.) Herald—M. Bruce Porter.
Sacramento (Cal.) Bee—Charles K. Champion.
Seattle (Wash.) Times—C. B. Blethen by J. Truly Underwood.
Springfield (Mass.) Republican—Richard Hooker.
Union—J. D. Plummer.
Syracuse (N. Y.) Herald—W. C. Bates
Journal—L. D. Burrill.
Post-Standard—J. B. Barnum.
Tacoma (Wash.) Ledger—Frank T. Baker.
News—Frederick Bonfils.
Taunton (Mass.) Gazette—William H. Reed
Times (N. J.) Dispatch—Thomas B. W. Clark
Washington (Pa.) Observer & Reporter—John L. Stewart
Waterbury (Conn.) American—B. C. Pike
Democrat—F. E. Maloney.
Republican—William J. Pape.
Washington (D. C.) Times—Edgar D. Shaw
Wilmington (Del.) Every Evening—William P. Bones.
Woonsocket (R. I.) Call—S. E. Hodson.
York (Pa.) Dispatch—Ross Shaw.
Youngstown (Ohio) Telegram—Samuel G. McClure.
Vindicator—W. O. Brown.

Albany (N. Y.) Evening Journal—Robert B. Waters.
Knickerbocker Press—Mr. Arthur D. Heron.
Altoona (Pa.) Chronicle & News—Walter J. Lerch, Fred T. Willenbecher.
Asbury Park (N. J.) Press—J. Lyle Kinmonth.
Baltimore American—W. M. Scott.
News—Mr. Herbert Wyle.
Birmingham (Ala.) News—F. P. Glass.
Brooklyn Daily Eagle—Herbert F. Gunnison
Standard Union—Charles F. Dodd, H. L. Bristol.
Buffalo (N. Y.) News—Edward H. Butler.
Chattanooga (Tenn.) News—Lee J. Milton.
Chester (Pa.) Times & Republican—Charles R. Wood.
Chicago American—Herman Black.

THOSE PRESENT

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INTERNATIONAL PAPER COMPANY PRICE FOR FIRST QUARTER CALLED FAIR

Charles I. Stewart, general manager of the Lexington (Ky.) Herald, and hairman of the Southern Newspaper Publishers' Association's news print ommittee, said to EDITOR & PUBLISHER: "I hesitate to advise any customer of he International Paper Company as between the two propositions it presents.

"There is of course the possibility that the Treaty of Peace will be rejected and that we will be technically at war until after the election of a new Senate, r even until after the election and inugaration of a new President. However, if the treaty should fail in the enate and the President should insist hat the state of war between this country and Germany continues, we might expect litigation designed to establish he opposite view.

"The International customer who accepts the proposition No. 1, will be at he mercy of that company at the expiration of the Federal Trade agreement, nd if he continues to take advantage of this agreement after January 1, 1920, e can expect little mercy, when the day arrives. The safe course is to assume hat the Federal Trade Commission's price cannot extend far beyond the first quarter of 1920.

"The price proposed for the first quarter of 1920, $4.50 at the mill, can hardly be called excessive, in view of the state of the market. I know of only one other manufacturer offering a lower price, and this manufacturer has a lower cost basis than the International.

"I believe the contracts with the smaller prodneers will be at a higher rate. Some contracts I am informed have been made at $5. This proposal also has the further advantage of enabling the publisher to make sure of paper through the year.

"Mr. Lyman's second proposal is indefinite in one respect, in that it says nothing as to what is to be the guiding principle in the quarterly readjustment. Is the price to be based on the spot market or will the $4.50 price rule unless there is an increase in the production costs?"

"I assume the latter to be the intent of the proposal. Otherwise publishers might as well be in the spot market.

"There is a question as to the ability of the International to make a reasonable profit at the Federal Trade price, on the present production cost, but it should not go beyond $4.50 unless there is a further increase in the cost of production.

"I can add nothing to what I have already said as to conservation, except that it is important that all newspapers in each competitive territory co-operate to save newsprint. Each publisher must consider his own competitive conditions and he must be guided not altogether by what he prefers to do, but largely by what competitive conditions make it necessary for him to do. Nothing can be accomplished in the way of conservation unless there is a spirit of give and take and of co-operation in each competitive area."

Must Pay War Quota

OTTAWA, ONT., Nov. 12.—The Ontario Paper Company, of Thorold, owned by the Chicago Tribune, is being required by the Paper Controller to pay its quota of news print demanded by the Canadian Government for domestic publishers' use during the war. The company had questioned the right of Canada to compel an American privately owned mill, making paper for itself only, to furnish material to Canadian publishers. Last month, Paper Controller Pringle informs EDITOR & PUBLISHER, the company supplied 100 tons of paper.

PENNSYLVANIA DAILIES TO RETRENCH

Newsprint Crisis Causes Special Meeting at Harrisburg—Higher Ad Rates and No Returns Seen as Solution

[BY TELEGRAPH.]

HARRISBURG, PA., Nov. 12.—That daily newspapers face one of the most serious crises in the history of journalism was the consensus of opinion of Pennsylvania editors and publishers who met here today at the call of the president of the Pennsylvania Associated Dailies, E. J. Stackpole, of the Harrisburg Telegraph, as a result of the scarcity of news print.

"A policy of retrenchment and conservation must be adopted if the newspapers are to continue," said Mr. Stackpole, in opening the conference. "On all sides I have heard the same story—that of no paper, and of impossible increases in the price of the available supply.

"There is but one thing for the publisher to do, and that is to cut down the size of his paper, and reintroduce the war economies which he practiced until the armistice last year. We are now facing an even more serious shortage than we did at that time, and yet many publishers are going abroad with the idea that they must accept every inch of advertising offered and put out huge papers.

Larger Papers Biggest Sinners

"The larger papers of the country are continually advising conservation, and at the same time they are themselves putting out 40-page morning editions, huge Sunday editions, and in many other ways using up precious paper which must be saved if we are to tide ourselves over the present crisis.

"There is no doubt that the paper manufacturers are doing the best they can to supply paper, but there is also no doubt that there is gouging in certain localities, and this must not be countenanced."

C. J. Smith, of the Allentown Item and Democrat, said that he has been studying conditions in the news print situation and finds them infinitely discouraging.

"I have several paper contracts which will run out this year at the old price per pound," said Mr. Smith, "but I am certainly at a loss as to where I shall be next year. The paper makers have refused to guarantee anything."

Several publishers said that in numerous instances newspapers have been forced to merge in order to continue publication, and it was the opinion of many of the men who met today that this may be the only solution in the smaller communities.

The question of advertising rates as an important factor in the conservation situation was also taken up, some of the delegates to the conference remarking that advertising rates have progressed less than any other commodity offered to the public, and that rates must increase if newspapers are to continue. Very little hope was held out of reduction of news print rates.

A. Nevin Pomeroy, publisher of the Chambersburg Repository, and one of the oldest newspaper men in the central part of Pennsylvania, said that unless some sort of relief is obtained by the smaller publishers it was inevitable that many of them will have to suspend publication, and possibly go out of existence altogether. Mr. Pomeroy was one of the strongest advocates of a more reasonable conservation, saying that there was no point in delaying the public with 20- and 30-page papers now, when the serious shortage may force them down to eight, ten and twelve pages later. A little judicious retrenchment at this time will preserve the quality of the newspapers.

J. G. Humes of the Altoona Mirror, expressed the feeling of the entire conference when he said that if we do not adopt the economy which we are so strongly urging to others through our columns, we will find ourselves in the embarrassing position of being unable to serve the very persons to whom we were urging such excellent advice.

Returns Must Stop

The system of returns, as taken up again by several of the larger Pennsylvania newspapers since the signing of the armistice, was scored as wasteful and unnecessary, and wartime rules in paper conservation were urged in order to alleviate the present condition.

Summarizing the results of the conference this afternoon, President Stackpole said that the publishers were resolved that the only remedy will be the adoption of the use of the paper, radical advance of advertising rates, and increases in the production of news print, which do not appear very likely at this time.

At the conclusion of the conference resolutions were adopted and officers elected for the coming year. Although E. J. Stackpole of the Harrisburg Telegraph, who was instrumental in the organization of the Associated Dailies some years ago and who has since been president, was urged to accept the office again, he deelined to do so and C. O. Long of the Chester Times was elected president.

Other elections were as follows:

First vice-president, George J. Campbell, Daily Law Bulletin, Pittsburgh; second vice-president, W. L. Taylor, York Dispatch; treasurer, W. L. Bender, Pottstown News; secretary, Wilmer Crow, Harrisburg.

New Committees

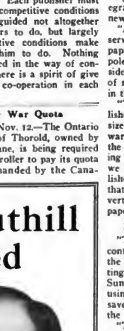
Exeentive committee: J. H. Zerbey, Pottsville Republican, chairman; C. N. Andrews, Easton Free Press; R. P. Hapgood, Bradford Star; E. R. Stull, Pittsburgh Newspaper Publishers' Association; M. L. McLean, Philadelphia Bulletin; E. J. Stackpole, Harrisburg Telegraph; John L. Stewart, Washington Observer & Reporter; A. Nevin Pomeroy, Chambersburg Repository; J. G. Humes, Altoona Mirror; A. B. Schropp, Lebanon News; John W. Raudenbush, Reading Eagle; J. R. Gilbert, Lancaster Examiner; C. J. Smith, Allentown Item.

Among the resolutions adopted were the following:

Declaring the daily and weekly newspaper publishers as opposed to the dissemination of social and political matter by the foreign language press and commending the Governor of Pennsylvania and the state legislature for repealing the statutes requiring the advertising of sheriffs' sales in German newspapers;

Recommending uniformity in circulation prices, so that two-cent

Cartoonist Tuthill Has Arrived



We began releasing Tuthill's new 6-column strip comic, "Home Sweet Home," on October 27. In the short intervening time we have placed the new feature with a list including some of the best papers in the United States.

Seldom, if ever before, has a new comic strip achieved such immediate success.

Tuthill's humor is irresistible because it is absolutely true to life. Further, it maintains an unfailing standard that insures lasting merit.

Ask us for proofs and a quotation.

Evening Mail Syndicate

25 City Hall Place New York

dailies can charge 12 cents a week and $6 a year, and 3-cent papers 18 cents a week and $9 a year;

Condemning the practice of selling newspapers under false pretenses and at subscription prices lower than the cost of news print for the purpose of carrying on unfair and injurious competition and building up temporarily circulation for private organs under the guise of real newspapers;

Recommending to Pennsylvania publishers that, in view of the present news print situation, two-cent prices be raised to three cents, that advertising rates be increased at least one-third, that costly and expensive supplements be eliminated, special editions omitted, miscellaneous news matter curtailed, all free copies be cut off and no return by agents of unsold copies be accepted;

Condemnation of general strikes where arbitration has been refused;

Declaring confidence in President Wilson and state governor, and pledging the support of the Pennsylvania Editorial Association in the maintenance of law and order.

Among those present were:

C. J. Smith, Allentown Item and Democrat.
Charles R. Long, Chester Times.
A. Kevin Thompson, Chambersburg Repository.
Morris Lloyd, Chambersburg Public Opinion.
A. B. Schropp, Lebanon News.
J. H. Zerbey, Pottsville Republican.
E. J. Stackpole, Harrisburg Telegraph.
G. J. Campbell, Pittsburgh Daily Law Bulletin.
M. W. Nail, Hanover Herald.
S. W. Reynolds, Philadelphia.
W. L. Jones, Olyphant Gazette.
G. W. Kuhns, Reading Telegram-News.
J. G. Humes, Altoona Mirror.
W. L. Mathues, York Dispatch.
C. L. Drake, Stroudsburg Times-Democrat.
C. H. Bressler, Lockhaven.
John L. Stewart, Washington Observer and Reporter.
J. R. Gilbert, Lancaster Examiner.
E. W. Gray, Delaware Country Democrat.
George W. Wagonseller, Middleburg.
E. L. Freeland, Berwick Daily Enterprise.
T. R. Williams, Pittsburgh Press.
Howard Reynolds, Quarryville Sun.
John G. Zook, Lititz Express.
C. N. Anderson, Eastern Pike Press.
W. L. Taylor, York Dispatch.
W. L. Thompson, Carlisle Sentinel.
John Rauch, Reading Eagle.

CHICAGO PAPERS ACT TO CUT ADVERTISING

Tribune and Daily News Notify Advertisers That Space Must Be Reduced, to Work Least Hardship.

(BY TELEGRAPH)

CHICAGO, Nov. 12.—Beginning with to-day's issue, in addition to restrictions heretofore found necessary, The Tribune announces it is compelled to limit space available for advertising in order to accomplish essential newsprint saving. Until the end of November no more foreign business will be solicited.

Restrictions are applicable to all advertisers, both classified and display. To make possible fair allotments of space, no display advertisements will be accepted for publication in the following day's issue after five-thirty in the afternoon. The size of daily issues hereafter will not exceed the average of thirty-two pages and size of Sunday issues be curtailed fifteen per cent.

A letter sent by The Tribune to-day to all advertising agencies and to a list of regular display advertisers, urges them to limit the size of their future copy "so as to assist us in meeting this unusual situation in a way that will work the least hardship on all concerned."

The Chicago News to-day sent special delivery letters to all advertising agencies and regular display advertisers, signed by Advertising Manager John B. Woodward, as follows:

"We earnestly request your co-operation to reduce the volume of advertising offered the Daily News until December twenty-fifth, if possible. Please cut all pages planned within this period to half pages, which will have one hundred per cent. better chance of getting into the paper as scheduled than full page copy.

"We intensely dislike to leave any advertisement out of the paper entirely, but fairness to all advertisers frequently compels this course in the case of full page copy, and we hope it will always be handled without unfairness to any.

"Please let us know at once if we can depend upon you to reduce all schedules to the minimum of space requirements during this period."

PRICE WILL PRODUCE MORE NEWS PRINT

Capacity of His Mills Will Be Raised to 800 Tons Daily by New Canadian Plant

[BY TELEGRAPH.]

MONTREAL, QUE., Nov. 12.—Sir William Price, head of Price Bros. & Co., announces that a new paper mill will be built by his firm. The company at present manufactures nearly 300 tons per day.

In an interview Sir William Price said: "My board has definitely decided to start work without delay on a large news print mill in the Saguenay district, with a capacity of between 400 and 500 tons. Work has already been started on the necessary water power and by May of next year, construction of the mill will be under way.

"A further machine is now being erected in our Kenogami mill. This machine would have been working now had it not been for the strikes in England. This brings our present output up to 270 tons or, including Jonquiere, 325 tons per day of paper and board, in addition to sulphite pulp.

"When our new plant is operating our total output of paper and board will be in the neighborhood of 800 tons per day."

Keystone Publishers Call Meeting

The first of the regional meetings suggested by the A. N. P. A. will be held November 20 in the William Penn Hotel, Pittsburgh. John L. Stewart, publisher of the Washington (Pa.) Observer and Reporter, who is president of the Western Pennsylvania Associated Dailies, has called a meeting of his association and of all daily newspaper publishers in the state west of and including Altoona, in conjunction with the Publishers' Association of Pittsburgh, called by T. R. Williams of the Press. The meeting will start at 1:30 p.m.

Will Merger Editions

The New Yorker Staats-Zeitung and the New Yorker Herold are negotiating for a merger of two editions, but the particular editions to be discontinued have not been decided upon. The date it will go into effect has not been decided.

The Detroit News is limiting its size to a 40-page daily average for the week.

MUST ENCOURAGE PAPER MANUFACTURE

BY J. H. ALLISON
President Southern Newspaper Publishers' Association

(Telegraph from Fort Worth, Tex.)

"I have just received my copy of EDITOR & PUBLISHER setting forth the International Paper Company's sales policy for 1920.

"This is no time for idle prattle on the part of publishers. Every economy must be practiced.

"While the International Paper Company's proposition is couched in pleasant language, it simply amounts to its taking advantage of the present situation. If the publishers have gained any advantage through the courts they are asked to waive them under threat of high prices at best or possible suspension by not being able to obtain any newsprint at all.

"It is unfair and unjust for the International Paper Company to take advantage of the publishers at this time and will not make for the best feeling among their customers.

"The International Paper Company has lived and thrived from the newspaper publishers for these many years and now because it has the advantage, it should not allow itself to be placed in the light of wanting to put some publishers out of business entirely.

"The publisher still has an obligation and can greatly relieve the present acute situation.

"The duration of high prices will continue until publishers' earnings and collections are slow to reduce tonnage, by setting the maximum number of pages daily and Sunday; making no further attempts to increase circulation; setting a minimum for percentage of advertising, say at least sixty per cent. and cutting down the size of heads.

"Meet the loss in volume of advertising and the increased cost of paper, labor and materials by increasing advertising rates and subscription prices, as I suggested in previous communications, and do not fear to show a loss in circulation and inches of advertising carried, by them will enable the smaller papers to secure sufficient tonnage to publish and it is their duty to do so.

"During this shortage, no paper should be shipped out of the United States, except to Canada. If necessary, recourse should be taken to the U. S. Government to change their lines and an effort made to conserve our forests for the use of our own peoples.

"Publishers should make plans to encourage new paper manufacturers to enter the market. In the manufacture of newsprint, as with all other commodities, the law of supply and demand controls and if the supply is insufficient it must be increased.

"If takes two years to build new paper mills, so immediate plans should be made, capital interested and the support of the publishers assured, so that sufficient tonnage may be obtainable in short time.

"The publishers of the United States will not sit supinely by and allow their interests to be injured.

"Let me urge particularly all Southern publishers to give this problem their best thought and their determined and quick action."

DISCUSS COURT RULING AND 1920 PRICES

Lively Topics of Chat Around Waldorf—Report Great Northern Will Sell at Four Cents a Pound

Conversation on the paper situation prior to the A. N. P. A. convention centered chiefly about the refusal of the United States circuit judges of the second circuit, sitting as arbitrators in the appeal of the publishers to reopen the discussion of news print prices for May, June and July, 1918, and the letter of the International Paper Company on its 1920 prices and sales policy.

The court's decision is universally accepted as final and publishers have turned their attention to assuring themselves of sufficient news print for the rest of this year and for 1920 at the best possible prices.

No confirmation could be secured of a persistent rumor that several large customers of the International Paper Company had signed contracts for next year's paper at no fixed price, but it was definitely learned by EDITOR & PUBLISHER and by officials of the International Company that an order issued during October absolutely dropping many smaller customers for 1920 paper has been rescinded at the request of the A. N. P. A. and S. N. P. A., which determined upon such action at their meeting, recently reported in EDITOR & PUBLISHER.

All customers of the Great Northern Paper Company will be supplied during 1920 the same amount of paper that they used this year. It is generally understood that the price will be 4 cents, although Great Northern officials would not confirm this figure.

Other paper companies supplying large tonnage news print sold EDITOR & PUBLISHER that they have not yet determined their 1920 sales policy of price, pending negotiations with their customers for renewal. These include the Spanish River Pulp & Paper Company, Perkins-Goodwin Company, Whitaker Paper Company and Seaman Paper Company, which distributes the product of the Remington and other mills.

PATTERSON HEADS PAPER

Business Manager Made President of Baltimore Sun

BALTIMORE, MD., Nov. 13.—After six years as business manager of the Baltimore Sun, Paul Patterson has been elected president of the A. S. Abell Company, publisher of the Sun, by the board of directors, to fill a vacancy that has existed for several years.

William F. Schmick, advertising manager of the Sun, succeeeds Mr Patterson as business manager and will also act as secretary of the company.

Joseph A. Blondell was elected treasurer and assistant secretary, and J. H. Adams and Frank R. Kent continue as vice-presidents and editor and managing editor, respectively.

A. P. Chiefs to Go Abroad

Melville E. Stone, general manager of the Associated Press, will sail for England on November 29. The purpose of his visit and its length could not be learned. Harold Martin, who has been in charge of the Associated Press clients in Latin America, will leave for a tour of South America shortly. The Associated Press Service Bulletin is published monthly beginning November 15.

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Two Sections—Including Space Buyers' Charts and Survey of State of New Hampshi

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

1884 — 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c Per Copy — **NEW YORK, THURSDAY, NOV. 20, 1919** — **Vol. 52. No.**

Columbia University Library NOV 1 1919

October Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of October, 1919:

Books	THE DAILY NEWS	The Daily News, 14,204 lines. Next highest score, 12,148 lines.	**FIRST!** 6 days against 7
Churches	THE DAILY NEWS	The Daily News, 3,842 lines. Next highest score, 1,699 lines.	**FIRST!** 6 days against 7
Department Stores	THE DAILY NEWS	The Daily News, 434,993 lines. Next highest score, 203,659 lines.	**FIRST!** 6 days against 7
Educational	THE DAILY NEWS	The Daily News, 8,328 lines. Next highest score, 7,067 lines.	**FIRST!** 6 days against 6
Furniture	THE DAILY NEWS	The Daily News, 44,955 lines. Next highest score, 34,327 lines.	**FIRST!** 6 days against 6
Jewelers	THE DAILY NEWS	The Daily News, 12,580 lines. Next highest score, 12,132 lines.	**FIRST!** 6 days against 6
Real Estate	THE DAILY NEWS	The Daily News, 13,249 lines. Next highest score, 11,725 lines.	**FIRST!** 6 days against 7
Tobacco	THE DAILY NEWS	The Daily News, 15,363 lines. Next highest score, 14,598 lines.	**FIRST!** 6 days against 7
Total Display Advertising	THE DAILY NEWS	The Daily News, 1,004,812 lines. Next highest score, 941,005 lines.	**FIRST!** 6 days against 6

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

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Canada and Commerce

It was recently brought to the attention of the readers of these advertisements that Canada is the home of the second largest retail business in the American continent.

This statement was questioned by some who, to put it mildly, suspected over enthusiasm on the part of the writer—which goes to show that many people undervalue Canadian commerce.

Canada is a big country—populated with big people, who do big things in a big way—witness the way they behaved in the big war.

Perhaps they acknowledge that Canada is pretty much all right—perhaps they do—but bless you, they have a jolly good right to admit this fact.

Perhaps, too, Canadians are partial to their own Canadian daily newspaper—dealing with Canadian news and Canadian politics from a Canadian standpoint.

They have nothing to be ashamed of, as to the quality of their newspapers, either.

Ably edited, they have the "home appeal" and the cooperative spirit which goes such a long way in developing good will, dealer helps and the many side issues that compose successful advertising campaigns.

Look at Canada as a territory of vast expanse and tremendous possibilities, and at Canadian daily newspapers as the open door through which you can trundle your goods into Canadian homes.

PROVINCE OF ONTARIO
Population 2,523,274

	Circulation	Lines 2,500	Lines 10,000		Circulation	Lines 2,500	Lines 10,000
Border Cities Star (Windsor)....(E)	12,403	.03	.03	London Free Press.....(MN&E)	37,481	.07	.06
Brantford Expositor.....(E)	10,100	.025	.025	Peterborough Examiner .....(E)	6,100	.02	.015
Brockville Recorder-Times .....(E)	4,225	.17857	.107	St. Catherines Standard.....(E)	7,736	.0275	.02
Chatham Daily News.....(E)	7,512	.015	.00675	St. Thomas Times-Journal.....(E)	9,115	.0275	.02
†Galt Reporter .....(E)	3,974	.015	.0125	*Toronto Globe .....(M)	86,388	.15	.11
Guelph Mercury .....(E)	3,921	.015	.01	*Toronto Star .....(E)	91,176	.15	.13
†Hamilton Spectator .....(E)	31,932	.065	.065	*Toronto Star .....(S)	81,035	.15	.13
Hamilton Times .....(E)	11,200	.035	.03	Toronto World .....(M)	39,981	.09	.06
Kingston British Whig .....(E)	6,328	.025	.02	Toronto World .....(S)	86,288	.12	.09

PROVINCE OF QUEBEC
Population 2,002,731—English 397,392
French 1,605,339

	Circulation	Lines 2,500	Lines 10,000		Circulation	Lines 2,500	Lines 10,000
*Montreal Gazette (3c-$8 yr.)....(M)	32,148	.085	.07	Quebec Le Soleil.....(E)	41,462	.07	.07
†Montreal La Presse (2c per copy)(E)	144,840	.13	.11				

Publishers' Statements.
*A. B. C. Reports, April 1st, 1919.
†A. B. C. Reports, October 1st, 1919.

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Half Way 'round the World *for* RANKIN Counsel



—A Chinese business-man—native born and bred;

—American college-trained;

—Today, in Hong Kong, a manufacturer of exquisite oriental incense.

—Advertising and merchandising problems confront him—to successfully market his product he must seek expert guidance. Wouldn't the sound merchandising principles of America solve the problem in China?

—To America he turned for advice—he sought the Wm. H. Rankin Company, in Chicago.

—He knew of Rankin's "Brass Tack" counsel, practical merchandising ideas, business-building plans.

—Last week the steamship "Empress of Persia" brought the statement of his problems;

—The resourceful departments of the Wm. H. Rankin Company have carefully analyzed the situation laid before them—digested the fundamentally essential factors as they presented themselves in "The Flowery Kingdom;"

—With the result that a simple, tangible plan of procedure has been prepared which will solve the perplexities of the Hong Kong manufacturer—a plan of sales operation replete with sound reasoning.

—The next steamer Hong Kong-bound from San Francisco will carry the information. Thus the same complete advertising and merchandising service which has built nation-wide reputation for the Wm. H. Rankin Company goes forth to aid constructive commerce in the Far East.

—Almost in the same mail we received a letter from a leading British advertiser in answer to a two-page advertisement in the Advertising World of London.

—The following excerpt from it proves that British manufacturers are looking for our counsel and guidance on advertising in the U. S. A., and that American publishers may expect many British advertising campaigns:

'Your article in the London 'Advertising World' is instructive and illuminating. The co-ordinating of quotations for Newspapers which makes possible such statements as you give, reflects fine credit both to the Wm. H. Rankin Co. and to you as its President.

"The article we market is a food for Infants. It has quite a sale in this country. We are already sold on Advertising. For the first four years we did little or no Press Advertising excepting in Medical and Nursing Papers: Since then we have been consistent Press Advertisers, the object being to obtain the approval of the Medical profession and reduce waste of money in Press Advertising. We have no reason, judged by results, to regret this procedure; I am thinking America should be tackled the same way.

"Should it be done nationally or locally? If the latter, where should one make a start? Investigation, helped by local knowledge and experience, can answer, and in answering correctly, save a pile of money, and much energy. Has your Organization this knowledge and experience? If so, will you let me hear how you sell it."

—An excellent example of how advertisers the world over are beginning to seek our help in their business problems of the extensive scope and prompt, resourceful service of the Wm. H. Rankin Company. We are proud to be chosen to serve manufacturers in far-off lands as well as advertisers in this country.

With our European and Australian connections, through Charles F. Higham, Ltd., London,—our organizations in New York and Chicago—with branches in Washington, D. C., San Francisco and Los Angeles, Calif.—we are now ready to not only give National but also International advertising service. Address nearest office and we will gladly tell you all about "How We Serve Our Customers."

WM. H. RANKIN COMPANY

WILLIAM H. RANKIN, President
WILBUR D. NESBIT, 1st Vice-Pres.

Associated with Chas. F. Higham, Ltd., London, England
21st Successful Year

ROBERT E. RINEHART, 2nd Vice-Pres.
H. A. GROTH, Sec'y and Treas.

104 S. Michigan Ave., Chicago
Call Building, San Francisco

Riggs Building, Washington

50 Madison Avenue, New York
Title Insurance Bldg., Los Angeles

ADVERTISING BUILT ON KNOWLEDGE
WM H. RANKIN COMPANY
THAT BENEFITS THE CONSUMER

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Record Bank Clearings in

Philadelphia

October Total in This City Passes Two Billion Mark

All previous high records for bank clearings in Philadelphia were broken during October when a total of $2,094,679,000 was reported by the clearing house association. It is also the first time in the history of banking in this city that the $2,000,000,000 mark has been passed in any month. During October of 1918, clearings equalled $1,886,419,910; in 1917, $1,569,400,621; and in 1916, $1,252,095,564. In September of the present year a total of $1,911,994,474 was reported. The previous record figure was reached in July, with a total of $1,935,468,968. *Philadelphia Bulletin, Oct. 31*

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

October Circulation

Net paid daily average **451,792** Copies a day

"The Bulletin is the only Philadelphia newspaper which prints its circulation figures each day"

The circulation of The Bulletin is the second largest in the United States.
The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.
No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

EDITOR & PUBLISHER

Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52 | NEW YORK, THURSDAY, NOVEMBER 20, 1919 | No. 25

S. N. P. A. CALLS SPECIAL PAPER CONVENTION; GENERAL APPROVAL OF A. N. P. A. PLANS

Bradford Merrill Is Chairman of New A. N. P. A. Committee—Inland, Southern and National Bodies Endorse Recommendations

INFORMATION received by EDITOR & PUBLISHER from all parts of the country and from large, medium and small newspapers, indicates a wholehearted approval of the action taken and recommendations adopted by the American Newspaper Publishers' Association, in special convention last week, for the conservation of news print paper.

All interest now centers on the further announcement of the A. N. P. A. of the names of the men to comprise its committee of conciliation and the course of action that committee intends to pursue in obtaining the results demanded by the emergency situation.

Bradford Merrill Chairman

President Frank P. Glass of the A. N. P. A., informs EDITOR & PUBLISHER that Bradford Merrill, general manager of the Hearst newspapers, has accepted the chairmanship of the committee on conciliation, but that the names of Mr. Merrill's associates will not be ready for announcement until each man has definitely accepted the responsibilities he is asked to undertake.

It is understood that about 23 requests to serve were sent out by President Glass and the paper committee of the A. N. P. A. to the most representative newspaper publishers of the country, covering all sizes of newspapers, and regardless of whether or not they are members of the A. N. P. A.

Answers were being received by Manager Lincoln B. Palmer of the A. N. P. A. in New York all week, but up to date the list of acceptance was not in shape to warrant any announcement, according to Mr. Palmer.

Unanimously Endorsed

The best evidences that the A. N. P. A. in its conservation policy is to have the support of medium and small sized newspapers comes in the form of telegraphic messages of approval to EDITOR & PUBLISHER from President A. W. Peterson of the Inland Daily Press Association, President J. W. Wilson of the Southern Newspaper Publishers' Association (printed in the opposite column) and Edward Albright, president of the National Editorial Association.

President Peterson of the Inland says:

"My opinion is that the American Newspaper Publishers' Association's convention last Wednesday performed a splendid service for the newspapers. President Glass gave an impressive

(*Continued on Page 38*)

EDITORIAL

PUBLISHERS, ACT AT ONCE!

THE time for drastic action by the publishers of this country has arrived. They are face to face with the gravest proposition that has ever confronted them. Warned six months ago of what was inevitably coming, they have remained dormant. Further delay will be disastrous.

At the special meeting of the A. N. P. A., called to consider ways and means by which newspapers may meet a grave emergency, some vital and necessary policies were urged. First importance should be accorded to the resolution calling upon publishers everywhere to "materially increase advertising and subscription rates, and at the same time limit the size of their issues."

In his opening address, President Glass stated that costs of publishing had increased 100 per cent during the past year.

In any other line of business this increase would have been met by a similar increase in selling price. Is there any newspaper in America which has, during that period, raised its advertising rate 100 per cent? Is there any sound reason why all newspapers should not increase rates because of increased cost?

Every publisher knows, or should know, his costs. He should establish his rates to cover cost increases. If an increase of 25% of the rate is adequate, it should be made. If the facts call for more drastic increase, *the facts should govern!*

EDITOR & PUBLISHER has shown through recent research that national advertisers may purchase space, on a 5,000-line contract, in the daily newspapers of the United States at an average rate of one-fifth of a cent per line per thousand circulation. To say that such a rate is ruinously low is to use moderate speech.

But, as a matter of fact, local merchants, using large space, are accorded a rate very materially lower than this. It is a safe assertion that the majority of daily newspapers are carrying the bulk of their department store advertising today at a substantial loss.

This situation must be changed, gentlemen! You are manufacturers. You should not delude yourselves further with the vague belief that you can sell your product for less than the cost of production and continue in business.

A 3-cent daily and a 10-cent Sunday newspaper must come as a companion policy of conservation. At the 1920 first-quarter contract price of the International, $4.50 per hundred at the mill, the white paper in a 30-page issue costs, not counting delivery charges, two and a half cents. Is there any sound reason why such a newspaper should be sold for 2 cents? The 3 and 10 cents selling prices will abolish duplicate and waste circulation—so far as prices can do that—thus further reducing consumption.

Why not go directly to the root of the matter? Rate is basic. General policies of economy and conservation, elimination of waste, etc., will not afford a sufficient remedy. The remedy is in immediate rate readjustment—not to meet merely a small part of increased costs, but to meet them fully. It may be said that the remedy is heroic. It is—but publishers are confronted with conditions requiring nothing less.

Until publishers do readjust their rates to conform with increased costs they will reap the inevitable results. "As ye sow" is the unchanging law.

In the appointment of Committees of Conciliation, to bring about cooperation between competitive local publishers, this special convention of the A. N. P. A. provided a possible remedy for one of the most lamentable features of the whole situation. If these committees shall accomplish their purpose, the good results will be far reaching, and out of the present crisis may emerge a closer fellowship of interests and purposes among publishers everywhere. Such an achievement would go far toward compensating the industry for the present travail and peril.

As a rule committees accomplish little and often waste valuable time. Let us hope that this committee will be different. Power in abundance to it!

News Print Conditions in South Are Particularly Acute — President Allison Urges Concerted Action to Limit Papers

(BY TELEGRAPH)

CHATTANOOGA, Tenn., Nov. 18. — Secretary-Treasurer Walter C. Johnson announced today that an extraordinary convention of the Southern Newspaper Publishers' Association has been called, to take place in the Tntwiler Hotel, Birmingham, Ala., November 24 and 25, to consider the news print crisis. Telegrams have gone to all members urging attendance.

J. H. ALLISON of the Fort Worth (Tex.) Record, president of the Southern Newspaper Publishers' Association, telegraphs to EDITOR & PUBLISHER as follows:

"I heartily endorse the recommendations proposed by the special convention of the American Newspaper Publishers Association, but would supplement its resolution with a request that the U. S. Government prohibit the export of paper and wood pulp, except into Canada, until the needs of the publishers of this country are supplied.

"The Government should also pass regulations requiring the replacing of forests.

"With the almost unanimous approval of the executive committee, I have called a special convention of the Southern Newspaper Publishers Association, at Birmingham, Ala., November 24-25.

"A limitation should be placed on the size of papers and I hope that some agreement can be reached by Southern publishers in convention whereby there will be a concerted action to prevent waste and reduce tonnage."

News print conditions in the South are particularly acute, as is indicated in the following extracts from the current report of Secretary W. C. Johnson of the S. N. P. A.

"Immediately following the recent meeting of the S. N. P. A. executive committee, held in Nashville, Marcellus Foster, vice-president of the association, left for New York to study the news print situation. He spent ten days in New York interviewing manufacturers and jobbers and discussing the situation with prominent publishers, many of whom were in New York for the same purpose. At the request of the secretary, he has written a communication covering the situation, which is hereby reproduced:

"'I found the news print situation in New York very deplorable from the publishers' standpoint. I called on some ten brokers and

(*Continued on Page 8*)

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SOUTHWEST PAPERS ARE THREATENED WITH EXTINCTION

Smaller Publishers Who Must Rely on Jobbers For Supply of News Print Are in Dire Need of Relief.

BY J. S. LEWIS.
(STAFF CORRESPONDENT)

KANSAS CITY, Mo., Nov. 18.—Many of the smaller daily and weekly papers of this section of the country face suspension of publication—and in some instances bankruptcy—as a result of the serious news print shortage, which now confronts them.

A resume of the situation has developed the following conditions:

Blame Placed on Bigger Newspapers

The smaller newspapers are unable to obtain any carload lots and in many instances those whose largest orders are ton lots cannot get them filled.

All jobbers are cutting down their customers' orders to just enough to keep the customer supplied for two, or at the outside, three weeks.

Carload lots of flat news print, are generally sold out, sometimes twice and three times over, before the car has been set to the jobber's track, after its arrival here.

Jobbers are not taking on any new accounts.

Where jobbers are members of a string of houses, as are most of those in Kansas City, when a shortage occurs in one house the others help out, sending the news print by express.

The jobbers, to a man, contend that the cause of the shortage of news print for the small dailies and weeklies is to be placed entirely at the doors of the larger city dailies.

See Relief Remote

There is no possible chance for the situation to be changed for the better in the immediate future, certainly none before next spring; and not then, unless there is an increase in production and a decrease in consumption.

The large amount of nation-wide advertising is pointed out as the one important factor in the shortage. Unless the dailies can do something to cut down this advertising, there is little possibility of the condition being improved.

The jobbers in Kansas City and this section of the country, according to reports received at the houses here, are not making any attempt to supply the larger papers, but are devoting all their efforts to the little fellows who cannot get their share except from them.

The situation in Oklahoma, Kansas, Iowa, Missouri and Nebraska has been serious for some time. Recently, because of the shortage, several newspaper owners faced the possibility of suspension altogether. Appeals were made to the jobbers for help, but they were unable to do more than alleviate the trouble for several weeks.

One prominent Kansas daily, owned by a former Congressman, appealed to the Western Newspaper Union here. After attempts to secure paper from the other W. N. U. houses in this territory, an appeal was sent to the purchasing agent at Omaha. He informed the Kansas City house that while he was sorry, too glad to give aid to a competitor, that there was nothing that could be done to help the situation.

The Western Newspaper Union here, according to Charles M. Weir, manager, is able only to keep a little ahead of normal supply for its own ready print demands. It sells the stock as last—if not farther—than it is received. In fact, the local house has had to help out the Wichita and St. Louis houses on different occasions, while in turn it had to be helped out.

One jobbing house, while not desiring to be quoted, said that one of its customers had written it for ten reams, and it was necessary to go to one of the local newspapers and buy that amount at the commercial rate the paper charges for scratch pad paper, in order to fill the order. This house also said it did not have any supply of flat print on hand and that it has sold out its stock. One carload ordered, was promised shipped October 15. It is now promised "soon." This car has been sold out twice.

Some of the larger newspapers of this section, notably the Kansas City Star and the Tulsa Democrat, are using every effort to cut down their newspaper waivers to a fixed limit, so as to conserve paper. The Star has announced 32 pages as the limit for week-day editions, and will give only one full page to a customer at one issue.

The Tulsa Democrat this week announced a 14-page limit, and also that all copy had to be in the paper by waivers to a fixed limit, so as to conserve the day of publication. The Democrat announced in their editorial columns that a car of paper, gone astray between Kansas City and Tulsa had caused a shortage, that their surplus was all gone, and that the restrictions would be kept indefinitely.

Wilmington Star Sold

WILMINGTON, N. C., Nov. 18.—The Star has been purchased from Joseph E. Thompson by a stock company composed of Wilmington citizens and Charles L. Fiederson of Savannah, Ga. Mr. Thompson, who has been connected with the Star for more than 20 years, has sold his interests and will retire. Mr. Fiederson, who became editor and general manager, has been judge of the juvenile court of Savannah. He has had many years experience in newspaper work.

Another News Print Mill Planned for Canada

Great Lakes Pulp & Paper Company Will Erect $5,000,000 Plant at Port Arthur

MONTREAL, QUE., Nov. 20.—Announcement has just been made that the Great Lakes Pulp & Paper Company will build a $5,000,000 plant at Port Arthur, Ont. The president is Lewis L. Alsted, of Appleton, Wis.

Associated with him are George Seaman, of Chicago, one of the biggest pulp and paper men in the United States, and James Whalen, of Port Arthur, who established the Port Arthur Shipbuilding Company and the big pulp industries of the Whalen Companies in British Columbia. The plant will cover 100 acres.

The ground wood mill is to have a capacity of thirty thousand tons per year, the sulphide mill 75,000 tons, and the news print mill 35,000 tons. The engineer in charge of construction will be Hardy Ferguson of New York.

A contract has been signed with the Ontario Hydro-Electric Power Commission for the use of a minimum of 12,000 horsepower. The commission is now developing Nipigon to supply this power, the development having been undertaken with this industry particularly in view.

S. N. P. A. FAVORS 25% AD RATE INCREASE

A. A. A. Assures Newspapers of Co-operation In Saving Paper —Publishers to Spend $10,000 Advertising South

(By Telegraph)

NEW ORLEANS, LA., Nov. 15.—Out of conference of the advertising committee of the Southern Newspaper Publishers' Association and representatives of the Southern committee of the American Association of Advertising Agencies, here yesterday and today, came two measures that will affect vitally the whole advertising and publishing community of the United States and especially of the south.

A resolution urging an increase of 25 per cent in advertising rates, unanimously adopted by the Southern Newspaper Publishers' Association, reads as follows:

"In view of the present critical paper famine and autumn markets, and the further fact that the paper manufacturers will not establish a price basis for next year nor give any assurance of an increased paper supply, publishers everywhere are urged to immediately increase their advertising rates, both local and foreign, at least 25 per cent, and the advertisers and advertising agencies of America are urged to give the publishers of newspapers optional days for the insertion of their copy in order that the existing print paper emergency may be met to the advantage of both the publishers and their customers."

Thomas E. Basham of Louisville, president of the Southern Council of the American Advertising Agency Association, attended the session and assured the fullest co-operation of the A. A. A. A., which will work as a unit in preparing copy for the $10,000 advertising campaign of the S. N. P. A. to promote the south.

A booklet is to be issued by the S. N. P. A. to supplement this advertising campaign, and to give exact data on the various sections of the south, state by state.

The advertising committee of the S. N. P. A. is to spend $1,000 a month for the next ten months in this campaign to tell the nation about the south's buying powers, said Arthur G. Newmyer, chairman of the committee and associate publisher of the New Orleans Item.

"Dick" Little Is Wounded

CHICAGO, Nov. 16.—Richard Henry Little, veteran war correspondent for the Chicago Tribune, who was seriously wounded while advancing with the White army on Petrograd a fortnight ago, is reported in a hospital near Natchina, with his left leg broken and severe head wounds. The Tribune informant cables that Little would be removed to Narva and Reval as soon as his condition permits.

CANADA ADVERTISERS MEET TODAY

Annual Convention of A. C. A. Takes Place in Toronto—Premier of Ontario and Other Notables On Speakers' Program

TORONTO, ONT., Nov. 18.—The Association of Canadian Advertisers, Inc., will hold its sixth annual meeting and dinner in the King Edward Hotel, Toronto, Thursday and Friday evening.

At the dinner, on the evening of the 20th, the following have been invited to speak: Hon. E. C. Drury, Premier of Ontario; Lloyd Harris, chairman Canadian Trade Commission; Tom Moore, chairman of the Labor Party; Secretary MacDonald of the Canadian Manufacturers' Association.

The officers of the Association of Canadian Advertisers are:

President, W. M. Mackay, Lever Brothers, Ltd., Toronto; vice-president, W. C. Betts, S. Davis & Sons, Ltd., Montreal; J. R. Kirkpatrick, E. W. Gillett Company, Ltd.; secretary, Florence E. Clotworthy, Kent Building, Toronto.

Directors, B. H. Bramble, Canadian Chewing Gum Company, Ltd., Toronto; E. M. Emery, Sale of the Woods Milling Company, Montreal; G. F. Morrow, Atlantic Sugar Refineries, Ltd., Montreal; L. R. Greene, Tuketts, Ltd., Hamilton; George Clark, McClary Manufacturing Company, London; W. T. Gregory, Cowan Company, Ltd., Toronto.

COWLES ACQUITTED

Absolved of Libel Charges Brought by Judge Salinger

DES MOINES, IA., Nov. 16.—Gardner Cowles, publisher of the Register and Tribune, has been absolved from all damages to Supreme Judge B. I. Salinger by verdict of a jury. Justice Salinger had sued Mr. Cowles for $10,000 libel on an editorial printed in 1916 in the Register. The article asked if Senator A. C. Savage had been placed on the Rock Island railroad payroll in the usual manner of the influence of Judge Salinger had been used for his friend, while important litigation of the railroad was pending in the supreme court.

Justice Salinger on the witness stand admitted that he assisted Former Senator Savage to get a position with the Rock Island, but insisted that he was acting only for a friend who was in financial trouble and had no way placed himself under obligation to the railroad.

PRICES UP IN NEW ORLEANS

Newspapers Now 20 Cents Weekly and 3 Cents Daily Per Telegraph

NEW ORLEANS, LA., Nov. 17.—The newspapers of this city today advanced carrier and subscription rates from 15 to 20 cents a week, delivered, and street sales price for evening papers from 2 to 3 cents a copy. The publishers say the change is "due to the continuously increasing cost of production and to properly compensate carriers and other distributors for their work."

Harrison For Governor?

DANVILLE, ILL., Nov. 18.—John H Harrison, editor and publisher of the Commercial-News, is persistently being mentioned throughout the state as a possible Republican candidate for governor to succeed Frank O. Lowden, who is the choice of many Middle-West states for the next Republican nominee for president.

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CANADA'S NEWSPAPER CONVENTIONS READY FOR OPENING IN TORONTO

Meetings of Press Association and Canadian Press Limited Attracting Publishers from All Parts of Dominion—C. P. A. May Be Reorganized, Dailies Having Body of Their Own Like the A. N. P. A.

BY W. A. CRAICK
(STAFF CORRESPONDENT)

TORONTO, Nov. 18.—In spite of repeated delays which have postponed the holding of the 1919 convention of the Canadian Press Association from June 5 to November 27, there is every indication that a large number of members will be present at the meeting here next week.

Western Canada will be particularly well represented, which is a sure sign that the attendance from other parts of the Dominion will be satisfactory.

Prior to the holding of the C. P. A. meeting, Canadian Press Limited, the national news-gathering and distributing organization, will hold its annual convention, thus doubly insuring a good turn-out of daily newspaper publishers for the occasion.

Future Uncertain

As in June, so in November, the burning question will be the future of the association. The amendment to the by-laws proposed by M. R. Jennings, Edmonton Journal, still stands on the order sheet and will undoubtedly prove the storm centre of this year's meeting.

Mr. Jennings proposes "That the association be dissolved and its charter surrendered, or that the present by-laws be repealed and a new by-laws be enacted to provide for its continuance as a general association with nominal membership fees and without paid officers or staff."

The aim of this amendment is to enable members of the daily section to form an association of their own and it is understood that Mr. Jennings and his supporters have already prepared a tentative basis of organization, which would be put into effect should the change go through.

Dailies May Separate

It is difficult, in advance of the meeting, to know just what the sentiment throughout the membership really is on this important question. There is undoubtedly a strong feeling on the part of the larger city dailies that they should have an association of their own, either entirely independent or affiliated with other newspaper organizations.

On the other hand the smaller city dailies feel that perhaps they have more in common with the larger country weeklies than with the metropolitan press.

In the ranks of the weeklies there has for some time been dissatisfaction with the extent of the services rendered them by the C. P. A. office in comparison with those rendered the dailies. With these dissentions, it would not be surprising if some radical changes were not made, though it is the general belief that no complete dissolution of the C. P. A. will result.

Caucuses of both daily and weekly members have been called for Wednesday next. The dailies will meet at 4 P. M. and consider the line of policy to be pursued. The weeklies, or at least those comprised in the Ontario Selected Town Weekly List, propose to hold a dinner and afterwards discuss the situation.

Both M. R. Jennings of Edmonton and J. H. Woods, Calgary Herald, who are sponsors of the new movement, are coming east this week to lay out the plan of campaign. Evidently a merry scrap is promised, though much is going to depend on what develops in an oratorical way at the general meeting.

The program differs very little from that prepared for the June meeting. Sessions will take place in the King Edward Hotel and entertainment features have been entirely suppressed. The session on Thursday morning will be taken up with the presentation of reports and meetings of the three sections of the Association for the consideration of the Jennings amendment. At 2 P. M. the amendment will be brought up before the Association as a whole and the afternoon devoted to its disposition.

In the evening the usual editorial conference takes place, the chief speaker being Arthur Elliot Sproul, editor of the Canadian section of the New York Sun.

Addresses will also be given by J. W. Dafoe, editor Winnipeg Free Press, and F. M. Chapman, editor of the Farmers' Magazine, and illuminated addresses will be presented to two former presidents, J. F. Mackay, late of the Toronto Globe, and W. E. Smallfield, Renfrew Mercury, both of whom will be made life members of the association.

On Friday morning, sectional meetings will be resumed, while on Friday afternoon the general association will be reconvened to hear reports, elect officers and take action on such matters as may be brought before it.

Following the policy adopted last year, there will again be a series of conferences between the three sections,—daily, weekly and trade and class,—and representatives of the Canadian Association of Advertising Agencies.

These are expected to be helpful in removing various causes of friction which have risen during the year. Advertising matters naturally bulk largely with the daily section, and on the program of the section appear items dealing with the promotion of daily newspaper advertising, the equalizing of agency commissions and the standardization of practice relative to bank advertising.

The daily section will also have before it for consideration the report of the Special News Print Paper Committee, which will be presented by its chairman, P. D. Ross, Ottawa Journal.

On the daily section agenda are topics for discussion relating to labor, cost finding and other matters of special interest to publishers of daily papers, though it is hardly likely that many of these will be reached.

Plan to Raise Fees

An important amendment to the by-laws has been proposed by the board of directors which, if adopted, will have the effect of raising membership fees substantially. For dailies of circulation of 60,000, the fee will be raised from $150 to $180 per annum; for circulations from 45,000 to 60,000 from $120 to $150; for circulations from 30,000 to 45,000 from $100 to $132; for circulations from 20,000 to 30,000 from $90 to $120, etc. Under existing rates the association derives an income of $6,643 from its daily membership, or 49.66% of the total income.

The reports of officers and committees, as printed in advance of the June meeting, will be presented to the November meeting, such supplementary information as has since developed being delivered verbally. This will not amount to much and will probably affect only the work of the advertising committee to any extent.

The labor committee reports on the result of efforts made during the year to secure arbitration agreements with the several unions in the publishing trade. These efforts did not meet with much success, the International Typographical Union in particular being unfavorable to the idea of separate agreements covering Canadian daily newspapers.

Favors A. N. P. A. Membership

In view of this the labor committee recommends that such dailies as desire the protection of arbitration agreements should become members of the A. N. P. A. In this connection the directors of the A. N. P. A. have expressed a willingness to have a Canadian member associate with their special standing committee for service in Canadian cases.

The advertising committee presents a bulky report, which covers much ground. It shows that there are now 20 advertising agencies recognized by the association and that the number of members who have signed the undertaking agreeing not to allow commissions to unrecognized agencies is steadily increasing.

A number of changes in minimum requirements to secure recognition are recommended, among them being one stipulating that the applicant must have at least three general accounts (exclusive of real estate and other accounts of a speculative character), two of which shall be running in six or more Canadian cities or towns and each of which

(*Continued on Page 32*)



W. J. TAYLOR
President Canadian Press Association

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S. N. P. A. CALLS NEWS PRINT CONFERENCE

(Continued from Page 5)

paper manufacturers. I found that publishers were wrong in distress calls for paper from every part of the United States. Many of them did not ask the price, but simply said 'Send us what you can get and we will pay the bill'.

"When I was in New York paper was bought by a few publishers at prices that ranged as high as 7 to 7½ cents f. o. b. mill.

"New York publishers have been buying from the Pacific coast, and are getting it from every source they can possibly find. They are nearly all running ahead of their contracts and very few are managing any paper to spare. They seem to be taking all the business they can get.

"I talked with the sales department of the International Paper Company and found them all as stiff as iron in regard to the future. They were bending all their energies to supply paper under contract, and while I was in their office I heard them declare they were making extraordinary efforts to get extra tonnage for a few customers who had wired urgent calls for additional cars.

"I talked with representatives of both American and Canadian mills and every one that I visited reported his entire tonnage sold out and a demand for orders beyond what could not be supplied.

Brokers' Position

"The majority of the brokers seemed to regret the situation and were not encouraging any publishers to buy paper in excess of requisitioning.

"As far as the Houston Chronicle is concerned, I refused to put in a bid, as I determined that it would be better, from a financial standpoint and certainly from the standpoint of conservation, to reduce the size of our paper. I know we can make a good profit on a smaller size paper than we have now daily, and 60 pages on Sunday. If I took all the business offered us we would have an average of 20 pages daily and probably 50 on Sunday. Taking all the business offered us would mean merely piling up excess profits and using far more paper than we would under ordinary conditions.

"If something could be done to get every publisher in the country who is making a profitable business to cut down the size of the paper and not try to secure more business, the problems would be solved for other publishers who may not be so fortunate as to be profitmaking standpoint.

"In my opinion, the attitude of some of the Eastern publishers in printing 56 to 40 pages daily and 100 to 150 pages on Sunday is nearly criminal at this time. They are making a ruinous market on paper and are piling up losses for every publisher to secure a paper contract for the coming year, and publishers will be forced to face famine conditions, and a few to go out of business.

"From my talks with the paper manufacturers I concluded that conditions in the coming year will be somewhere between 4 and 4½ cents, making the average for the business. I should continue. Manufacturers admitted to me that they could turn out paper on a profitable basis at a price around 3½ cents, but mentioned, unless labor conditions and other factors in the paper manufacturing trade improved, should materially change in the meantime.

Holding Down Is Remedy

"The only advice I can give, therefore, is for every publisher to refrain from buying at present prices upon terms that is being charged for excess tonnage. If every publisher will refuse to hold his contract to what he has under contract and keep out of the market, conditions will improve.

"If every publisher takes all the adverts. that he can get and print all the news of all the features of the country, then we will all face the most acute shortage we have ever known around about the first of the year, with prices extremely uncertain.'

"The acute news print situation has brought suggestions from several sources that Southern publishers get together and organize a paper mill. There are several factors to be considered in an undertaking of this kind. It would require from 12 to 18 months to get a mill started.

"The matter is, however, being given careful consideration and will be discussed at the proper time. Some publishers seem to think a news print mill can be successfully operated in the South. Others seem to feel that the mill will have to be erected at some point nearest the source of supply. At the present time, however, the acute news print situation will have to be worked out, and the matter of a paper mill taken up later on.

"The Chattanooga News comments on the situation as follows:

"'The newspaper business is facing the gravest crisis in the supply of print paper that has ever occurred. The shortage during the war period is nothing to that which is now existing. While the production of paper in the United States and Canada has increased very little in the past two years, the consumption has grown enormously. No one is able to predict what the price will be, or whether any newspaper will get an adequate supply of paper. The volume of advertising being solicited by the newspapers of the country is enormous. The campaigns of national advertising which were put on by many concerns with an idea of securing early orders, and with little expectation of profitable returns, have met with success because they have been increased.

"'Despite an almost universal increase in advertising rates the patronage has continued to grow, and newspapers have been compelled to put a limit on their size. The Washington Post, for example, has 30,000 lines more and daily leaves out many columns of advertising. The New York Times and the Chicago papers are running over this number of pages, the Times frequently reaching 200 to 300 pages, and of this 55 per cent is advertising.

"'George Otis Smith, chairman of the Federal Governments has made it impossible for it to earn a profit, the International Paper Company, which has always been able to earn news print used by American papers, recently cut off arbitrarily 100,000 tons of newspaper news papers and many others over the United States.

"'It has announced that 200,000 tons of paper formerly manufactured as news print would be changed to kraft and wrapping paper. There is a much better profit in these lines.

"'The action of the Federal International created consternation in the newspaper printing industry. Publishers sought in vain elsewhere to supply their needs.

Without 1920 Contract

"Other manufacturers have pursued a similar policy, and the mills in the northern part of the South has been unable to contract for its 1920 supply.

"As representations were made to the International Trade Commission that there would be failures, it was agreed that instead of cutting off some customers entirely, they would reduce its supply to all former customers. But this will necessitate all these newspapers reducing their size.

"Newspapers are also finding the interest to the public constantly increasing and many of them have added pages to accommodate what they lost soon after the war, when sales and many circulations were cut down. This means:

"'The problem for the American press is serious, and there is no doubt the advertising rates will be adjusted soon nearly like those in England, where for several years they have been running from 40 to 60 lines a column. The contents of the news columns will be confined to those in which what kind of news features can be omitted without lessening the interest of the public in the paper.

"Customers of the Great Northern Paper Company are being called upon by representatives of the sales department, who are presenting the proposition of this company for 1920. E. M. Marshall has been calling on Southern customers.

"The company offers to contract for 1920 on a basis of 4 cents f. o. b. mill. It has advised, however, that for the time being, at least, it is unable to contract with any customer for a tonnage over and above that contracted for in 1919.

Great Northern's Offer

"There are no strings tied to the proposition and the secretary is in receipt of advice from a number of members stating that they are accepting the Great Northern's proposition.

"The only regret that the company has is the fact that it cannot secure an additional tonnage. It appears that every customer has decided to secure an additional supply for 1920. The Great Northern customers appear to be pretty well satisfied with the price.

"With one exception, all Southern customers of the Great Northern have been paying $3.50. The other was on a cost basis and practically every Southern publisher preferred to contract at a stipulated price rather than on a basis which made the price a figure to be determined upon production cost. It is understood that the production cost when finally determined will make the price something in excess of $3 50. The publishers who have accepted the flat price, therefore, secure an advantage over the publishers that preferred to take chances as to what the price would be.

"Pessimists never did predict the bad situation that now confronts publishers in the print paper supply. The past six weeks has been worse than two years ago in the print paper market and at present there is not a ray of hope that conditions will be any better.

"We found in northern Iowa six weeks ago that small-town publishers were getting dribs of four and five bundles where they had ordered tons of paper, and paying excess on that each week. The jobbing houses professed to be unable to supply any more—and they were honest in saying it. It seems that 5-per mills have been overrun with orders from abroad and at home. Big papers have used far more than their contract supplies and have fallen on the market for the surplus they needed like the rest of us. It has been grab and take print paper wherever it could be found till the paper salesmen simply travel around to explain why their brands were not fill all demands—and quote a raise in prices each time they come.

8 Cents for Sheet Print

"It is stated that advertising all over the country is 30 per cent more than a year ago, and that the city dailies have been unable to cut down at all, but have quite generally been compelled to use far more print paper than ever before. The export supply has been kept up to some extent, especially from Canada, and any prices asked abroad are accepted at once.

"E. C. Hotaling, national field secretary for the National Editorial Association, has been looking the proposition up for the writer, and finds that seven and as high as eight cents is asked now and that 10 cents per pound says some predict that it will go higher than that. However, a new mill or two will soon be added to the makers of print, and possibly some relief will come through them.

"It has been suggested that Iowa and Minnesota papers can combine and contract for their own supply of print if the jobbers cannot supply them. That is the only recourse, possibly, and it will be studied from that angle. Yet we have information that a mill recently turned down an order by one big jobbing house for 500 tons of roll print at the highest price ever offered for it.

"Whatever the cause, the newspapers are up against it hard. Dailies and weeklies are running so close to short that they are in danger of stopping, and there seems no power but national calamity that will curtail the use and demand for this essential product of prosperity."

Conciliation Committee

The S. N. P. A. committee on conservation and conciliation has been appointed as follows:

Buford Goodwyn, Atlanta Georgian, chairman; Colonel Luke Lea, Nashville Tennessecan; Marcellus E. Foster, Houston Chronicle; Victor Hanson, Birmingham News; W. A. Elliott, Jacksonville Times-Union.

Other activities of the Southern association in saving paper include co-operation with the Postage and News Print Committees with similar committees of the A. N. P. A. and the Inland Daily Press Association, and a general request that an executive committee for the submission of ideas by members by which paper can be conserved.

One suggestion which the request evoked is the use of four and five-column strips for features instead of the six and seven-column plates now in use. It is pointed out that by arrangement with the syndicates issuing the strips the mechanical work can be carefully done so that the lettering will be just as legible in the smaller strip as it now is in the larger.

I. T. U. CHIEFS COMING TO NEW YORK

President Scott Sees Early Settlement of "Vacations," But "Big Six" Again Rejects Offer of Arbitration.

(BY TELEGRAPH)

INDIANAPOLIS, IND., Nov. 18.—The arbitration board of the International Typographical Union met here today to dispose of several minor controversies with publishers. The executive board did not meet. The arbitration board has nothing to do with affairs of "Big Six," the New York local which, according to President Marsden G. Scott, only the executive board having jurisdiction over that matter.

Mr. Scott said that after the meeting of the arbitration board, three members of the executive board will go to New York and endeavor to settle the trouble.

They will leave for New York on November 20, he said, and also expressed the belief the entire trouble will be straightened out soon.

Meanwhile "Big Six" staged its weekly repudiation of the employing printers' offer to arbitrate all differences at a stormy meeting on Sunday, at which it was also voted that book and job printers should not return from the "vacations" which they have been taking in sympathy with the pressmen and feeders.

W. B. SULLIVAN ILL, RETIRES

Curtis B. Johnson, His Partner, Now Heads Charlotte Observer

CHARLOTTE, NOV. 18.—Walter B. Sullivan, for several years president and general manager of the Observer, has been compelled by ill health to retire from active service. Curtis B. Johnson, with Mr. Sullivan owns the Observer, has been elected president. Col. Wade Harris continues as editor, A. W. Burch, business manager, J. A. Parnham, managing editor, Knox W. Henry, news and J. P. Caldwell, editor and manager of the Rotogravure section. There will be no change in the policy of the paper. Mr. Sullivan will not released his holdings, and his retirement is to carry out the advice of his medical advisers who insisted on "an indefinite period of rest."

New Yorkers Discuss Paper

Evidences that the recommendations of the A. N. P. A. convention had already begun to do their work was found in this week's session of the Publishers Association of New York City in the Hardware Club on Wednesday. A lively interest in paper conservation was manifested by all members and, while no definite action was taken at this time the publishers individually stated that they intended to do everything possible to reduce consumption of news print paper in their plants.

Sutphin Joins Evening Sun

Edwin A. Sutphin has resigned from the national advertising staff of the New York Tribune and on December 1 will become manager of the New York Evening Sun's national advertising department. He succeeds W. H. Tritt, who takes charge of the Morning Sun's national advertising.

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ADVERTISING MANAGERS GET FLYING START FOR THEIR NATIONAL ASSOCIATION

Convention in Chicago Marked Beginning of Constructive Work That Should Make Organization One of Most Valuable in Newspaper Industry—Members Say Results Exceeded All Expectations

(STAFF CORRESPONDENCE)
CHICAGO, Nov. 17.

THE annual meeting of the National Association of the Daily Newspaper Advertising Managers, held at the Congress Hotel, Chicago, Nov. 10th, a brief wire report of which was given in last week's EDITOR & PUBLISHER, broke much new ground that gives promise of rich and useful production in the future.

H. A. Ahern, advertising director of the New York Evening Journal, the founder of the Association, who was re-elected president, before leaving for New York expressed to the representative of EDITOR & PUBLISHER his entire satisfaction with the result of the meeting. He said:

Assume New Responsibilities

"The association is young yet. The advertising managers throughout the country are only slightly acquainted with the potential usefulness of the organization, but we believe they will soon learn how comprehensive is the work mapped out by the members.

"In view of the trying conditions that advertising managers have been compelled to contend with during the past year, the convention far exceeded my expectations. It involved a very considerable sacrifice for an advertising manager to leave his desk at this time.

"Only a high sense of duty, not only to his own paper, but also to the entire newspaper publishing interests, could induce him to take the time to attend the convention and in addition assume new tasks and responsibilities in connection with the association.

"The appointment of a paid assistant secretary, to look after the business of the association is, to my mind, the big feature of the convention. It is an evidence of our progress. It means that we have work to do and are prepared to do it in an efficient manner—that we are in a position to meet the demand for special service and information that is sure to result from our work in Chicago.

Efficiency Assured

"I have outlined to Mr. Carroll, the assistant secretary, a program for the coming year. It will entail constant communication with all the members. They will be asked to put their problems up to him. He in turn will submit the facts and a statement of the conditions to the other members. This exchange of experiences will be a continuation of the work so well begun at the convention. It will facilitate the improvement of methods in the advertising departments of all newspapers."

J. B. Woodward of the Chicago Daily News, who was elected second vice-president, was also much encouraged and pleased with the spirit of mutual helpfulness that was shown at the convention.

"The meeting was very important," he said. "We dropped all non-essentials to consider vital problems, and that there are many such problems at this time needs no emphasis. Increased revenue is absolutely essential. Advertising rates should be advanced. This is particularly true of classified advertising. The present rates for classified are entirely too low and there is no reason why they should not be on the same basis as rates for display.

"An exception should be made, of course, in the case of 'situations wanted' and 'rooms to rent.' The man out of a job is entitled to consideration and should be given every advantage. The same is true of the keepers of rooming houses. To keep their rooms profitably occupied they are compelled to advertise with considerable frequency and the business is none too profitable. It is admitted that conditions at the present time are unusual and that the two exceptions noted do not require special treatment, but we are speaking of normal, not abnormal circumstances.

"There is no justification, however, for charging the owner of a department store a lower rate when he wants help, than he is charged for his regular display announcements."

Rates Are Too Low

"The rates for resorts, travel and moving pictures are also much too low—below the cost of production in many cases—and in practically all cases the business costs more to obtain than it is really worth.

"In that connection it may be noted that many publishers do not themselves know the actual cost of production. Every publisher should know the cost per line of his space. He cannot intelligently determine the proper charges otherwise. The rounding out of rates, therefore, is one of the very important subjects under discussion at the convention and much good was accomplished.

"The white paper situation also demanded and received much attention. It will receive much more in the near future, not only by advertising managers, but by all departments of the newspaper publishing business.

"Increased rates of advertising, however, has a direct bearing on this problem. All the members of the association present at the convention agreed that these two subjects were paramount.

"Another feature of interest was the activities of the advertising vilgance committees in all the important cities of the country. The 'Blue Sky' laws now in operation in many states make the work of these vilgance committees very valuable to the newspapers.

Copy Vigilance Approved

"We are going to recommend that all newspapers submit all copy to these committees. In Chicago we will ask the 'V. C.' to pass on every bit of copy. The chairman of the Chicago committee is giving us very valuable assistance and information. Such good work should be and will be encouraged and its usefulness extended."

E. W. Parsons, advertising manager of the Chicago Tribune, and secretary-treasurer of the association, felt that great progress was made and that much greater would be made in the matter of the censorship of medical advertising. He was pleased to learn that many of the smaller newspapers of the country are quite as strict as his own newspaper in censoring the copy of proprietory medicines.

He said:

"There was evidence at first of a question in the minds of most of us, I believe, as to the real worth of the Association.

"While those who were in attendance realized the difficulties that all advertising managers were confronted with during the year, the opinion was general that very little had been done to increase interest in the Association.

"After we had really done away with formalities, however, we all got down to business and I think really learned something from each other.

"It did me a great deal of good to learn, for instance, that smaller properties even than the Chicago Tribune had as strict or stricter censorship on medical advertising as the Tribune.

Marks Real Start

"It strengthened my opinion of our ruling concerning mail order business to know what other newspapers were doing and the reasons for their rulings—told in an informal way.

"It was most instructive to me to hear the other advertising managers discuss the subject of advertising rates, advertising restrictions on account of the white paper shortage, etc.

"Five hours were consumed in an informal discussion of all of the most important problems of the day confronting the newspaper advertising manager.

"It's always hard to get an organization started, but I believe the meeting of last Monday marked a real start for the National Association of Daily Newspaper Advertising Managers toward success."

Frank R. Hussey of the Chicago Evening Post was one of the directors elected at the convention. He believes that the service bureau that was inaugurated by the appointment of a paid secretary has very great possibilities for good.

"Although this association is but one year old," he said, "and its activities were handicapped by the fact that it has been a very strenuous year for advertising managers, the meeting was a huge success, every one present feeling that his time had been most profitably spent.

Has Overcome Obstacles

"There is a great need and a big field for this association. There is no department of a newspaper that has received so little attention in the way of national co-operation as the advertising department, although it is the revenue producing end of the business.

"Even the American Newspaper Publishers Association barely recognizes it at their annual meetings. This association will give an opportunity not only for interchange of ideas and information as to advertising conditions in the various parts of the country, but will gradually develop into a service bureau which will be able to furnish information and newspaper data to the general advertiser and agency as well as to its members.

"We started the second year with a paid secretary which should greatly increase the efficiency of the organization and, I believe, everything considered, we have accomplished as much as could be expected in the first year.

"If the advertising managers of the country appreciate the opportunity that this organization offers for the betterment and advancement of newspaper advertising, our membership will reach a point during the coming year that will make this one of the strongest of the daily newspaper associations."

WHY BIG BUSINESS ADVERTISES TODAY

(BY TELEGRAPH) CLEVELAND, O., Nov. 18.

WHEN Editor & Publisher asked Harry Dwight Smith, president of the American Association of Advertising Agencies, if he would care to reply to the statement made in the House of Representatives last week by Mr. Reavis of Nebraska that the large amounts of money being spent in advertising today is really an effort to defraud the Government of excess profits tax, he said:

"The charges made by Representative Reavis should not and probably will be taken very seriously. In these days of steadily rising costs of doing business, no merchant or manufacturer has to hunt for ways and means of increasing operating expenses and reducing profits.

"If the gentleman from Nebraska were to look into the matter he would find that while the total volume of advertising has increased, and while more merchants and manufacturers are learning that good advertising pays, yet the volume of advertising expenditure is no greater today in proportion to the total volume of business in this country than it was years ago.

"It may appear to be greater, but that is largely because the money is being more efficiently spent.

"Advertisers and their agency counsellors have learned how to make a dollar of expenditure in advertising look bigger and do more work than it used to.

"Furthermore, the greater part of increased advertising is the sum of the expenditures of a great army of comparatively small merchants and manufacturers, not of the expenditures of so-called big business.

"Big business that did not advertise formerly is advertising today because in doing so it has learned the value of advertising in extending markets, reducing selling costs and building good will. It learned the lesson from studying the experience of small business that grew big through wise advertising."

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C. S. SMITH TRAVELING AMBASSADOR OF AMERICAN JOURNALISM

He Has Been in Many Parts of World in Quest of News Since War Broke in 1914—Knows Greatest Statesmen.

(SPECIAL CORRESPONDENCE)

PARIS, November 6.—American newspaper correspondents traveled widely during the great war and traveled under strange conditions, but probably none of the many journalists who gathered in Paris to report the Peace Conference had a longer or more unusual travel record for the war period than Charles Stephenson Smith of the Associated Press.

He inaugurated his war service by starting for Europe on the North German Lloyd steamer Kronprinzessin Cecile four days before war was declared in 1914 and ended up suddenly eight days later in Frenchman's Bay, at Bar Harbor, Maine, after a wild run to avoid British and French warships which were trying to land the $14,000,000 worth of gold and silver bullion the German liner was carrying.

Once Arrested as a German Spy

Smith then caught the St. Paul of the American Line and reached England before the war was three weeks old. He escaped from Ostend just four hours before the German forces took the town, was through the German lines repeatedly in Belgium, was thrown into an English jail at Hartlepool, England, under suspicion of being a German spy, the day the German light cruisers shelled Hartlepool, Whitby and Scarborough, and startled all the eastern coasts of England on a spy bunt

Traveled in Siberia

In May, 1915, he was ordered to China and started by way of New York on the White Star Line, Liverpool, which managed to escape the German submarines on the Irish coast which sank the Lusitania a few hours later. He reached China in time to see the ill-starred attempt of President Yuan Shih-kai to make himself emperor, and traveled widely through South China when the military movement against the monarchial restoration was raging.

Smith next went to Siberia and traveled extensively along the Trans-Siberian railroad line, which was stacked high with American goods which could not be moved because of the great burden placed upon the single track line, and saw the difficulties which the Entente was encountering through the breakdown of transportation.

His work took him to Shantung Province several times during 1915, and there he saw the havoc wrought by the Japanese in dislodging the single German stronghold in the Far East. He was still in China when the United States entered the war and during the months of international strife which finally resulted in China's severance of diplomatic relations with Germany and her final entry into the war.

With Root in Russia

When the Root Mission went to Russia in June, 1917, Smith joined the party at Vladivostok and was the only newspaper correspondent who made the trip to Petrograd on the deposed Czar's train with the mission which tried to bolster up the Kerensky government. He returned to Vladivostok with the mission and resumed his work in China, where one of the most disastrous floods in China's history made it necessary for him to travel many hundreds of miles by small boats through the sections flooded by the Grand Canal and the Yellow River.

In November, 1917, he again started across Siberia to take up permanent residence in Bolshevik Russia. He was assaulted and narrowly missed death at the hands of a Bolsheviki gang in Harbin, but after fourteen days of travel along the Trans-Siberian railway, finally reached Petrograd. In a few weeks the



CHARLES S. SMITH

foreign embassies were forced to retreat to Vologda before the threatened German advance upon Petrograd, and Smith went to Moscow with the Bolsheviki Government.

With the Czecho-Slovaks

In May of 1918, Smith made a long tour through the grain-growing sections of Russia to study the land problems and was in Samara when the Czecho-Slovak forces began their now celebrated Odyssey through Siberia. He remained in Moscow until the arrival of American troops in Archangel turned the Bolsheviki against Americans.

Finally he left Russia by way of Finland with the last remnants of the American colony in September, 1918, traveled through Sweden and Norway and sailed to England by way of the Shetland and Orkney Islands, completing his trip around the world in over four years of war news service on three continents and in twelve different countries. He actually traveled more than one hundred thousand miles during the war.

Smith's assignment to the Peace Conference was but natural in view of the foregoing activities in connection with the war. As war correspondent in touch with the war activities of many countries throughout the world he had an intimate knowledge of the most vital problems pressing for settlement at the Paris Conference.

He likewise knew personally many of the statesmen who directed the proceedings of the Versailles meeting. As a result, he was a big factor in the Associated Press' splendid handling of the conference.

Student of World Problems

It is not hard to understand why Smith gets big assignments as he is a man of most pleasing personality, a keen observer, and a deep student of world problems. He adds to these qualities acquaintance with many of the world's leading statesmen, who, respecting his keen judgment and impartial treatment, do not hesitate to discuss intimately with him the great problems of the hour.

He is really a traveling ambassador of journalism, whose work promises to grow in value, for his conspicuous position has been attained at an early age.

Prior to becoming a war correspondent, Smith had a wide and interesting experience on American newspapers. After graduating from the University of Iowa, he was for some time on the staff of the Omaha Bee. He then went to the Washington Post and later joined the Washington office of the Associated Press.

In this position Smith covered in turn both houses of Congress, the War Department, Diplomatic Corps and the White House. In 1907 he became the managing editor of the Nashville Tennesseean, a position he filled for over five years. Then he joined the general staff of the Associated Press early in 1914, which was immediately followed by the assignment which has taken him on such a remarkable series of journeys.

In addition to his work in covering the Peace Conference, he recently acted as chief of the Paris Bureau of the Associated Press during the absence on vacation of Elmer Roberts, chief of staff for the A. P. in Paris.

THREE CENTS IN PITTSBURGH?

Publishers Gathering Data Before Definite Move

[BY TELEGRAPH.]

PITTSBURGH, PA., NOV. 16.—A move to increase the price of the local daily newspapers from two to three cents is now being considered by the Publishers' Association. T. R. Williams, business manager of the Press, attended the meeting of the Pennsylvania Associated Dailies at Harrisburg last week, to secure data and co-operation from the smaller publishers of the state.

Col. C. A. Rook, publisher of the Dispatch, is investigating the plans of publishers in Cleveland and other cities close to Pittsburgh, and it is thought that action will be taken very shortly by the publishers.

CUTS TO 14 PAGES

Tulsa Democrat Compelled to Make Drastic Reduction

TULSA, OKLA., NOV. 18.—The Democrat Wednesday announced that, owing to a serious shortage of news print, it was compelled to reduce to 14 pages for an indefinite period and that possibly the reduction might be still lower. For the past two months, the Democrat said, its supply of news print has been only two-thirds of orders and that recently a car load had gone astray between Kansas City and Tulsa. This necessitated the drastic change.

EUROPE HAS A REAL PAPER SHORTAGE

American Crisis Is Comparatively Mild, Says Universal Service Correspondent Visiting New York

"This convention to discuss ways of meeting a paper shortage is especially interesting to one who has recently returned from a long stay in Europe," remarked Robert J. Prew, who was covering the special newsprint convention of the A. N. P. A. last week for the Universal News Service, to a representative of EDITOR & PUBLISHER. Mr. Prew landed in the United States seven weeks ago after six years as a correspondent in London and Paris and sailed again November 13 to represent the Universal abroad.

"The paper shortage in Europe is far more acute than it is here. The big publishers in some instances have attained adequate supplies, but the smaller newspapers are hard pushed to secure paper.

"Where American publishers are now talking of reducing their newspapers below 40 pages, it is less than two years ago the Paris publishers were discussing the publication of their newspapers in one sheet.

"The situation was very bitter for a time. The public showed little sympathy for the struggling newspapers, which finally pulled through by dint of government assistance, but continued to publish small handkerchief-size newspapers.

"In Italy the situation was just as acute and it was further complicated by the general depression in all industries, which still exists.

"In England the Northcliffe press is guaranteed a steady supply from its own mills and newspapers like the Telegraph, Morning Post, and Daily Chronicle have managed to provide for their future needs, but in every case, the number of pages has been appreciably reduced and no publishers are prepared to increase the amount of print paper consumed daily.

"The European paper problem is inextricably bound up with shipping, but the number of bottoms available for transportation of pulp from Norway, Sweden and Canada is growing gradually. There is a keen fight going on between French and British publishers for the Scandinavian product, Canadian paper going chiefly to Great Britain.

"In connection with the apportionment of paper, it is interesting to note that the French publishers came to blows and had names more than once while paper was being allotted in Paris."

Has New Rotogravure Press

TOPEKA, KAN., NOV. 17.—Robert Maxwell, foreman of the Capper Publications pressroom, has turned over what is said to be the first rotogravure printing produced between St. Louis and the Rocky mountains. He has been working on his plan for about three years and has perfected a press which prints a sheet nine by twelve inches. The first cylinder was etched in Buffalo. Mr Maxwell has come to the work with the idea of perfecting a small press for rotogravure work.

Simons Buys Building

LAWRENCE, KAN., NOV. 17.—The building which the Lawrence Journal-World has occupied for the past seventeen years, has been purchased by W. C. Simons, the owner and editor of the paper. No special plans except for minor improvements have been made.

CLASSIFIED CONTRACTS SHOULD NOT REDUCE THE AVERAGE NET RATE OF CHARGES

DO CLASSIFIED advertising contracts increase lineage, and can they be used without lowering the average revenue? These questions come up from time to time in many newspaper offices. To aid any publishers now considering the contract problem the following opinions of newspaper representatives are given:

J. W. Hayes, business manager of the Memphis Commercial Appeal, believes that the small transient advertiser is entitled to as low a rate as the larger advertiser. He writes:

"We make no contracts for the classified columns. The rate is 2c. per word straight. It is our object to give the little fellow as cheap a rate as any one."

The Kansas City Star has no contracts, neither has the Los Angeles Times, while such papers as the Chicago Tribune, Detroit News, Cleveland Plain Dealer devote a large amount of sales effort to securing yearly contracts based on space or insertion.

The State, of Columbia, S. C., abolished contracts on November 1, placing all classified on a flat rate basis with no reductions for continuous consecutive insertions.

Another paper making gains without contracts is the Houston Chronicle.

In Oakland, California, the Tribune has no classified contracts, yet offers advertisers an inducement to run continuously. Its plan is explained by Morton McDonald, classified advertising manager, as follows: "We make a flat monthly rate and so derive a larger revenue than we would from contract business. We grant a 10 per cent discount if the advertiser reinserts his advertisement each month within 24 hours after expiration. Otherwise, he pays the full rate. There are no disputes about broken contracts and every advertisement is a 'trial order' at all times."

Thirty-day orders are also in

REAL "HIGH FLYER"

Longcope, Believer in Little Ads, Now at Washington

Starting as a furnished room solicitor on the Philadelphia Telegraph, T. Ridgeway Longcope soon realized the importance of classified advertising in building circulation, developing display advertisers and creating reader confidence.



T. RIDGEWAY LONGCOPE

Mr. Longcope's next position was that of classified manager of the Washington Times and two years later took a similar position with the Ottawa Citizen. He served with the Royal Flying Corps during the war and on receiving his discharge two years ago returned to the Washington Times. Under his management the classified has grown from three columns to two pages daily. Mr. Longcope is a great believer in classified promotion and has written a great deal of classified advertising copy.

Usual Transient Advertiser Does Not Care About Cost as Much as He Does About the Results.

BY C. L. PERKINS

ARTICLE V

longest definite period for which the Los Angeles Examiner accepts classified. Its reasons for not having longer contracts is given by R. E. Seiler, classified manager, who writes: "Practically everything that goes into the publishing of a newspaper is increasing in price. Therefore newspapers must be looking for opportunities of increasing revenue. Inasmuch as a large proportion of display advertising is tied up on yearly contracts, the classified offers the only loophole to the newspaper to a quick increase of revenue.

"A thirty-day contract is very advisable, however, because there are many professional concerns that have something to advertise in the classified columns of a newspaper every day. A thirty-day contract does not have the disadvantage of doing away with the loophole of increasing the newspaper's revenue and, at the time, it allows the advertiser to advertise on certain days, such as Monday and Saturday, when otherwise he might not do so.

"The thirty-day contract tends to increase volume in so far as it induces the advertiser to place copy on days which he might not otherwise use.

"The thirty-day contract tends to prevent the decrease of volume at certain seasons, though this is a tendency only. If the advertiser does not want to advertise at certain times, he will not do so whether he has a contract or not.

Means Lower Rate

"The contract is very beneficial to the advertiser, inasmuch as he secures the lower rates and also gives his advertisement the best possible chance to secure results.

"Space contracts are very inadvisable. On the space contract, the advertiser will contract for more space than he can really use in order to secure a lower rate. During the first part of the life of the space contract, he will advertise when he normally would any way. During the latter part of the contract, he faces the situation of using a great deal more than he can really afford or else the chance of being short-rated. If the newspaper forces him to use more space than he can afford in order to have him live up to his contract or forces him to pay short rate on the advertising that he has used, the result in either case is a dissatisfied advertiser.

"The thirty-day contract ought to offer about a 15 per cent. reduction over the one-time rates. The 15 per cent. reduction is sufficient to induce the advertiser to sign a contract to advertise on certain days which he would not otherwise use."

Among the advocates of yearly contracts is H. G. Barringer, classified manager of the Indianapolis News. He writes:

"We use a classified contract which gives a lower rate than the transient rate and the privilege of four distinct ways to earn this rate. We give the lowest rate to the advertiser who will obligate himself to use three lines or more of advertising each day during the period of one year. The second lowest rate is given on a contract calling for five lines or more, three times each week—days generally specified. We also make a contract for three and one thousand lines, to be used within one year. The rates for these two contracts are a half a cent and one cent higher than the first two.

"In all, the News has about four hundred contracts with its advertisers, and approximately 85 per cent of these contracts call for daily insertions. These advertisers form a sort of foundation for the classified section for the reason that they can be depended upon to be in with a regular ad regardless of conditions.

"In building up classified it is very important that the volume and individual offering be as great as possible under all conditions in order that the reader interest may be maintained from day to day, and greatly increased as a better understanding of the power of the want-ad is gained, not only by regular contract advertisers, but also by the individual. The volume, including a large variety of offerings, tends to build up reader interest among the reading patrons of a newspaper, and is the magnet which induces the individual to use its columns for profit.

The Two-Liners

"A great many papers throughout the country use a two-line daily contract. Two lines, or twelve words, in most cases does not permit a description of any article for sale or wanted, and naturally does not produce satisfactory results.

"The proper reduction which should be made to an advertiser who is willing to use a space or daily contract should range from fifteen to twenty-five per cent."

The St. Louis Globe-Democrat has a limited classified contract in certain classifications, but these are not beneficial, according to the classified manager, C. W. Nax. He says: "I have given contracts for classified a long consideration, and have almost reached a conclusion that it is of no benefit to the paper.

"Practically every contract that we have in force is with an advertiser who, regardless of rate, would use at least 50 lines of space a week, and by having a contract he secures a low rate, but does not increase his space, because of the contract.

"Two years ago I eliminated all contracts for 'help wanted' advertising and increased our rate 50 per cent. There was no decrease in this business.

Real Estate Rates

"We have never had a contract with real estate agents. We make a flat rate with them less than our card rate. We are relieved by this arrangement of the necessity of constantly renewing contracts and forcing advertisers against their will to use space they have no need for, or making a short rate charge against them which usually makes an advertiser feel unkindly to the paper.

"The cost to the publisher of printing and circulating a 14-line advertisement of a large advertiser is the same as the cost of the same size advertisement from a small advertiser. There is no reason, therefore, that I can see, why one man, because he has more money to spend, should be permitted to buy his space at a less cost.

"The large user of space is charged the same rate as the man who has small wants and uses very little, hnt we have found that this method has encouraged the young man starting in business to advertise because he realized he is buying space on the same basis as the large dealers."

Harry Gwaltney, classified manager of the Milwaukee Journal states the case in favor of contracts as follows: "I am of the opinion that contracts do increase volume—insure a certain amount of contract advertisers' business in your paper—keep them there long enough to prove the value of advertising to them.

"The 'every-day' contract is the better form. It prevents decreases

(Continued on Page 24)

"CLASSIFIED" CAN BE PLANNED AHEAD

IN connection with the world series games recently played in Cincinnati, the Post two weeks before the first contest, circularized over 1000 "Furnished Room for Rent" advertisers in Cincinnati, setting forth its unusual opportunity to rent rooms while the World Series was on and inviting them to use the columns of the Post.

To supplement this, it published display advertisements in the five leading Ohio cities outside of Cincinnati, stating that the Cincinnati Post would contain a complete directory of furnished rooms for a week prior to the World Series and offered to supply a free copy to any prospective World Series visitor.

In the circular to the rooming house owners, the Post capitalized on this outside advertising. The results were more than gratifying, the paper running several hundred "Furnished Room" ads above its average during the week before the series was played and it is still getting copy on the strength of the campaign.

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NEWS PRINT AND RATES CONSIDERED BY VIRGINIA PRESS ASSOCIATION

Printing School Established — Resolution Adopted to Organize Daily Papers of State at Meeting in January.

(BY TELEGRAPH) NEWPORT NEWS, Nov. 17

PROGRESSIVE action was taken by the Virginia Press Association at the meeting held in this city last Thursday and Friday, chief among which was the announcement by Dr. Julian A. Burruss, president of the Virginia Polytechnic Institute, at Blacksburg, that complying with the association's request the Board of Visitors had included in its budget for 1920 an appropriation for the establishment of a department of printing engineering.

It is planned to have the linotype instruction school ready for a course of intensive training by the opening of the January term, January 5, and later a course running from one to two years in various branches of printing will be available.

Thomas Tells of News Print Situation

Resolutions adopted favored the calling of a meeting of the publishers of daily papers of Virginia in convention in Richmond about January 15 for the purpose of forming a Virginia association of dailies.

The convention opened Thursday morning with a small attendance, but every section of the state was represented. Featuring this session was a talk by W. E. Thomas, general manager of the Roanoke Times, on the print paper situation. He had just returned from a visit to the northern mills. In part Mr. Thomas said:

No Contracts at Any Price

"That whereas the manufacturers of print paper a few years ago were glad to sell their wares at something more than two cents a pound, freight prepaid; they are now so independent that they are not disposed to make contracts at any price, preferring to sell on the open market, where the demand is far beyond the supply with spot prices ranging from six to seven cents and higher." The tight market was due, he said, to several causes.

"First, very few publishers made contracts for 1919 consumption adequate for their actual demands and as a result, publishers are bidding against each other for the available supply. Again there appears to be every reason to expect an increasing demand for news print. Both circulation and advertising are growing, particularly in the south, and the outlook is for continuation of this growth and an increased demand for print paper.

"My information," he continued, "is that the mills will make every effort to supply publishers, but there are a number of publishers throughout the country who have been notified by the International Paper Company that they must look elsewhere for their supply of paper.

All Must Economize

"These conditions ought to awaken the publisher, knowing as he does that every little increased production of news print is apparent. If he does not awaken to the situation there will come a time during the coming winter, or early next year, when he will not be able to buy or borrow.

"The news print committee of both the A. N. P. A. and the Southern Newspaper Publishers' Association are recommending the enforcement of the strictest economy. But all their recommendations will prove futile unless publishers all over the country are forced to economize. What would it profit the small dailies of Virginia to cut down, if the larger dailies continue their plunging career for business. Some of them are using three cars of paper per week. As long as they can get the paper they will continue to take business. And who can blame them? Thus the waste goes on. It is a mad race that will eventually culminate in disaster.

"The mill owners are autocrats. They are intrenched behind impregnable breastworks. Their inclination is to get the very highest price.

Only Two Remedies

"There are but two remedies:

"One to raise the subscription price to a standard to meet the increased cost of paper, which of course, some publishers is not anxious to do, as it requires one year to get the full benefit of an increase in circulation rates.

"The other is to increase the cost of advertising to such a figure as will force advertisers to use smaller space, thereby cutting down the size of the paper and producing relatively the same amount of income.

"This leads to the crux of the question. How this news print situation is to affect the daily and weekly newspapers of the association?

"First, it has forced both daily and weekly publications to seek a higher level, July will figure the cost of print paper into our business at what we are likely to pay for it, and fix our circulation rates and our advertising rates accordingly.

Ad Rates Must Raise With Cost

"It is not fair that all increased costs should fall on the advertiser. The subscriber should be made to bear his reasonable part of the increase. It is obvious, therefore, that daily papers should increase further their subscription rates 25 to 50 per cent, and weekly papers instead of getting $1 a year should get $1.50 and $2.00.

"Advertising rates should be moved up in proportion to the cost of labor and materials. The situation means that all of us have got to have the right price for what we sell, or inevitable disaster will face us."

Walter Savery, of the Mergenthaler Linotype Company, formerly a Virginia newspaper editor and an honorary member of the association, told of the "hole in the bucket that must be filled by production." His talk was very impressive.

Friday morning M. T. Harrison, of the Bedford Democrat, told why weeklies should receive $1.50 or more for subscriptions.

John Budd of New York spoke on "Uniform, or Standard Advertising Rates" and in part said:

"Most newspaper publishers assume —many of these most emphatically—that the only thing they sell is space: some qualify by the statement that it is space multiplied by circulation, and I have argued long on that theory myself. But I have changed my thoughts. Those are only the tangible, measurable features of the thing.

"You are selling an opportunity, an opportunity and the convenience, a vehicle to the man to put his sales talks before the audience you have gathered for him. For whether he exploits an idea, a package of goods or a piece of machinery, his advertising is sales talk.

"The publisher, particularly the newspaper publisher, who holds fast to the old idea that all he sells to the advertiser is space, any old kind of space, and allows his actions and his attitude to be governed by that opinion, is missing the biggest and best features of the present day development of advertising. The national advertiser knows that advertising and salesmanship must go hand in hand if they are not regular Siamese twins. He plans and schemes to make them co-ordinate. The local advertiser naturally does this whether he realizes it or not and he can be taught to think and shown how more greatly to profit by it.

"My personal opinion is that newspaper rates as a rule are today far too low quite considerably have been. Partly because of the tremendously increased cost of production they are today further below a safe basic line than they have been at any time in the past. It is difficult to realize this perhaps because of the abnormal increase of advertising tonnage brought about by causes, some quite obvious, some obscure."

Edward Percy Howard, editor of the American Press, of New York, addressed the convention on the subject of advertising and urged the publishers to stick to their cards and never cut rates.

"When you begin to cut," said he, "you are heading for the rocks." Mr. Howard declared that the advertising agent does not want the publisher cut his rate, and when the agent tries to hammer the rate down he is merely doing his duty, and that whether or not the rate is firm and that some other agency may not buy the same space at a lower rate. Mr. Howard also assured the country publishers that while local advertising was limited there was no limit to foreign advertising.

The publishers were also warned most earnestly not to change their space for commodities. "Buy for cash and sell for cash," was his advice. Mr. Howard agreed heartily with Mr. Budd in recommending the flat rate in all cases. As for circulation that was a matter of quality rather than quantity. The main question was whether or not the paper covered the territory in which it circulated. The country paper cannot fight its battles alone. It must deal with the national advertisers through reliable advertising agencies.

"Jiggs" to See Europe

George McManus, comic cartoonist, and Mrs. McManus, sailed this week for Europe for a rest and to give "Jiggs," one of Mr. McManus' comic cartoon characters, a chance to see what is going on across the Atlantic and supply his cronies at "Dinty Moore's" with the latest information on world affairs.

Missourians to Meet in St. Joe

ST. JOSEPH, Mo., Nov. 15.—The West Missouri Press Association will hold its 29th annual meeting at the Hotel Robidoux here on November 28 and 29. Mrs. S. E. Lee of the Savannah Reporter is president.

MILLS SHIPPED 1,409 TONS OVER PRODUCT

Machines Turn Out 7 Per Cent More News Print Than Last Year—Stocks Remain Stationary

The 39 companies reporting to the News Print Service Bureau produced 169,749 tons and shipped 171,158 tons during October. Shipments exceeded production by 1,409 tons. Production figures include 2,662 tons of hanging, of which 483 tons were made in Canada.

The average daily production of news print paper by the mills reporting for October amounted to 1037 per cent, of the average daily output during the three months of greatest production in 1918.

Production by United States mills during the first ten months of 1919 was 61,184 tons, or 7 per cent. greater than during the same months in 1918. Canadian production during this period exceeded that of the ten months in 1918 by 45,940 tons, or 8 per cent., making combined production of the 39 reporting companies 107,124 tons or 7 per cent. greater than in the first ten months of 1918.

Stocks during October decreased 1,643 tons at United States mill points, which was due mostly to an adjustment made by one of the large companies, and increased 1,643 tons at Canadian mills, making total stocks the same on October 31, 1919, as on September 30.

The total of 26,929 tons on hand at all mills October 31 amounted to slightly more than four days' production.

APPROVE GLASS AS SENATOR

Editor Looked Upon as Valuable Addition to Upper House

Carter Glass' appointment as U. S. Senator from Virginia, in the place of the late Senator Martin, is receiving with general approval on the part of the press of all politics throughout the country.

The New York Sun (Republican) for example, says:

"If Carter Glass of Virginia, who has been appointed to the United States Senate as successor to the late Thomas S. Martin, knows into that chamber the intimate and complete knowledge of Uncle Sam's financial affairs he should possess after his service as Secretary of the Treasury, and a firm determination to stand unflinchingly for economy in national expenditures, he is likely to make an exceedingly useful legislator. We can't have too many informed watchdogs of the Treasury in Congress."

Mr. Glass in private life is editor and publisher of the Lynchburg (Va.) News and Advance.

New Paper in Allentown

ALLENTOWN, Pa., Nov. 17.—Volume 1, No. 1 of the Morning Herald appeared today, as the successor to the Allentown Leader. The new paper is published by the Allentown Herald Publishing Company, which also publishes the Evening Item. Royal W. Weiler, for a number of years general manager of the Democrat, is president; Clarence J. Smith, formerly city editor of the Morning Call, is managing editor, and Peter Leisenring, former business manager of the Call, is business manager. Edward J. McGettigan continues as city editor and Walter L. Mead is still in charge of advertising.

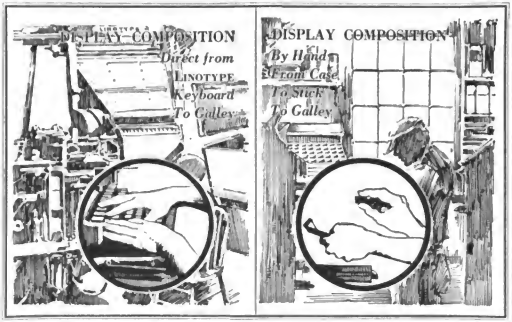
SYRACUSE, N. Y., Nov. 18.—The Benjamin Advertising Company has increased its capital stock from $10,000 to $25,000.

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MORE THAN 38,000 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS



10 Fingers vs. 2 Fingers

The original Linotype was a success because it introduced 10-Finger Efficiency to displace 2-Finger hand composition. For the same reason, the Model 20 Display Linotype is a success today. Display composition direct from the Linotype keyboard sets new standards for speed, economy—and quality—which you will find profitable.

Investigate the LINOTYPE 10-FINGER EFFICIENCY *for display*
Write for Model 20 literature

MERGENTHALER LINOTYPE COMPANY
New York, U. S. A.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Ltd., 68 Temperance St., Toronto

I. N. S. APPOINTS MASON BERLIN CHIEF

Has Had Wide Experience As Soldier and Writer — Acted as American "Ambassador" After the War

The appointment of Capt. Frank E. Mason as chief correspondent of the International News Service at Berlin was announced this week.

Few newspaper men have had the varied experience of Frank Mason. Since 1907 when, as he says, he sat up all night to see his first story in the Mil-



CAPT. FRANK E. MASON

waukee Sentinel, Frank Mason has been everything from a cub reporter to the unofficial American Ambassador in Berlin.

He has filled every job with ability and rare good judgment—he even occupied the desk of former Ambassador James W. Gerard in the strife-ridden German capital during some of the most critical periods of the new Republic's childhood, and got away with it in such fine shape that he was given the thanks of the State Department.

Served in Army Through War

Mason sort of inherited his ambassadorial job. He served through the war with distinction as regimental intelligence officer for the old 9th Infantry of the Second Division, about whose exploits nothing need be said, and after the armistice, went to Trier, in the American area of occupied Germany, for eensorship intelligence.

In April the Chief of Staff sent him on to Berlin, as liaison officer. Berlin at that time wasn't exactly a quiet resort. It was seething. Mason filled his job, as usual, and then, as he says, "the A. E. F. went home and left me here."

Mason wasn't left for very long, however. He was practically the only American in Berlin who knew anything of conditions. His had been the task of representing the American Army in Berlin, and thus the American Government, as we were still at war with Germany, so when the A. E. F. went home Washington grabbed him and made him stay there. He was told to pick out a desk—there were plenty of unoccupied American desks in Berlin.

After looking around he spotted the desk used by Mr. Gerard, and proceeded to occupy it until early fall as a sort of general factotum of American affairs in Berlin. It was good fun for a while, but Mason wanted to "get back into the game," so he journeyed to Paris and persuaded the Army to let him go, so he could join up with the I. N. S. European staff.

Mason got his military training in one of the early officers' training camps in this country. He graduated a second lieutenant, was immediately assigned to the 9th Infantry, and went overseas with that destined to be famous regiment. He was promoted to be first lieutenant in August and received his captaincy just before the armistice was signed. He saw the war from Chateau Thierry on—and from the inside.

From January, 1919, to April, 1919, he served as officer in charge of eensorship at advaneed G. H. Q. at Trier.

Mason is still a young man to have such a varied career. He is 27 years old, and a product of turbulent Milwaukee. His father is Dr. George F. Mason, of 395 Park Place, Milwaukee.

He broke in on the Milwaukee Sentinel and worked there for two years Growing tired of the Sentinel grind, Mason quit the daily field and tried his hand at advertising, publicity and kindred things. He stuck to the advertising and trade publication game until 1913, when he decided he didn't know enough and went to Ohio State University for more eduration. He edited the Ohio State Lantern in 1913-14.

The following year he went to the American Boy Magazine, and when the war broke out in 1917 he was still there, serving as assistant editor.

Mason speaks both Freneh and German fluently. His experience in Berlin has given him a keen knowledge of the ins and outs of the hectic political situation in the new-born republic, and his dispatches will be received with interest.

D. J. Davies, formerly city editor of the Pittsburgh Dispatch, has been sent to New York in charge of the Dispatch bureau. Paul Young is now eity editor of the Dispatch.

ANNOUNCING

An increase in advertising rates by

The Superior Telegram

The Telegram's new rate card issued Nov. 15th announced new foreign advertising rates as follows:

4c. per line up to Jan. 1, 1920
4½c. per line after Jan. 1, 1920

The Superior Telegram

Is the largest Wisconsin daily outside of Milwaukee and the only large daily published in Upper Wisconsin

Average Net Paid Daily—Now Over 18,000

Market Selection

How do **you** select your advertising territory?

Do you choose cities upon an arbitrary population basis?

Do you consider relative selling costs?

Wherever territory is divided through newspaper competition your advertising expense increases through the necessity of using more than one newspaper to dominate.

To make the most money, select first those cities having bountiful prosperity and big population—**and which can be thoroughly covered by one newspaper.**

Upon such a logical net profit basis one of the first cities in the United States to select is

Erie

Pennsylvania

The Market, 157,000

Erie Population, 105,000; Suburban (35 mile radius) 52,000

Erie is a prosperous, substantial manufacturing city. Most folks own their own homes.

One newspaper reaches practically every worthwhile home—unquestionably dominates this big, rich territory. That newspaper should be **in every national campaign.** It is the

Erie Daily Times

(A. B. C. Member)

Paid Circulation, 27,079

Line Rate 6c. flat. Eveninga except Sunday

The ERIE TIMES has 50% **more** than the **combined** paid circulations of its two daily competitors and over **treble** the circulation of either.

You will find few parallels in the entire country to this combination where one newspaper so saturates a desirable market of 157,000 as to make it more profitable than many larger cities.

Select **your** market and medium upon a **net profit** advertising basis.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.	Harris Trust Bldg.	Waldheim Bldg.	Monadnock Bldg.
New York	Chicago	Kansas City	San Francisco

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IN OCTOBER

The Detroit Sunday News

Carried More Net Paid Advertising Than Has Ever Been Published By Any Michigan Sunday Paper In a 4 Sunday Month

666,100 Lines

AS a natural corollary to its constant increase and lead in circulation, The Detroit Sunday News for October established a new high mark in Michigan Sunday advertising, setting aside its own and only Sunday competitor's highest records for any four-Sunday month.

With the net paid increase of 9,743 copies over the preceding month and 49% more net paid city circulation than that of its only Sunday competitor, The Detroit Sunday News is the logical first choice of advertisers in the Detroit Sunday field.

Such advertisers are supported in their excellent judgment by those who are most intimately in touch with Detroit--the local classified users. These for years have shown a preference for The Detroit Sunday News to such an extent that during October 63% more Want Ads were published in The Detroit Sunday News than in the only other Detroit Sunday paper.

Those who have quality or class merchandise to sell substantiate the good judgment of Sunday News advertisers also, for The Detroit Sunday News besides leading in total and Want Ad lineage surpassed its only Sunday competitor in Rotogravure advertising by 33%.

Concentrate your advertising. Cover the rich Detroit field thoroughly at one cost through the paper that can furnish this service. Over 214,000 families now read The Detroit Sunday News.

The Detroit Sunday News

"Always in the Lead"

The Advertiser's Exceptional Opportunity

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INCREASE IS CERTAIN IN CANADA

But No Definite Announcement on 1920 News Print Price Is Expected for Another Month

MONTREAL, Nov. 15.—Canadian newspaper men are speculating a good deal as to what price they will have to pay for news print in 1920. The recent announcement of the International Paper Company that its selling price will be 4½ cents a pound or $90 per ton is generally interpreted as being an excuse for the Canadian manufacturers of news to follow suit.

The International Paper Company is not only the largest producer of news print in the United States, but recently commenced the building of a huge $6,000,000 plant at Three Rivers. The decision of this big competitor of Canadian newsprint mills, in fixing its price at $90 a ton is likely to affect the view point of the Canadian manufacturers. A report was current here for some time that the Canadian price would probably be fixed at 4½ cents a pound, or $85 a ton, but that was before the International made its announcement. It is now thought that the Canadian mills will raise the selling price to a level corresponding with that fixed by the International.

At the offices of the Canadian Export Paper Company, inquiries were made regarding the 1920 price, but Enyon & Pemberton's correspondent was informed that no decision had been arrived at and that it will likely be another month before an announcement regarding 1920 price is made public.

G. F. Steele, the manager of the Canadian Export Paper Company, is now in England. It is expected that his investigation of conditions in that country will have some effect on the price decision to be arrived at.

One thing is certain and that is the publishers are likely to pay more in 1920 than they did in 1919, but how much more will not be known for another month or so.

D'Annunzio Does Not Like U. S. Correspondents

Deports Decker, Clayton and Ryan of Chicago at Point of Bayonet

CHICAGO, Nov. 15.—Details of the troubles experienced by Alfred Decker, staff correspondent for the Tribune, and John Clayton of the Daily News in reporting the activities of D'Annunzio in Fiume, Italy, are just being received here. The men were recently deported by the Italian filibuster's soldiery, being compelled to walk seven miles across the border at the points of bayonets.

Clayton was held a prisoner for eight hours before being escorted out of the city. The arrests were made, it is said, on information of one Henry Furst, who claims to be an American with a home in New York City, and who handles D'Annunzio's foreign propaganda.

T. S. Ryan, predecessor to Clayton for the Chicago Tribune in Fiume, also had a similar experience as a result of his cabled reports to his paper on the recent Italian massacre of French troops by Italians. Armed soldiery broke into his room at midnight and he states that "a single American officer's uniform in my room was probably all that saved my life."

PAPER STOCKS ADVANCE

Record of Company's Activities and Strength in Canada

MONTREAL, QUE., Nov. 17.—The activity and strength of the paper stocks in Canada has been the outstanding feature of the Montreal Stock Exchange. The following list shows the gains made this year by the various paper stocks listed on the local exchange. The low figure represents the levels at which the stocks sold at the beginning of the year. The high figure represents the prices at which they sold last week.

Company.	Low 1919.	High.
Abitibi	$68	$100
Brompton	68	86½
Laurentide	192	245
Price Bros.	130	246
Riordon	117	156
Howard Smith	65	147
Spanish River	17	72½
Wayagamack	46	90

STATE STUDY PLANNED

Washington "Newspaper Institute" Planned for January 15-17

DAVENPORT, WASH., Nov. 14.—The annual "Newspaper Institute" held by the School of Journalism, University of Washington, and the Washington State Press association, will occur January 15, 16 and 17, 1920. The program will be devoted to "The Newspaper," and the discussions will cover: The front page; the local page; the editorial page; the "ledger" page, including advertising and all problems of income and outgo; and the woman's page, including features.

One or two speakers to cover the larger problems of each half-day discussion and many others to develop single issues under these is the plan the committee will follow out in arranging the program.

This winter session is always the business meeting of Washington newspaper workers, but as heretofore, the evenings will be devoted to a smoker, an executive session and a banquet. For the women there will be a theatre party and a special event in their honor by college women who major in journalism.

Contest For School Editors

WICHITA, KAN., Nov. 17.—The Beacon has announced a prize contest for Kansas high school editors, to close January 1. The best editorials in the school papers on each of the following subjects will receive a prize consisting of a book on journalism: "Americanism," and, "The Soviet in the High School," referring to the recent Bellville (Ill.) high school trouble.

Directing Chicago Bank Ads

PORTLAND, ME., Nov. 18.—Frederick L. Varney, who was for some time connected with the Fidelity Trust Company, has recently been appointed publicity manager of the Northern Trust Company, Chicago, with which he has been associated during the past two years.

Goes Into Furniture Business

HAZLETON, PA., Nov. 19.—A. O. Reinhart has resigned from the Plain Speaker staff after twenty-one years' service to go into the furniture business of Mrs. E. Reinhart's Sons, in Hazleton.

Worcester Gazette

Leads in DISPLAY Advertising Lineage

Month of October
GAZETTE'S LEAD!
72,730 Lines

First Ten Months of 1919
GAZETTE'S LEAD!
247,982 Lines

And it is *Display Advertising* that brings WORCESTER people, city and county, into WORCESTER stores to buy goods.

CIRCULATION
Over 30,000
and CONCENTRATED
almost entirely in City of Worcester and its immediate Trading Zone
LARGEST EVENING CIRCULATION!
Only 2c Evening Circulation in City of Worcester
LARGEST Evening City and Suburban Circulation!

RESULTS! THAT'S IT!!
and the results come simply because of the GAZETTE'S strength in the WORCESTER Field—Worcester and its Trading Zone.

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Readjustments, Trouble and Delays or "ONE-SET" and Efficiency?

GOODRICH laboratories worked two years in perfecting an inking roller that would make possible greater press-room efficiency. The Goodrich "ONE-SET" Automatic Suction Roller is the result.

Goodrich "ONE-SET" Rollers are immune from temperature changes—hot or cold weather, slow or fast speed. They require no wash-ups, have the right properties of "tack," distribute perfectly, are not affected by water, and they wear indefinitely. That's why, as this advertisement goes to press, we can number over one hundred large, progressive newspapers that have adopted "ONE-SET."

Note the condition of the old style roller at the left of the question mark after only a short run. This could not happen to "ONE-SET." "ONE-SET" was run continuously on one leading newspaper for nearly two years without showing the slightest signs of wear.

Write today for prices, stating core diameter, finished diameter, and length of cover face—or, better yet, send us a core to be recovered and let "ONE-SET" prove its practical worth.

THE B. F. GOODRICH RUBBER COMPANY
The City of Goodrich—AKRON, OHIO

GOODRICH
"ONE-SET"
AUTOMATIC SUCTION **ROLLERS**

FAVOR U. S. CONTROL OF NEWS PRINT

Californians in San Francisco Meeting, Endorse Postal Zones, Higher Ad end Circulation Rates and Anti-Japanese Laws.

(BY TELEGRAPH)

SACRAMENTO, CAL., NOV. 18—The most successful business convention in the history of the California Press Association was held in San Francisco on November 14 and 15, closing with a brilliant banquet and dance at the Press Club. One hundred and twenty editors from all parts of the State were present.

The association went on record in favor of truth in advertising, raising of rates to meet increased costs, promotion of thrift, zone rates of postage, Government regulation of paper costs, teaching of journalism and printing in schools, restoration of landmarks and laws to suppress menace of Japanese land holding, immigration and naturalization.

Friend W. Richardson, president of the association, presided, and twelve of the fourteen members of the executive committee were in attendance.

Tells of A. A. C. W. Work

The meeting opened with an interesting address by Major O. H. Fernbach, on the experience of a newspaper man at the front in the Intelligence Department, and the need of trained newspaper men for such work.

"Truth in Advertising" was the subject of an able address by Rollin Ayers, vice-president of the Associated Advertising Clubs of the World, who gave many illustrations of the work being done by the A. A. C. W. to stop untruthful advertising.

Methods of getting and holding church advertising were interestingly explained by B. A. Forster, who, as manager of the Oakland Tribune, has made a big success in this line. Many interesting suggestions were obtained from Coulter McKeever of the H. K. McCann Advertising Agency on the methods of national advertisers and the importance of closely following instructions. As the majority of California newspaper men run both newspaper and job plants, part of the session was devoted to printing.

William H. Barry, president of California Typotheatae, explained the importance of maintaining proper prices for printing and gave a report of the convention of the United Typothetae. Henry M. Hastings, cost expert and secretary of the typotheae, made practical demonstrations of cost finding and gave each member a price list for job printing.

Printers Get an Inning

The evening of November 14 was devoted to a meeting of the executive council of the typothetae. State Senator William R. Sharkey, Martinez Standard, introduced a resolution asking for a special legislative session to prevent Japanese from leasing and owning real estate. Senator Sharkey dramatically described the menace of the Japanese who are coming to California in large numbers and in some counties have larger birth rate than the whites.

Duncan McPherson, Santa Cruz Sentinel, made a strong plea for the resolution, as did A. A. Wendering, Berkeley Gazette, and W. A. Shepard, Auburn Herald, and J. D. Dean, Manteca Bulletin. It was adopted by acclamation.

Preservation of ancient state land marks and missions was advocated by M. F. Cochrane, San Rafael Independent, and Elmer Moberly, Santa Rosa Republican, and was endorsed by convention.

That the shortage of printers and reporters must be met by teaching printing and journalism in universities and high schools was the opinion of the meeting.

Richard Boone, professor of education at the University California, spoke of teaching printing in schools, and Newton Booth Drury, chairman journalistic studies at the University California, gave an address on teaching journalism. General discussion of the subject was indulged in by J. E. Olmsted, Petaluma Argus, W. F. Mixon, Woodland Mail, and George A. Pflueger, Alameda News.

Zone Law Endorsed

It was decided to make a determined effort to induce California Senators and Congressmen to support the present zone postal law and resist all efforts to repeal it.

E. O. Wickizer, Pasadena Record, spoke for the zone rates. Chairman Richardson explained that the association was on record for the present zone rates and that every county and regional association in the state, as well as practically every local publisher, stood firmly for the zone rates.

The topic of thrift brought forth an eloquent plea from B. F. Irvine, of the Portland Oregonian, for a drive to stop the present orgy of extravagance which is sweeping the land like a pestilence. He spoke in behalf of the United States War Loan Organization and urged newspapers to use their influence to stop the people in the mad folly of reckless spending. The association strongly backed his suggestion.

Round table discussions were held on several topics and the views of members obtained.

The paper question was the topic of Louis Meyer, Oakland Leader, and Justis Craemer, Orange News. It was the concensus of opinion that rates of subscriptions and advertising must be raised and that the government should regulate the selling price of news print.

With this topic came the question of the resulting of raising rates. F. G. Dunnicliff, Dixon Tribune, and J. Elmer Moberley, Santa Rosa Republican, said no loss had been suffered by the raise and that the advertisers and subscribers expect it. Members were urged to raise rates to meet labor and paper costs.

Ask Federal Paper Rules

A. J. Harder, Roseville Register, gave proof of the boggishness of metropolitan job shops in underbidding county shops in violation of their own schedules and promises.

George G. Radcliff, Sacramento Sunday News, spoke of the importance of county organizations in solving newspaper problems.

A rate for official advertising was decided upon of $1 for first insertion and 50 cents for each subsequent insertion. Three-quarters of an inch nonpareil, or 63 words, was declared a square.

A schedule of various publications and rates were prepared by a committee composed of J. E. Olmsted, Petaluma Argus, Howard Russell of the Sanger News, and D. G. Dega, Willows Transcript.

Crombie Allen, Ontario Report, wrote a protest against the methods of the Western newspaper union.

President Richardson announced that the railroads would undoubtedly go back to private ownership on January 1 and that advertising would be resumed.

An invitation was received to hold the annual spring meeting in Imperial Valley.

Newspaper printers in Naples, Italy, have struck for a 50 per cent increase in wages.

KANSAS CITY PAPERS DISOWN I. E. A.

Money-Raising Campaign Among Business Men Drews Denial of Support From Local Press and Staffs

KANSAS CITY, NOV. 15.—Kansas City newspapers and newspaper men are not taking to the efforts of the International Editorial Association to hold a state convention here in December, and attempts to solicit subscriptions among the business men of the city met with announcement in the newspapers that neither did they, nor their staffs, endorse the money-raising efforts.

The Kansis City Star was the first to call attention of the public and the business men, by announcing through its columns Friday night that, not only did it not endorse the campaign to raise funds by subscriptions, but that no Kansas City newspaper men, as far as it knew, were identified with the movement. It said:

"The Star has received several inquiries from Kansas City business firms regarding solicitations of money for an organization called 'The International Editorial Association,' with headquarters in Bedford, Va. The solicitor has literature beginning, 'I am the International Editorial Association. I am your one best bet. Get acquainted with me.'

"The literature is addressed to newspaper writers, but the soliciting seems to be from bankers, and other business men. None of the members of the Star's staff knows anything about the International Editorial Association or its sponsor."

The Kansas City Journal on Saturday had the following to say of the solicitation:

"Kansas City business men are being solicited for contributions to an organization styling itself 'The International Editorial Association.' The concern alleges its home office is located in Bedford, Va. No one connected with the Journal knows anything regarding this so-called organization or its sponsor As far as the Journal knows, no Kansas City newspaper man is identified with it."

At the Post it was stated that no word had been received there regarding any solicitation, and nothing was known of the organization except the literature —which "I threw into the waste basket," Dick Smith, managing editor, stated.

"If the organization is not right, we will not stand for it," Mr. Smith continued. "It looks to me like something is wrong when solicitation is made of business men. So far as I know, no one connected with the Post knows anything about it."

Inquiry among other Kansas City newspaper men developed the fact that before the general statements made recently in the local newspapers, and the arrival of some of the literature, which, as a rule, found its way into the waste baskets, a few were interested in the proposition, but when they learned that the movement was being supported by solicitation outside the profession, they gave evidence of disgust that such work was being done.

Whether any efforts at solicitation of funds outside of Kansas City is being made is not known today, but the convention is scheduled for this city in December, and an effort may be made to interest other newspapers outside this city.

CONDENSED FICTION

Full of Action

Well and Fully Illustrated.

HALF-PAGE NOVEL-A-DAY, Feature No. 4

Any Length and to Meet Any Requirements

In copy with mat of title and illustration or in whole page mats.

A Large Number of Illustrated Stories

running from 1,000 to 100,000 words, among which are stories by

Robert W. Chambers	**Ellis Perker Butler**
Sir Gilbert Parker	**Arthur Stringer**
Rex Beach	**John Kendrick Bangs**
F. Hopkinson Smith	**Newton Fuessle**
Jack London	**George Ade**
George Randolph Chester	**Carolyn Wells**
Gouverneur Morris	**Edith Sessions Tupper**
Hall Caine	**Edwin L. Sabin**
Mary E. Wilkins Freeman	**John Strange Winter**
Gellett Burgess	**Edgar Wallace**
Jacques Futrelle	**Frank Stanton, Jr.**
Wm. Hamilton Osborn	**Robert Barr**
H. G. Wells	**Roy Norton**

See our catalog and price-list.

THE SLOAN SYNDICATE, Inc.

1834 Broadway New York, N. Y.

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"I. N. S. always FIRST!"

This slogan of the most reliable afternoon wire organization again exemplified in the astonishing chain of beats scored on the big stories of the COAL STRIKE.

Here's what a few of I. N. S. clients say:

"Say! That was a dandy service you gave us from Indianapolis and Washington on the Coal Strike. Can always count on you."
Charles L. H. Long, Editor,
Newark American Tribune.

"You enabled the Georgian to give the Journal a good licking on the Federal Court decision requiring the officials of the United Mine Workers to recall strike order."
William Clemens, Managing Editor,
Atlanta Georgian.

"Appreciate prompt, accurate and efficient service of I. N. S. in covering coal strike. Developments were reported in highly satisfactory fashion."
W. B. Morton, Managing Editor,
Nashville Banner.

"Congratulations on your strike service. Was full and up-to-the-minute."
Times Union, Rochester, N. Y.

"Your news dispatches prompt and comprehensive. Congratulations."
Dan Carroll, Times Union, Albany, N. Y.

"We went extra on your first flash bulletin, scoring a beat."
G. K. Rudolph, Buffalo Enquirer.

"Your dope yesterday from Indianapolis made opposition look sick."
Glen Falls Times.

"Coal strike service excellent. Stories timely, well-written and frequently ahead of opposition."
James I. Bicket, Chicago American.

"Service great. In several instances ahead of other news sérvice in getting latest 'stuff' over---especially on the flash of Judge Anderson's decision."
Charles E. Young, Baltimore Star.

"Special articles fine, and you beat the other wires from five to seventeen minutes on two of the biggest stories."
M. E. Foster, Houston Chronicle,
Houston, Tex.

"Beat oppositon by five minutes on flash of strike recall."
Avery C. Marks, Jr., Managing Editor,
Washington Times.

—and that's no unusual record for I. N. S. in its daily prompt—accurate transmisson of important news.

INTERNATIONAL NEWS SERVICE

M. Koenigsberg, President **Marlen E. Pew, Editor and Manager**

Tenth Floor, World Building **New York City**

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ANOTHER BIG FIRST PUBLICATIO

COUNT CZER

**The former Austro-Hungarian Minister of Foreign Affairs, Am
duke Ferdinand and the leading official representative of the
the real facts about Germany's responsibility for the war and**

This Story is Now Appearing in the Lond



Herr von Tschirschky

German Ambassador to Vienna, who Czernin claims, was among "The few statesmen who in the summer of 1914 oped for war" and, in that hope, repeatedly exceeded his instructions.

FRANK H. SIMONDS, SAYS:

"Nothing that I have read, during or since the war, coming from an enemy source, has been as illuminating or absorbingly interesting as this manuscript of Count Czernin's. All the great figures on the enemy side are passed in review by one who sees them, not as we did (and perhaps do) as monsters, but as fallible human beings with great qualities and corresponding weaknessess. Czernin is neither malicious nor yet flattering.

Reading Czernin's account of Brest-Litovsk one understands Paris better.

To read Czernin is to perceive why an American solution to the European angles was never possible.

To be released for daily use about the middle of December in installments of 2,000 to 3,000 words, covering approximately thirty days.

An illuminating and frank disclosure and Austria and of the men resp

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THE McCLURE NEWSPAPER SYNDICATE

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ATURE FOR THE NEWSPAPERS

[N EXPLAINS

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competency of the Austrian General Staff.
guments for and against a Separate Peace.
ndon Conference Death Sentence on the Empire of urgs.
itovsk. The Peace of Bucharest.
imate Character-Sketch of Archduke Franz Ferdi- to the throne of Austria.
peror William II—his conviction that he was the "elect his early education of deception; his hatred of every- easant: his brutal awakening.
ding men around the Kaiser—personal anecdotes and n sketches. Czernin's attempts, through the Crown Prince, e the Emperor to abdicate. Ludendorf's opposition.

Wilson—how his intervention was viewed by Austria. ing of the Ex-Kaiser to Trial—Predictions of more war.



COUNT CZERNIN

e strength and weakness of Germany le for the greatest war in history

der requests are received

373 Fourth Avenue, New York

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ARGUES FOR RATIONING NEWS PRINT

Circulation Must Have Deadline and Advertisers' Space Be Limited—Increased Rates Alone Not Enough, Says Stewart

[Mr. Stewart's views on the news print situation made such a deep impression upon the members of the American Newspaper Publishers' Association in special convention last week, that EDITOR & PUBLISHER *asked him to present them briefly for the benefit of publishers who were unable to attend the meeting. His suggestions, as given below, were commented upon by President Frank P. Glass as among the most constructive presented at the meeting, and they strongly influenced the recommendations of the resolutions committee—*EDITORIAL NOTE.]

By JOHN L. STEWART

PUBLISHER THE WASHINGTON (PA.) OBSERVER AND REPORTER AND BEAVER (PA.) DAILY TIMES

That the present serious situation among the newspapers, the inadequate supply of news print, is due to the fact that the newspapers of the country are using more paper than the paper manufacturers can supply with their present equipment is obvious. It can be solved



JOHN L. STEWART

by increasing production, but that is up to the makers of news print.

The present crisis can only be met by the newspaper publishers themselves through a strict rationing. In other words, the newspapers of this country must meet this situation for their own protection by limiting the number of papers they print from day to day and by reducing the sizes of their publications or both.

Much has been said about increasing the price of the newspapers from 2 to 3 cents and raising the advertising rates. These, however, are only means to an end and may or may not accomplish the desired end itself—viz., the reduction of consumption.

From my own experience I have found that an increase in the price of my newspapers has not cut down the number of subscribers; also that the increase of rates for advertising has increased rather than decreased the volume. Perhaps I could increase the prices of both to such an extent that few people could afford to buy my papers or advertise in them, but as an economic and business proposition we can only increase prices to a certain extent. We can, after all, only charge a fair rate and what is fair must be determined by the publisher himself through his own experience in the business, the conditions in his own local field and the experiences of others. The newsprint situation can be met if the publishers of this country will take common-sense measures.

For example, we have given notice to the subscribers of the Observer and the Reporter that we will print only so many papers per day—not over 15,000, which figure represents approximately the average press-run for the months of September and October. This is the maximum number which can be run on any one day and the circulation department is instructed to keep it below this whenever possible.

Preference will be given to mail subscribers who are, of course, paid-in-advance, and to those who are served by our own carriers on city routes and who are on our regular list of subscribers. Approximately 10,500 out of the total are on this list.

The others are supplied with their papers through agents or from the newsboys. The supply of the latter two will be cut off or rationed among them if we are unable to meet the demand over and above the maximum press run of 15,000.

Advertisers Rationed Also

We have met the advertising situation by giving notice to all our advertisers that we will not print over 76 pages any one week, which was approximately the average number printed each week during the months of September and October. We will not print more than 16 pages on Friday—the big advertising day, and this leaves an average of 12 for each of the other days. If some week we can get out on less than that we will be in a position to enlarge on the following week.

But our idea or purpose is to ration our output in the number of papers printed and in the number of pages to an issue, so that we will not consume more paper than we have on hand or already contracted for between this and January 1, 1920.

Our experience showed that when we secured the co-operation of advertisers to use Thursday's paper to reduce the volume on Friday that we had two situations of the same kind to meet instead of one—a bigger paper on Thursday and no reduction in space on Friday. Now we have informed our advertisers that they too must be rationed.

Notice has gone out to all advertisers that preference will be given for large space to those who are in daily and who have copy in early.

Advertisers are asked to make known their needs long enough ahead of time so that it will be possible to ration the space which we have for certain days. In this way we will apportion our space to our advertisers and keep down the size of our papers.

I figure that advertising space will be more valuable because it is harder to secure and after all space in any medium is only large or small, high or low in price, by comparison. It is far better for an advertiser to dominate a page with a forty-inch ad among a dozen smaller advertisers than for him to have a page advertisement among many pages of bill-board displays.

Smaller Advertising Preferable

His advertisement has a stronger pulling power, more character and every one of the small advertisers is better satisfied. And all of them can afford to pay double the price they are paying now on the page lay-out, spread-eagle style of advertising at comparatively low rates.

I believe that if every newspaper publisher in the United States, especially those in the large cities and in the smaller ones who have circulations over 10,000, would follow out this plan that the news print situation, within a period of three or four months, would readjust itself.

The publishers would be better off even if they lose money now because they would make it up in reduced cost of news print in the future and in securing better rates for advertising. The entire newspaper business throughout the country would also be stabilized on a sound economic basis.

PAWS ACROSS THE SEA!



Dickey's Dogs Now an International Feature

Angus, Buddie, Rags, the Puppy and the rest, with their human foils and friends, have been taken by

The London Daily Mirror

If your territory is open, command us for terms and samples of this comic strip.

Metropolitan Newspaper Service
432 Fourth Ave. New York

DR. EATON ON COLUMBIA STAFF

Will Give Critical Writing Course After February 1

Walter Pritchard Eaton, author and dramatic critic, will join the faculty of the Columbia University School of Journalism in February and will give the course in critical writing formerly given by Dr. Talcott Williams, director emeritus.

Mr. Eaton was formerly on the staff of the New York Tribune, and from 1907 to 1909 was dramatic critic of the New York Sun. Since 1909 he has been dramatic critic of the American Magazine. He is the author of several books, including "The American Stage of Today," and is a lecturer on dramatic topics.

Sphinx Club Dinner, Nov. 25

The 164th dinner of the Sphinx Club of New York, will be held at the Waldorf-Astoria on the evening of November 25. Cyrus H. K. Curtis, Irvin Cobb, James Montgomery Flagg and Louis C. M. Reed, will be among the speakers.

The Star League of Indiana Gained 5,030,928 Agate Lines During the First Eight Months of 1919

The Star League of Indiana consists of The Indianapolis Star, The Terre Haute Star and The Muncie Star.

These three newspapers, each located in a rich and prosperous Indiana city, cover each and every one of Indiana's ninety-two counties every morning in the year.

The total daily circulation of these three newspapers, as given in the last government statement, covering an average of the six months ending September 30, was 149,065 copies.

This circulation represents a large percentage of the able-to-buy readers in the richest section of the Mississippi valley.

The tremendous advertising gains made by the Star League newspapers during the first eight months of this year show—

That wise advertisers realize that in order to successfully reach the responsive and financially-able citizens of Indiana, they must use the advertising columns of

The Star League of Indiana
The Greatest Combination of Quality Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Building, New York
Western Representative: John Glass, Peoples Gas Building, Chicago

The Shaffer Group
Indianapolis Star
Terre Haute Star Muncie Star
Louisville Herald
Chicago Evening Post
Denver Times
Rocky Mountain News

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Editor & Publisher's

SEMI-ANNUAL LIST OF

THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES

Including Circulation Figures as of A. B. C. and Government Reports of October 1, 1919, and Rates for National Advertising Revised to November 1, 1919, by Barbour's Advertising Rate Sheets, Inc.

WILL BE ISSUED NEXT WEEK, NOVEMBER 27th

THESE LISTS, carrying data of immediate and incalculable value to all Advertising Agencies, National Advertisers and Space-Buyers generally, will be issued as a SPECIAL SUPPLEMENT to EDITOR & PUBLISHER, convenient for filing.

¶ As in the cases of previous semi-annual lists of this character, EDITOR & PUBLISHER has had the valuable co-operation in their preparation and verification of Barbour's Advertising Rate Sheets, Inc., Chicago. This assures the accuracy of the lists and of the circulation and advertising figures given.

¶ No other service feature ever carried by a trade newspaper in this field has appealed so strongly as this one appeals to all who have to do with planning and placing national advertising in the daily newspapers. *It is an exclusive* EDITOR & PUBLISHER *feature,* and is available to space-buyers only through this publication.

¶ EDITOR & PUBLISHER, through presenting to buyers of advertising up-to-date information as to daily newspapers, their rates and circulations, has already succeeded in turning toward the newspapers a great volume of national advertising heretofore dormant or diverted to other media.

¶ A limited amount of newspaper advertising—addressed to buyers of newspaper space—will be accepted for this SPECIAL SUPPLEMENT. This advertising will, truly, be "linked-up" with "buyer-interest" in the data which accompany it. It will have as long "life" as the supplement itself—an appeal covering at least six months.

¶ Applications for space in this supplement should be made at once by wire and copy should follow immediately. Reservations will be made in the order in which applications are made—and the available space is limited, as is the time for action!

EDITOR & PUBLISHER

1116 World Building **New York**

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DETROIT IS AGAINST WRITERS' UNIONS

Only Asset a Paper Has Is "Good Will" and Editorial Force Must Protect It, Says Journal Staff

DETROIT, MICH., Nov. 17.—Members of the editorial staff of the Detroit Journal are not in favor of writers unionizing. They expressed their feeling in a "loyalty banquet" at the Cadillac hotel on November 14.

In speeches by editorial department workers, satisfaction was expressed that Detroit Journal men did the best things for themselves and the newspaper profession when they recently turned down an offer made them to link up with a unionizing organization, which had promised to affiliate the Journal men with the Typographical Union and the American Federation of Labor.

Speakers at the banquet included C. H. Jennings, managing editor; Willard Bowen, editorial writer; Max Windler, advertising manager, and William Govier, foreman of the composing room; and Charles Cameron, for twenty-eight years in the editorial department of the Journal.

"Our advertising salesmen have only one thing to sell when they solicit advertising," said Mr. Windler. "That is the good will of the paper. The printers or the bookkeepers don't create that good will. It is the editorial force, which provides the substance which the solicitor can sell."

Fifty men of the editorial staff were present.

"WANT AD" CONTRACTS SHOULD HOLD RATES

(*Continued from Page 13*)

in the volume and number of ads during low seasons—has also the effect of lengthening the seasons for such businesses as real estate, automobile, and seasonable products. It is almost impossible for the real estate man, for instance, to advertise throughout the winter months, every day, without making at least one sale and getting a number of inquiries. This proves that the old fallacy of two or three months in the spring time, and another short period in the fall are the only seasons in which real estate can be sold. It helps in this way to stimulate business for the advertiser when it is at its lowest ebb and when his income is the smallest.

Volume Attracts Readers

"By having a larger number of ads in the paper every day in the week the year round, readers learn that they do not necessarily have to wait for the big Sunday paper or the week-day 'peak' to secure what they wish. Readers will read the classified every day if there is a sufficient number of ads there to offer them choice of selection.

"I believe in the 12-months' contract, and we have no shorter period in force on the Journal. Our space contract calls for 1,000 and 2,000 lines, to be used at will by the advertiser. Our daily contracts are two kinds—two and three lines per day.

"The proper reduction to be made on contract rates might vary considerably with conditions in different communities. It should not be to the extent to materially lower the average net rate."

The Des Moines Register and Tribune use contracts effectively. John Irwin, classified manager, writes: "We have classified contracts because they have proved a benefit to the advertiser and ourselves.

Consistency Needed

"It has been demonstrated on numerous occasions that the classified advertiser who ponds away consistently day after day will secure better results than the fellow who runs spasmodically. We have accounts in Des Moines who formerly ran small copy irregularly. I recall one fellow in particular. He was doing comparatively little business, and felt that he could not afford to advertise more. A solicitor persuaded him to sign a three-line daily contract. In less than three months this same advertiser was doing a greatly increased business. Today his copy is running from six to thirty lines every day.

"Usually, from the reader's standpoint, an insertion contract is best. However, there are some advertisers who cannot use insertion contracts as advantageously as a space contract. This applies especially to people whose business is seasonable."

The establishment of a system of contracts should not reduce the average net rate. It is generally possible to make the present rate the contract rate and increase the open rate. The average transient advertiser does not care about the cost of an ad so much as he does about the results. The regular advertiser is the one who figures cost and by making the open rate the contract rate his costs do not go up.

TIPS FOR AD MANAGERS

FRANK SEAMAN, INC., 470 Fourth Avenue, New York. Will make up lists in December for the American Bronze Company, Berwyn, Pa., manufacturer of "Non-Gran" Bearing Bronze.

TRACY-PARRY COMPANY, Lafayette Bldg., Philadelphia. Usually makes up lists in December for advertising of A. Theodore Abbott & Co., Wayne Junction, Philadelphia, manufacturing "Kapock Fabrics."

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Will make up lists within the next 30 days for Parker Brothers, Salem, Mass., to advertise games and other forms of recreation.

COMAN COMPANY, INC., 19 West 44th street, New York. Lists will be made up during month of January for the Mennen Company, Newark, N. J., toilet products.

GARDNER COMPANY, INC., 17th and Locust streets, St. Louis. Will prepare lists in December for advertising of Cooper, Wells & Co., St. Joseph, Mich., hosiery manufacturers.

H. B. HUMPHREY COMPANY, INC., 581 Boylston street, Boilston. Almost ready to make up lists for the Kenoher Boat & Canoe Company, Waterville, Me.

MANTERNACH AGENCY, Hartford, Conn., Has been awarded account of Planet Company, Westfield, Mass., manufacturer of "Duplex Fold-away" kitchin products.

JOHN I. GILLESPIE COMPANY, Citizens Bldg., Cleveland, O. Warren Refining & Chemical Company, Cleveland, has placed its advertising with this agency, large space in metropolitan newspapers and small space in small town newspapers will be used.

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Placing orders with newspapers for Robert Reis & Co.

NELSON CHESMAN & CO., 11.27 Pine street, St. Louis. Placing orders with newspapers for Val Flatz Brewing Company.

CRITCHFIELD & Co., Brooks building, Chicago. Reported will make up lists during the next sixty to ninety days for F. A. Patrick & Co.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Again placing orders with newspapers for Oneida Community Silverware.

GEORGE EDWARDS & Co., 328 Chestnut street, Philadelphia. Placing orders with newspapers for Kose Manufacturing Company.

F. A. ENSIGN COMPANY, Union Arcade building, Pittsburgh. Placing orders with newspapers for Marvel Products Company.

FEDERAL ADVERTISING AGENCY, 6 East 39th street, New York. Again placing orders with some Western newspapers for Garrett & Co.

CHARLES H. FULLER COMPANY, 623 S. Wabash street, Chicago. Reported will make up list of newspapers during December for Channel Chemical Company.

M. P. GOULD COMPANY, 60 W. 35th street, New York. Placing advertising for Peplax Medicine Company.

HOYT'S SERVICE, 116 W. 32d street, New York. Again placing orders with newspapers in New York City for Dry Milk Company.

C. S. HALLOWELL, INC., 103 Park avenue, New York. Placing orders with large city newspapers for Butler, Herrick & Marshall.

JOHNSON READ & CO., 202 S. State st., Chicago. Reported will make up lists during January using newspapers for Herrick Refrigerator Company.

EDWARD S. JONES COMPANY, 75 Westminster street, Providence. Placing orders with some New England newspapers for Barstow Stove Company.

H. W. KASTOR & SONS ADVERTISING COMPANY, Lytton building, Chicago. Placing orders in magazine sections of newspapers for Leonard-Morton & Co.

CHARLES D. KRAN ADVERTISING & SALES PROMOTION SERVICE, 616 Old South building, Boston. Placing 700-line orders with some New England newspapers for Eagle Roller Mills.

KIRTLAND-ENGEL COMPANY, 14 Jackboulevard, Chicago. Placing 12-inch 4-time orders with newspapers for A. B Shuter, Inc.

MCJUNKIN ADVERTISING COMPANY, 5 S. Wabash avenue, Chicago. Reported will make up list of newspapers during December for Kling Brothers & Co.

MORSE INTERNATIONAL AGENCY, 449 Fourth avenue, New York. Again placing orders with newspapers for J. C Eno, Ltd.

NEWELL-EMMETT COMPANY, 120 W. 32d street, New York. Reported will handle advertising for Western Electric Company.

ST. PAUL ADVERTISING COMPANY, St. Paul. Reported will make up lists of newspapers during November for Adlerika Company.

FRANK SEAMAN, INC., 470 Fourth avenue, New York. Will handle the advertising for Mint Products Company. Placing orders with newspapers for Pennsylvania Rubber Company. Will handle the advertising for Goldwyn Picture Corporation.

F. P. SHUMWAY COMPANY, 453 Washington street, Boston. Placing orders with newspapers in cities where Sherman Service have agencies for Sherman Service, Inc.

"America's Largest and Best Newspaper Industrial Advertising Agency"

Mr. Publisher—

How about your Monday and Saturday Editions?

Are you carrying the amount of advertising you should on these days? Would you like a good business man's page fifty-two weeks in the year for either of these light editions?

Our Permanent Weekly Industrial Review page, supported by non-regular advertisers, will strengthen your paper and increase your lineage 10,000 lines a month.

We are at present conducting this page in leading dailies of such cities as New York, Chicago, Boston, Philadelphia, Baltimore, Brooklyn, Detroit and Toronto.

The Page will also give you a more uniform paper, help your circulation and make new advertisers for you.

Let us send our representative to you for a personal interview.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston

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WAGE ADVANCES TO UNION PRINTERS

Newspaper Offices All Over Country Affected by New Scales and Working Agreements With I. T. U.

INDIANAPOLIS, Nov. 16.—Headquarters of the International Typographical Union announce the following new wage scales and working agreements signed with newspaper publishers:

Elmira, N. Y.—Telegram now paying $30 week.

Santa Fe, N. M.—Machinist-operators, $40; handmen, $34; two increases in last six months.

Amarillo, Tex.—Day, $5.50; night, $6; machinist-operators, 50 cents additional.

Concord, N. H.—Day, $30.50; increase, $4.50 a week.

Williamsport, Pa.—Day, 31½ cents a thousand; night, 15 cents; ad foreman, $38; ad and floor men, $37; increase, machine, 2½ cents a thousand; handmen, $6.

Rahway, N. J.—Handmen, $30; operators, $35; night hours, increase, handmen, $7; operators, $5.

St. Paul, Minn.—Scale, with new bonus of $4 for hand men, $36.75; machine operators, bonus of 1 cent per thousand.

Cleveland, Ohio—From October 15 to December 31, 1919, $25 for 48 hours; beginning January 1, 1920, working week reduced to 44 hours and beginning March 1, 1920, scale raised to $30. Increase, $6 to $9.

Danville, Ill.—Handmen, operators, $30; night hours; increase, October 1, 1919, $4.50 and $1 additional on October 1, 1920, and October 1, 1921.

Houston, Tex.—Day timework, $40; night timework, $41.60; night hours; increase, $10.

Madison, Wis.—Day, handmen, operators, $30, proofreaders, $28. Night, Landmen, operators, $32; proofreaders, $30; night hours; increase, October 1, 1919, $3; April 1, 1920, $1.

Martinez, Cal.—Foremen, machinist-operators, $5 a day; floormen, $4.50 a day; increase, $3 a day.

Charlotte, N. C.—Day, handmen, 32½ cents an hour; operators, 56¼ cents an hour. Night, handmen, operators, 56¼ cents an hour; night hours; increase.

Oklahoma City, Okla.—Day, $37; night, $40 (Mailers), Day, all journeymen, $37; night, all journeymen, $25.50; night hours; increase, $1.50 to $6.

La Grande, Ore.—Handmen, $4.55 a day; night hours; operators, $4.35 a day, 7½ hours; increase, $3.

Waukesha, Wis.—Handmen, operators, $21; night hours; increase, handmen, $2, operators, $1.

Joplin, Mo.—Day, $30; night, $36.

Hagerstown, Md.—Handmen, operators, $27; night hours; increase $7.

Prince Albert, Sask.—Handmen, operators, $16.50; night hours; increase, handmen, $14.50; operators, $5.50.

Taunton, Mass.—Day, handmen, operators, $32; night, handmen, operators, $41; night hours; increase, $7.

Wenatchee, Wash.—Handmen, operators, $6.50 a day; 7½ hours; increase, $10.50.

Springfield, Ill.—$36 to $39 a week; increase, $4.

Napoleon, Ohio.—Day, handmen, operators, $35; night, handmen, operators, $35; night hours; increase, $4.5.

Owensboro, Ky.—Day, handmen, $30, machine operators, $35; night, handmen, operators, $35; night hours; increase, day, handmen, $4.50, machinist-operators, $5; night, handmen, $6, machinist-operators, $5.

Council Bluffs, Ia.—Day, all journeymen, $7.15 a day; night, all journeymen, $5.75 per night, night hours; increase, $1 per week, $9 night.

Buffalo, N. Y.—Day, $54.50; night, $57.50. Increase, $3.

Fresno, Cal.—Scale, $41; increase, $5.

Aberdeen, S. D.—Handmen, operators, $35; night hours, increase, handmen, $18; operators, $13.

Lewistown, Idaho—Foremen, machinist-operators, $5 a day; operators, $4.50. Floormen, $5.50 a day, night, 50 cents additional per night.

Raton, N. M.—Handmen, operators, $31; night hours; increase, $3.

Marlboro-Hudson, Mass.—Day, $25 a week.

Pawtucket, R. I.—Day, 5 per week; increase of $15 during past two years.

Ada, Okla.—Handmen, operators, $36; night hours, increase, $11.

Cleburbid, Pa.—Handmen, operators, $30; night hours; increase, $12.

Greenville, Pa.—Handmen, operators, $25; night hours; increase, $7.

Tuscaloosa, Ala.—Handmen, $18; operators, $17; night hours; increase, handmen, $4; operators, $5.

Salt Lake City, Utah—Time hands, bonus of $1.65; piece men, $1 on one newspaper, bonus of $1 for time and piece hands on other dailies.

Toronto, Ont.—Day, $34, forty-eight hours; night, $38.50, forty-five hours; increase, $2.

Prescott, A. T.—Scale $30, 7½ hours, $2, making $6 advance in five months.

Battle Creek, Mich.—Handmen, operators, $30; night, $32; night hours; increase, day, October 1, 1919, $6, December 31, 1919, $2; night, October 1, 1919, $7, December 31, 1919, $2.

Aberdeen, Wash.—Handmen, operators, $4.50 per day, $7 per night; 7½ hours; increase, $5 per week.

Auburn, N. Y.—Handmen, $31; operators, $32.50; increase, handmen, $3.50; operators, $2.

Miles City, Mont.—Handmen, operators, $8.33 1/3 per day, $9.25 1/3 per night; night hours; increase, day, $6.16 per week; night, $9.50 per week.

Rock Springs, Wyo.—Handmen, operators, day, $30; night, $32; eight hours; increase, day, $7.50; night, $9.

Newburgh, N. Y.—All journeymen, $30; eight hours; increase, October 1, 1919, handmen, $18; operators, $9; March 31, 1920, handmen, operators, $3.

Miami, Okla.—Handmen, operators, day, $30; night, $33; eight hours; increase, $5.

Tyler, Tex.—Handmen, $31; operators, $32.50; night hours; increase, handmen, $7; operators, $2.50.

Jersey City, N. J.—Day, $40; night, $47; increase, $3, a total since November 1, 1919, of $10.

Urbana, Ohio—Handmen, operators, increase, $3 a week.

Milwaukee, Wis.—Increase, $5 a week.

Kalispell, Mont.—Foremen, $6.15 per day; journeymen, $6.

Ponca City, Okla.—Foremen, machinist-operators, $30.50; journeymen, $27.50; increase of $1.50 a week at end of six months.

Albuquerque, Ariz.—Handmen, operators, $6.50 per day; $7 per night; eight hours; increase, $1.

GOLDEN ANNIVERSARY OF MISSOURI EDITORSHIP

FIFTY years as editor of one paper, throughout which period he has held to his oft-repeated principle



Col. W. B. Rogers

that the Republican has a greater purpose in life than to merely publish the news," is the unusual record of Col. W. B. Rogers, president of the Rogers Printing Company, owners of the Trenton (Mo.) Weekly Republican and Tribune and the Daily Republican.

His half-century of editorship of the Weekly Republican was commemorated in a special edition of that newspaper issued on September 4, last, and now, at the age of 84 years, with intellect keen and loyalty as dominant as ever, he is still at his task. Col. Rogers' record is unusual and probably stands alone.

Col. Rogers was born in Greene Township, Fayette County, Ohio, on February 8, 1835. He journeyed to Mercer County, Mo., in 1856. For a time he worked on the Missouri Argus, taught school and was later an instructor at Grand River College, through which institution he worked his way. At the outbreak of the Civil War he enlisted in the Mercer Batallion for a six-month term. In 1862 he was elected sheriff of Mercer County and during his term of office was called upon to organize twelve companies of militia and was commissioned a colonel. At the expiration of his term of service he established the Company D of the 44th Infantry, Missouri Volunteers, and joined the Sixteenth Army Corps, then in Tennessee.

Col. Rogers purchased the Grand River (now Trenton) Republican on September 4, 1869, and began his long newspaper career. With the Daily Republican, which was established September 3, 1881, the Weekly Republican is issued from an up-to-date newspaper plant. Though a liberal, Col. Rogers has been staunch in his Republicanism, and served one term in the Missouri Senate. His daughter, Mrs Carrie Rogers Clark, is associated with him as secretary of the company.

Indiana

Localized National Advertising Pays Best

National Advertisers, after all is said and done, are local advertisers---for they have local dealers in communities, representing them.

Many national advertisers are relying more and more upon daily newspapers to tell their story, tell about their goods, how good they are, and where they may be had.

Intensified cultivation of a given territory pays better than hit-and-miss general distribution and popularizes merchandise much more satisfactorily.

Indiana, as a state, presents many attractive points worthy of consideration on the part of National Advertisers.

Over three million population---exceptional transportation facilities, prosperous cities, wide awake, well edited daily newspapers. Indiana will pay you handsomely for any effort you put into winning the state through daily newspapers and local dealers.

		Circulation	Rate for 5,000 Lines
Elkhart Truth	(E)	9,353	.0214
Evansville Courier	(M)	22,897	.04
Evansville Courier	(S)	26,538	.04
Fort Wayne Journal-Gazette	(M)	29,230	.05
Fort Wayne Journal-Gazette	(S)	26,000	.05
Indianapolis News	(E)	110,552	.16
Indianapolis Star	(M)	85,446	.12
Indianapolis Star	(S)	96,317	.16
Kokomo Dispatch	(M)	5,567	.015
*Lafayette Courier	(E)	8,527	.025
*Lafayette Journal	(M)	10,660	.025
La Porte Herald	(E)	3,472	.0179
Logansport Pharos-Reporter	(E)	6,809	.02
Muncie Press	(E)	9,140	.025
Muncie Star	(M)	25,081	.05
Muncie Star	(S)	16,133	.05
Richmond Item	(M)	8,206	.03
Richmond Palladium	(E)	11,865	.04
South Bend Tribune	(E)	16,227	.035
Terre Haute Star	(M)	27,334	.04
Terre Haute Star	(S)	19,597	.04
†Terre Haute Tribune	(E)	24,845	.04
†Terre Haute Tribune	(S)	19,192	.04
†Vincennes Capitol		1,049	.01071
Total Daily Circulation and Rate		**416,889**	**.76001**
Total Sunday Circulation and Rate		**197,774**	**.36**
Total Daily and Sunday		**614,643**	**1.12001**

Government Statements, October 1st, 1919.
†**Government Statements, April 1st, 1919.**
*A. B. C. Report, October 1st, 1919.

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EDITORIAL



SOUTHERN PUBLISHERS ARE AWAKE

THAT the publishers of daily newspapers in the South are fully aware of the gravity of the new print situation is shown by the call for a special meeting of the S. N. P. A. at Birmingham November 24-25 to consider measures for relief.

It has already been urged by the advertising committee of the association that an increase in advertising rates of twenty-five per cent. or more should be made at once.

As EDITOR & PUBLISHER understands the attitude of the Southern publishers, it is not their purpose to bring about an arbitrary standard of rate increase but to leave to individual newspapers the task of readjusting their rates to conform to increased costs of production. It may be that some newspapers will decide that a 25 per cent. increase will be ample for the present, although many publishers will find that this will not cover added costs.

When a dollar is added to operating costs in publishing a newspaper that fact acts automatically to REDUCE the advertising and the subscription rate accordingly. To readjust rates to match larger costs is not, in effect, to raise rate at all—but to MAINTAIN THEM.

Buyers of advertising understand all this. They have faced and have solved the problem in their own businesses. They have not understood how newspapers could ignore it and still continue to do business. Advertisers will cheerfully pay a fair rate for space, based upon present publishing costs.

Existing advertising and subscription rates, with a very great majority of our daily newspapers, are not based upon present-day costs at all, but upon costs which prevailed at some former time. To hold to the old schedules is to fly in the face of reason and the facts—and that sort of aviation will never be successful.

If we are to have prosperous newspapers—and any other kind are a menace to the public welfare—publishers must make their rates conform to and match increased operating expenses. To go beyond that limit would be to seek increased profits through present conditions. To stop short of it would be to invite disaster.

Maintain your rates, gentlemen, on a parity with your costs!

THE numerous friends of Paul Patterson will be glad of the new honors conferred upon him in his election as president of the A. S. Abell Company, publisher of the Baltimore Sun. During the six years in which Mr. Patterson has been business manager the Sun has made giant strides as a newspaper. Such growth is not accidental. There is always to be found behind such a phenomenon a man—one who has held to his vision until it has become a realized fact. In this case the man, Paul Patterson, generously shares the credit for his achievement with his able associates, one of whom —William F. Schmick—succeeds him as business manager.

CHARLES B. FORBES, night editor of the Knoxville Journal-Times, says, in discussing the movement toward organization by newspaper writers: "If this agitation is worth going through with, it will flourish under the spotlight; if it isn't, it will curl up and die." Mr. Forbes hopes that the newspapermen of the country will air their views through the columns of EDITOR & PUBLISHER—and we share that hope.

IT is no reflection upon unionism that lawyers and doctors have found it best to maintain their own professional organizations, free from alliances with the unions. Journalists, for much the same reasons, are following the same course.

WHEN investment houses in Canada paint for their customers a rosy picture of the profits to be obtained through owning stocks in newsprint mills they assuredly cannot be accused of indulging in misleading advertising.

"AN ISOLATED INSTANCE OF FLUFF"

A MAN distinguished in the field of national advertising writes, in answer to an invitation from EDITOR & PUBLISHER to discuss Representative Reavis' charges that manufacturers are evading excess profits taxes through spending great sums in advertising:

"It is one of the isolated instances of fluff indulged in in the House of Representatives. . . . The best answer to be made is to call Representative Reavis' attention to the advertisement of the U. S. Department of Labor, published in June of this year, as a part of a very urgent and systematic propaganda to all manufacturers at a time when it looked as if business stagnation was in prospect and that wide unemployment, especially of returning soldiers, would confront the country."

The ad to which reference is made urged manufacturers to speed up industry by advertising, thus creating demand for goods and public confidence in the stability of American business. The manufacturers have adopted that wise counsel. They have used display space, not to evade excess profits taxes but to stimulate trade.

It has been said that the volume of advertising from manufacturers now running in the newspapers will disappear when its alleged sinister purpose has been accomplished—or when these firms have succeeded in circumventing the tax collector. Good advertising never made any man or any firm poor. Advertising is not the road to poverty. It is the road to greater profits.

The manufacturer who has been using large space during the past few months—whatever might have been his object in entering upon that policy—will have learned the value of contact with the public. He will find that advertising has a real service value to him, and that it is highly desirable that he shall continue to advertise. His present critics, ignoring the fact that in spending money generously in advertising he has been acting upon the sober advice of the Government itself, will still contend that he is trying to reduce his net earnings. But he will have discovered that, for any such purpose, advertising is the poorest imaginable device.

J. H. ALLISON, president of the S. N. P. A., suggests through EDITOR & PUBLISHER that publishers should earnestly and collectively take steps to reduce tonnage by setting the maximum number of pages for issues, making no further attempts to increase circulations, fixing a minimum of 60 per cent for advertising in any issue, and cutting down the size of heads. These suggestions are sound and constructive. They touch fundamental policies. They do not constitute a complete program of conservation, but are essentials of any such program.

THERE is not a single sound argument in support of the policy of accepting returns from dealers—yet we are assured that the policy has not been wholly abandoned.

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EDITOR & PUBLISHER
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THE EDITOR & PUBLISHER CO.
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W. D. Showalter, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., news.
James Wright Brown, publisher.
J. W. Ferguson, advertising; Fenton Dowling, circulation.
London: Herbert C. Ridout, 40 Kimberly Gardens, N. 4.
Paris: F. B. Grundy.
Toronto: W. A. Crouch.
Chicago: D. D. Case.
San Francisco: H. C. Bornstein.
Washington: Robert T. Barry.
10 cents a copy; $3 a year; foreign postage, $1.00; Canadian, 50c.

ON THE TRAIL OF THE JOKESMITH

THE Laundrywoners' National Association is attempting to accomplish two outstanding objects: To educate the 6,000 men operating power laundries to the value of using advertising space in the daily newspapers; and, at the same time, to eliminate jokes about laundry business. It seems that laundry owners deeply resent the publication of jests dealing with damage done to goods, claiming that in almost all cases the fault is in the fabric and not in its treatment at the laundry.

Arnold A. Mowbray, director of public information for the association, urges editors to "put the soft pedal" on this class of humor. He asks publishers to confer with their editors on the matter. Mr. Mowbray shows an uncanny knowledge of editorial finances when he says: "Was your shirt a wreck when it returned? When was it bought? Before the war? I thought so."

Mr. Mowbray does not indulge in such embarrassing observations in his letter to the publisher. He informs him—and the news will delight the heart of the publisher—that he plans to send him from time to time interesting news stories about the important service the laundry industry is rendering to the public, special articles, etc. In this way Mr. Mowbray it is to be supposed, will fill the aching void created by the elimination of the laundry joke.

It may be remarked that the laundry joke will disappear when it no longer reflects the facts of common experience.

The laundry owners, meantime, will do well to advertise—to tell the public of the efforts they are making to reduce casualties to line into the lowest possible margin. The people will eagerly acclaim such advertising and will support to the limit the laundryman who tries to make good. The educational campaign, which Mr. Mowbray is undertaking, may be expected to succeed without "free publicity." In fact, the "interesting news stories" promised the newspapers should be in the form of display advertising copy. H. H. Stalker, Nash Building, Toledo, is the association's director of advertising. Mr. Stalker has the floor!

IN THE LINE OF SERVICE

EDITOR & PUBLISHER'S friends will share the feeling of pride to which it confesses in the achievement of printing, in an eight-page special section of last week's issue, a complete story of the emergency meeting of the A. N. P. A., called to take measures to meet the paper shortage.

In spite of the difficulties of the printing situation in New York, and the fact that the convention fell in session hours time for its regular edition, EDITOR & PUBLISHER found it possible to issue this special supplement and to carry in it a full account of the outstanding features and results of the conference.

It was of the highest importance that every publisher in the land should learn, without delay, of the program of conservation proposed at this meeting, in order that no time should be lost in the adoption of common policies. The fact constituted a demand upon EDITOR & PUBLISHER for another example of real service to the industry—and the demand was met.

A SIGNIFICANT item of telegraphic news appears in the Wall Street Journal. Crosby, Gregory & Penfield, Price Bros. & Co. are to build an additional newsprint mill with a capacity of between 400 and 500 tons a day. Work on the water power is under way and mill construction is to begin in May. If the tonnage were now available it would alter materially the present newsprint situation, wiping out most of the shortage. Of course this new supply will be welcome when it comes. It is to be hoped that other paper manufacturers will at once plan similar expansion. There is no other industrial investment offering surer profits than this. It should attract abundant capital.

NOBODY would think of wasting a pound of sugar. A pound of newsprint costs about half as much as a pound of sugar. Why not use paper as economically as you use sugar?

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PERSONALS

SENATOR WARREN G. HARDING of Ohio, editor of the Marion Star, is expected to arrive in Fort Worth today for a speech-making tour of Texas.

Charles A. Brownell, advertising director of the Ford Motor Company, and Lafayette Young, editor of the Des Moines Capital, were speakers at the Des Moines automobile men's convention last week.

Walter C. Tostevin has been appointed secretary of the Mandan (N. D.) Pioneer Publishing Company, and also in charge of advertising. He succedes E. K. Bitzing, who resigned after ten years' service as secretary to join the staff of the Fargo (N. D.) Forum. E. A. Tostevin, father of the new secretary, continues as editor and publisher.

Chester C. Lane has resigned the directorship of the Harvard University Press to become production manager and general superintendent of the New York Evening Post plant.

Hon. Frank Carrel, president of the Quebec Telegraph and member of the Quebec Legislative Council, has had the honorary degree of LL.D. conferred upon him by Queen's University for his contribution to Canadian literature, he having written several books on travel and articles on other subjects of interest to the Dominion, published in periodicals.

John Beasley, editor of the Monroe (N. C.) Journal, was elected chairman of the convention of North Carolina posts of the American Legion, held at Raleigh, October 31. Mr. Beasley, who was formerly attached to the Raleigh Times, saw active service as an enlisted man in the Argonne and went with the army of occupation into Germany.

J. J. Hildebrandt has been appointed editor and D. C. Robertson business manager of the Tulsa (Okla.) Daily Oil Record following the recent death of A. F. Robertson.

L. V. Rodda, formerly circulation manager of Farm & Fireside, New York, has been appointed associate publisher of Woman's World, Chicago. Mr. Rodda was also for a number of years circulation manager of the Ohio Farmer. He started his publishing experience on the Pittsburgh Dispatch and later with the Cleveland Leader.

James F. Driscoll, who was connected with the Fall River (Mass.) Globe for twenty years, has purchased an interest in and taken over the general management of the Portsmouth (N. H.) Daily Times.

A. H. Rogers, president of the Joplin (Mo.) Globe Publishing Company, who has been ill at Watkins, N. Y., is reported out of danger and improving steadily.

George H. Seruten, editor of the Sedalia Democrat, one of the well known newspaper men of Missouri, has been elected a member of "The Square Club" of London, England, composed of English-speaking master Masons.

IN THE EDITORIAL ROOM

Oscar Thomas, music editor of the Seattle Times for the past year, has resigned to go with a music trade publication of New York.

C. W. Mason is back with the Winona (Minn.) Republican-Herald as city editor, succeeding F. W. DeGuire. Mr. Mason was editor of the paper prior to its absorption of the Independent and has spent most of the intervening time traveling through the South and East.

Miss Elizabeth Flannagan has resigned from the Hartford (Conn.) Times staff to become assistant Sunday editor of the Courant. Miss Marion Allen recently left the Courant to become leading woman writer on the Times.

Robert E. Conner, for the past ten months rewrite and copy editor on the Houston Post, has become managing editor on the Jackson (Miss.) Daily News.

Linwood T. Fitman, telegraph editor of the Fitchburg (Mass.) Sentinel and formerly of the Portland (Me.) Express-Advertiser, and Miss Lola P. King of Taunton, Mass., have announced their engagement.

Ben W. Phillips has resigned the managing editorship of the Minneapolis Daily News to become general city editor of the Tribune. Duke Wellington, formerly of the Chicago Daily News and United Free Press, succeeds Phillips as managing editor of the Minneapolis News.

Dr. Gerhard R. Lomer, assistant editor of the "Chronicles of America," published by the Yale University Press in New York, has been appointed librarian at McGill University, Montreal.

Harry Bunker, news editor of the Lewiston (Me.) Journal, has had his tonsils removed.

E. Clarke King, formerly of the Albany (N. Y.) Knickerbocker, is now with the Cohoes (N. Y.) Dispatch, as special writer.

Stanley B. Attwood, sports editor of the Lewiston (Me.) Journal, has resumed work after an operation for appendicitis.

THE BUSINESS OFFICE

G. W. Preston, advertising manager of the Cincinnati Enquirer, has been appointed chairman of the Cincinnati Advertising Club's "On to Indianapolis" committee, which is arranging the details of the club's participation in next year's convention of the A. A. C. W.

J. B. Thompson, formerly manager of the Waukegan (Ill.) Daily Gazette, has been appointed advertising manager of the Northwest Journal of Commerce, a new magazine edited by Edward M. Heermans in Minneapolis.

Paul Rensheimer, of the Norfolk Virginian-Pilot and the Wales Advertising Agency, New York, is now on the advertising staff of the Raleigh News & Observer.

Joseph M. Lennon has been appointed in charge of the New York Tribune's graphic section advertising, and Miss Elizabeth Maltby is handling book advertising.

G. C. Hamilton has been appointed business manager of the Santa Ana (Cal.) Register, succeeding H. T. Duckett, resigned. For the past thirteen years Mr. Hamilton has been assistant business manager of the Sacramento Bee, and he was formerly with the Tacoma Ledger. Mr. Duckett retains his substantial interest in the Register, and will remain as a director and treasurer of the company. A. N. Napier is advertising manager of the Register.

WITH THE AD FOLKS

Charles I. Isaacson has resigned as president of A. M. Sweyd Company, Inc., of New York, and will devote his time to music interests. At the present time he is in charge of the musical concerts which are being given each week by the New York Globe. Mr. Isaacson is succeeded by A. M. Sweyd, formerly treasurer of the company.

Lieutenant Commander E. A. Brooks, who used advertising with remarkable success for obtaining recruits during the war, has retired to the inactive list of naval officers, and will devote his time

GRAND OPERA TRAIL BLAZER HEADS BUFFALO CLUB

LAURA T. RECKTENWALT, the new president of the Buffalo League of Advertising Women, is a member of the editorial staff of the Buffalo Evening News; but that does not mean that she does not have a high appreciation of advertising and of its merits, for a full knowledge she was associated for two years with the Boston-National Grand Opera Company in New York and on the road.



LAURA T. RECKTENWALT

Miss Recktenwalt has been doing features for the News for a little more than a year, and in that time has also written a number of short stories which have met with success on their journeys to editors' offices.

Having been one of the charter members and a steady worker during the organization period, it was only natural that Miss Recktenwalt should be elected to her present position in the League. Prior to the recent election, she was chairman of the publicity committee. The membership of the Buffalo League of Advertising Women includes women advertising writers, newspaper writers and commercial artists, and it is affiliated with the Associated Advertising Clubs of the World.

to business in St. Louis. Commander Brooks was in civil life at the outbreak of the war, although an Annapolis graduate. He is an active member of the Advertising Club of St. Louis.

F. M. Staker, for many years with the National Bank of Commerce of Kansas City, Mo., has been made publicity manager of the bank.

Fred D. Schoknecht, formerly connected with the advertising department of the St. Louis Republic and later with H. L. Bergen, has joined the sales department of the Traffic Motor Truck Company, St. Louis.

W. T. Denniston, president of the Advertising Association of Houston, Tex., is planning several special features for the association's winter session. Five members will talk each week on five different advertising topics, and each week there will be a discussion of two advertisements culled from current issues of local newspapers, one for its apparent merits and one for its faults.

Louis O. Lacloon, publicity agent and secretary of the Wichita International Wheat Show and Exposition, has resigned to re-enter the advertising business in Chicago.

W. P. Bottolfson has resigned from the service department of the Cramer-Krasselt Company, Milwaukee, to become advertising director of the Briggs & Stratton Company, manufacturer of electrical specialties and motor wheels.

Miss Theresa Hegeley has just been made advertising manager of the Easenkay Products Company, Chicago. Miss Hegeley is 21 years old. She started her business career with the Easenkay Products Company, at 17, as a stenographer. Her keen, wide-awake mind and ability to grasp business problems and solve them won quick recognition. She became successively secretary to the president and secretary to the sales manager.

E. H. McDonald, advertising manager of the Porteous, Mitchell & Braun Company, Portland (Me.) merchants, and chairman of the publicity and conventions bureau of the Chamber of Commerce, is taking a leading part in the Red Cross Roll Call Campaign.

W. C. Kilborne, formerly with the Fargo (N. D.) Conrier-News, is now head of the Kamman Advertising Agency's service department in Minneapolis.

George R. Washburne, formerly owner and publisher of the Wine and Spirit Bulletin, is now associated with the Stark-Lowman Company, Louisville advertising agency.

G. Prather Knapp, advertising manager of the Mississippi Valley Trust Company, is one of the lecturers in the course of real etsate study to be conducted by the Central Y. M. C. A. during the winter.

L. Maclean Beers, principal owner of the Beers Advertising Agency of New York and Havana, is leaving this week by the Spanish Royal mail steamer "Montevideo" for his Havana office to pass the winter months under the sunny southern skies of the "Pearl of the Antilles," where it is still possible for a man to stake his thirst.

Facts about the Haskin Service



The Springfield Union has renewed its contract for the Haskin Service for another year

Hundreds of thousands of newspaper readers look for the Answers to Questions every day

Frederic J Haskin Washington D C will tell you the price and plan for your paper

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BRITISH PREPARED TO ISSUE STRIKE POSTERS REALIZING VITAL VALUE OF NEWS

THE railway strike, though it actually lasted but nine days, was too big a thing not to have left its mark on the newspaper press. One of the outstanding features towards the end of the week was the rapid exchange of fire between the railwaymen and the Government in paid advertising spaces. The official views were stated clearly and dispassionately, but this cannot be said of the railwaymen who imported into their arguments a certain bitterness and violence of language, that was as extremist as the most extreme views of the British Labor Party seem to be—to all but their supporters. It was to be regretted, too, that several newspapers, the Daily Telegraph and the Evening News among them, were able to charge the railwaymen's union (which they did in leading articles) of issuing totally misleading statements in their advertisements—charges which were never successfully rebutted, although all the newspapers exhibited complete fairness in their reports of the case on both sides.

Only one paper, the Daily Telegraph, questioned the policy of using advertisements at all, and it stated that when it received the order for the advertisement of the railwaymen's case it gravely doubted whether it would accept it, and only the arrival of an advertisement stating the Government's views decided them. And the advertisements were printed side by side.

Complete co-ordination existed between the various Government departments in the use made of the press, as this was illustrated by an incident which occurred in the section to which had been entrusted London's milk supplies. This department reported that the full milk supply had reached London. It was accordingly arranged to announce that the 100 per cent of milk had been delivered; but, on discussion in the Committee of Propaganda, this statement was toned down, because it was not certain that the transport arrangements were perfect, and as one member of the committee remarked, "If there is one house-wife in London who did not receive her milk this morning she will read that statement and refuse to believe the remainder of the bulletin."

But, apart from the copy employed, the campaign was another striking proof of the immense power exercised by newspaper advertising and the place it must play not only in the realm of commerce but in any future scheme in which prompt action in "selling the people" is a factor. Indeed, the Government Propaganda Committee, I am told, came very definitely to the conclusion that newspaper advertisements were superior to posters and the kinema or any other media for quickly laying a clear statement before the public. A newspaper advertisement was a matter of hours; films and posters ran into days. Both sides in the dispute learned this.

Perhaps the most amusing thing on the morning on which the dailies were able to announce the settlement was the display cheek by jowl at news-stands of the Daily Mail and the Daily Herald (the labor organ) billboard. The former read, "Why It Failed," and the latter "Victory!"

If Dailies Had Failed During Strike Government Would Have Used Aerial Fleet to Reach Every Part of Island—Other Activities.

BY HERBERT C. RIDOUT
London Editor, Editor & Publisher

THAT the Government recognized the necessity for news during the strike, and their determination that the public was entitled to it was clear from the plans they had made to that end.

As a preliminary emergency measure it was decided that to give publicity to the Government's daily news reports, huge type bulletins should be shown in the largest shop windows.

The Evening News says that one member of the Government Propaganda Committee advanced the objection that this method might result in broken windows, but Sir Basil Thomson, head of Scotland Yard, gave it as his experience that disaffected Englishmen rarely indulged in window-wrecking.

In the meantime, further plans were ripening by which, had the strike spread to other unions and resulted in a crippling of daily newspaper production, the Government would have issued its own daily. This would have contained no expression of opinion as to the rights or wrongs of the strike, but was intended strictly as a "news" paper recording the happenings at home and abroad. Even the editor had been appointed. His name is a household word on both sides of the Channel and the Atlantic, and he was prepared, if the emergency had arisen (which happily it did not), with his characteristic enthusiasm to take up his duties.

Five million copies were to have been circulated by a fleet of 150 aeroplanes. The government's belief was that the dangers of a general strike would be enormously enhanced if the general public did not know what was going on

Important Newspaper Changes Robert Donald's New Globe

NEWSPAPERDOM is all activity N just now, doubtless the reaction after the war period which severely tested a good many worthy journals.

The London Globe, already announced as having come under the control of Robert Donald, is appearing in new form and many big features are promised. Its former pink dress has been abandoned and it appears on white paper. Lord Robert Cecil, the former Minister of Blockade, is commencing a series of articles on a new national home and foreign policy; Sir George Paish will conduct the financial section; Miss Lena Ashwell will discourse on the theatre, and A. St. John Adcock, editor of the Bookman, will deal with the literature section. The new Globe will interpret the news and views of the day with that independence that has always been a marked characteristic of its chairman, Robert Donald.

Horatio Bottomley, M.P. Buys Sunday Papers

HORATIO BOTTOMLEY is one of the members of the House of Commons who has justly earned the reputation of being its principal provider of "ginger" to the Mother of Parliaments. This same tendency, finding expression in his editorship of Messrs. Odhams weekly, John Bull, has secured for that paper a circulation of well over two and a half millions, and has proved a material help, too, in building Lord Rothermere's Sunday Pictorial to over a million; to the latter Mr. Bottomley contributes a weekly page of "bromides."

Now he is developing his activities and threatens more still. Last week he took the readers of John Bull into his confidence thus:

"Our journalistic tentacles are gradually spreading. In addition to our weekly page in the Sunday Pictorial—which, under contract with the proprietors, will continue for another two years—and our editorial and proprietary interest in John Bull, we have personally just acquired the Sunday Evening Telegram—the only Sunday evening paper published in the United Kingdom—and a controlling interest in the National News, the most progressive of all ordinary Sunday newspapers. And there may shortly be 'others.'"

The Sunday Evening Telegram was started as a war bulletin by Sir Henry Dalziel from the offices of Reynolds' Newspaper and is the only Sunday evening paper in the United Kingdom. The National News is a Sunday morning paper which has recently been making good headway under the Odhams proprietary. Mr. Bottomley's vigorous style has a powerful following and if he can succeed in infusing into them the same, individuality that marks John Bull, both new acquisitions will soon be among our most powerful organs.

Election Speech Reports As Paid Advertising

THE proprietor of the Cornishman, a Cornwall newspaper, recently sued a Parliamentary candidate for payment of an account which included charges for reporting election speeches in the newspaper.

In consequence of this and certain developments which seemed to go toward establishing the principle of inserting such reports only as paid advertising, the South Western Federation of Newspaper Owners (which includes Sir James Owen, of the Express and Echo, Exeter, A. Browning Lane, Cornish Guardian, Truro, and many other representative publishers,) passed a resolution to the effect that "any charge for the reports of election speeches would be contrary to the best interests of journalism on the ground that it would be apt to undermine the independence of editors; and the Federation calls upon the Newspaper Society to ensure the maintenance of the purity of the press by confining all electoral charges to its advertising columns."

No Government Newspaper Review

THE announcement that the Government has abandoned its proposal to establish a Weekly Review of the Foreign Press synchronizes with the disclosure of some facts relating to the work of those "linguistic loafers," as they were unkindly called, who were in charge of the production of the war time official review of this kind.

Stanley A. Cook, a late member of that staff, says that for the purposes of the Review the editorial men read 800 different papers in over twenty languages; military, political, economic and technical supplements were printed. It has been asserted that this step will have cost the country $225,000 a year on salaries for one hundred and twenty experts, plus the rent, cost of paper, printing etc.

The facts, however, are that his figure includes the entire staff, and the sum in question represents the maximum expenditure in the past and included all expenses, on a war basis.

As regards the salaries the facts are that the estimate was for eighteen major administrative and linguistic posts averaging each $2,170 per annum, while the rest ranged from $30 per week downwards.

Keeping Up With The Times

A FACT A WEEK

One after another, service departments have been added to The Times, until the list has become really impressive. Information and friendly help are now provided free to Times readers in these branches of daily activities:

Answers to questions on all general subjects—The Times Information Bureau, conducted by Frederic J. Haskin.

Advice to women on social and personal questions—Beatrice Fairfax.

Information and help to women on household topics—Elizabeth Lattimer.

Information to automobile owners on all related subjects—The Times Automotive Department, L. J. Faulkner, editor.

Information on real estate matters, including questions concerning rentals — The Times Real Estate Department, R. S. O'Neill, editor.

The Washington Times,
WASHINGTON, D. C.

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HEARST BUYS PAPERS FROM BRISBANE

Takes Over Washington Times and Milwaukee Wisconsin News—Brisbane Retains Editorship

(BY TELEGRAPH)

WASHINGTON, Nov. 18.—The Washington Times, purchased by Arthur Brisbane in 1917, has been sold to William Randolph Hearst, Mr. Brisbane announced today.

"I have sold to Mr. Hearst also my newspaper in Milwaukee, the Wisconsin News, purchased by me about a year ago," Brisbane said.

Mr. Brisbane will continue to edit the Times and E. D. Shaw, publisher and general manager of the paper, will also continue in that capacity.

Mr. Hearst now owns ten daily newspapers—the New York American, New York Evening Journal, Boston American and Advertiser, Chicago Herald and Examiner, Chicago American, Atlanta Georgian and American, Los Angeles Examiner, San Francisco Examiner, Washington Times and Milwaukee Wisconsin-News.

Mr. Brisbane made the following statement today:

"This newspaper is sold to William Randolph Hearst and is added to the list of newspapers owned by him throughout the United States.

"When I bought the Washington Times in 1917 from Frank A. Munsey, whose ability had given it a firm place in the newspaper world, the price of the Times was 1 cent. It is now 2 cents.

"The circulation of the Times was then about 30,000. It is now 60,000.

"The employes' pay roll was $190,000. It is now $450,000.

"The annual business of the newspaper is now more than three times as great as when I bought it.

"The Washington Times, now turned over to Mr. Hearst, is a prosperous, successful newspaper. I have no doubt that it will grow under Mr. Hearst's ownership as rapidly as it has grown during the past two years.

"To the Washington Times Mr. Hearst will contribute the services of the greatest newspaper organization in the world and, what is more important, an organization that works honestly and powerfully for those that read in newspapers and for the general public.

"Even public plunderers that have Hearst papers nearby, because he has personally interfered with their schemes, will admit that he is a man that no other can control, and that no financial or other private consideration can influence him.

"Hitherto Mr. Hearst has had no interest in this newspaper, nor has he ever controlled financially to its building-up.

"I have sold to Mr. Hearst also my newspaper in Milwaukee, the Wisconsin News, purchased by me about a year ago. During the years of my ownership the price of the Wisconsin News has been doubled, its circulation has been multiplied by three, changing from seventy thousand to more than sixty thousand, the employes' pay roll has been doubled, or advertising receipts have increased more than 100 per cent.

"I have never taken from either newspaper a dollar in profit or salary, but have enjoyed demonstrating the fact, interesting to newspaper men, that it is not difficult to double or treble the circulation of a newspaper, treble its income, add hundreds of thousands annually to its payroll, make it profitable and put it somewhere in a thoughtful mood.

"The management of the Washington Times will not change materially. I shall continue to edit this newspaper, but subject to Mr. Hearst's ownership, as I edit other newspapers for him.

"I congratulate Mr. Hearst upon the fact that E. D. Shaw, publisher of the Washington Times and its general manager, will continue to work for Mr. Hearst. It is not necessary to tell business men of Washington that more than one half of the Times' rapid growth is due to Mr. Shaw's ability and character.

"In transferring the ownership of this newspaper to Mr. Hearst, I express thanks to the readers in the editorial, business and mechanical departments for the efficient co-operation that has made the newspaper's success possible. I am given me satisfaction to know that many of the dollars added to the income of this newspaper have been used to increase the pay of skilled union labor.

"I believe that union workers on both my newspapers, in Milwaukee and in Washington, will testify that I have shown willingness to aid in practice, as a newspaper owner, the program of good union wages that I had advocated for more than thirty years, writing for Charles A. Dana, Joseph Pulitzer and W. R. Hearst."

MILWAUKEE, WIS., Nov. 18.—N. Isenenberg will remain as publisher and general manager, with Arthur Brisbane as editor, of the Wisconsin News, which Mr. Brisbane today sold to William Randolph Hearst.

PUBLISHERS MUST PLAY SQUARE

News Print Shortage Can Only Be Met by Honest Co-operation in Ending Waste of Paper

By FRED G. BONFILS
PART OWNER DENVER POST AND KANSAS CITY POST

I am afraid that my receipt for saving white paper, while simple, will be very heroic. It calls for honest and unselfish co-operation between the publishers of the United States. This is hard to get.

It calls for playing the publishing game square with each other and it prohibits any publisher from playing for place at the expense of the others.

The present condition in the print paper situation has been created largely by the selfishness and greed of the publishers. They themselves are largely at fault.

By honestly living up to the following pledges, immediate relief in the white paper situation would be felt:

First—All return privileges should absolutely be abolished.

Second—All exchange lists should be abolished and all "free head" lists and all mail subscribers should be compelled to pay in advance and no credits of any kind given.

Third—Every paper should limit its size, either by refusing advertisements or limiting or curtailing them.

To put in and enforce such regulations requires a big-brained, courageous and unselfish publisher who believes in himself and in these methods and in his papers and who is willing to give his competitor, large or small, a square deal. Personally I know of but two papers in the United States that are and have been operating along these lines for the last eighteen months, or since the white paper situation became acute and those two papers are the Denver Post and the Kansas City Post.

Bond Might Be Given

We absolutely do not waste a pound of white paper. We are as stingy with it as a miser is with his gold and while helping to conserve white paper we are really glad if the benefits of our methods are shared by our competitors, little or big.

Only such methods as the above, followed honestly by all the publishers, will give relief from the print paper famine throughout the country. If the promises of publishers to do these necessary things are not sufficient—and in many cases the promises are—then each publisher should be willing to be put under bond in such an amount as would guarantee his good faith in practicing these white paper economies.

Both the Denver Post and the Kansas City Post stand ready to join the publishers of the United States in an agreement along these lines or along any other better lines that may be suggested.

It is high time for action and not for prolonged discussion and further delays.

No More Free Cuts

TULSA, OKLA., Nov. 18.—The Daily World and the Democrat have announced that in future no cuts designed for automobile advertising or other publicity will be made except at the expense of the advertiser, and that use of the same will be made only when space permits.

Iowa

Its 200,000 farms with farm property valued at OVER $4,000,000.00 spend their incomes in TOWN!

Their income from crops alone amounts to nearly a BILLION PER YEAR!

892 savings banks have some of it: 750,000 individual deposits averaging over $400 each.

To reach Iowa buyers with your message often and regularly, you MUST advertise in the DAILY newspapers. These papers will take word of your goods into the city stores and homes and to the farms in the country and to the country MERCHANTS!

It would be a mistake to visualize Iowa as a congested area of small stores and hand-to-mouth buyers.

Advertising in these papers will convince you.

	Circulation	Rate for 5,000 Lines
‡Boone News-Republican.....(E)	3,636	.0143
Burlington Hawkeye .....(M)	10,008	.03
Burlington Hawkeye .....(S)	11,128	.03
Council Bluffs Nonpareil.....(E&S)	15,821	.035
Davenport Times .....(E)	23,754	.05
Des Moines Capital.....(E)	58,376	.10
Des Moines Sunday Capital.....	42,226	.10
Des Moines Register and Tribune.....(M&E)	104,858	.16
Des Moines Sunday Register.....(S)	71,240	.14
Fort Dodge Messenger and Chronicle.....(E)	8,428	.03
†Iowa City Daily Press.....(E)	3,280	.015
Mason City Globe Gazette-Times.....(E)	9,682	.03
Muscatine Journal and News-Tribune.....(E)	7,930	.025
Sioux City Journal.....(E)	52,520	.08
Sioux City Journal.....(S)	27,725	.08
†Ottumwa Courier .....(E)	13,606	.035
Waterloo Evening Courier.....(E)	14,791	.03

Government Statements, October 1st, 1919.
‡Government Statements, April 1st, 1919.
†A. B. C. Report, April 1st, 1919.

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URGES ALL PUBLISHERS TO COOPERATE IN BIG PROMOTION CAMPAIGN

Jason Rogers Supports Suggestion of Agency Head for Drive in Dominant Dailies to Sell National Newspaper Advertising.

BY JASON ROGERS

HERE is a suggestion of one of the largest and most successful advertising agents of the country for the development of more national advertising for the newspapers. At a later date and after some progress has been made, I will reveal his identity. It falls so completely in with my views and efforts of the past nine or ten years, and presents the theory so much better than I could, that I reproduce the salient parts of his letter:

Day of Newspaper Advertising Just Begun

"If I never had had faith in newspaper advertising before the war (and I always have had faith) my experience in connection with Red Cross, Liberty Loan, War Savings, Community Service, Catholic Charities, 18—45 draft, and other war activities and in doing the pioneer work in the promotion of these affairs of national importance, the results obtained from national full page newspaper advertising from coast to coast would warrant me in saying to you, as I say to every advertiser and to every newspaper man, that the day of newspaper advertising has just begun and that national advertisers, that is, very few of them, realize or get the value of the newspaper as a national advertising medium.

Some Advertisers Seeing the Light

"Our work and the good work done by Editor & Publisher has brought newspapers to realize the value of their own medium in a national way and some advertisers have seen the light and are using newspapers in that way.

"Now what newspapers need most is to sell large advertisers on the idea that it is not too expensive to use newspapers in a national advertising way. Our work on the ..... account during the past year has proven that. The fact that during 1920 ..... will spend twice as much money in newspaper advertising as in 1919 shows the value they place upon national newspaper advertising. Their campaign this year covered a period of thirty weeks. Heretofore advertisers have been content to look upon newspaper advertising as seasonable advertising. The newspapers themselves can sell the advertiser on the value and the importance of using newspapers on a 12-month, 52-week basis, and when newspapers themselves do that, they will automatically double and treble and quadruple the number of lines of advertising—national advertising—used in their newspaper.

The Newspapers' Troubles

"The trouble with the newspaper is this. From three to six months of the year they are crowded with advertising and there are from six to nine months in the year when they could take care of about double the amount of national advertising that they carry. They must do what agencies like ours have done. For twenty years this company made money the first six months of the year and lost almost as much as they made the last six months of the year. Now we have standardized and stabilized our business by spreading our customers' advertising over a period of twelve months. It is to their advantage even more so than it is to ours. It enables us to give them better service and to keep employed high grade men twelve months of the year instead of six. That method has doubled our advertising during the past three years. Today we are doing twice the amount of business that we did in 1916—the best pre-war year.

Not An Artificial Volume

"Another idea that newspapers ought to get over is that manufacturers, who are carrying large sums of money now, are not doing it to avoid the income tax but because of the fact that they are spending the same percentage of sales now as they did when their business was half the volume that it is in this prosperous year. A concern like Hart Schaffner & Marx, whose business has more than doubled during the past two years, naturally can spend double the amount in advertising and yet keep their appropriation on the same percentage basis as it was two or three years ago; and that is what large interests are doing just now and it is paying them big.

"The real point of this letter, however, is to give the suggestion to you that there should be a concerted effort on the part of every newspaper in the first one hundred cities of the United States to sell their newspapers as a unit as a national advertising medium. A campaign like this could be handled in the newspapers on a twelve-month basis. I don't know where newspapers could spend their money to such good advantage as in a campaign like that in their own newspapers, but they should use an advertising agency to handle the campaign like any other national campaign. The copy will then be standardized.

Reaching the Dealer

"In a city like New York we should use three morning and three afternoon papers and possibly three Sunday papers. We might divide them into three different sections and let the advertiser or agency select the class of advertising, that is, whether morning, evening or Sunday, that is best suited to their needs. In some cities there would be only one paper and in others two and sometimes three. In Chicago I should say there should be four. Then we should go one step farther and use some of the national magazines and periodicals to educate the consumer and dealer; and the hardware, the automobile trade papers, the grocery trade papers and other trade papers should be used to educate the dealer, so that when the dealers are asked what national medium they want the advertisers to use they will mention newspapers first. They do not do that now—in fact, they very seldom do it; although you know and I know that newspapers as a national medium are the best medium.

Figuring the Costs

"If two hundred newspapers would put up $2,000 a piece and have an appropriation of $400,000 to nationalize national newspaper advertising, each of them, I am sure, would get over $10,000 in returns—direct returns—the first year, and it would be much better than if they put a man on the road at $2,000 a year to call on the advertisers—in fact, I think it would be better than if they put a $5,000 or $10,000 man on the road to solicit and sell the idea to advertisers, dealers, and to agencies. I have sounded out quite a number of newspapers along these lines and I believe if a concerted effort was made and the initiative taken by the newspapers themselves, this could be put across. I am sure if I could talk to the newspapers as a group they would be ready and willing to say 'go ahead'; and I believe if you would start the ball a-rolling in Editor & Publisher and in any other way you may see fit, more can be accomplished for the good of newspaper advertising by doing this than by any other one thing I know anything about."

Recognizing the characteristic reluctance of newspapers generally to part with real money for advertising the advertising they have for sale, as evidenced by their very limited use of trade paper space compared with other industries, and their failure to support the Bureau of Advertising of the A. N. P. A., I make this proposal for consideration.

I suggest that at least one newspaper in each of the leading 100 cities in the country contribute to me ten pages of space during the year 1920, to be used for such a campaign as this agent has suggested, and that we pay the agent 5 per cent of the cash value of the space for his service in preparing and handling the copy.

I will undertake to clear the contributions of space by newspapers and to cooperate with the agent in handling the campaign. Without knowledge regarding the newspapers which will cooperate it is difficult to make an estimate of what such a campaign would mean in dollars and cents.

By reference to the page ad which I recently prepared under the heading "The Direct Route to the Greatest Market" I should estimate that say ten pages from two hundred newspapers in the one hundred important cities would be about $20 a line, or approximately $430,000 to $480,000 for the ten pages.

For preparing and handling the campaign the agent would receive 5 per cent and I think he will agree to take his pay in advertising space from new clients which he will develop for the newspapers co-operating.

My address is 73 Dey Street, New York City, and I shall be glad to hear from as many publishers as desire to co-operate. Do it today, so that we can get started by January 1, 1920.

John Adams Thayer, of New York, secretary of the Periodical Publishers Association, informs Editor & Publisher that the newly incorporated National Association of Periodical Publishers does not supersede his organization, but takes over and succeeds the association known as the Publishers' Advisory Board.

Seventy Five Million Dollars

Southern Baptists are now in a Campaign to secure this amount from their membership, for the various missionary, educational and benevolent institutions of the denomination.

Of this amount, Texas Baptists will give

Sixteen Million Dollars

The first step was to increase the circulation of the Baptist Standard, which is owned by Texas Baptists. Already the circulation has been increased by 21,000 new subscriptions. There were mailed, November 13, on the regular paid up subscription list, 38,500 copies.

People who are interested in their own publication will read it.

Here is a sample letter:

"My children have a race every Thursday to see who will reach the mail carrier first to get the Baptist Standard. We read every word in it, advertisements and all."

We will accept no medical advertising of any kind.

If you want to reach a home-loving people, who constitute the heart of our Nation, advertise in a first class religious publication.

Advertising rates on application.

BAPTIST STANDARD

DALLAS, TEXAS

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Gathered at Random

Look What We're Coming to Now

LAWRENCE, KAN., Nov. 18.—The press service of the Daily Kansan, the K. U. school of journalism daily paper here, threatens to disrupt the school. When the service was installed, the students went to "take the wire." All went well until time for the girls to take a hand. Then the trouble. The girls claimed that the head set made it necessary for them to change the style of their hair dressing, and this they refused to do. Finally their spokesman refused absolutely to take the service and announced she would leave the course before she would change.

Barney Furay, who looks after the South American interests of the United Press, says that he knows that advertising in this column pays and announces that he now has ALMOST all the stamps he needs to complete his collection.

If Gus Stahl of the Seattle Times will send us a piece for the paper we will print it. Roy Alden, our efficient correspondent, is requested to bring this invitation to his attention. Verse is not barred.

Cyril Arthur Player, of the Detroit News, also stands well with this column.

Whose?

"When Brainy Men Marry Frivolous Wives."—New York Sunday American Advertisement.

Looking Backward!

NEWPORT, R. I., Aug. 4.—A letter received at Block Island, from Henry Watterson, states that he has found it impossible for himself and Governor Tilden to go to Block Island Saturday, as was planned. He expected to leave New York Sunday night and connect at Stonington with the steamer for the Island.

Hon. Roscoe Conkling is here, the guest of Hon. L. P. Morton, of New York.

First issue of Rochester (N. Y.) Herald, August 5, 1870.

Oh, You K. C.!

"You know, I suppose, that the Knights of Columbus, the American gentry who handed round smokes and doughnuts in the trenches, are all called 'Casey.' Nobody knows why, but it's universal."—The Sketch (London).

Who Would Have Thought It

"U. S. to Deport 'Red' Agitators; 800 Seized in Federal Raids; 40,000 on Tiger Harvard name."—New York Mail eight-column reamer.

In the Good Old Days

"A Very good Still containing Ninety Gallons, with a Worm and Tub, and a Book shewing the Whole Art of Distilling and Making all sorts of fine Waters, as also of Rum or Brandy, are to be sold by Nathaniel Hall, living near the Old Ship in New York, who will dispose of the same on Reasonable terms."—Advertisement in the New York Gazette of Sept. 7, 1730.

For the Croix Prolifiqur we nominate Ide Dudley of the New York Evening World. Besides having a couple of successful shows running on Broadway, Ide manages to conduct a column and rite a daily magazine page feature.

Grist from Gotham's Mill

professor in a college
ay have corralled all the knowledge
at the old dust laden books there can impart
t with all his load of learning
hen it comes to keen discerning
th reporters he's not in it—it's an art.

the Nile a twisted river?
s the mayor a torpid liver?
ces the subway run on time throughout the day?
the steel strike nearly ended?
so the country clerk suspended
mo pone guy who's back descended, without pay?

s the wild mampoop bad babies?
they feed steel wool to rabbits?
the building that you work in made of hay?
Germany preparing

To give the Reds an airing?
Will an Arrow collar fit a kangaroo?
Do you think a mouse is witty?
Was the Odyssey a ditty?
Have you ever seen a weevil in a roo?
Is our trade with Wales increasing?
Is the Fall the time for fleecing?
Do you know an honest man, and if so, who?
Is your paper democratic?
Is the editor erratic?
Were the Kansas crops ten years ago a front?
Is the Italian king's name Nitti?
Is Wein a state or city?
Will the jokus of the Hub stand to be bossed?

With the mind of a detective
And a conscience, well—defective
He'll have all the power Europe gives a king.
Neat, alert, polite, resourceful,
Sympathetic, keen and forceful,
Otherwise he needn't know or be a thing.
—L. T. BEATLEY.

No Wonder They Strike

PITTSBURGH, PA., Nov. 17.—The local newspapers are running a series of seven-column advertisements published under the auspices of the Associated Music Merchants of Pittsburgh. The Dispatch ran one of the advertisements, "Music Once a Luxury Now a Necessity," that attracted much attention, last Tuesday.

Getting Rid of the Children

"Full-grown wolf for sale, very fond of children."—Glasgow Citizen.

Bidding for Popularity

"Water, according to some authorities, is a deadly poison."—Evening News (London).

Very Rare

"CONSERVATIVE, 15 feet by 7, for Sale."—Orkney Herald.

Hitting the Mark

"Liverpool, August 4.

Last night was one of the wildest nights ever known in the history of this city. The users of people turned out in sympathy with the striking police officers."—Havana Paper.

Fashion Hint

"The Marchioness wore a dress of elephant's breath grey charmeuse, with hat to match."—Fall Mall Gazette.

PRINGLE IS PESSIMISTIC

Canadian Supply of News Print Is For Below Demand

[BY TELEGRAPH.]

OTTAWA, Nov. 18.—The news print situation in Canada is very acute, according to a statement made to EDITOR & PUBLISHER'S correspondent to-day by Paper Controller Pringle, who is holding daily conferences with individual members of both producing and consuming sides of newsprint. The problem the controller is having difficulty in regulating is the supply to Canadian papers, many of which are compelled to materially curtail the size of their issues while mills have increased their capacity.

The supply of newsprint is far below the demand, and as there are no indications of an early improvement the situation is a serious one.

Building in Aurora

AURORA, ILL., Nov. 14.—Ground has been broken for the erection of a new home for the Beacon-News, 60 by 90 feet, three stories and basement. It will be occupied entirely by the newspaper. The basement will be 16 feet deep—10 feet below the ground and six above. In one end will be a mezzanine floor for the carrier boys and mailing department. The building and ground represent an investment of $30,000, in addition to which a quad press and 12 linotypes will be installed.

St. Louis Agents Profess Faith

ST. LOUIS, NOV. 17.—Three St. Louis advertising agencies now are using space in the daily newspapers to advertise advertising. They are the D'Arcy Advertising Company, Gardner Advertising Company and the Chappelow Advertising Company.

New Jersey

Small in area, but

Boy, Howdy!

King Albert of the Belgians, when he came to visit us, landed first in New Jersey.

The boys who went to Europe left Hoboken, New Jersey, and said it was either hell or Hoboken for their's.

It was a round trip or nothing.

Hudson County, in which Hoboken is located, is a county of but sixty-five square miles—the smallest county in this small state—and yet there are six hundred and fifty thousand people in Hudson County.

Practically "next door" is Newark, with over a half a million people—and all the way down to Atlantic City, there are hustling, prosperous, wide-awake manufacturing cities—full of people who are working hard—making money and calling for merchandise.

Go to these people. Reach them through their own home newspapers. Get your goods into the stores of New Jersey merchants and get them into the homes of these people.

New Jersey is small in area, but—Boy, Howdy!

New Jersey Newspapers

	Circulation	Rate 5,000 lines
Asbury Park Press (E)	7,051	.0225
†Atlantic City Press (M) Union (E)	14,871	.035
Elizabeth Journal (E)	17,516	.04143
Hackensack Record (E)	4,086	.0179
†Hudson Observer (Hoboken) (E)	43,000	.08
†Passaic Herald (E)	8,535	.025
Passaic News (E)	7,967	.025
†Paterson Press-Guardian (E)	12,686	.03
Perth Amboy Evening News (E)	8,312	.03
Plainfield Courier-News (E)	7,749	.0214

Government Statements, October 1st, 1919.
†Government Statements, April 1st, 1919.

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T. H. HAMILTON DEAD, LONG HERALD EDITOR

Trusted Lieutenant of Both Bennetts and Last of Famous Herald Galaxy, Ends Forty-Year Career

Thomas H. Hamilton, for forty years a member of the editorial staff of the New York Herald, died on November 15 at his home in New York. He had been ill about two months.

Mr. Hamilton began his career on the Herald under the elder James Gordon Bennett, and during his life was one of the lieutenants of the late James Gor-



THOMAS H. HAMILTON

don Bennett. In the years he spent in the service of the Herald Mr. Hamilton served in various capacities, from reporter to chief editorial writer and editor.

He was chairman of the executive committee which conducted the Herald during the latter years of Mr. Bennett's life and was considered for years to be Mr. Bennett's personal representative in the United States.

About 1890 he became financial editor of the Herald, a position which he held for more than a quarter of a century. In this capacity he became acquainted with the most prominent financiers of the country, and was regarded by them as one of the best informed men on matters connected with finance and the railroads.

His daily financial articles in the Herald were considered by Wall Street as authoritative and it was a saying in "the Street," "if Hamilton says so, it is true."

He served the Herald in Paris and London at different times and was well acquainted with and admired by the leading men of France and Great Britain.

Mr. Hamilton was one of the last of the galaxy of famous newspaper men the late Mr. Bennett gathered about him when he assumed charge of the Herald. Among those whose names were widely known were Henry M. Stanley, Charles Nordhoff, John Russell Young and Dr. Hepworth, and Mr. Hamilton developed into the fullness of his career with them.

Mr. Hamilton visited Mr. Bennett abroad, often was his guest aboard his yacht and once made a trip to the Far East and around the world with him.

After the death of the late Dr. Hepworth, Mr. Hamilton was appointed chief editorial writer of the Herald by Mr. Bennett, a position which he filled until he was named as editor.

He also represented the Herald in Mexico, and wrote several articles on its finances and labor conditions. He visited Cuba on several occasions, and his despatches from Havana before the war of 1898 threw a flood of light upon the true situation there.

Mr. Hamilton was born in Montclair, N. J., and was sixty-eight years old. He leaves his wife, Mrs. Mary S. Hamilton, and five children.

Obituary

HIRAM J. DUNLAP, 78, formerly in the U. S. diplomatic service and in Illinois journalism and politics, died in Kankakee last week. He was appointed postmaster at Kankakee by President McKinley in 1897 and consul to Germany in 1905, remaining abroad ten years.

JEROME C. SULLIVAN, formerly with the New York World and Herald, died November 12 at Port Chester, N. Y., aged 79 years.

MICHAEL F. WESENBERG, civil war veteran and newspaperman, is dead at Duluth, Minn. He was born at Bergen, Norway, February 22, 1841. Among the newspapers he established were the Minnesota of Minneapolis, started in the early 70's and later merged with the Minneapolis Tidende; the North Star, published at Grand Forks, N. D., and the Duluth Scandia of which he was editor and publisher until six years ago.

MRS. LOIS WESTON PATTEN, wife of Roland T. Patten, proprietor of the Skowhegan (Me.) Independent-Reporter, and treasurer of that publication, died November 13 of heart disease, aged 44 years.

BEN SHAW, aged 59, city editor of the Augusta (Me.) Kennebec Journal, died at the Augusta General Hospital last week. He had been in poor health for several years, but continued his duties until a week ago. He was a pioneer in the old chalk-plate process of making newspaper illustrations.

L. W. MENGER, aged 67, general manager of the Southern Messenger, a Roman Catholic publication, died last week in San Antonio, Tex.

DR. JULIUS F. SACHSE, aged 77, editor, writer and authority on Masonic history, died November 15 at his home in Philadelphia. Dr. Sachse's Masonic writings include "Franklin's Masonic Career," "Free Masonry in Pennsylvania" and "Old Masonic Lodges of Pennsylvania." He also collaborated in writing "Quaint Old Germantown," published in 1913.

FRANCIS HENRY MCGRATH, cashier of the St. Louis Globe-Democrat, died of a complication of diseases on Nov. 15.

FIELD S. GRAVES, police reporter for the Tulsa (Okla.) Democrat for the past three years, fired a bulletin into his brain, after bidding his wife good-bye.

THOMAS ALLSUP BARNES, second Earl Brassey, editor of Brassey's Naval Annual, London, died in that city on November 14, from injuries received when he was struck by a taxicab.

WILLIAM C. STUART, vice-president and treasurer of C. S. Hallowell, Inc., New York advertising agency, died in New York this week, aged 42.

READY FOR CANADA'S CONVENTIONS

(Continued from Page 7)

shall have a definite appropriation of not less than $3,000 per year.

Another interesting recommendation made by the committee is that commissions to recognized agencies in Canada and the United States should be equalized. Attention is directed to the valuable promotional work done, especially in connection with government advertising, and to the efforts of the committee to suppress the free publicity evil.

The circulation committee's report elaborates the steps taken to educate the membership into the need of raising subscription rates and points out that during the year 46 daily papers have raised their rates. Only 9 out of 103 dailies, whose practice is recorded, now charge one cent a copy; 46 charge 2 cents; 17 charge 3 cents and 31 charge 5 cents. Only five have an annual rate of $2.00; 4 charge $2.50; 43 charge $3.00; 2 charge $3.50; 26 charge $4.00; 16 charge $5.00; 4 charge $6.00; 1 charges $6.20 and 2 charge $7.00. The committee goes on to say, however, that further increases are necessary. It points out that there has been little recession as yet in production costs, while certain elements of cost, such as labor, have been increased considerably since the armistice was signed.

The editorial committee in a brief report recommends that the association should undertake the publication of a second volume of the "History of Canadian Journalism"; that a part of the association's bulletins be devoted, on occasion, to matters of interest to editors; and that publishers be requested to call the attention of editors to the desirability of membership in the association.

Bee Haled to Court

OMAHA, NEB., Nov. 15.—County Attorney Shotwell has filed contempt proceedings against the Bee, and Victor Rosewater, editor, following the printing of an article in the Bee which declared that the indictment of J. H. Moore, a reporter of the Bee, on a charge of arson, following the burning of the county court house during the September race riots, was a "frame-up" by the police. The paper declared that two rioters were intimidated into testifying against Moore.

A. A. C. W. Will Meet June 11-16

(BY TELEGRAPH)

Indianapolis, Nov. 19.—The executive committee of the Associated Advertising Clubs of the World, in session here today, voted to hold the 1920 convention here June 11-16. Felix T. McWhirter of the People's State Bank was appointed chairman of the local convention committee and Fred Millis, assistant advertising manager of the News, is secretary. Mr. Millis will devote his entire time to the convention, having been loaned by the News management.

prestige

You buy more than so much circulation when you purchase News advertising. You buy that confidence, interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.

The Indianapolis NEWS

FOR 50 YEARS A NEWSPAPER.

Charter Member A. B. C.

The Boss Says:

Tell 'em if they want to see a small-city-big-city newspaper to send for a copy of

The West Virginian

The Evening Newspaper
Published at Fairmont, W. Va.

Member A. B. C.

Represented by Robert E. Ward
New York & Chicago

ADVERTISING RECORD

4,732,042 Agate Lines
of advertising were published in the

Clarksburg Telegram

WEST VIRGINIA
during eight months ending September 30, 1919
A gain of 31.8% over same period last year.
NATIONAL ADVERTISING
shows a gain of 87.9% for the same period.
It pays to advertise every day in the
Clarksburg (W. Va.) Telegram

Last P. O. Report

For the period ending Oct. 1, 1919
Average Daily and Sunday Circulation

76,806

New Orleans Item

Send for a copy of our $3,000 Book of Facts and Figures concerning selling 1/8 of all the people in the United States.

3,921,750
LINES GAINED
Jan. 1—Aug. 30, '19

was made by THE PLAIN DEALER. This is 1,236,286 lines more than the second paper gained.

From whatever standpoint you compare Cleveland papers you always find ahead of all the rest

The Plain Dealer

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

PALMER ASKS CONGRESS FOR POWER TO CONTROL ANARCHIST PRESS

Nearly 400 Newspapers Openly Preaching Overthrow of Government, Attorney General Says—New Law Required.

By ROBERT T. BARRY
(STAFF CORRESPONDENT)

WASHINGTON, Nov. 18

A. MITCHELL PALMER, Attorney-General of the United States, has requested Congress to enact a new law to enable him to deal more effectively with anarchistic and revolutionary agitators in this country. One section of the bill would cover "red" newspapers and it is expected to arouse once again the issue of the "freedom of the press."

Mr. Palmer stated that it was possible during the war to keep radical newspapers in check but that since the signing of the armistice their tribe has increased and the rules of the post office have been inadequate to deal with them.

Boldly Advocate Overthrow of Government

He told the Senate that there are 327 radical newspapers now being printed and circulated in the United States, many of them boldly advocating the overthrow of the Government of the United States. One hundred and five of these papers, he stated, are printed in English. In addition to the radical press of this country 144 radical papers published in other countries are being circulated in the United States.

The section of the new sedition bill, dealing with the radical press, proposed by Attorney General Palmer, follows:

Proposed New Law

SECTION 2. *Promoting Sedition.* Whoever makes, displays, writes, prints, or circulates, knowingly aids or abets the making, displaying, writing, printing, or circulating of, any sign, word, speech, picture, design, statement, or teaching, which advises, advocates, incites, or justifies any act of sedition as hereinbefore defined, or any act which tends to incite sedition as hereinbefore defined, or organizes or assists, or joins in the organization of, or becomes or remains a member of, or affiliated with, any society or organization, whether or not same be formally organized or not, which has as for its object, in whole or in part, the aiding, advocating, teaching, or justifying of any act of sedition as hereinbefore defined, or the doing of sedition as hereinbefore defined, shall be deemed guilty of promoting sedition, and upon conviction thereof shall be punished by a fine of not exceeding $10,000, or by imprisonment of not exceeding ten years, or by both such fine and imprisonment in the discretion of the court.

Attorney-General Palmer in his report to the Senate on the many difficulties encountered by the Federal Government in its efforts to put an end to the radicals who are advocating openly the overthrow of the Government of the United States. He said:

Wave of Radicalism

"One of the most potent and far-reaching influences in stirring up discontent, race prejudice and class hatred in this country is the large number of radical newspapers and other publications which are given wide circulation. Many of these publications frankly urge the overthrow of the Government. The editors of these papers and the writings in these books have a subtle way of inciting this propaganda before their readers. But the reader understands what is meant.

"There are 222 radical newspapers published in foreign languages in this country at the present time, and 105 radical newspapers published in the English language. In addition, 144 radical newspapers published in foreign countries are received and distributed to subscribers here.

"The radical foreign language press during the war was kept in check by means of the espionage act, approved June 15, 1917, and amendment May 16, 1918, the purpose of which was to protect the interests of the United States in prosecution of the war. While the Post Office Department, through a rigid enforcement of this act, was able to prevent the dissemination of propaganda directed against the government through the mails, the publishers of these newspapers and publications found other ways to get this propaganda into the hands of the readers.

Advising Revolution

"From the date of the signing of the armistice a wave of radicalism appears to have swept over the country which is best evidenced by the fact that since that time approximately fifty radical newspapers have commenced publication. A large number of these papers openly advocate the destruction of the United States Government and encourage and advise their readers to prepare for the coming revolution. It is also a noticeable fact that a great many of these publications are practically devoid of advertising matter, which indicates that they are receiving money from outside sources to further their propaganda.

"Practically all of the radical organizations in this country have looked upon the negroes as particularly fertile ground for the spreading of their doctrines. These radical organizations have endeavored to enlist negroes on their side and in many respects have been successful."

The Attorney General released for publication a large sheaf of extracts from negro newspapers in the United States. Many of the statements on the subject of race riots, racial equality, especially in the matter of sexual relations, were of the most violently radical type.

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers Representative,
1006 Hayworth Building
29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.
15 SCHOOL STREET, BOSTON, MASS.
(J. J. ROSDAN, Editor)
MAIL NEWS, FEATURE, and FICTION Service. Over 150 American, Canadian and European newspapers subscribe to our complete service.

SAW MILL WASTE FOR PAPER

Logging Convention Informed It Will Make News Print

NEW ORLEANS, Nov. 12.—Hundreds of tons of sawmill waste which could be used for newsprint and other coarse papers, are being burned every day, and there are millions of feet of stumps and small timber in southern cutover lands which could be used for the same purpose, J. F. Kidd of Lake, Miss., today told the annual convention here of the Southern Logging Association.

"I understand," said Mr. Kidd, "that many small town weekly and semi-weekly newspapers have been forced to suspend publication because of the high cost of newsprint, and that even some of the city dailies are having a rocky road to travel, but it seems there is inefficiency and neglect of opportunity somewhere when raw material is being wasted in quantities with a market crying for the products which could be manufactured from this wastage."

He advocated establishment through the Southern timber belt of either pulp or paper mills to convert into paper what "now goes up in smoke."

FARMERS' DAILY FOR CANADA

Editor Looked Upon as Valuable Addition to Upper House

(BY TELEGRAPH)

OTTAWA, ONT., Nov. 17.—The ascendency of the united farmers in Canadian politics has interjected a new factor into Canadian journalism. Quickly following the election of Ontario's new provincial government, composed of farmer labor members, come announcements of newspaper changes which reflect the recent developments.

The Farmers Sun, a Toronto publication which is an official organ of the united farmers of Ontario, is to become a daily in the near future, with Rev. William Irvine, editor of the Western Independent, Winnipeg, as probable editor, while a movement is on foot to establish a weekly of a similar nature in New Brunswick.

King of Komickers
Leading American cartoonists thus acclaim Herriman for the creation of his new comic
"Now Listen Mabel!"
One of the most popular of the
Million Dollar Hearst Features
Send for sample strips
International Feature Service, Inc.
246 West 59th St., New York

The True News FIRST
Always-Accurately
International News Service
World Bldg. New York

GERMAN EDITIONS MERGED

N. Y. Staats-Zeitung and Herold Close Business Deal

Formal announcement of the purchase of the morning edition of the New Yorker Herold by the Staats-Zeitung, and of the evening edition of the Staats-Zeitung by the Herold, predicted by EDITOR & PUBLISHER last week, was made November 14 by the publishers of those newspapers. The following statement was made:

"An agreement has been reached by the publishers of the Staats-Zeitung and Herold for the purchase of the morning edition of the Herold by the Staats-Zeitung and the purchase of the evening edition of the Staats-Zeitung by the Herold. This transaction has been under consideration for a number of years and is the natural result of the tendency of modern journalism toward concentrating circulations in a few large papers, instead of distributing it among many smaller ones.

"This arrangement means one morning and one evening paper printed in the German language in the City of New York. The separate identity of the two newspapers is in no way effected by this purchase. The Staats-Zeitung and Herold will each continue to publish as heretofore."

I. N. S. Sends Out Poetry

Sending poetry over busy news service wires is not done very often these days, but the International News Service, as a special Armistice Day feature, invited Edward Arlington Robinson, the famous American poet, to pen a few appropriate lines as a mark of honor to the American dead in France. He did and the verse appeared immediately in newspapers all over the country.

Priestley Dealers Co-operate

The Nashville Tennessean recently carried an entire page of advertising on Priestley goods, based on the advertisement of the Priestley Company. The Tennessean got nine local stores handling Priestley goods to co-operate.

New Era Features
30 E. 42nd St., New York City
Forty Leading Papers Print Our Service
Send for our Headline History of the World War

PRESTIGE
The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes a slight difference in editorial opinions. The service in your readers is largely a matter of entertainment and information, aside from news.
On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.
Write or wire for rates.
The Associated Newspapers
170 Broadway New York

"POLLY and HER PALS"
and other great comics are part of
Newspaper Feature Service
M. KOENIGSBERG, Manager
241 West 58th Street New York

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URGES WAR SAVING PAPER RULES

Will Do More Than Anything Else to Keep Down Price of News Print, Declares C. W. Donnelly

Charles W. Donnelly, business manager of the Cumberland (Md.) Daily News, read a paper on "Saving White Paper" at the recent convention of the Inter-State Circulation Managers Association, which, says Fred I. Cook of the Scranton (Pa.) Republican, in a letter to Emron B. Pulsifer, "strikes me as a mighty good paper to publish just at this time when every effort is being made to conserve white paper."

Here is what Mr. Donnelly said:

"Having been brought up in the newspaper business from devil, press-feeder, compositor, foreman, and business manager to half-owner of the Cumberland Daily News, I have had an experience that all newspaper men do not get, and I rather enjoy the fact that I am a printer.

"My trade was learned under a hard master, who taught me that among other virtues to be found in a good pressman was saving paper, in both newspaper and job department. He frequently counted out my paper allowance and said: 'you must not spoil more than so many sheets' and in the case of newspaper printing we even had to save the spoiled papers (which were called 'Printers,' because they were bad)—and these went to exchanges.

In the Old Days

"Real conservation of print paper bears a close relationship to Liberty, in that its price is 'eternal vigilance' on the part of the newspaper business office and those in charge of the pressroom.

"We have always *thought* paper 'so cheap' that we have been almost criminal in our wastefulness. When the apprentice entered a printing office of old he noticed all (from devil to editor) drying their hands or wiping their shoes on paper torn from sheets or rolls, and unconsciously that new boy learned to have little regard for the saving of white paper, especially so if it happened to be news print.

"Not only has paper been wasted (carelessly handled and destroyed) but, it has also been a great factor, through that same careless handling, of strewing office and workshop floors with papers; thus making it a good place to start a blaze; instilling careless shiftless habits in the workmen, and making the editorial rooms and pressroom an eyesore to the insurance man or the proprietor of the plant or building, if he happened along that way.

"But the war brought about a decided change in the paper situation—such a decided change that for lack of white paper or the decidedly high price for flat sheets of news many newspapers, especially weeklies, were forced out of business. Prices of paper, both flat and in rolls, soared from heights to still greater heights, and even at the highest price paper was scarce and transportation of same after its purchase was uncertain.

"Then stepped in the War Industries Board—the pulp and paper section—and required reports (weekly at first, then monthly) which, added to the new postal zone system farce, made life miserable for the already overburdened, short-of-help, trying-to-do-his-full-duty patriotic newspaper man.

War Board Was a Blessing

"But to many of us the War Industries Board requirements were blessings in an unusual manner. To be effective the savings had to be started in the pressroom, and in order to file an up-to-the-pound report the business office was *compelled* to look more carefully after the real conservation of paper.

"Then it began to dawn on that easy-going newspaper man that discounts based and prices increased would in some instances not compare with the saving to be effected by an honest-to-goodness attempt at conserving paper at every point possible.

"Pardon the personal allusion, but luckily for our paper, we eight or ten years ago stopped taking back unsold copies from street boys and paper agents and allowed no exchanges—a sufficient number to cover their regular routes every name on which routes, including our employees' homes, we have on our books.

"We also, several years ago, put our exchanges on a paid basis and stopped sending papers to other paper offices when not paid for just as promptly as we stopped the paper on another subscriber who refused to pay. In both instances, cutting out returns of unsold papers and putting exchanges on a paid basis, we found that it paid well.

Intensive Saving

"The newspaper fraternity had always thought print-paper so plentiful and so cheap that they literally ran away with space, and column after column of the veriest rot found its place in all newspapers in the happy game of 'Keeping up with the Joneses.' All newspaper men who made an effort to obey the instructions of the War Industries Board found a new source of saving at both bunghole and spigot. They watched the paper situation more closely, and while they endeavored to always have on hand a sufficient amount to a little more than take care of their needs, they did not attempt to lay all the paper in sight and thus run up the already top heavy price of paper.

"When the paper was delivered at the plant the newspaper man required and secured more careful handling of bundles or rolls; he told his workmen, especially the pressmen and circulation men, that in saving paper and using it carefully down to the last sheet, or yard on the roll, they were doing a patriotic duty and in a way helping the other boys of the plant who were fighting 'over there.'

"The circulation lists were combed over and over to weed out all the unnecessary loss going to 'dead ones', and larger circulation gave way to good-paying circulation. It was found, also, that eight pages could be made newsy, bright, and snappy, where ten and twelve pages had been overburdened with unnecessary words, sentences and reading matter that consumed time, if read at all.

"More often the paper was kept in ten or twelve pages, and the good newspaper man did not find it necessary to get out a sixteen page sheet to worry his compositor just because he had secured another half page of advertising matter.

"Then, again, smaller margins were allowed, and constant watch kept to see that the papers left over were cut closer and closer to actual paper sales. In many offices forms and plates are to this day left on the presses as long as possible in order to be able to fill all circulation wants without leaving on hand a large number of unsold copies.

Free Copies Banned

"Exchanges on a cash basis eat out a number of papers that formerly went to the waste basket unopened and made the editor more careful of his selection of papers from his exchange list. Advertisers and agencies are mailed only those editions carrying their advertising, another source of saving.

"Waste paper, from editorial room to pressroom, was carefully garnered, baled and sold. One instance under our observation is of a newspaper man who was compelled to pay a large manufacturing plant an amount weekly for *allowing* the paper plant's janitor to burn the waste paper in the fire under the manufacturing plant's boiler.

"The newspaper secured a baler, had the waste put up in bundles in less time than it took to carry it to the nearby plant to be destroyed, and from a source of loss created a source of income, *small it is true*, but still by-product.

"And the real newspaper man is today carrying out the many rules of the War Industries Board which he applied during war times, and the savings effected then have inured both the employer and employees to still greater newspaper conservation, a factor which will in the end, *if practised in generally*, to more than offset the enlarge the profits of the newspaper and bring down the price of newsprint."

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Here is a city rich in factories and agriculture, rich in educational institutions, rich in contentment and Americanism. Workmen own their homes and deposits in banks total $7,000,000.

Beloit has one paper—the Daily News—in which the people have faith.

Circulation over 7,000. Rate, 2½ cents per agate line

SIX MORE NEWSPAPERS
Deliver their N. Y. Agency Copies by "S. & M. Insured Agency Delivery Service—on Check-Copies."

Boston Herald-Traveler—Boston Post—Boston Transcript—Boston Record—Boston American—Christian Science Monitor.

"The Service that INSURES PROMPT—FULL Payment of Publishers' Bills"—

Ask any Prominent N. Y. Agency about Schworm-Mandel Service.

LOS ANGELES
EVENING HERALD
CIRCULATION
123,305
DAILY
FIRST IN EVERYTHING
Member A. B. C.

ROWLAND OF AMERICAN EXPRESS COMPANY

LESLIE W. ROWLAND, who has just been made assistant advertising manager of the American Express Company in New York, has a warm spot in his heart for all newspaper folk, for he started work as a police reporter on the Chicago Record-Herald, and from there he went to the Pittsburgh Gazette-Times, and later to the Cleveland Leader. He eventually came to New York and was writing copy and doing general advertising for the American Express Company, when the call to the colors came and he enlisted as a private in the 107th Infantry, 27th Division. He spent eleven months overseas and was one of the editors of the "Gas Attack" a newspaper published by his division.


LESLIE W. ROWLAND

Now Mr. Rowland's chief aim is to develop along broader lines the travel department of the American Express Company. He says his company is coming more and more to realize the necessity of advertising.

Mr. Barton is a Chicagoan by birth and a graduate of the University of Illinois.

The Charlotte (N. C.) Observer has been making quite a hit with an airplane delivery service to nearby towns.

The Mount Vernon, N. Y. DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County
This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

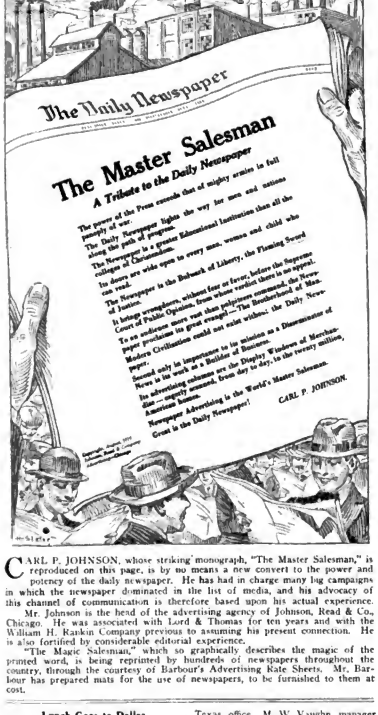
DO YOU REALIZE
THAT with the increasing seriousness of the housing problem in New York thousands of desirable citizens—from the advertiser's standpoint especially—are locating in the
North Jersey Shore Towns?
Think this over when planning your campaign and bear in mind that the territory named is thoroughly covered by the
ASBURY PARK PRESS
(Evening and Sunday Editions)
Member A. B. C. Standard Rate Card.
Frank R. Northrup, Special Representative
511 Fifth Avenue, New York City
Association Building, Chicago
J. Lee Kinmouth, Publisher.
Asbury Park, New Jersey.

Tried and Found True
Whether as a household necessity for the family or a productive salesman for advertisers
The Pittsburg Dispatch
has stood the test for generations.
Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill

New Orleans States
Member Audit Bureau of Circulation
Sworn Net Paid Circulation for 6 Months Ending Oct. 1st, 1919
41,305 Daily.
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans. To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agcy.
Sole Foreign Representatives.
New York Chicago St. Louis

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"MASTER SALESMAN" MAKES BIG HIT



CARL P. JOHNSON, whose striking monograph, "The Master Salesman," is reproduced on this page, is by no means a new convert to the power and potency of the daily newspaper. He has had in charge many big campaigns in which the newspaper dominated in the list of media, and his advocacy of this channel of communication is therefore based upon his actual experience.

Mr. Johnson is the head of the advertising agency of Johnson, Read & Co., Chicago. He was associated with Lord & Thomas for ten years and with the William H. Rankin Company previous to assuming his present connection. He is also fortified by considerable editorial experience.

"The Magic Salesman," which so graphically describes the magic of the printed word, is being reprinted by hundreds of newspapers throughout the country, through the courtesy of Barbour's Advertising Rate Sheets. Mr. Barbour has prepared mats for the use of newspapers, to be furnished to them at cost.

Lynch Goes to Dallas

C. R. Lynch, formerly of the Chicago office of the United Press, has been appointed manager of the Oklahoma City bureau, succeeding R. R. Wayne, who has been transferred to the Dallas, Texas, office. M. W. Vaughn, manager of the Dallas bureau, has been transferred to the New York office. D. G. Babbitt, recently discharged from the Army, has also been added to the New York staff.

Newspaper Men Help Run Philadelphia

Mayor Moore Will Be Aided by Costello, Holmes, Schlichter and Others

PHILADELPHIA, Nov. 16.—The incoming municipal administration is to be made up to a marked extent of former newspaper men of this city.

Congressman J. Hampton Moore, an editor of the Public Ledger before he entered politics, is the mayor-elect after a successful publicity campaign directed by Joseph K. Costello, formerly of The Evening Bulletin. "Hampy" plans the organization of a municipal publicity bureau which is expected to boom Philadelphia's commercial and industrial developments all over the world. It is considered very likely that Costello will be named to head the new department.

George F. Holmes, former political editor of the North American, succeeds himself as County Commission under the new mayor, E. R. Gudelius, who covered City Hall for the Press for years, remains as secretary of the Board of Recreation. Elmer Schlichter, formerly of the Evening Bulletin, is a special agent of the Department of Wharves, Docks and Ferries.

John J. Egan, formerly of the Inquirer, will remain as secretary to the director of the Department of City Transit, and Rice Garland remains as chief clerk of the Municipal Court. Garland was formerly on the editorial staff of the North American.

Peter J. Hoban, former political editor of the Public Ledger and father of "Walt" Hoban, the cartoonist, goes out as Director of Supplies with the present administration.

BUSINESS EDITORS ORGANIZE

National Conference Formed by Associated Business Papers, Inc.

At a meeting of editors of the publications belonging to the Associated Business Papers, Inc., held at the Hotel Astor, New York, November 13, it was decided to form a national conference of business paper editors, and the following officers were elected: A. I. Findley, editor Iron Age, New York City, president; Clay Cooper, editor Mill Supplies, Chicago, vice-president; R. Dawson Hall, managing editor Coal Age, New York City, secretary-treasurer.

The executive committee will consist of two New York men: Julian Chase, Class Journal Company; B. O. Hough, American Exporter; two Chicago men, A. McQuilkin, National Builder; E. T. Howson, Railway Age, and two committeemen at large, Charles J. Stark, Iron Trade Review, Cleveland, and Harvey Whipple, Concrete, Detroit.

New York, Chicago and St. Louis have had for some time local editorial conferences for business editors, but it was thought well to co-ordinate their efforts by a national association.

Ask for More Pacific Cables

SEATTLE, Nov. 18.—With news dispatches from the Orient being subjected to delays of several days, as emphasized in recent "major" stories from Japan, civic organizations and Pacific coast newspapers are prosecuting a campaign for better cable facilities. Negotiations for a duplicate cable to Japan and the Far East from the Pacific Coast are progressing, according to George G. Ward, vice-president and general manager of the Commercial Pacific Cable Company.

Presbyterians Expand Westward

The publicity department of the Presbyterian Church in the United States has opened a Western office, at 17 North State Street, Chicago, with Herbert H. Smith in charge. Mr. Smith was formerly managing editor of the Continent and prior to that was engaged in daily newspaper work. The publicity department's headquarters will continue in New York under the charge of J. B. Wootan, 156 Fifth avenue.

Des Moines Register and Tribune

104,858 Daily
Morning and Evening

71,240 SUNDAY

Not Paid Average Six Months ending September 30, 1919
Member A. B. C.

The Shortest Route From Dealers' Shelves to Consumers' Homes. Is Via

BOSTON Sunday AMERICAN

301,270

Govt. Statement For Six Months Ending April 1st.
This is the LARGEST home-going circulation in New England—a vast market with limitless possibilities.

The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
I. O. Klein, Metropolitan Bldg., New York.
John Glass, Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.

Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention

F. R. Northrup, 303 5th Avenue
New York City

THE PEOPLE OF NEW LONDON, CONN.

have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

The
NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

The Congregationalist

is not read for fun; it is read *seriously*; therefore it is *well* read.

Broad-minded advertisers know

THE CONGREGATIONALIST,
14 Beacon St. BOSTON, MASS.

The Pittsburg Press

Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives
Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, New York. JOHN GLASS, Chicago.

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SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

AGENTS PUSH RATE CARD CAMPAIGN

Standard Form, Now Used by 66 Per Cent. of All Publications, to be Universal by Feb. 1, Says O'Shaughnessy.

Sixty-four per cent of all publications in the United States have adopted the standard rate card of the American Association of Advertising Agencies and the officers of the A. A. A. A. hope to have it adopted by all publications that receive advertising from agencies by February 1, 1920, according to a statement by Secretary James O'Shaughnessy, following a conference on that subject by the officers in New York on November 18.

"The advertisers have on their own initiative joined in our campaign to establish the standard rate card in every publication office," Mr. O'Shaughnessy told Editor & Publisher, "as they wish to see the money they have been losing—in the form of agency overhead charges—put into profitable advertising. The advertisers and publishers are the losers by the retention of the old unsystematic cards, as the only loss sustained by the agents is in the delay in preparation of schedules.

Agents Will Prepare Rate Cards

"The A. A. A. A. has at its New York office a special force which will assist in the preparation of a standard rate card for publishers who think that they cannot do it themselves. This committee is in charge of Newcomb Cleveland and C. W. Erickson Company, New York, who is chairman of the committee on forms, and who stands ready at all times to aid publishers in getting their rates, in standard form, into the hands of every one of our members. If any publishers do not know the names of our members, I will be glad to furnish them on request.

"There are many publishers among the readers of Editor & Publisher, I am sure, who have not yet adopted the standard rate card and I believe that you can render no better service to them and to advertising in general than by urging upon them the advantages of its immediate adoption. They are losing millions of dollars each year by sticking to their individual forms, which involve a tremendous amount of expense and unproductive labor in the compilation of advertising schedules and often result in the complete omission of newspapers with irregular forms."

Armstrong Heads Daily Committee

"For example, we used 8,000 newspapers in our Navy advertising campaign, and I assure you that if we did not have 119 members working on the campaign, we could never have carried it through on that scale."

Collin Armstrong, president of Collin Armstrong, Inc., was appointed chairman of the newspaper advertising committee of the A. A. A. A. and other changes in the committee's personnel will be announced shortly.

Those taking part in Tuesday's conference were: President Harry Dwight Smith, Fuller & Smith, Cleveland; O. H. Blackman, Blackman-Ross, Inc., New York; J. P. Hallman, H. K. McCann Company, New York; A. W. Erickson, A. W. Erickson Company, New York; William H. Johns, George Batten Company, Inc., New York, and W. R. Hine, Frank Seaman, Inc., New York.

Mr. O'Shaughnessy has announced the following program for the association during the coming year:

January 13-14—Tenth quarterly meeting of executive board, executive headquarters, New York.

April 13-14—Eleventh quarterly meeting of executive board, place to be decided later.

July 13-14—Twelfth quarterly meeting of executive board, place to be decided later.

October 12 — Thirteenth quarterly meeting of executive board, place to be decided later.

October 13—Fourth annual meeting, place to be decided later.

WHAT OUR READERS SAY

Tribute to John McKee

To Editor & Publisher: The genial, dignified, ever suave, and ever interesting character of North of Ireland fame, John McKee, who greeted you as you stepped from the elevator on the 8th floor of Van Patten, Inc., New York, has passed away.

Every advertising man, newspaper representative, and publisher who had occasion to visit the Van Patten agency will remember Mr. McKee, who always had a smile for the visitor and made your waiting a source of pleasure.

He was a native of North of Ireland in the 73rd year of his age, had a good word for everyone and never seemed to lose his equanimity. In the Van Patten organization he was a prominent figure. His loss is most keenly felt by the entire organization. His death was peaceful, coming as a welcome relief to him and at a ripe old age. Even in his last moments he talked of the different "cases" in the advertising business, as he called them, mentioning many of them by name and asking to be remembered to them.

John McKee is gone but his spirit still lives.

VAN PATTEN, INC.

In Behalf of the I. E. A.

Chicago, Ill., Nov. 15, 1919.

To Editor & Publisher: What's behind your attacks on the International Editorial Association? I'm a member of it and believe if it accomplishes what it has started to do, it will be the best thing ever done for newspapers. In this connection my twenty years' experience with Printers' Press and Inland Printer is my opinion.

Charlie Grant has just shown me the article in your issue of October 30, and I am frank to say I don't understand it in any such bitterness. It's no easy job to get a newspaper. The organization under way. Undoubtedly Steen has had hard sledding and has made many mistakes, but why pan him as you do?

Personally, I believe he has worked hard for the good of the Association, and has not made a cent for himself. If he has done anything wrong, why not come right out and say so? Cut out the spleen and publish facts.

C. D. HAGERTY.

Hundred Years Old Today

Little Rock, Ark., Nov. 18.—The Arkansas Gazette will issue a "tooth Anniversary Edition" on November 20, to include a 224-page supplement in magazine form. J. N. Heiskell is editor of the Gazette and Fred W. Allsopp is business manager.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

For Sale.

1 hand Excelsior casting box, nearly new; 1 curved power shaver and 1 power tail cutter. All four equipment for 22½" column, eight columns wide. Also 1 Auto-shaver with tail cutter attachment which can be removed if not desired. Has a new arch. All or any of the above pieces can be purchased cheap. Immediate delivery. Write H. D. Bradley, care of Toledo Blade, Toledo, Ohio.

For Sale

Three magazines for Model 2 Linotype. In good condition. Bargain. Herald Publishing Co., Albany, Ga.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted

Second hand 16 or 20 page perfecting press. Cash on delivery. Sedalia Democrat, Sedalia, Mo.

Wanted

From four to six chases suitable for 8-column newspaper; secretary page wire. The Times-Herald Company, Port Huron, Michigan.

NEW YORK CIRCULATION COMMITTEES

President Burke Names Man Who Will Assist Him in Conducting Association for the Next Year

President M. J. Burke, of the New York State Circulation Managers Association, has appointed the following committees to carry on the work of the association during the coming year:

Program Committee: A. E. Cockcroft, chairman, Utica Press; William McGrath, New York City Staats-Zeitung; R. B. Goble, Newport Udell-Standard; H. C. Hilman, Syracuse Post-Standard.

Convention Committee: C. B. Blower, chairman, Binghamton Press; A. R. Kessenbrock, Rochester Democrat & Chronicle; P. Robbins, Binghamton Republican-Herald; A. J. Gerber, Syracuse Journal.

Publicity Committee: James McKernan, chairman, New York World; F. L. Fugone, New York Sunday Dalila Bonn; Arthur Seaberg, New York Telegraph; Fenton Dewling, New York "Editor & Publisher."

Entertainment: M. D. Treble, chairman, Buffalo Times; C. M. Therrien, Buffalo News; Charles Weiderhold, New York Herald; D. W. Tanner, Utica Herald-Dispatch.

Newsboys Welfare: E. F. McIntyre, chairman, Syracuse Herald; F. A. Roberts, Rochester Times-Union; S. P. Beebe, New York Globe; E. J. Fonda, Rochester Democrat-Chronicle.

Auditing: M. A. Minor, chairman, Utica Observer; E. E. Lory, New York Evening Mail.

Membership: Fred Stone, chairman, Brooklyn Citizen; E. E. Decker, Middletown Times Press; W. H. England, Johnstown Leader-Republican; Eugene Corbett, Kingston Freeman.

By-Laws: Frank Emery, chairman, New York Herald; E. J. Barry, New York Sun; E. B. Batty, Gloversville Leader; G. B. Williams, Geneva Times.

Trustees: H. J. Bulger, chairman, Buffalo Courier-Inquirer; William M. Henry, New York American; James Meyenberg, Brooklyn Standard-Union; H. A. Schenck, Albany Journal.

Worcester Telegram Sold

Worcester, Mass., Nov. 17.—A. P. Christy has sold the Telegram, which he established as a Sunday paper in 1884 and as a daily in 1886 to Theodore T. Ellis, owner of the New England Newspaper Supply Company, who is now president, treasurer and publisher.

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN
TYPE FOUNDERS CO.
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

FOR SALE
Hoe Matrix Rolling Machines in good condition.
Can be shipped at once.
Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices
WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To
POWERS
Open 24 hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business
BOUGHT and SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery
of Every Description
CONNER, FENDLER & CO
66 Beekman St. New York City

New Dailies in South

One more new daily has just appeared in the South and there are rumors of two others about to be launched. The Raleigh (N. C.) Daily American is the actual newcomer and Jacksonville and Atlanta are mentioned as the locations selected for the others to appear.

Jewelers Will Advertise

Milwaukee, Nov. 3.—The Milwaukee Jewelers' Club will soon begin an advertising campaign in the Milwaukee newspapers.

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed two lines, two insertions FREE.

Advertising Man.

After three years' experience on a local suburban daily a young man is now seeking a large field and should like to connect with a New York City newspaper or with some good advertising house. He is single, 27 years old, and for the past seven years, with the exception of his two years in which he saw service in France, he has been with the one newspaper game or with advertising concerns. An out-of-town proposition would be considered but he desires to remain in New York City. Address A-925, care of Editor and Publisher.

Publisher—General Manager.

Now an associate in management of leading small city paper desires to locate and establish himself as publisher in a live, progressive city. A competent, successful newspaper man, thoroughly experienced in all departments of the business. All-round executive, an executive and organizer. Advertising and circulation expert. Address A-926, care of Editor and Publisher.

Manager or Business Manager

Manager or business manager, alive. November 10th, seven years in these capacities with success; 20 years in various departments of business; practical knowledge of printing business; strong on costs, analyzing and promotion. Appointments in New York City. Address A-928, care of Editor and Publisher.

Mr. Publisher.

Do you need a city editor, make-up man or editorial writer? I am a 27-year-old man, young man with a thorough education in editorial work. Would be glad to locate anywhere Prefer Middle West, South or Southwest. Address A-940, care of Editor and Publisher.

Managing Editor or Editorial Director

Position wanted as managing editor or editorial director by thoroughly experienced newspaper man now holding highly responsible executive position as head of one of the most successful of big metropolitan papers. Desires change because peculiar circumstances which make further advancement improbable. Will consider only highly responsible position at liberal salary. Fullest opportunity for investigation will be accorded publisher having attractive opening. Address A-908, care of Editor and Publisher.

Opportunity Wanted.

Competent editor-writer with 17 years' experience on large and small dailies wants opportunity on small paper in city of 10,000 doing municipal finance, City Hall and special writing; great deal of; large; married, age 35. Address A-942, care of Editor and Publisher.

Capable Editor

Now writing daily editorial page syndicated features, wishes will-under proposition to become managing editor or editorial writer on paper in a good field. Energetic and knows how to inject pep into a "graveyard" force. Salary not important; wants to earn the average. Address A-942, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia. 27 years old, single, college man; can write heads to suit your style; will accept on probation. C. J. T., care Editor and Publisher.

Editorial Position

Wanted—Editorial position on small daily or weekly. Can also do illustrating and cartooning. Age 37, married, am now employed but can give best of references. North or central or eastern states preferred. Address A-943, care of Editor and Publisher.

Live Stock Market Expert

With 15 years' experience would like to make arrangements for furnishing same for daily or monthly reports. Features a specialty. This is a proposition as been demand for years. Exclusive first class personal service guaranteed. Can furnish illustrating and cut. Address J. M. Carroll, 815 Exchange Ave., Chicago, Ill.

Newspaperman.

Experienced newspaperman New York reporting and copy reading; School of Journalism graduate; wants experience man; desires to connect with newspaper in any New England or Middle Atlantic city. Address A-941, care of Editor & Publisher.

Circulation Manager

capable and experienced—of long connection with high-class newspaper—desires position with a big daily (morning), preferably in the East. Address A-951, Editor and Publisher.

Accountant

Ten years' experience newspaper and job printing office. Reliable, energetic, good reference. Address A-935, care of Editor and Publisher.

SITUATIONS WANTED

Experienced Newspaperman

If you can use services of an experienced newspaperman, I am available. Who has spent the last 12 years reorganizing department stores and building up newspapers. I would like to hear from you. Am capable and resourceful executive and can handle anything factory references. Will be at liberty Jan. 1. Is not looking for salary. Address A-934, care of Editor and Publisher.

Newspaper Man—Executive

With broad experience. Has handled all over newspaper from cub to editor and business manager. Now at liberty. Eastern or Southern Atlantic states preferred. References and publishing problems. Tireless worker. Can reorganize and put pep into your organization. What have you to offer? Address A-964, care of Editor and Publisher.

First Class Advertising Man

Wants position. Now employed as advertising manager of commercial magazine covering six states. Years of experience as solicitor, writer and layout man. Can produce and deliver the goods, and can increase the advertising on your paper. Best references. What have you to offer? Address A-962, care of Editor and Publisher.

Advertising Manager

Wanted at once—man for position of advertising manager on a morning daily. Must have had experience on a daily and be a good town. Good salary for right man. Address Box No. Office Box 966, Columbus, Ga.

Newspaper and Magazine Writer

Two years' editorial experience and extensive general reading qualifies. Versatile writer of technical news writing and am familiar with every day news work. Would like opportunity to secure position with publication. Among best can demonstrate ability. Limited experience. Address A-939, care of Editor and Publisher.

Manager

A thorough organizer, a result-producing executive, with unquestioned record for constructive and creative work. Have extensively aggressive, always dependable, well versed in newspaper policies for a prosperous position as business or general manager. A thorough student of national conditions, an advertising producer in both local and foreign fields, can "deliver the goods," big enough to handle any newspaper properly successfully managed. Am now employed by the foremost and morning newspaper in both small and metropolitan cities. Address A-953, care of Editor and Publisher.

Managing Editor

With experience in cities up to 200,000 and thorough knowledge of other departments, will be open for position after December 20th. Best of references. Address A-953, care of Editor and Publisher.

Managing Editor

Wants connection with live small daily in Middle West or South. Twenty years' experience with some of best metropolitan papers Address A-956, care of Editor and Publisher.

Executive

With 16 years' experience in the game, during which time he has served in every big department and is thoroughly familiar with the conditions of publishing, will be at liberty January 1. Age 30 years. Desires position as executive assistant of paper with circ. of 100,000 or less, or assistant to publisher in larger city. Address A-960, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Circulation Manager

Wanted—Circulation manager capable of handling circulation of 75,000 daily and Sunday paper, near New York. Must be able to get results and produce. Please stating age, experience and salary expected. A-948, care of Editor and Publisher.

Circulation Manager Wanted

Wanted by one of the large Northeast Texas city wishes experienced and efficient circulation manager. Must be experienced. State salary required. The Daily News, Amarillo, Texas.

Advertising Agency Copywriter

Newspaper man able to infuse human interest into city centered knowledge of foreign countries essential. Immediate engagement for right man. Address A-961, care of Editor and Publisher.

Advertising Manager

Of the finest paper in its line town wants a change. Has an interesting record that he can give. Address A-930, care of Editor and Publisher. A-962, care of Editor and Publisher.

Bookkeeper or Accountant Wanted

A day newspaper in an important New England city doing a large business wants a competent bookkeeper or accountant to take charge of its books. One who has had experience in newspaper bookkeeping preferred. Address or call The Julius Mathews Agency, Beacon St., Boston, Mass.

Reporters Wanted

Two or three first class men for evening daily in Pittsburg district. Must be hustlers and open for steady positions. Fourflushers save stamps. State wages and experience. All applications treated strictly confidential. Address A-937, care of Editor and Publisher.

Reporter

Trade news experience required. Apply by letter. Give age, salary asked. Daily Financial America, 49 Wall St., New York.

Experienced Classified Man

Wanted for Middle West city of 50,000; salary no consideration with steady account. Address A-958, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Opportunity.

$35,000 buys only daily in eleven counties in Southern city of 20,000. Radius of seventy, five miles to draw from. Turns down enough printing to pay interest. Looking for another good sized plant. Will pay 20% on investment. Address A-929, care of Editor and Publisher.

Wanted to Buy

Substantial interest and editorial and business management in daily newspaper. Now managing, on salary, newspaper paying $100,000 net profit annually. Desire ownership basis. Address Newspaper Specialist, Confidential, Address A-954, case of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification forty cents per line. Count six words to the line.

Tips For Local News

You want more local features. Let "Tips Trending Your News" furnish ideas. Monthly feature. Suggestions for any city. Sample free. This year's record. 250 papers using. 75 cents month. Inland Syndicate, Findlay, Ohio.

PRESSMEN ORGANIZE NEW UNION

Newspaper Workers Break from I. P. P. & A. U. Owing to Dissatisfaction With Berry's Management

(BY TELEGRAPH)

St. Louis, Nov. 18.—Union pressmen from twenty-seven cities, in convention here yesterday, seceded from the International Printing Pressmen's & Assistants' Union, and organized the National Paper Web Pressmen of the United States and Canada."

Among the cities having delegates in attendance were Cincinnati, New York, Pittsburgh, Baltimore, Philadelphia, Washington, Detroit, Cleveland and Chicago.

The name under which the convening pressmen will ask for a charter from the American Federation of Labor is: "The Newspaper Printing Pressmen of the United States and Canada."

The seceders expressed dissatisfaction with the administration of affairs of the I. P. P. & A. U., under the presidency of Major George L. Berry of Pittsburgh, and charged that the misappropriation of $200,000 funds.

Assurances that all existing contracts with publishers will be adhered to were given in resolutions adopted today by the International Newspaper Web Pressmen of North and South America, as the new organization which convened here yesterday will be known. The resolutions also authorize the chairman to appoint a committee of three to so personally inform H. N. Kellogg of the American Newspaper Publishers' Association. The resolutions also will be informed that the new association is opposed to strikes and is for the principle of arbitration.

Have buyer for an eastern daily newspaper property to cost $50,000 or less. Preferably a property susceptible of considerable development. Politics immaterial. Proposition T. P.

CHARLES M. PALMER,
Newspaper Properties
225 Fifth Avenue New York

Washington (N. J.) Star

The sale of the WASHINGTON (N. J.) STAR, one of the strongest Eastern weekly newspapers, as announced in this issue, was made by

HARWELL & CANNON
Brokers in Newspapers and Magazine Properties
Times Building New York

Resolutions also were adopted to appoint a committee of three to meet with the board of directors of the International Printing Pressmen and Assistants' Union, from which the web pressmen are seceding, to ask its approval of the granting of an international charter, but if no satisfactory conclusion is reached, the matter shall be placed before the officials of the American Federation of Labor.

Seventeen unions are represented by delegates.

H. Clay Schmidt of St. Louis was elected chairman and John T. Taylor of Detroit secretary.

The meeting was called in accordance with resolutions presented at a conference in Detroit and adopted by referendum vote. An innovation in trades unionism is the fact that all sessions of the association are open to the public and representatives of the press have been invited to attend.

Chairman Schmidt said that this was in refutation of the charge of the head of the pressmen's union that the web pressmen were Bolshevists and un-American. Mr. Schmidt offered the resolutions upholding present contracts,

"We want a business administration and the right of self-determination," he said.

At yesterday's session John Warrington, secretary and business representative of the Franklin Association and secretary of the St. Louis Allied Printing Trades Council, reviewed the court action instigated against the board of directors of the parent association for gross neglect of office and misappropriation of certain funds in the treasury.

The convention will last four days.

Effect on Contracts

(BY TELEGRAPH)

Indianapolis, Nov. 18.—When asked by Editor & Publisher whether the break in the I. P. P. & A. U. would have any effect on existing contracts held by publishers, with pressmen, H. N. Kellogg, labor commissioner of the A. N. P. A., said:

"I am not informed of action said to have taken place in St. Louis yesterday. Therefore I cannot speak authoritatively, but I have no doubt that members of the International Pressmen and Assistants' Union will faithfully observe all contracts now in effect."

A. N. P. A. NEWS PRINT PLANS APPROVED

(*Continued from Page 5*)

and vivid portrayal of the news print situation, and brought publishers to a realization of their duty.

"The news print conservation and conciliation committee will no doubt accomplish satisfactory results, as it is properly founded.

"The news print conservation recommendations adopted by the convention should meet the approval of every publisher.

"It is my judgment that not a great deal will be gained by reviving efforts for saving along the lines named by the War Industries Board.

War Rules Not Drastic Enough

"Last year my thought is that the Industries Board accomplished its purpose, and that 90 per cent of the daily newspapers are still working along the lines then prescribed, having found them profitable.

"Something new and more drastic is now called for. A survey of the country prepared here today shows that there are about 100 cities in the United States that have an aggregate of over 200 newspapers, farm papers and other publications, each with a circulation exceeding 20,000, using new print of different kinds, which may easily save an average of 1,000 tons during 1920, and thus make the estimated 20,000 tons less consumption.

"Volunteers in these ranks should be called to show their loyalty at this time. Each of these publishers knows his local field and should find a means to the end.

"I have great confidence in the efficiency and its immediate effectiveness of the work which shall be carried on by the Bradford Merrill's committee on conciliation and conservation.

"The great majority of the small papers in the country have now reduced almost to the minimum, if they are going to maintain their identity and newspapers. Much saving may not be looked for from this source. The fact that they cannot buy print paper except at a prohibitive price has forced them in the extreme.

Approved by N. E. A.

"Advertising cannot be reduced much among these papers if they are to defend the merchants of their community in competition with mail order houses and the great retail stores getting abnormal publicity in the large papers. Business in the rural communities should not be crushed."

President Albright of the N. E. A. says:

"The news print conservation recommendations adopted by the special convention of the American Newspaper Publishers' Association last week meets with my hearty approval."

Increased advertising rates and reduced size of newspapers, as suggested by Frank P. Glass, president of the American Newspaper Publishers' Association, is the only way in which publishers can meet the needs of the existing situation in the newspaper field, already rendered acute by the consumption of surplus stocks of news print in the country, says the Seattle Times editorially.

"Mr. Glass presents a sobering prospect," says the Times. "Addressing the newspaper publishers' association at a special meeting in New York, Mr. Glass pointed out that the extraordinary volume of advertising carried by newspapers all over the country had made a terrific demand upon the news print manufacturers. An inevitable outgrowth of the race between production and consumption has been an advance in price."

Glass Impresses Seattle

Commenting on Mr. Glass' suggestions, including the proposal to effect an arrangement with the Canadian government permitting the bringing of pulp to American mills without productive restrictions on the Canadian side in the passage of the waterpower bill now pending in Congress, the Times says:

"These measures will afford only future relief, while the need of the hour is immediate relief. This latter can be achieved only through cutting down the size of newspapers and increasing advertising rates, a course which is justified, says Mr. Glass, by the fact that newspaper advertising rates always have been too low and now are at levels which justify an advance of from 25 to 50 per cent."

Close to 200,000 tons of Norwegian print paper will be imported to the United States for the relief of American newspaper publishers, if Senator Watson of Indiana is able to negotiate for the diversion of shipping.

Watson Wants Imports

Senator Watson is seeking the cooperation of the department of State and Commerce and the Shipping Board in an effort to have the Norwegian paper made available to American newspapers. He has been informed that not less than ten ships a week are returning to the United States in ballast, and while these vessels do not make Scandinavian ports, he believes the Shipping Board should divert them in order to transport the news print.

Should Senator Watson be unable to obtain action through the departments, he will offer a resolution in the Senate calling upon them to state why they have not done so or are not willing to do so.

His proposal gives more promise of definite relief for the publishers than anything that has been suggested so far.

"I understand there is a vast quantity of print paper available in Norway, but I am unable to get information as to the exact amount, though I am informed it is close to two hundred thousand tons," Senator Watson said. "That is a considerable amount of paper, but I am told there is that much over and above domestic demands and available for shipment into the United States.

"I am told by the publishers of the small newspapers throughout the country that they cannot stand the pressure of high-priced paper. They have reached a condition where they will be forced to exclude news or advertising in order that their papers smaller. We cannot let this occur and survive as a vital and free nation.

"My resolution to investigate the available supply of paper pulp in the Northeast and chart the same is in the Agricultural Committee of the Senate, and I wish that the publishers of this country would press for its early report. The resolution provides also for the investigation of pulp supplies in the West and Northwest.

Government to Help?

"The paper industry of the United States is moving away. It is establishing itself in Canada. Free trade for print paper will not aid the situation. It will encourage the Canadian industry and the Canadian manufacturers will be able to fix the price to suit themselves.

"I am in favor of making the industry so profitable in this country, and there is considerable profit in the industry, that other manufacturers will enter the business."

Senator Gronna said that the committee on agriculture and forestry, to which the Watson resolution for a survey of wood pulp possibilities in this country was referred, would not take it up until the committee on manufactures, of which Senator La Follette is chairman, had held its hearings on the news print shortage in response to Senator Reed's resolution.

Convention Tales Told

The New York Association of Daily Newspaper Advertising Managers at its meeting on November 18 heard the minutes of the Chicago convention of the National association read.

U. S. AGENTS SEIZE SHOP OF RADICAL DAILY

Seattle Union Record Suspended for Violent Editorial—Labor Chief Demands Action Against Other Seattle Papers

(BY TELEGRAPH)

SEATTLE, WASH., Nov. 17.—Complete seizure of the entire plant and equipment of the Daily Union Record and indefinite suspension of publication have been ordered by United States Attorney Saunders, enforced by government agents in a record raid on the establishment, following the arrests Thursday of E. B. Ault, editor and manager, and George P. Listman and Frank P. Rust, directors, on charges of publishing seditious and inflammatory editorials.

After the first raid on the plant the Record published one edition and then Attorney Saunders on advices from Attorney-General Palmer, took entire possession of the plant on Friday, ordering all employes to leave, silencing linotypes, presses and telegraph keys and placing locks on the doors.

No paper has since been issued by the Record except a small four-page sheet printed in the job printing plant today.

Except for refusal of the post office inspectors to admit the paper to mails, no interference has been made with the circulation of this abbreviated edition.

The case is of unusual interest to newspaper publishers because the government, in prosecuting the defendants, claims the right to seize the entire plant and equipment, including type, linotypes, presses, etc., on the ground that they were used in the commitment of crime.

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for 6 Months ending Oct. 1, 1919

33,137

Its sales promotion department is at the service of advertisers. And it really promotes.

Member A. B. C. *Publisher.*

The amalgamation of the two leading progressive Jewish newspapers in New York

THE DAY and THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג

The National Jewish Daily

The Leader in National Advertising

In October, The New York Times published 546,954 agate lines of national advertising, 345,823 lines in excess of October of last year and more than double the volume of national advertising printed by the second New York newspaper.

Few Papers—(if any)—surpass the

TRENTON NEW JERSEY TIMES

as

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages Tuesday Magazine Page

Circulation 26,000+ Member A. B. C.

KELLY-SMITH CO.

Mathridge Bldg., New York. Lytton Bldg., Chicago.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.

Morning Edition, 2c
Sunday Edition, 5c

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

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OHIO FIRST

Intense Cultivation via Daily Newspapers Pay Handsome Returns

OHIO has money to spend for your goods. Ohio wants your goods. Ohio people want to know about your goods—what they are, why they are better than the other fellow's goods, what the prices are and, particularly, just where your goods are on sale.

Tell these good people about your wares. Tell them the story—fully, freely and frankly. Don't tell them any half-baked story; don't ask these people to try to find your goods in *some* store, somewhere—but tell them *what* store in their town they can find your goods.

Tell them about your local representative. Locate your merchandise so that they may go to their own town merchant—and be sure of getting the right merchant—and you will get results.

Ohio people read Ohio daily newspapers---each his own home town daily newspaper.

Cincinnati people swear by or swear at the Enquirer---and yet the Cincinnati Enquirer does not loom up vital in the young lives of Ohio people living in Cleveland. The Plain Dealer is the vital spark in their lives---and in between Cincinnati and Cleveland are a number of mighty good daily newspapers, vital to their own communities and capable of doing a vast amount of good to your business.

Cultivate Ohio with Ohio daily newspapers, cooperate with Ohio merchants and increase your sales in one of the best trading territories in the country.

		Circulation	2,500 lines	10,000 lines
Akron Beacon Journal	(E)	31,781	.06	.06
Akron Times	(E)	21,254	.035	.035
Bellaire Daily Leader	(E)	4,462	.02	.0125
Cambridge Daily Jeffersonian	(E)	7,768	.02	.02
†Chillicothe News-Advertiser	(E)	3,855	.00714	.00857
Cincinnati Enquirer, Sc	(M&S)	64,598	.12	.12
Cleveland Plain Dealer	(M)	177,421	.26	.26
Cleveland Plain Dealer	(S)	205,985	.30	.30
Columbus Dispatch	(E)	75,662	.125	.115
Columbus Dispatch	(S)	70,492	.125	.115
Columbus (O.) State Journal	(M)	53,597	.10	.09
Columbus (O.) State Journal	(S)	28,390	.10	.09
*Dayton News	(E)	37,340	.065	.065
*Dayton News	(S)	29,533	.045	.045
East Liverpool Tribune	(M)	5,829	.015	.015
†Lima Daily News	(E&S)	12,549	.0286	.0214
Lima Republican Gazette	(M&S)	10,103	.02	.02
Middletown Journal	(E)	4,234	.01143	.01143
Newark American Tribune	(E)	6,178	.0179	.0179
New Philadelphia Daily Times	(E)	4,378	.0129	.0129
Piqua Daily Call	(E)	4,086	.0115	.0115
*Springfield News	(E)	74,331	.03	.03
*Springfield News	(S)	10,777	.03	.03
Toledo Blade	(E)	86,033	.17	.15
Warren Daily Chronicle	(E)	5,300	.02	.02
†Youngstown Telegram	(E)	21,601	.05	.05
Youngstown Vindicator	(E)	23,654	.06	.06
Youngstown Vindicator	(S)	22,053	.06	.06

*A. B. C. Report, April 1st, 1919.
†Government Statements, April 1st, 1919.
Government Statements, October 1st, 1919.

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To Newspaper Publishers

ONE year ago the New York Globe launched a campaign for increased compensation to advertising agents to produce a standard base of 15 per cent. commission and 2 per cent. cash discount.

To-day 94 per cent. of the daily newspapers of the country are on a 15 per cent. basis with 78 per cent. on the 15 per cent. and 2 per cent basis.

You all know how increased costs of doing business have piled up during the last year. We have all met the rising tide by increasing rates and selling prices.

It is sound business for us to again recognize that increased costs must be faced by the agents, and to grant a further increase of 2 per cent. in commission.

The general mediums allow 15 per cent. and 2 per cent. As it costs about 2 per cent. more to carry on a national campaign in the newspapers than in the general mediums we will be but paying for the additional service in allowing the extra 2 per cent. now.

The New York Globe made the increase Nov. 1, 1919.

I shall be pleased to hear from publishers who will make the increase and to list them in trade paper advertising and in circulars to the agents.

Jason Rogers

Member A. B. C.
180,000 a day

Publisher The Globe,
New York City.

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EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1919

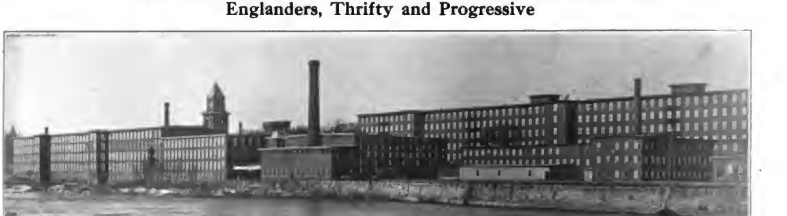
Space-Buyers' Chart and Market Survey of the

STATE OF NEW HAMPSHIRE

Second Section | NEW YORK, THURSDAY, NOVEMBER 20, 1919 | Vol. 52. No. 25

NEW HAMPSHIRE A STATE OF SUBSTANTIAL INDUSTRIES AND CONTENTED WORKERS

Labor Unrest Almost Unknown as a Result of Wise Industrial Management—Inviting Market for All Worth-While Products—People Typical New Englanders, Thrifty and Progressive



JEFFERSON MILL, AMOSKEAG MANUFACTURING COMPANY, MANCHESTER
Largest Textile Manufacturing Establishment in the World, Whose Mills Extend for a Mile and a Half Along the East Bank of the Merrimack River

THERE are but five states smaller in area than New Hampshire. The state has 9,031 square miles of land surface. Its estimated population in 1914—Federal Census Bureau estimate—was 439,000. It is nineteenth among the states in density of population, having 47.7 inhabitants per square mile.

The proportion of urban population is growing. In 1910 it was 59.2 per cent of the total as compared with 55 per cent in 1900. In 1914 there were eight cities each having an estimated population in excess of 10,000. These were: Berlin, Concord, Dover, Keene, Laconia, Manchester, Nashua and Portsmouth. The aggregate population of these cities was 42 per cent of the total for the state, and they report 60.9 per cent of the total value of the state's manufactured products.

New Hampshire is an industrial state, as is strikingly demonstrated by the fact that the total value of farm crops each year is approximately $15,000,000, while the total value of manufactured products in 1914 was $182,843,863, and the value added by manufacture was $67,830,426. There are 1736 manufacturing establishments in the state. These employ a total of 85,013 people. The average number of wage earners is 78,993. The total annual payroll of these establishments in 1914 was $46,523,773; and the payroll for wage earners was $40,642,393. The capital invested in manufacturing is $156,748,853.

The state ranks twenty-ninth in the value of products and twentieth in the number of wage earners.

The manufacture of boots and shoes is New Hampshire's leading industry, 71 establishments employing 14,815 wage earners; the annual product in 1914 was valued at $46,694,765 and the value added by manufacture was $12,983,167.

The second industry in importance in the state is the manufacture of cotton goods and cotton small wares, 20 establishments employing 21,609 wage earners (the largest number represented in any of the state's industries). The total value of products is $35,793,044, the value added by manufacture being $13,033,455. Thus it would appear that the cotton mills are the state's largest source of wealth, while ranking second in the total value of products.

The third industry in importance is the manufacture of paper and wood pulp in which 30 establishments are engaged. These employ an average of 3,905 wage earners; the annual product is valued at $17,708,138 and the value added by manufacture is $5,171,062.

Ranking fourth is the related industry of lumber and timber products, employing 7,275 wage earners, with an annual product of $16,554,468 and a value added by manufacture of $8,124,006.

The manufacture of woolen and worsted goods ranks fifth among New Hampshire industries, employing 9,532 wage earners and with an annual output valued at $15,039,284, the value added by manufacture being $4,952,463.

In the 24 leading lines of manufacturing in the state are included 5 with products exceeding $10,000,000 each per year; 10 with products valued at from $1,000,000 to $10,000,000 and nine with products valued at less than $1,000,000 each.

The textile industry, if considered in

Daily Newspapers of New Hampshire

Claremont—
Eagle ..... (E)

Concord—
Patriot ..... (E&M)
Monitor ..... (E)

Dover—
Foster's Democrat ..... (E)

Keene—
Sentinel ..... (E)

Manchester—
Mirror and American ..... (E)
Union ..... (M)
Leader ..... (E)
L'Avenir National ..... (E)

Nashua—
Telegraph ..... (E)

Portsmouth—
Chronicle ..... (M)
Herald ..... (E)
Times ..... (E)

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Concord	VII	Manchester	III and V
Dover	VI	Nashua	VIII
Portsmouth	VIII		

its entirety, would easily rank first in the state. The three most important branches of this industry—cotton goods, including cotton small wares, woolen and worsted goods and hosiery and knit goods—reported products amounting to $55,115,067, or 30.1 per cent of the total value of manufactured products for the state and gave employment to 34,529, or 43.7 per cent of the total number of wage earners.

New Hampshire stands fourth among the states in the manufacture of boots and shoes, and this industry has shown a steady growth.

Statistics of the paper and wood pulp industry later than 1914 are not available, but in this industry there has been, since that date, a forced expansion, due to the increasing demands for newsprint paper. The great timber resources of the state and its water power serve to place it in the front among all the states in this industry.

Wage Earners Mostly Men

The lumber and timber products have always constituted a leading branch of New Hampshire industries. In late years much of the wood formerly utilized in general manufacturing has been diverted to the paper industry, and this trend will doubtless continue.

Men greatly outnumber women among the wage earners of the state, the per centages being, 70.8 males and 29.2 females.

In 1914 only six-tenths of one per cent of the wage earners were under sixteen years of age.

In but two lines of manufacturing do the women wage earners outnumber the men. In the manufacture of men's clothing 92.4 per cent of the workers are women and in hosiery and knit goods 66.7 per cent.

From 1904 to 1914 the number of wage earners in Manchester increased 47 per cent; in Portsmouth, 70.8 per cent; in Nashua, 19.9 per cent; in Keene, 16.9 per cent and in Concord 7.6 per cent. These figures afford a measure of the steady growth of the state's industries.

As the most important industries of the state are not seasonable there is but little variation in the stability of employment month by month. The minimum number engaged in any one month is 93 per cent of the maximum for any month.

Stability of Employment

Cotton goods, with the greatest average number of wage earners, shows the smallest fluctuation, the number of wage earners in October—the least active month—being 96.6 per cent. of the number in February, the month of maximum activity. Manchester, among the cities, shows the greatest stability of employment, the minimum in this city for any one month being 95.2 per cent. of the maximum for any month.

The 48-hour week is slowly but steadily gaining ground in New Hampshire. Yet in 1914, as at previous census periods, by far the greater number of wage earners were employed in establishments where the prevailing hours were between 54 and 60. In 1914 only half a many people were working 60 hours per week as in 1909.

In eight of the principal cities in 1914, 96.5 per cent of the wage earners were on schedules of 60 hours or less per week. In Manchster 98.6 per cent of wage earners work less than 60 hours per week.

Summer visitors spend $10,000,000 each year in New Hampshire. The scenic splendors of the state and its perfect summer climate attract people from every section of the country. From its broad window on the sea to the Canadian border New Hampshire is a delight to the tourist. Mountains, on whose peaks and slopes are pictured the glories of dawns and sunsets in turn, charm and allure the visitor, weary of the city grind and grime. They beckon to tired humanity and speak health, rest and content.



MAP OF NEW HAMPSHIRE, SHOWING TRADING AREA OF PRINCIPAL CITIES

It is easy to understand the vigor and progressiveness of the inhabitants of a state which draws to it thousands of visitors in quest of that new vim and energy which is found in its bracing air. Indeed, it has been said of Manchester, the chief city of the state, that it is essentially western in the spirit of its people and in the absence of the restraint of tradition which fetters many eastern cities. Manchester has the habit of doing things, not merely contemplating them as possibilities.

Here, in this delightful city on the picturesque Merrimack, live an army of prosperous wage earners, to all of whom a higher order of home life is possible. There is little labor unrest. Somehow Manchester manufacturers—as well as those of other cities of the state—have solved the problem of "team work" between employer and employees.

They will tell you that this is accomplished because capital and labor are not set up as opposing factors in production, but as partners.

Manchester is a city of busy people. In an estimated population of 85,000 there are few idlers. Twenty thousand textile workers—according to recent estimates—live and work here, and ten thousand are employed in making shoes.

City of Great Industries

Nature seems to have destined Manchester to be a city of big industries. Her magnificent water power, afforded by Amoskeag Falls, is splendidly utilized to turn the wheels of great industries—including the largest textile manufacturing establishment in the world. It is said that the Merrimack River turns more spindles than any other river in the world.

Manchester is the largest city of New England north of the Massachusetts line. The city has an area of 21,700 acres, plus a water area of 3,000 acres. There are about sixteen thousand families and approximately 10,000 dwellings. There are 210 miles of public streets; 206 acres of parks and commons in the built-up sections of the city.

The wage earners of Manchester, according to a recent estimate, receive more than $12,000,000 annually. The payroll of one cigar factory employing about 1,000 people and said to be the largest single factory in this line in the country—is $1,000,000 a year. Here is located the largest brush factory in the world, with an annual product valued at more than $1,100,000. Two million baseball bats are made each year.

An agent of the Department of Labor who spent several weeks investigating factory conditions and the home sur-

(Continued on Page V1)



SHOE FACTORY OF W. H. McELWAIN COMPANY, MANCHESTER
This firm employs more than 6,000 people in its manufacturing department

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts.....Part 1

Manchester, N. H

Population

1910 Census	78,384
A. B. C. Sept. 30, 1919, City	86,000
A. B. C. City and Suburban	110,000
Chamber of Commerce Estimate, City	83,000
Chamber of Commerce, City and Suburban	110,000
Native Whites	55%
Foreign Born	45%
Negroes, less than	40
Students	200
English Reading	75%
Industrial Workers	40%
Home Owners	15,400
Summer Residents	None

It is estimated that 42% of the population is of French percentage. There is a large French quarter and the stores employ a large percentage of French clerks. Many of the big stores are conducted by French firms.

Suburban and Farm Residents

Within a ten-mile radius are the prosperous towns of Derry, 7,300; Londonderry, 1,000; Merrimack, 2,500; Goffstown, 2,600; Suncook, 1,500; Hooksett, 1,525; Bedford, 1,200; and Auburn, 1,000.

Also ten or twelve smaller villages with a mill or two each. One of the largest dairy farms in New England is in this territory and numerous rich produce farms fine orchards, etc. It is also a popular vacation land in the summer.

City Classed as

Largest industrial center in New Hampshire.

Location

On Manchester-Lawrence, Manchester-Milford, Manchester-New Boston and Manchester-Portsmouth Divisions of the Boston & Maine Railroad. Manchester street railway throughout city and suburban to Nashua and southern New Hampshire and north to Concord. Auto freight to Boston, Nashua and Concord.

Banks

Savings	6	Resources $45,740,000
Trust Companies	2	Resources 190,000
National	4	Resources 12,541,000

Schools

Public Grade	25	Pupils 6,717
High	1	Pupils 958
Parochial	22	Pupils 2,500

There are 12 French parochial schools included in the 22 total, and hundreds of French children attend the public grade schools. There are two business schools, 3 private schools, and St. Anselm's College with 251 students.

Theatres

9 moving picture exclusive-ly; 2 motion picture and vaudeville. Total seats, 7,400; largest 1,600 seats.

Churches

Baptist, 5; Congregational, 4; Episcopal, 2; Evangelical, 3; Jewish, 2; Methodist, 5; Roman Catholic, 10 (7 French); Unitarian, 1; Universalist, 1; Presbyterian, Scientist, 1; and 19 missions and other religious organizations.

Principal Industries

Cotton and woolen goods, print paper, box shooks, latch needles, shoes, paper and wooden boxes, doors, sashes, blinds, knit underwear, caskets, brushes, machinery, fire escapes, hosiery, lumber, duck goods, cigars, bobbins, carbonated beverages.

Special Information

Total value of yearly factory output estimated at close to $90,000,000. Average weekly wage scale, unskilled $24, skilled $46.

Manchester has the largest single brand cigar factory in the United States with an annual payroll of more than $1,500,000. Here is also located the largest cotton and woolen goods factory in the world, employing more than 15,000 people. The annual payroll is more than $12,000,000 and the value of yearly output close to $25,000,000.

There are more than 30,000 workers employed in the varied industries.

NOTE: Sources from which these figures and facts and those of Part 2 were secured: A. W. Phinney, Secretary Manchester Chamber of Commerce; W. J. Lessard, State Board of Education; H. F. Taylor, Superintendent of Schools; latest bank statements, latest A. B. C. report to date, merchants, theatres and other sources.

Most Popular and Conceded the Most Wide-awake Newspaper in the State of New Hampshire

The Manchester Daily Mirror

(Applicant for membership to the A. B. C.)

Evening Local Edition — Morning State Edition

Absolutely No Duplication

The idea of trying to "cover" the city of Manchester and State of New Hampshire through the use of one paper which has a Morning and Evening edition (of which there is some duplication) with a combined circulation of less than one paper to every 25 people has been **Proven False and Unprofitable.**

The most substantial recognition that the Mirror is a Medium that must be considered is shown by these figures.

September 1919 .	274,932 Lines
" 1918 .	168,078 "
	106,854 "
	63½% GAIN

The average circulation of the MIRROR for September was 6,924—Watch it increase

Special Representatives

Payne Burns & Smith, Inc.
Fifth Ave. Bldg., New York City. 8 Winter St., Boston

G. Logan Payne Company
Marquette Building, Chicago. Kresge Building, Detroit

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NINETY NEW ENGLAND TOWNS

make boots and shoes.

They are in Maine, Massachusetts and New Hampshire.

One hundred and twenty have paper mills or make paper goods of some sort.

A Boston bank has issued a map of New England showing by symbols the industries on which each of 641 towns depends, *for the furtherance of the export business.* The subject is too immense to treat superficially in a brief way, except to point out to manufacturers of specialties of all kinds that in this great market of over 7,000,000 people there is ample purchasing demand for everything that can be sold by name and advertised in the daily newspapers, which are the natural means of obtaining publicity in this intelligent, reading community.

If YOU have a meritorious proposition to bring before a buying audience, TRY it here FIRST in one of the compact, well populated, newspaper reading divisions.

You can then *know* by RESULTS and calculate accordingly.

SELECT LIST of NEW ENGLAND NEWSPAPERS

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,605,522			
†Boston Advertiser and American ....(S)	365,000	.40	.40
Boston American ....(E)	301,270	.42	.42
Boston Globe ....(M&S)	282,172	.35	.35
Boston Globe ....(S)	327,924	.45	.45
Boston Post ....(M)	467,787	.45	.45
Boston Post ....(S)	342,524	.35	.35
Boston Record ....(E)	46,392	.15	.15
Boston Transcript ...(E)	32,837	.20	.20
Fall River Herald ...(E)	9,470	.025	.025
Fitchburg Daily News (E)	5,525	.01785	.01785
Fitchburg Sentinel...(E)	7,073	.02857	.025
Haverhill Gazette ...(E)	13,791	.035	.025
†Lynn Item ....(E)	15,121	.05	.0333
‡Lynn Telegram-News ....(E&S)	15,221	.04	.04
Lowell Courier-Citizen ....(M&E)	16,975	.045	.045
Mercury ....(ME)	26,622	.05	.05
Salem News ....(E)	18,407	.055	.04
MAINE—Population, 742,787			
Portland Express ...(E)	23,874	.07	.05
Portland Telegram...(S)	21,842	.06	.045
RHODE ISLAND—Population 652,335			
Pawtucket Times ....(E)	23,142	.06	.04
Providence Bulletin...(E)	52,274	.12	.12
Providence Journal (M*S)	31,762	.075*10	.075*10
Providence Tribune..(E)	25,577	.06	.07
Westerly Sun ....(E)	4,369	.02	.015
†Woonsocket Call-Reporter ....(E)	11,558	.04	.03
VERMONT—Population, 361,205			
Barre Times ....(E)	6,678	.0225*	.0175
Burlington Daily News (E)	7,800	.02	.02
Burlington Free Press (M)	10,921	.025	.025
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Standard-Telegram ..(M&E)	45,294	.095	.09
Bridgeport Post ....(S)	13,715	.045	.04
Hartford Courant ....(MS)	25,746	.05	.05
Hartford Times ....(E)	35,892	.07	.07
‡New Haven Journal-Courier ....(M)	15,728	.04	.035*
New Haven Register ....(E&S)	27,405	.065	.055
New London Day....(E)	10,493	.0357	.03
†New London Telegraph ....(M)	4,830	.0128	.0128
Waterbury Republican ....(M)	10,992	.035*	.025
Waterbury Republican ....(S)	11,425	.035*	.025

Government Statements, October 1st, 1919.
†Government Statements, April 1st, 1919.
‡A. B. C. Statement, April 1st, 1919.
*Rate on 3,500 lines.

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EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Two Parts.....Part 2

Manchester, N. H.

Wholesale Houses

Groceries	5
Meats	2
Sugar	2
Fruits	1
Flour	4
Dry Goods	1
Confectionery	4
Tobacco	3
Butter, Eggs and Cheese	1

These houses supply the Manchester territory and maintain an exceptionally fine auto delivery system.

Freight and railway express service is very good to points far beyond the Manchester trading area and through the aid of branch offices and stores in other cities, these wholesalers conduct an up-to-date distributing service to most all parts of New Hampshire.

The summer resort business is well cared for by special trips to the stores in lake and mountain resorts during the season.

The wholesalers co-operate with all national advertisers.

Retail Section

The principal shopping center is located on Elm, Hanover and Manchester Streets. It is about 2 miles long and boasts of the finest stores in the state. Fine department stores—large bank buildings—specialty houses—exclusive shops—theatres, etc., are located here.

A large number of the firms are French and even the biggest stores employ many French clerks to cater to the French population.

There are two neighborhood shopping centers about ½ mile long in the French districts of Granite Square and Notre Dame.

There is also a Greek section ½ mile long on Spruce Street.

Residential Features

Mostly one and two-family houses.

Several 3 to 5 family tenement houses near mill sections.

The large section populated almost entirely by French people who are loyal to their French newspaper in addition to the English dailies.

The Amoskeag Mfg. Co. conducts a large mill tenement section of brick block construction, regularly inspected and well managed.

Trading Area

Manchester draws business from all parts of the state because it is the largest city in New Hampshire. From the more distant points the buyers come periodically, but from towns and villages within twenty miles there is such good transportation facilities that the regular business of the city is increased by thousands of dollars weekly all year around.

Tourists, vacationists and summer residents in the lake and mountain territory contribute much wealth during the summer season.

The more definite boundaries of the Manchester trading area extend north to Concord, northeast to Pittsfield, east to Epping, south to Nashua, west to Elmwood and northwest to Hillsboro.

In this area are many rich produce farms, numerous vacation resorts, large dairy farms and many mill towns, all of which are a big factor in the business of Manchester's retail and wholesale houses.

Nationally advertised goods are popular and in great demand, both necessities and luxuries.

The per capita wealth in this area is very high.

Retail Outlet for Nationally Advertised Product

Automobile (Passenger) Agencies	22	Delicatessen Stores	2	Garages	20
Automobile (Truck) Agencies	13	Dress Makers	100	Grocers (Retail)	206
Automobile (Tires) Agencies	16	Druggists (Retail)	41	Hardware and Cutlery	8
Automobile (Parts) Agencies	12	Dry Goods Stores	32	Hats and Caps	5
Bakers	10	Department Stores	4	Jewelers	12
Cigar Stores	16	Electrical Supplies	2	Ladies' Tailors	25
Cloak and Suit Stores	12	Florists	5	Meat Markets	19
Clothiers	12	Furniture Stores	23	Men's Furnishings	6
Confectioners	24	Furriers	5	Merchant Tailors	47
				Milliners and Millinery Goods	22
				Opticians	4
				Piano Stores	7
				Photographers	11
				Plumbers, Steam and Gas Fitters	23
				Restaurants and Lunch Rooms	41
				Shoe Dealers	20
				Sporting Goods Stores	3
				Stationers	3

Morning Newspapers

Manchester Mirror (State Circulation Only)
Manchester Union

Evening Newspapers

Manchester Mirror (City and Suburban Circulation Only)
Manchester Leader
L'Avenir National (French)

Weeklies

American Citizen
Manchester Free Press

L'AVENIR NATIONAL

"THE FRENCH DAILY" *of* MANCHESTER, N. H.

An American Newspaper Published in the French Language

A LOCAL and STATE Daily I-N-D-I-S-P-E-N-S-A-B-L-E to cover Manchester and New Hampshire.

Second Largest Circulation IN MANCHESTER IN NEW HAMPSHIRE

Member of the Audit Bureau of Circulations.

National Advertisers and Advertising Agencies planning to cover Manchester and New Hampshire are invited to consider the claims of L'AVENIR NATIONAL to be included in their "list." If "space buying" is a science, it must be based on "facts." You cannot cover Manchester and New Hampshire unless you use "a full-size blanket," otherwise some part of the anatomy will stay in the "cold." No campaign, using English mediums only, can thoroughly cover this field because the large foreign language population which will not be reached. This is a problem, but L'AVENIR NATIONAL solves the greater part of it for you as it covers the French-speaking population which is the predominant foreign language element. In Manchester, the French-speaking population is 35,000 in a total population, and throughout the state it is 70,000. This, then, is too important a part of the population of this field to be neglected if it can be reached just as easily and just as economically as by "regular advertising" and it can be. L'AVENIR NATIONAL takes care of all translations and resetting of advertisements in French at advertising rates which will compare with those of English mediums.

L'AVENIR NATIONAL IS SECOND ONLY IN MANCHESTER AND NEW HAMPSHIRE TO THE LEADING ENGLISH DAILY, THE MANCHESTER UNION-LEADER

IN VOLUME OF LOCAL DISPLAY ADVERTISING CARRIED
IN VOLUME OF NATIONAL ADVERTISING CARRIED
IN VOLUME OF AUTOMOBILE ADVERTISING CARRIED
IN VOLUME OF CLASSIFIED ADVERTISING CARRIED

Plan your Manchester and New Hampshire Campaign with the Co-operation of L'AVENIR NATIONAL.

Write for further information. We are always pleased to help in our special field.

Detailed Circulation Report, Standard Rate Card, Sample Copies on request.

L'AVENIR NATIONAL PUBLISHING COMPANY

J. E. Bernier, Publisher. E. A. Bournival, Adv. Mgr.

MANCHESTER, N. H.

NATIONAL ADVERTISING IN L'AVENIR NATIONAL

Partial List of Our 1918 and 1920 Contracts

Albadon Dental Cream
American Woolen Co.
Anheuser Busch Bo Ha-Ni
Beecham's Pills Bisurated Magnesia
Boston American Uneeda Outfit
Camel Cigarettes
Canadian Pacific Railway
Cole's Arrow Light Motor Car
Colgate's Cashmere Bouquet
Crawford Ranges D D D Remedy
Dodge Bros. Auto
Durham Duplex Razor
Essex Motor Car
Father John's Medicine
Foley & Co. Frassone
Fruit-a-tives
Gaugraud's Oriental Cream
Glenwood Ranges
Gray's Syrup Hyomei
Hudson Motor Cars
Iron-Lax Tonic
Jad Salts Jiffy-Jell
Lalayette Family Remedies
Lax-a-tone Lo-Ro Medicine
Limestone Phosphate
Lyon Bros. Rings
Magee Ranges
Maxwell Motor Co.
McKesson & Robbin's Products
Mi-o-Ma Minerole
National Biscuit Company
Newstead's Prescription "W"
Novoro Olive Tablets
Overland Automobiles
Parmint Peruna
Perfection Oil Stoves
Pinkham's Vegetable Compound
Prince Albert Tobacco
Rayo Lamps Salada Tea
S. S. S. Cigars Sloan's Liniment
Mrs. M. Summers
Swan Russell Hats
Sweetheart Soap Tanlac
True's Elixir 20 Mule Team Borax
Vick's VapoRub Vinol Capsules
Vinol Victrolas
Wagner's Macaroni W. B. Corsets
Wyeth's Sage and Sulphur
Western Canada
Dr. William's White Pine

LINES NOT ADVERTISED IN L'AVENIR NATIONAL

Why not be First in the Field with Your Products?

Aluminum Utensils Aspirin
Auto Chains-Oils-Tires Specialties
Baking Powder Baked Beans
Breakfast Cereal
Cameras and Films
Candies and Chocolates
Canned Fruits and Vegetables
Chewing Gum Catsup
Clothing Cocoa and Chocolate
Coffee and Cereal Coffee
Cod Liver Oil Emulsion
Colds and Grippe Tablets
Collars and Shirts
Condensed Milk Cooking Oils
Corn Plasters Cough Drops
Cutlery, Tools Dyes, Dye Soap
Electrical Household Appliances
English Periodicals and Books
Fertilizers Fire Extinguishers
Flour Foot Powder
Fresh Fruits and Preserves
Garters and Suspenders Gasoline
Ginger Ale and Soft Drinks
Guns Rifles Ammunition
Hair Tonics Hand Cleaners
Gloves Grape Juice
Headache Remedies
Heating Equipment
Hosiery Infants' Food
Insurance Jams and Jellies
Kitchen Cabinets Laundry Starch
Malted Milk Mince Meat
Meat Products Mineral Medical Oil
Moving Picture Films
Molasses Table Syrup Olive Oil
Paints, Varnishes Enamels
Pianos
Pickles and Condiments
Pianos and Musical Instruments
Pile Cures
Pipes Smokers' Specialties
Portland Cement
Roofing Specialties
Root Beer Rubber Footwear
Rubber Heels and Soles
Safety Matches Shaving Soaps
Shaving Stick Soap Shoe Polish
Silverware Soups Spark Plugs
Talking Machines and Records

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SPACE BUYERS' SURVEY OF NEW HAMPSHIRE

(Continued from Page II)



ABBOT-DOWNING TRUCK PLANT, CONCORD
Said to be the largest in its line in the United States

roundings of operatives in Manchester, reported that "manufacturing life in Manchester was a revelation to me." The report emphasized the high average character and intelligence of the mill operatives, the spirit of friendliness and co-operation existing between mill executives and the workers and the attractiveness of the homes provided.

The Amoskeag Manufacturing Company has an annual payroll of more than $7,000,000; it has 605,000 cotton spindles, 22,000 cotton looms and 2,200 worsted looms in use; turns out 259,311,728 yards of cloth per annum; weaves 1,600,000 bags and consumes 54,000,000 pounds of cotton and 15,000,000 pounds of wool a year. This company has 5,844,340 square feet of floor space in its buildings. This great corporation—first in the world in its line—carries on a program of splendidly planned welfare work for its operatives, including an emergency hospital and a staff of visiting nurses, children's playgrounds, the finest baseball park and athletic field in New England north of Boston and carries on an elaborate series of entertainments for employees during the winter months. Workers are helped to become home owners and also stockholders in the corporation.

One of the state's most important manufacturing establishments is that of the W. H. McElwain Company, specializing in shoes for men and boys. The factories are at Manchester, Nashua, Claremont, Merrimack and Newport. About 6,000 peoples are employed in the manufacturing division and there is a total daily output of about 35,000 pairs of shoes. In Manchester alone the company employs about 3,800 people. The company is capitalized at $9,800,000.

The average number of wage earners

(Continued on Page VIII)

NEW HAMPSHIRE'S MANUFACTURING INDUSTRIES.

CENSUS OF 1914.

INDUSTRY.	Number of establishments.	Average number of wage earners	Value of products.	Value added by manufacture.
All industries	1,726	78,905	$182,843,863	$67,860,421
Boots and shoes, including cut stock and findings	71	14,915	48,094,766	12,983,167
Cotton goods, including cotton small wares	20	21,669	35,793,044	13,003,451
Paper and wood pulp	20	3,905	17,798,128	5,171,063
Lumber and lumber products	213	7,278	12,554,465	8,134,096
Woolen and worsted goods	40	9,533	19,939,284	4,952,463
Foundry and machine-shop products	50	2,647	3,325,957	2,353,846
Hosiery and knit goods	10	3,225	4,482,799	1,903,310
Leather, tanned, curried, and finished	9	453	2,903,750	612,437
Flour-mill and gristmill products	79	144	2,753,890	311,910
Tobacco, cigars	36	1,052	1,900,863	1,174,184
Marble and stone work	85	1,176	1,803,656	1,408,901
Bread and other bakery products	183	489	1,076,355	609,491
Furniture	24	1,054	1,854,273	831,202
Printing and publishing	136	709	1,448,003	1,084,949
Cooperage and wooden goods, not elsewhere specified	19	555	1,062,921	624,414
Wood, turned and carved	24	668	971,189	462,951
Gas, illuminating and heating	14	344	941,890	317,294
Clothing, men's and youths'	8	341	797,055	251,899
Butter	30	49	636,856	107,856
Carriages and wagons and materials	33	298	437,302	244,799
Brick	23	345	416,771	302,972
Clothing, women's	4	167	379,102	179,173
Electrical machinery, apparatus, and supplies	6	228	351,877	196,649
Upholstering materials	9	137	326,410	142,111
All other industries	278	8,005	20,765,706	9,220,245

EDITOR & PUBLISHER — SPACE BUYERS CHART — Claremont, N. H.

Population
1910 Census, Township 7,529
Chamber of Commerce Estimate, Village 6,000
Chamber of Commerce Estimate, Township 11,000

Native Whites 79%
Foreign Born 21%
Negroes ..... Ten Families
Students ..... None

Classed As Industrial

Industrial Workers.. 50%
English Reading 90%
Home Owners 1200
Summer Residents.. 100

Banks 3
Schools 13
Theatres 3
Churches 7

Resources $3,140,000
Pupils 2,011
Seats 2,011

Location
Concord & Claremont Division and Connecticut River Division of Boston & Maine Railroad.

Principal Industries
Lumber, bedsprends, cotton cloth, worsted cloth, paper, mining and quarrying machinery, silk compressors, bladdy, phonograph records, carbonated beverages, furniture, candy, dairy products.

Special Information
Largest foundries will in United States. Large game preserve at Blue Mountain. Wages per week; unskilled, $20; skilled, $25.

Suburban and Farm Residents
Windsor, 4,000; Newport, 5,100; Springfield, Vt., 700; Springfield, N. H., 800; Cornish, 2,000; Charlestown, 1,300. Large dairy farms.

Retail Section
1 mile on Tremont Square and North, Broad, Tremont, Pleasant, Sullivan and Main Streets.

Residential Features
Mostly one and two-family houses; few apartments.

Wholesale Houses
Confectioners 2
Fruits 1
Other lines supplied from nearby cities.

Trading Area
On the south extends to South Charlestown, on the east to Newbury (shares the latter trade with Concord), on the northeast to Springfield, north to Plainfield, and beyond; Connecticut River to Springfield, Vt.

Newspapers
Claremont Daily Eagle (Evening)
National Eagle (Weekly)
Claremont Advocate (Weekly)

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies 12	Bakers 3	Dry Goods 12	Hardware 2	Opticians 4	
Auto (Truck) Agencies 5	Cigar Stores 3	Department Stores 2	Hats and Caps 1	Photographers 4	
Auto (Parts) Agencies 3	Cloaks and Suits.. 3	Electrical 3	Jewelry 3	Piano 3	
Auto (Tires) Agencies 12	Clothiers 5	Florists 3	Ladies' Tailors 3	Plumbers 3	
	Confectioners 4	Furniture 5	Meat Markets 11	Restaurants 1	
	Delicatessen 1	Furriers 1	Men's Furnishers 3	Shoe Stores 3	
	Dress Makers 15	Garages 4	Merchant Tailors. 3	Sporting Goods..... 3	
	Druggists 3	Grocers 17	Milliners 3	Stationers 2	

EDITOR & PUBLISHER — SPACE BUYERS CHART — Dover, N. H.

Population
1910 Census 13,284
Board of Trade Estimate, City 15,000
Board of Trade Estimate, City and Suburban 30,000

Native Whites 87%
Foreign Born 9%
Negroes ..... Less than 20
Students 2,000

Classed As Industrial

English Reading 90%
Industrial Workers.. 30%
Home Owners 3,000
Summer Residents (None)

Banks 4
Schools (3 Parochial) .. 5
(Also N. H. State College at Durham, pupils 2,000)
Theatres 5
Churches 15

Resources $10,750,000
Pupils 2,400
Seats 3,700

Location
Western Division of Boston & Maine. Also connects by branch with Boston and Northern Divisions of B. & M. Dover, Somersworth, Portsmouth Street Railway and Atlantic Shore Street Railroad through city and to suburban and shore districts.

Principal Industries
Cotton cloth, woolen cloth, leather belting, welting, box toes, heels, counters, printing presses, soap, woodworking machinery, sash, doors, shoes, baked food stuff, candy, paper boxes.

Information
Four thousand industrial workers—wage, unskilled, $20 week; skilled, $30 week. Many wealthy retired business men reside here.

Suburban and Farm Residents
Rochester, 5,000; Somersworth, 5,000; South Berwick, 3,000; Newmarket, 1,000. Two beaches connect by trolley; smaller villages with one or two mills each. Several dairy farms ship to Boston and New York City.

Wholesale Houses
Beef 1
Tobacco 1
Groceries 1
Confectionery 1
Fruit 1
Portland, Me., and Boston, Mass., wholesalers also supply cities.

Retail Section
1½ miles on Central Avenue, Third Street and Washington Street.

Residential Features
Mostly 1-family houses. Two small mill district settlements.

Trading Area
Extends south to New Hampshire best shares part of trade with Portsmouth. East to Long Beach and north along shore resorts in summer to Moody. Northwest to Farmington and west beyond Strafford Corner and West Barrington.

Newspapers
Foster's Democrat (Eve'g) The Tribune (Weekly)

Facts
Secured from F. W. Beckwith, Secretary Board of Trade, and F. A. Brown, secretary Board of Trade.

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies 11	Bakers 11	Dry Goods 8	Hardware 3	Opticians 3	
Auto (Truck) Agencies 7	Cigar Stores 11	Department Stores 1	Hats and Caps... 3	Photographers 4	
Auto (Parts) Agencies 7	Cloaks and Suits.. 3	Electrical 2	Jewelry 5	Piano 2	
Auto (Tires) Agencies 16	Clothiers 5	Florists 3	Ladies' Tailors .. 5	Plumbers 3	
	Confectioners 14	Furniture 1	Meat Markets 8	Restaurants 7	
	Delicatessen 1	Furriers 5	Men's Furnishers 3	Shoe Stores 7	
	Dress Makers 22	Garages 4	Merchant Tailors. 3	Sporting Goods 3	
	Druggists 10	Grocers 47	Milliners 13	Stationers 3	

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EDITOR & PUBLISHER — SPACE BUYERS CHART

Concord, N. H

Population

1910 Census 21,497

Board of Trade Estimate, City 24,000

Board of Trade, City and Suburban 30,000

Native Whites 85%
Foreign Born 15%
Negroes ..... Less than 1%
Students 400

City Classed as

Industrial and Residential

English Reading 92%
Industrial Workers 13%
Home Owners 3,500
Summer Residents 1,000

Banks

Savings Banks ..... 4 Resources $24,888,233
National Banks ..... 3 Resources 8,000,000

Schools

Public Grade ..... 14 Pupils 1,742
High ..... 6 Pupils 984
Manual Training ..... 1 Pupils 300

There is one business school, several private schools and St. Mary's Preparatory School for girls and St. Paul's Preparatory School for Boys. 3 Parochial Schools (2 English, 1 French), 700 pupils.

Theatres

Two moving pictures exclusively, one motion pictures and road shows, one road shows exclusively. Total seats, 4,500; largest, 1,200 seats.

Churches

Congregational, 5; Baptist, 5; Episcopal, 4; Roman Catholic, 3; Methodist, 3; and 8 other churches.

Location

On five (5) branches of the Southern Division of the Boston & Maine R. R., and the White Mountain Division of the same road. Auto freight to Manchester and Boston. Concord street railway lines throughout city and to Manchester.

Principal Industries

Electrical specialties, brass and aluminum castings, pattern making, auto bodies, carriages, wagons and trucks, motor trucks, lumber, wire, deer forgings, malleable castings, sinks, plumbers' woodwork, silverware, tents, awnings, cobles, granite, leather beds, carbonated beverages, flour, pilows, stoves, car coupilngs, candy, foodstuffs, bookbinding, machinery, metal water bottles, printing of national publications, car wheels, brick, cigars, harness, leather belting.

Special Information

One of the largest silverware factories in the United States. One of the largest publishing houses, printing 30 or 40 national magazines. One of the largest granite industries in America. Large B. & M. repair shop. Average wage unskilled, $30 week; skilled, $35.50 week.

Suburban and Farm Residents

Many produce farms and fine dairy country. In twelve-mile radius—Boscawen, 1,246 Bow, 700; Canterbury, 600; Chichester, 600; Loudon, 850; Epsom, 725; Pembroke, 3,300; Allenstown, 1,500; Dunbarton, 900; Hopkinton, 1,600.

Wholesalers

Tobacco 3
Confectionery 1
Flour 5
Grocers 2
Leather 1
Meats 3

Supply all Concord trading area and several points further north.

Excellent train service and automobile truck systems enable these houses to assure optional advertisers wide and prompt distribution of goods even in thinly populated territory in northern part of state.

Retail Section

Principal shopping center 1 mile on Main, Pleasant, Depot, Warren, School, Capitol, Park and Center streets. Small neighborhood section in Penacook, near city limits.

Residential Features

Mostly one and two-family houses. Very large residential area and eight large, up-to-date apartment houses. No tenement or slum section.

Retail Outlets for Nationally Advertised Product

Auto (Passenger)	20	Delicatessen	6	Garages	10
Auto (Truck)	10	Dressmakers	51	Grocers	49
Auto (Tire)	22	Druggists	4	Hardware	7
Auto (Parts)	13	Dry Goods	9	Hats and Caps	7
Bakers	8	Department Stores	2	Jewelers	5
Cigar Stores	15	Electrical Supplies	3	Ladies' Tailors	4
Cloaks and Suits	4	Florists	2	Meat Markets	15
Clothiers	11	Furniture	4	Men's Furnishings	7
Confectioners	12	Furriers	2	Merchant Tailors	10
				Millinery	16
				Opticians	4
				Photographers	3
				Pianos	3
				Plumbers	9
				Restaurants	10
				Shoe Dealers	10
				Sporting Goods	3
				Stationers	6

Trading Area

Concord has one of the largest trading areas in the state. On the south the boundaries extend to Seacook, but part of this trade is shared with Manchester. On the east the area extends to Barnstead and North Barnstead. To the northeast and north the territory includes points beyond Laconia and Bristol.

To the west and northwest trade comes from Hillsboro, Bradford, Newbury and the popular summer resort at Lake Sunapee. Hundreds owning homes in this area.

NOTE: Sources from which figures and facts were secured: G. A. Foster, president Concord Board of Trade, latest bank statements to date, superintendent of schools, tax assessors, and others.

Newspapers:
Concord Daily Patriot (Morning and Evening)
Concord Evening Monitor
Gravity Monthly
Weekly Patriot
New Hampshire Statesman (Weekly)

In New Hampshire Use

Concord Morning Patriot Concord Evening Patriot

For more than a hundred years, the tradition of the Concord Patriot has been summed up in one word—leadership.

One Rate Covers Both Editions

Member A. B. C.

Order Placed for New Duplex Tubular

The Real Test

Levin J. Chase, Mgr. Concord Electric Company, writes: "Your progress, which is really remarkable in a city like Concord, is due wholly to your leadership. It may be fairly said that your subscribers look forward with satisfaction to the arrival of the Patriot night and morning and that is the real test."

President George A. Foster, Concord Board of Trade: "Recently I advertised a certain piece of property in the Patriot and sold it the next day. I feel that as a newspaper and an advertising medium it is of the greatest value."

M. E. Gordon, clothier: "I have been a constant advertiser for 16 years. I have certainly noticed every change for the better and your remarkable progress, both in circulation and modern facilities."

Concord's Three National Banks Say—

Edward N. Pearson, First National: "The development of a modern newspaper plant has been matched by a fine growth in circulation and advertising patronage."

Josiah E. Fernald, National State Capital Bank: "I have watched with a great deal of interest the growth of the Patriot. We wish to congratulate you on the success that you have made both from the standpoint of a reader and an advertiser."

H. H. Dudley, Mechanicks' National Bank: "I have learned of the very substantial increase in the circulation of the Patriot. Certainly the Patriot is a very readable newspaper, up-to-date and a good advertising medium."

J. C. Derby, jeweler, says: "I have used special advertisements, have kept account of the returns and it is surprising what large returns have come from a small investment. I consider it one of the best mediums for advertising and the great growth the paper is making betters the advertising as each week goes by. I thoroughly appreciate having such a valuable paper in our midst."

EDWARD J. GALLAGHER, Publisher

Special Representatives

NEW YORK, RALPH R. MULLIGAN, 30 East 42d Street.

BOSTON, CARROLL J. SWAN, 44 Bromfield Street.

CHICAGO, C. J. ANDERSON, Marquette Building.

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(*Continued from Page* VI)

in each of the eight principal cities, according to 1914 estimates by the census bureau: Manchester, 25,843; Nashua, 7,382; Berlin, 2,680; Concord, 2,856; Dover, 2,843; Laconia, 2,621; Portsmouth, 1,090 and Keene, 2,068.

New Hampshire offers to manufacturers seeking a market for their products a dominant population of prosperous and satisfied wage earners, employed in industries affording stability of wages and work. Newspapers, measuring up to the best standards of journalism, afford the unfailing key to this market at a very reasonable advertising cost. As a market unit the state may be developed quickly, both in distribution and in advertising.

NEWSPAPERS PUT OVER CANADIAN LOAN

Met and Successfully Counteracted Critical Attitude of Public—Twice As Much Money Raised As Asked

TORONTO, Nov. 27.—Were any evidence needed to demonstrate the power of newspaper publicity, when properly directed, it is supplied by the experience of the Dominion of Canada in floating its third Victory Loan.

When the Canadian Press Association undertook last August to handle the publicity for this year's loan, the Committee approached the task with a good deal of apprehension. This was increased when members of the Committee, under agreement among themselves, sounded out such people as they encountered in their everyday routine. Questions were put to about 250 individuals, mostly among the working-class, and the general attitude was one of criticism, with more or less open hostility to the idea of another loan.

The committee thereupon determined that its line of action would be directed towards meeting and counteracting the critical attitude of the public, and copy writers set themselves deliberately to work to anticipate the criticism that would be levelled at the loan when the campaign began.

The first large-space advertisement came right out with an explanation of why another loan was needed; the second presented exact figures as to what would be done with the money raised; the third gave details of the disposition of the money raised last year. Fact after fact was driven home in the most convincing way possible.

What was the result? Victory loan canvassers were particularly requested to report on the popular attitude towards the loan. They found, with scarcely an exception, that the attitude of hostility as marked last August had been completely dispelled. That it was dispelled to good effect is shown by the figures. The loan was oversubscribed by nearly $600,000,000, falling little if any short of last year's total. Just half that sum was asked by the Government.

Keene, N. H.

Population

1916 Census	10,068
Commercial Club Estimate, City	12,000
Commercial Club Estimate, City and Suburban	14,000

Native Whites 99%	English Reading 99%
Foreign Born 4%	Industrial Workers ... 25%
Negroes ..... Less than 1%	Home Owners 2,000
Students 200	Summer Residents ..... Few

Banks 5	Resources $7,794,258
Schools 13	Pupils 2,177
Theatres 3	Seats 2,360
Churches 11	

Classed As

Industrial and Summer Vacation Centre

Location

Ashuelot Division, Cheshire Branch, and main line of Boston & Maine to Montreal.

Principal Industries

Chairs, pails, woodenware, shoes, woolen goods, narrow webbing, celluloid, silver, wire accessories, granite, small machine tools, overalls, silks.

Special Information

Average wage unskilled, $18; average wage skilled, $25; popular stopping place for tourists en route to mountains of northern New Hampshire and Vermont.

Suburban and Farm Residents

Swanzey, 1,000; West Swanzey, 1,000; Marlboro, 1,000; Surry, 250; Harrisville, 700.

Wholesale Houses	Retail Section
Beef 2	½ mile on Central Square and Main Street.
Flour 2	**Residential Features**
Grocers 3	Large proportion of inhabitants own own homes. Mostly one-family houses. A few two-family.
Cover Keene trading area.	

Trading Area

On south extends to Winchester, on west to Connecticut River, north to Walpole, Alstead and Marlow. On the east to Peterboro, Drury and Turnbull. Prosperous villages and summer resorts around the lakes and in the hills bring wealth to the area.

Newspapers

Keene Evening Sentinel.
N. w Hampshire Sentinel (Weekly)

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies 12	Bakers 4	Dry Goods 3	Hardware 3	Opticians 4
Auto (Truck) 8	Cigar Stores 7	Department Stores .. 1	Hats and Caps 1	Photographers 4
Agencies 8	Cleaks and Suits .. 4	Electrical 2	Jewelry 3	Pianos 2
Auto (Parts) Agencies 9	Clothiers 8	Florists 3	Ladies' Tailors 6	Plumbers 12
	Confectioners 8	Furniture 3	Meat Markets 8	Restaurants 5
Auto (Tires) Agencies 6	Delicatessen 2	Furriers 2	Men's Furnishings 3	Shoe Stores 11
	Dress Makers 32	Garages 4	Merchant Tailors .. 6	Sporting Goods .. 3
	Druggists 5	Grocers 36	Milliners 13	Stationers 3

Nashua, N. H.

Population

1910 Census	28,349
Board of Trade Estimate, City	30,000
Board of Trade Estimate, City and Suburban	45,000

Native White 85%	English Reading 85%
Foreign Born 15%	Industrial Workers .. 33½%
Negroes ..... about 35	Home Owners 3,000
Students ..... None	Summer Residents ..None

Banks 5	Resources $11,859,178
Schools 13	Pupils 4,000
Theatres 4	Seats 3,700
Churches 19	

Classed As

Industrial

Location

Worcester, Nashua & Portland Division and Southern Division of Boston & Main R. R. (Branches in six directions); Trolley connections with Manchester, Lowell and other eastern points.

Principal Industries

Cotton cloth, shoes, paper, machinery, building blocks, boilers, shoe heels, overalls, metal roofing, furniture, carded cotton.

Special Information

Business fine. $2,500,000 plant being built.

Suburban and Farm Residents

Hudson, 1,000; Pelham, 700; Litchfield, 500; Hollis, 1,000; Brookline, 1,000; Wilton, 1,200.

Wholesale Houses	Retail Section
Confectioners 1	1 mile on Main, Factory and West Pearl Streets.
Grocers 5	**Residential Features**
Beef 3	One and two-family houses.
Optical 1	

Trading Area

South to Dunstable, east to Pelham, north to Merrimack (shares latter with Manchester), northwest to Mount Vernon, west to Brookline.

Newspapers

Nashua Telegraph (Daily)
La Progres (Weekly; French)
L'Impartial (2 times a week; French)

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies 12	Bakers 13	Dry Goods 10	Hardware 4	Opticians 5
Auto (Truck) 8	Cigar Stores 7	Department Stores —	Hats and Caps 5	Photographers 11
Agencies 8	Cleaks and Suits .. 8	Electrical 2	Jewelry 8	Pianos 2
Auto (Tires) Agencies 15	Clothiers 14	Florists 4	Ladies' Tailors 8	Plumbers 13
	Confectioners 14	Furniture 5	Meat Markets 21	Restaurants 24
	Delicatessen 4	Furriers 4	Men's Furnishings 4	Shoe Dealers 10
Auto (Parts) Agencies 7	Dress Makers 43	Garages 5	Merchant Tailors. 19	Sporting Goods .. 3
	Druggists 16	Grocers 104	Millinery 37	Stationers 4

Portsmouth, N. H.

Population

1910 Census	11,338
Present Estimate, City	18,000
Present Estimate, City and Suburban	18,000

Native White 90%	English Reading 90%
Foreign Born 8%	Industrial Workers ... 45%
Negroes 2%	Home Owners 1,500
Students ..... None	Summer Residents 4,000

Banks 6	Resources $15,940,884
Schools 6	Pupils 3,800
Theatres 4	Seats 2,100
Churches 14	

Classed As

Industrial, Summer Resort and Naval Station.

Location

Eastern Division and Concord-Montreal Division of B. & M. R. R. Trolley to Dover, Rye, Hampton Beach and North Hampton. Freight to Boston and Portland.

Principal Industries

U. S. Navy Yard (steel ships), wood ships, bottoms, shoes, turbine engines, baked food stuff, canned fruits and vegetables, small tools, doors, blinds, sash, fishing.

Special Information

Town gaining in business. Popular with summer visitors. Largest tuna factory in U. S. Deepest harbor on coast. Ship lobsters and oysters west.

Suburban and Farm Residents

Dover, 15,000; New Market, 5,000; Kittery, 5,000; York, 2,000; other smaller villages and several popular beaches 20 miles along coast.

Wholesale Houses	Retail Section
Beef 1	Congress, Market, and Pleasant Streets about 1 mile. 3 neighborhood sections on outskirts.
Grocers 4	**Residential Features**
Oysters 2	Mostly 1 and 2-family houses. $1,000,000 Government housing system.
Portland and Boston wholesalers also supply trade.	

Trading Area

South to Seabrook, east to 20 miles of beaches, north to Moody, northwest to Dover, west to Epping.

Newspapers

Times (Evening) Herald (Evening)
States and Union (Weekly)
New Hampshire Gazette (Weekly)
Chronicle (Morning)

Facts and figures from F. E. Drew.

Retail Outlets for Nationally Advertised Goods

Auto (Passenger) Agencies 18	Bakers 6	Dry Goods 12	Hardware 4	Opticians 3
Auto (Truck) 5	Cigar Stores 10	Department Stores 1	Hats and Caps 3	Photographers 4
Agencies 5	Cleaks and Suits .. 7	Electrical 3	Jewelry 3	Pianos 2
Auto (Tires) Agencies 12	Confectioners 10	Florists 4	Ladies' Tailors 6	Plumbers 6
	Clothiers 12	Furniture 7	Meat Markets 12	Restaurants 23
	Delicatessen ..... —	Furriers 4	Men's Furnishings 3	Shoe Dealers 8
Auto (Parts) Agencies 7	Dress Makers 35	Garages 5	Merchant Tailors. 7	Sporting Goods .. 3
	Druggists 7	Grocers 52	Millinery 8	Stationers 4

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Two Sections—Including Semi-Annual List of English Language Dailies of the U.

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: $3.00 a Year; 10c Per Copy NEW YORK, THURSDAY, NOV. 27, 1919 Vol. 52. No.

Stanford University Libraries OCT 24 1919

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

DOMINATES IN FIVE GREAT STATES AS MEDIUM FOR "NATIONAL" ADVERTISING

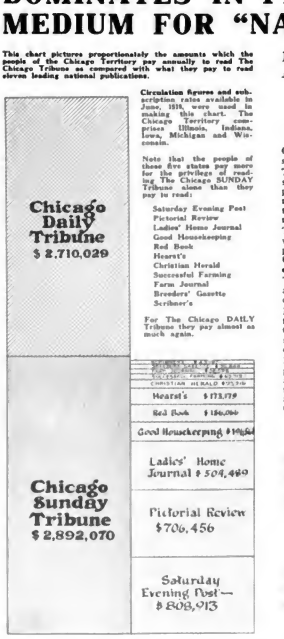
This chart pictures proportionately the amounts which the people of the Chicago Territory pay annually to read The Chicago Tribune as compared with what they pay to read eleven leading national publications.

Circulation figures and subscription rates available in June, 1918, were used in making this chart. The Chicago Territory comprises Illinois, Indiana, Iowa, Michigan and Wisconsin.

Note that the people of those five states pay more for the privilege of reading The Chicago SUNDAY Tribune alone than they pay to read:

Saturday Evening Post
Pictorial Review
Ladies' Home Journal
Good Housekeeping
Red Book
Hearst's
Christian Herald
Successful Farming
Farm Journal
Breeders' Gazette
Scribner's

For The Chicago DAILY Tribune they pay almost as much again.



Mr. William H. Johns, speaking as President of the American Association of Advertising Agencies, recently said:

> **"The newspaper has such a quick, direct appeal to the public that it is destined to be more and more recognized as the biggest, most essential and thoroughly recognized factor in national as well as local advertising, just as all concede today that even the smallest local newspaper helps frame national opinion on matters of politics, morals, tastes and habits."**

Obviously it is important that every **man who spends money for advertising** should realize the unique dominance of The Chicago Tribune in its territory.

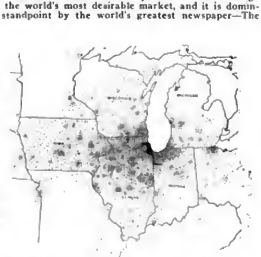
The map below shows how thoroughly The Chicago Tribune covers five great states. The chart opposite indicates that The Chicago Tribune must be a powerful force—an unrivaled force—with its readers, since they pay twice as much for the privilege of reading it as the sixteen million five hundred thousand inhabitants of the same five states pay to read eleven leading weekly, monthly, women's and farmers magazines.

The value of a publication to a reader, its importance in his daily life, its weight and influence with him—is surely to be measured by what the reader pays for it. When people pay $10.00 a year (cash in advance) for The Chicago Tribune, it is because they **want** The Tribune **more then anything else they read.**

The hundreds of thousands of people graphically pictured on the map below awake 365 mornings in the year with two ideas linked by the rigid routine of a lifetime—**breakfast and The Chicago Tribune.**

Magazines may be laid away to be read **whenever leisure and inclination happen to coincide,** but a part of **every** day is **definitely set aside** for reading The Chicago Tribune. Through no other medium can an advertiser so **swiftly,** so **surely,** so **directly** reach the hearts and the brains and the pocketbooks of the people of the Chicago territory.

In the Chicago territory one-sixth of the population of the United States possesses one-fifth of the national wealth, raises one-fifth of all our crops and produces one-fifth of our total manufactured product. The Chicago territory is unquestionably the world's most desirable market, and it is dominated from an advertising standpoint by the world's greatest newspaper—The **Chicago Tribune.**



Each Dot Represents Fifty Subscribers to The Chicago Sunday Tribune

Circulation now in excess of 400,000 Daily and 700,000 Sunday

"Iowa" a Booklet Giving a Vivid Picture of One Section of the Chicago Market, Will Be Sent Free to Any Selling Organization If Requested on Business Stationery.

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NEW YORK STATE DAILY NEWSPAPERS

Forty-one Daily Newspapers—twenty-six Evening Newspapers, thirteen Morning Newspapers, two Morning and Evening Newspapers, with a daily circulation of 3,753,091 together with

Thirteen Sunday Newspapers with a circulation of 2,902,164,

Making a combined seven day circulation of 25,420,710 published in

Twenty-four Cities in the State of New York not only cover the best business state in the Union, but are agreed that National advertisers are entitled to and shall receive the kind of co-operation that will make business placed with them profitable, not only to the daily newspapers, but to the local distributor as well as the manufacturer.

These daily newspapers are great newspapers. Great, not only in circulation, but in real influence in their communities.

They are operated by newspaper men who realize that daily newspapers have come into their own as to recognized value as the best advertising media, and are great in their determination to make good in every way to National advertisers.

They spell economy, efficiency and the kind of co-operation so much desired by all national advertisers and so seldom found in any place except a daily newspaper.

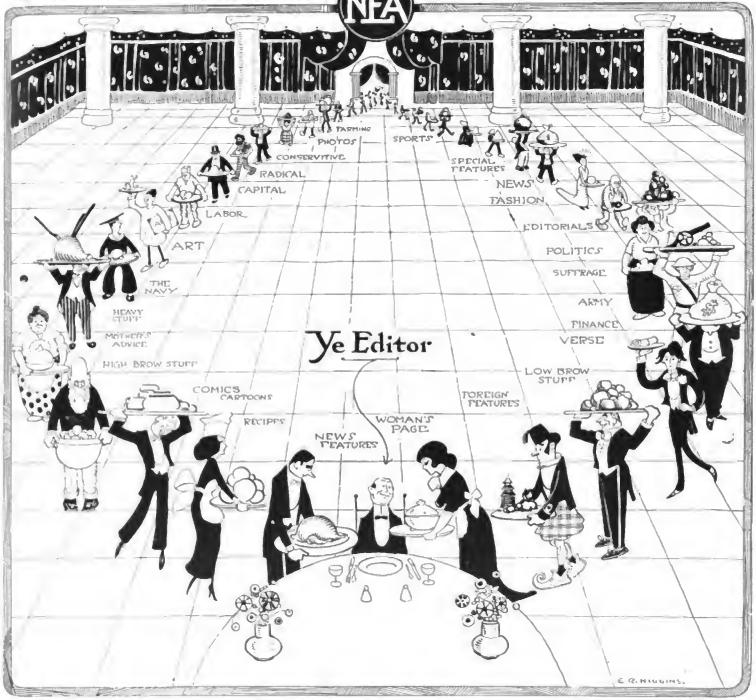
Localized national advertising is the most profitable kind, and daily newspapers localize national advertising.

	Circulation	2,500 lines	10,000 lines
**Albany Knickerbocker Press (M)	33,559	.07	.07
**Albany Knickerbocker Press (S)	43,957	.07	.07
Auburn Citizen (E)	7,304	.025	.025
Brooklyn Daily Eagle (E)	45,884	.18	.18
Brooklyn Daily Eagle (S)	68,457	.18	.18
*Brooklyn Standard Union (E)	54,558	.15	.15
*Brooklyn Standard Union (S)	58,347	.15	.15
Buffalo Courier & Enquirer (M&E)	75,316	.14	.12
Buffalo Courier (S)	114,431	.17	.15
Buffalo Evening News (E)	96,212	.16	.16
Buffalo Evening Times (E)	64,718	.10	.16
Buffalo Sunday Times (S)	72,550	.10	.10
Corning Evening Leader (E)	7,006	.025	.025
Elmira Star-Gazette (E)	23,469	.07	.05
‡Glens Falls Post Star (M)	8,000	.03	.03
Gloversville Leader-Republican (E)	6,000	.02	.02
Gloversville Morning Herald (M)	6,245	.03	.02
Ithaca Journel (E)	6,252	.025	.025
Jamestown Morning Post (M)	9,240	.025	.025
Lockport Union Sun and Journal (E)	7,682	.025	.025
*Middletown Times-Press (E)	5,695	.03	.025
Mount Vernon Daily Argus (E)	6,421	.02	.02
Newburgh Daily News (E)	10,903	.05	.03
New York American (M)	301,782	.55	.43
New York American (S)	875,948	.90	.80
New York Globe (E)	188,780	.39	.36
†New York Herald (M)	109,287	.40	.36
†New York Herald (S)		.50	.45
New York Evening Journel (E)	685,428	1.00	1.00
New York Post (E)	30,626	.25	.20
New York Sun (M)	131,951	.39	.36
New York Sun (S)			
New York Sun (E)	198,491	.42	.38
†New York Telegram (E)	181,519	.39	.36
†New York Telegram (S)			
New York Morning Telegraph (M)	52,103	.20	.17
New York Morning Telegraph (S)	56,280	.30	.255
New York Times (M)	339,658	.50	.485
New York Times (S)	501,453	.55	.5335
New York Tribune (M)	118,386	.32	.28
New York Tribune (S)	108,999	.32	.28
New York World (E)	339,199	.50	.48
New York World (M)	370,289	.50	.46
New York World (S)	578,799	.50	.48
Niagara Falls Gazette (E)	12,521	.035	.035
Poughkeepsie Star (E)	9,674	.032‡429	.03
Rochester Herald (M)	31,218	.06	.06
Rochester Times-Union (E)	82,733	.16	.14
**Schenectedy Union-Ster (E)	17,600	.08	.04
Staten Island Daily Advance (E)	4,500	.0275	.0225
Syracuse Journal (E)	45,025	.08	.08
*Troy Record (M&E)	23,752	.05	.05
Utica Daily Press (M)	21,095	.05	.045
Yonkers Daily News (E)	3,700	.03	.03

Government Statement, October 1st, 1919.
**Government Statement, April 1st, 1919.
*A. B. C. Report, October 1st, 1919.
‡Publishers' Statement.
†Seven Day Average.
Total Circulation 6,654,866

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Every Day is Thanksgiving Day For the Editor Served by



WRITE OR WIRE

Newspaper Enterprise Association

A SERVICE-NOT A SYNDICATE

Cleveland, Ohio.

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Philadelphia

is a Wonderful City for a Concentrated Advertising Campaign

Experienced advertising men say that Philadelphia is different from any other market in the United States, because one newspaper alone, The Bulletin, goes daily into practically every worth-while home.

Of Philadelphia's 392,000 dwellings, nearly 150,000 are owned by the families that live in them.

Philadelphia's 2089 Building and Loan Associations have 677,911 share-holders, and 430,793 people are regular depositors in its Savings Banks.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

October Circulation **451,792** Copies a day

The circulation of The Bulletin is the second largest in the United States.

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

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EDITOR & PUBLISHER

Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330.
James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52 NEW YORK, THURSDAY, NOVEMBER 27, 1919 No. 26

"ADVERTISING FOR THE SAKE OF LOTS OF IT" DOES NOT ATTRACT THE BRITISH

System of English Newspapers as Outlined by Wareham Smith, Director of Lord Northcliff's Associated Newspapers, Ltd., May Hold a Lesson for American Publishers—Daily Mail Maximum is 16 Pages

IN the present newsprint crisis when American newspaper publishers are wondering whether to jump, drive or balance, and are pinning their faith on hope for the days just ahead, it might be well to give a thought to the way they are continuing to overcome a like situation overseas.

A few days ago three went to tea at the Manhattan Hotel, New York. Two were Americans and called for lemon; the third—who was first—ordered cream, which is contrary to the rules laid down to us on what an Englishman should put in tea.

The adding of cream to tea prepared us for the next surprise, namely, an advertising man and director in one of the greatest newspaper institutions in the whole wide-world, who doesn't believe in advertising just for the sake of printing a whole lot of it.

Wareham Smith, director of the Associated Newspapers, Ltd., publishers of Lord Northcliffe's Daily Mail, Evening News and Weekly Dispatch, is here to look us over for the second time in eleven years. He speaks quietly but decisively. He has seen many things that have surprised him greatly, but have pleased him immensely. His main concern is newspapers, and since his arrival, he says, that he has toured the greatest publication house in the world.

Having come through news print trials very similar to those now faced by American publishers, Mr. Smith's observations no doubt will receive serious consideration. In discussing news print conservation he said:

"I read that there is a shortage of paper in America which is likely to become acute as time goes on. In view of the large number of pages which the American newspapers print daily I understand there is some difficulty in coping with the matter. We have experienced similar crises in England but have always met them without much trouble.

"English papers are much smaller in size, they have all a standard beyond which they do not go very far. The standard of the Daily Mail, for instance, is 12 pages, with a maximum of 16 pages. A shortage of paper is dealt with by drastically reducing the standard size, usually in agreement with competitors, but failing an agreement, each paper deals with the matter in accordance with the amount of paper in sight.

"Paper being the raw material of this great industry it entirely governs the situation, and neither the requirements of the advertiser or any other class is allowed to affect it. When the paper is cut the advertising space is cut proportionately.

"The advertisement rates are governed by the laws of supply and demand in connection with circulation and "pulling" power, and the rate once fixed is in most newspaper offices applied to every class of advertisers.

"It is the aim of every advertisement manager to sell his available space well in advance. He is enabled to do this because he knows exactly how much space he has to sell. It is very unusual for a newspaper in Britain to add indefinitely to the size according to the demand of the advertiser.

"The existing system of working has the good effect of encouraging the advertiser as well as the advertisement manager of the paper to make his arrangements well in advance. One result is great saving in the staff of solicitors.

"I have no very close acquaintance with the American press but it looks to me as if it is suffering from its own enterprise.

"The situation appears to be that it has created an immense demand for advertising space, some of which they will be unable to supply, and a drastic temporary cutting down seems to be the only solution until the production of paper is increased. The cutting down in Britain has resulted in less advertising space and a higher advertising rate."

In answer to an inquiry as to Lord Northcliffe's health, Mr. Smith said that his chief had quite recovered from the effects of his recent operation, and told a little story concerning him which we think may be of interest to the many thousands in this country who are acquainted with Northcliffe.

"When war broke out," said Mr. Smith, "there was a meeting of some of the directors of one of Northcliffe's companies to see what economies could be made. A day or two later Lord Northcliffe sent for me and said, 'I hear that there is some talk of reducing staff —well,' said Northcliffe, 'No man can foresee what we will have to do but you can take it from me that if a reduction of staff is absolutely necessary the directors will go first.' The staff was not reduced."

Mr. Smith talked about many other things as they relate to newspapers, but through it all he left the impression that he was a thorough newspaper man who had two things—circulation and advertising—for which he expected pay in full, with never a thought of the greater number of inches of display that his competitor carried today—his concentration being on his own reading public and his balance sheet at the end of the year.

The New Spirit

News print is selling for 6 cents delivered, in England, according to Mr. Smith, against 4½ cents f.o.b. mill here. He says that the news print shortage is undoubtedly preventing the developing of much new advertising that is now being offered over there.

When asked if he noticed any change in America since his last visit eleven years ago, Mr. Smith replied:

"Yes, a mighty change. I find a new spirit of friendliness. Even the men that I meet casually, on the streets and in trains, when they discover that I am an Englishman, seem to go out of their way to show me that they are glad that I am here. It's a wonderful thing—this new touch."

S. N. P. A. URGES 10 PER CENT. REDUCTION AT EXTRAORDINARY MEETING

BIRMINGHAM, ALA., Nov. 25.

A REDUCTION of at least 10 per cent. in the use of print paper during the remainder of 1919 and through 1920 was urged upon all newspapers of the South in the following resolutions unanimously adopted at the special session of the Southern Newspaper Publishers' Association here today:

"Whereas, members of the S. N. P. A. having met in extraordinary session to consider the report of its committee on the shortage of news print paper—a shortage which menacingly and imminently threatens the life of some Southern newspapers and which vitally affects the publication of every newspaper in America, finding:

"That news print paper is used largely in excess of production; that the reserve supply has diminished below the acute danger level; that no sizable increase in production upon a commercial basis is less than from one to two years in possible; that the price of news print paper since the pre-war period has advanced from about 105 per cent. to about 400 per cent.; that publishers of newspapers in their zeal to issue their newspapers regularly in such size as lavishly to print the news of the world, with comment upon and interpretation of it, and also to publish instructive and entertaining matter dealing with every human interest, have brought about an auction market for news print paper which has carried its priee above the level of sanity, do therefore:

"Resolved, that the Southern Newspaper Publishers' Association, in special convention assembled, urges its membership to make an earnest effort to reduce news print consumption, beginning at once and continuing through 1920, at a rate of at least 10 per cent. as compared with the consumption for July, August, September and October of this year. The association earnestly recommends that all of the publishers of the South in each competitive area co-operate to the fullest possible extent to the end that every practical method of conservation of news print and all other papers made from wood pulp may be employed.

"The association recognizes the fact that the necessary conservation cannot be accomplished except by the reduction of the size of newspapers or a reduction of circulation. The association recommends that conservation be accomplished chiefly by a reduction in the number of pages printed, the number of editions issued, the size of type, the space of news heads, space for illustrations, space for advertising and pyramiding advertising and in advertising rates and an increase in subscription rates with a view of covering the increased costs of white paper and the cost of delivery to the subscriber.

"The association urges immediate co-operation in each competitive area in support of all the efforts made by the committees on conservation and conciliation, representing the American Newspaper Publishers' Association and this association. The conservation and conciliation committee of this association is hereby directed to prepare a form of report to be sent by the secretary's office to all of the members of this association on which they are requested to report weekly the efforts for conservation and the actual results achieved, a summary of these reports to be printed in the association's bulletins."

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SOUTHERN PUBLISHERS AGREE TO SAVE 10% IN NEWS PRINT DURING 1920

Seventy-five Leading Newspaper Men Attend Special Convention of S. N. P. A. in Birmingham---Sweeping Cuts in Every Department Recommended in Resolution Unanimously Adopted

(STAFF CORRESPONDENCE)
(BY TELEGRAPH)

BIRMINGHAM, Ala., Nov. 25.

AFTER agreeing to a cut of 10 per cent in news print paper to be used during 1920, based on the average consumption of 1919, and after providing through resolutions adopted the method by which this reduction could be most effectively made, the extraordinary session of the Southern Newspaper Publishers' Association adjourned this afternoon, after having been in session at the Tutwiler since Monday morning.

Seventy-five of the leading Southern publishers attended the conference, which was spirited and marked by earnest enthusiasm throughout. The publishers in attendance represented the entire South from northern Virginia to western Texas.

Must Conserve

Facing the paper shortage unequivocally, the convention declared that reduction of consumption must be made. As the concluding act just before adjournment this afternoon the session adopted a resolution which every newspaper in the South was requested to publish conspicuously on page one.

The resolution is printed on Page 5 of Editor & Publisher.

To reduce the consumption 10 per cent, these things were declared necessary:

Cut down the size of type,

Reduce reading matter and illustrations.

Decrease advertising space by pyramiding advertising and increasing advertising rates, and

Increase subscription rates to cover the cost of paper and delivery to subscribers.

The resolutions were passed without a dissenting vote.

Sweeping cuts in every line were recommended by the publishers.

Suppression of all propaganda and everything that smacks of "free publicity" was enthusiastically agreed upon.

The convention was called to order Monday morning by James H. Allison of the Fort Worth Record, president. He declared that the meeting had been called to overcome present conditions and urged every man to get down to business and enter into a spirit of helpful cooperation with his neighbor.

President of A. N. P. A. Present

Frank P. Glass of the Birmingham News, president of the A. N. P. A., was called upon for a statement of conditions as he found them. Mr. Glass said that the report of Chairman Stewart of the news print committee on conditions and suggestions for their remedy was correct and heartily endorsed by him.

The total increase of production for next year, according to the manufacturers, would be 70,000 tons, Mr. Glass said, and this increase would not come until mid-summer. The time required for mill construction and the high cost of machinery, coupled with its limited manufacture, will work against any permanent relief from increased production, **he continued.**

Conservative manufacturers are not planning any extensive increase in production because they fear for future markets, Mr. Glass said. These manufacturers are attempting to supply their customers notwithstanding opportunities to sell on the open market at tremendous prices.

The only remedy lies in the hands of the publishers who have increased consumption. The remedy is decreased consumption.

Mr. Glass told of an interview with an English publisher, who said that the American publishers had to look into the future in meeting with the present crisis.

Rates Too Low

The advertising rates are entirely too low, this publisher said. An increase in rates is the only thing that will remedy conditions.

"Gentlemen, we are selling our advertising entirely too low," said Mr. Glass. "We hold our papers too cheaply. Some papers have already increased their rates 50 per cent without any difficulty."

He told of how the Chicago Daily News, one of the greatest daily advertising mediums in the world, has set an absolute limit to the size of its paper, in one issue not more than 70 columns of advertising matter was eliminated. The Chicago News has increased its rates. The New York Times is doing very much the same thing.

Cutting down the size of the paper, reducing the display advertising space and increasing the rates, is the only solution for the problem of how to reduce consumption, the speaker said.

"Increase your income by advertising; increase your income by circulation, and then hold down the aggregate number of pages printed," urged Mr. Glass in conclusion.

Those present were:

J. H. Allison, Fort Worth Record.
C. C. Johnson, Chattanooga News.
Noel A. Berry, Paducah News-Democrat.
E. R. Gaylord, Oklahoma City Oklahoman.
J. C. Wilmarth, El Paso Herald.
E. L. Dawkins, Little Rock Post.
Louis J. Wortham, Fort Worth Star-Telegram.
R. L. McKeney, Macon News and Columbus Inquirer-Sun.
Victor H. Hanson, Birmingham News.
Charles H. Stewart, Lexington Herald.
John L. Ehlinger, Birmingham News.
M. E. Foster, Houston Chronicle.
John S. Cohn, Atlanta Journal.
Frank P. Glass, Birmingham News.
Herb Harrell, Atlanta Constitution.
Luke Lea, Nashville Tennessean.
Jesse C. Long, Jackson (Miss.) Sun.
C. M. Stanley, Birmingham Age-Herald.
Charles D. Atkinson, Atlanta Journal.
R. A. Mullins, Birmingham Age-Herald.
H. M. Ayres, Anniston Star.
Parker R. Anderson, Greensboro (N. C.) Record.
Frederick I. Thompson, Mobile Register.
J. M. Marshall of New York, Great Northern Paper Company.
Martin B. Madden, Knoxville Sentinel and Charlotte Observer.
Shirley Glyenphan, of New York, Hearst Syndicate.
B. B. Jeffress, Greensboro (N. C.) Daily News.
Powell Glass, Lynchburg Daily News.
G. P. Browne, Anderson (S. C.) Daily News.
G. T. Sanford, Selma Times.
E. B. Stahlman, Nashville Daily Banner.
W. R. Shelton, Albany-Decatur Daily.
Ralph R. Bovinger, Meridian Star.
John F. D. Ames, Fort Smith (Ark.) Times-Record.
H. H. Peace, Greenville (S. C.) News.
George Morris, Memphis News-Scimitar.
Mrs. Lou K. Mayes, Pensacola Journal.
F. G. Hautzen, Jr., San Antonio Express and News.
J. W. Ferguson of New York, Editor & Publisher.
J. O. Reeder, Miami Daily Metropolis.
C. O. Duff, Mergenthaler Linotype Company.
Fred T. Hodson, Knoxville Journal and Tribune.
W. W. Holland, Spartanburg Herald.
Quimby Melton, Birmingham Ledger.
J. R. McKissick, Greenville (S. C.) Piedmont.
J. L. Meeks, Gadsden Times-News.
A. W. McCulloh, Gadsden Journal.
C. H. Allen, Montgomery Advertiser.
E. W. Barrett, Birmingham Age-Herald.
W. T. Anderson, International News Service.
F. G. Bell, Savannah Morning News.
T. C. Withers, Columbia (S. C.) States.
J. C. Harrison, Augusta Herald.
Benjamin Recce, Augusta Chronicle.
Claude S. Woolard, Raleigh News and Observer.
E. W. Carroll, Athens Daily Herald.

J. M. Marshall of the Great Northern Paper Company was called upon for a statement of conditions. He said that his company was selling 100 per cent of its product. The temporary increase in supply which has been brought about by the greater output was possible only through using machines that were adapted for other paper. This shifting of machines brought about an increase of overhead, and the consequent high prices, Mr. Marshall said:

Great Northern Policy

The speaker continued that publishers were selling too much advertising space for the amount of paper being manufactured. Even with the increase of tonnage coming in next year unless conservation is practised, papers will be facing the same situation as now within the next ten months, Mr. Marshall said.

The Great Northern Company will not increase its production next year. Increasing the tonnage means much preliminary work, Mr. Marshall explained. Europe will not offer any tonnage relief, because it is a consumer, not a producer. There is a normal growth, Mr. Marshall said, but it will not care for the abnormal increase.

The meeting was harmonious throughout, all publishers agreeing on the gravity of the situation confronting the industry and all entering with a spirit of willingness into any plan which promises relief.

S. N. P. A. CONSERVATORS

THE S. N. P. A. committee on conservation and conciliation has been appointed, as follows:

Buford Goodwin, Atlanta Georgian, cheirman; Colonel Luke Lea, Nashville Tennessean; Marcellus E. Foster, Houston Chronicle; Victor Hanson, Birmingham News; W. A. Elliott, Jacksonville Times-Union.

CANADIANS MEET TODAY

C. P. A. and C. P. L. in Annual Conventions in Toronto

TORONTO, Nov. 26.—The annual meetings of the Canadian Press Association and the Canadian Press, Limited, will be held here today, tomorrow and Friday, in accordance with the complete schedule presented in EDITOR & PUBLISHER of November 20.

58% INCREASE MADE IN ADVERTISING

89 Newspapers in 18 Leading Cities of United States Printed 89,750,-804 Lines During Month of October

A gain of almost 58 per cent in advertising was made in October, 1919, over the same month of last year, by 89 daily newspapers in the 18 principal cities of the United States, according to figures just issued by the statistical department of the New York Evening Post.

The total lineage for October, 1919, was 89,750,804, as compared with 57,-032,373 for October, 1918. Only one paper of the 89 figuring in the compilation, showed a loss.

The record by cities follows:

	1919	1918	Gain
New York	13,046,028	10,706,706	4,747,315
Birmingham	2,737,854	2,446,466	1,291,388
Chicago	6,906,128	4,678,184	2,227,944
Philadelphia	3,278,706	2,844,961	1,690,727
Los Angeles	2,662,152	2,116,264	1,545,888
Baltimore	3,007,998	2,360,902	1,446,996
Detroit	3,181,776	2,514,744	1,425,544
Cleveland	3,085,425	2,263,823	1,819,500
Washington	4,394,674	3,059,717	1,834,957
Buffalo	4,466,251	2,886,818	1,950,636
St. Louis	3,487,260	2,379,720	1,742,640
San Francisco	2,836,072	2,184,446	1,742,815
Minneapolis	3,411,900	2,199,824	1,501,972
Indianapolis	2,451,890	2,072,254	1,238,456
Milwaukee	3,905,867	1,686,180	1,437,187
New Orleans	2,483,481	1,454,451	1,184,602
St. Paul	2,580,290	1,719,438	810,852
Cleveland	4,875,500	2,899,600	1,266,000
Totals	89,750,804	57,082,375	32,718,431

A. P. MEMBERS FAVOR HIGHER SALARIES

Central Division Ready to Pay Higher Assessments to Get Best Type of Service Personnel

(BY TELEGRAPH)

DETROIT, Nov. 25.—The central advisory board of the Associated Press, meeting here today, unanimously went on record by resolution as favoring a blanket increase in salaries for correspondents, reporters and telegraph operators. The board, which comprises 25 newspaper publishers of the Central States, will forward its resolution, together with many routine recommendations, which were made here to the board of directors of the Associated Press at its meeting in New York.

Ralph H. Booth, chairman of the central advisory board, presided.

Considerable discussion on answers received from members of the central division of the A. P. regarding the character of service desired by readers. The consensus of opinion was that war news no longer is of any attraction to readers and recommended a minimum of this class of service.

The members from the Central States went on record as favoring increases in assessments "so that the type of reporter correspondent and telegraph operator in the employ of the Associated Press will be as high if not higher than any other news service."

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A. N. P. A. ANNOUNCES SIXTEEN ACCEPTANCES OF PLACES ON CONSERVATION BOARD

Committee Now Half Complete—Publishers in Every Part of Country Taking Steps to Reduce News Print Consumption, Both Collectively and Individually—What Cities Are Doing.

INTEREST among publishers throughout the country now centers, naturally, first on the men who will comprise the A. N. P. A. news print committee on co-operation and conservation and secondly on what practical paper saving effects the A. N. P. A. recommendations have had. Half the A. N. P. A. committee has been completed and is printed on this page. This was announced on November 26.

EDITOR & PUBLISHER correspondents have been instructed to report by telegraph every consertaion move in their respective cities and publishers themselves are invited to do likewise.

As far as can be learned there has been no concerted action by publishers in New York, Chicago, Boston and Philadelphia on any common methods of saving news print. Each is economizing in his own way.

New York's Record

Figures prepared by R. S. Kellogg of the News Print Service Bureau show that the newspapers in New York are using practically the same amounts of paper that they used during the last week in October. The daily average of pages for the week ending November 21 was: American, 18; Herald, 19; Staats-Zeitung, 16; Sun, 19; Times, 31; Tribune, 22; World, 28; Globe, 22; Evening Journal, 23; Evening Mail, 10; Evening Post, 21; Evening Sun, 29; Evening Telegram, 23; Evening World, 28.

For the week ending October 31, the following averages of pages were noted in EDITOR & PUBLISHER:

American, 19; Herald, 20; Sun, 21; Times, 30; Tribune, 21; World, 27; Globe, 22; Evening Journal, 24, and Evening Post, 21.

New York newspapers report as follows:

Jason Rogers, publisher of the New York Globe: "The New York Globe intends to keep within its contract allotment during 1920 as it has done every year since 1916. If every newspaper in the country does the same thing the print paper situation will quickly return to normal."

Recommending Smaller Space

E. S. Friendly, assistant business manager of the New York Times: "Our plans have been fully set forth. We are holding to a 32-page paper and are discouraging large advertisements. We have found it necessary to leave out many columns of advertising matter, as we have announced from day to day, but we hope to overcome this condition in a measure at least by securing the co-operation of our larger advertisers—those who used full pages in the past and to whom we are now recommending half and quarter pages."

Walter G. Bryan, publisher of the New York American: "We are making every possible effort to save news print and to do so have found it necessary to leave out many advertisements daily. We are cutting four pages daily from the morning American and ten pages from the Sunday American."

Howard Davis of the New York Tribune: "We are working on plans for the conservation of news print and will have a statement to make in a short time."

Victor H. Polachek, publisher of the New York Sun and Evening Sun: "We have no announcement to make at this time."

Three Raise Rates

Frank B. Flaherty, general manager of the New York Herald and Telegram: "We are doing everything possible to conserve news print. Advertising rates have been considerably increased, all special features which are not directly concerned with the news of the day have been eliminated, news is being edited closely, and waste of paper eliminated throughout. We are holding down the size of our papers in every way."

J. C. Dayton, publisher of the New York Journal: "We are doing everything that we can to conserve paper. We have increased our advertising rates more than 25 per cent and will not accept more than one page from an advertiser. We are cutting our paper from 4 to 6 pages daily and have left out from 65 to 70 columns of advertising. The average size of our paper, except Friday, is now 24 pages."

J. S. Seymour, publisher of the New York Evening Post: "Following our usual practice we are keeping within our contract tonnage. We have done no buying on the spot market."

George H. Larke, assistant business manager of the New York World: "The World is doing everything in its power to conserve paper. Our advertising rates are raised 'over night' and we have an arbitrary limit on the size of each day's issue, depending upon the supply of paper available. The highest number of pages we run on the Morning World is 32, but we frequently run 28-page papers and sometimes as low as 20 pages. The Evening World fluctuates more than the morning paper, but both are conserving. When we get sufficient advertising to fill the paper laid out for a day, we stop taking business and we run the stated number of pages, regardless of the business on hand."

Reports received from EDITOR & PUBLISHER correspondents from other cities follow:

CHICAGO.—Practically all the Chicago papers have been leaving out columns of display advertising on certain days of the week, usually the Daily News and the Tribune. The Post discriminates in selection of ads it publishes according to priority—i.e., the ads omitted are invariably those which are turned into the office last for each edition.

Other papers—the Tribune notably —are omitting all publishers' advertising and certain other specified kinds. Others follow the "first come, first served" idea in what they publish.

Both the Tribune and the Daily News have cut down the number of their daily classified advertising columns to some extent.

NEW ORLEANS, LA.—Although the higher circulation rates were scheduled to become operative, both city and country, on December 1, the publishers decided to put the city increase into effect November 17, and things went off without a hitch—as a matter of fact, sales showed a slight increase over Saturday.

On new schedules, the papers here are all endeavoring to run about 50 columns of news daily and not more than 200 columns Sunday, including comics. They have all decided to discontinue the magazine section, as such, until further notice.

On advertising, the publishers are about to go into conference. It is the opinion that the increase will be about 25 per cent all around.

Full details regarding new circulation prices and conditions of distribution for New Orleans newspapers follow:

1. That city carriers, newsdealers and newsboys be charged a flat rate of $1.00 per one hundred for the daily afternoon papers and that the carrier rate for all subscribers to all papers shall be 13 1/3c per week, or .010 per daily issue and .025 for the Sunday.

2. That the daily and Sunday city carrier delivery price for all of the papers is to be 50c per week.

3. That the city retail price to the public for the afternoon newspapers daily is to be 5c, and for the morning paper daily 5c; that the city retail price to the public for all three Sunday papers shall be 5c.

4. That the wholesale rates for the afternoon newspapers to all dealers are to be as follows:

100 papers	$1.00
50 "	.50
25 "	.25
20 "	.20
10 "	.10
5 "	.05

5. That the Sunday wholesale rate for all three papers to all city dealers is to be at the rate of $2.50 per hundred:

100 papers	$2.50
60 "	1.25
25 "	.65
20 "	.50
10 "	.25
5 "	.10

6. That the city hotels will be charged 2½c daily and 3c Sunday, and that they shall

(Continued on Page 10)

A. N. P. A. COMMITTEE ON NEWS PRINT CO-OPERATION AND CONSERVATION HALF COMPLETED

It is announced by the American Newspaper Publishers' Association that the following publishers have accepted membership on its Committee on News Print Co-operation and Conservation. Bradford Merrill is chairman.

The list comprises only about half the expected acceptances, and is complete to the close of November 26. The additional names will be announced as rapidly as received.

Each member of this committee is chairmen of a sub-committee which will work for the purpose of bringing about reduced consumption of news print in accordance with the resolutions adopted by the A. N. P. A. Convention held on November 12.

Name	Region
Bradford Merrill, New York American	New York and New Jersey
Benjamin H. Anthony, New Bedford (Mass.) Evening Standard	New England
M. F. Heason, Philadelphia Record	Pennsylvania
Fleming Newbold, Washington (D. C.) Evening Star	District of Columbia, Maryland, Virginia, Delaware
E. B. Jeffress, Greensboro (N. C.) Daily News	North Carolina, South Carolina
V. H. Hanson, Birmingham (Ala.) News	Alabama, Mississippi
Elmer E. Clarke, Little Rock (Ark.) Democrat	Louisiana, Arkansas
W. H. Dodge, Cleveland (Ohio) Press	Ohio, Lower Michigan
D. E. Town, Chicago Evening Post	Illinois, Indiana
C. I. Stewart, Lexington (Ky.) Herald	Kentucky, Tennessee
E. P. Adler, Davenport (Iowa) Daily Times	Iowa
Norman B. Black, Fargo (N. D.) Forum	North Dakota, South Dakota
E. Lansing Ray, St. Louis (Mo.) Globe-Democrat	Missouri (except Kansas City and St. Joseph
Louis J. Wortham, Fort Worth (Texas) Star Telegram	Oklahoma, Texas
Samuel S. Sharman, Denver (Colo.) Rocky Mountain News	Colorado
A. C. Weiss, Duluth (Minn.) Herald	Minnesota, Wisconsin, Upper Michigan

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ADVERTISERS SET STRONG POLICIES AT CANADIAN CONVENTION

Declare for Smaller Ads and Audited Circulations—Local Chapters Will Be Formed for Monthly Meetings—W. C. Betts New President

TORONTO, Nov. 26.

FROM every standpoint this year's annual convention of the Association of Canadian Advertisers, which was held at the King Edward Hotel here on Thursday and Friday of last week, was the best in the history of the organization. The attendance was very satisfactory, with an excellent representation of members from points outside Toronto. Interest was well maintained throughout the two days. Some very effective business was done and policies were determined upon which will undoubtedly infuse new life and energy into the work of the Association.

Advertisers Demand Audited Circulation

The election of officers for 1919-1920 resulted in the unanimous choice of W. C. Betts, S. Davis & Sons, Ltd., Montreal, as president; D. George Clark, McClary Manufacturing Company, Ltd., London, vice-president; Miss Florence E. Clotworthy, Toronto, secretary, and J. R. Kirkpatrick, E. W. Gillett Company, Ltd., Toronto, treasurer. The new board of directors consists of A. D. Cridland, Canadian Kodak Company, Toronto; E. G. Hogarth, B. S. A., Ford Motor Company of Canada, Windsor; F. W. Hunt, Massey-Harris Company, Toronto; F. W. Stewart, Cluett, Peabody & Co. of Canada, Montreal; W. G. Stewart, Goodyear Tire & Rubber Company of Canada, Toronto and H. S. Van Seoyoc, Canada Cement Company, Montreal.

Direct-by-Mail Committee Named

The sessions were presided over by W. M. Mackay, Lever Brothers, Ltd., Toronto, president for the past year. These were held both morning and afternoon on the two days of the convention, while on Thursday evening a banquet was held, which was the one social feature of the occasion.

Among the constructive policies adopted was the formation of a Direct-by-Mail Committee which will deal with all questions arising in connection with publicity through the mails. In the United States much of this work is done by the Direct Mail Association, of which Clifford Elvins, a leading member of the A. C. A., is vice-president, but the action of the Association in forming this committee will tend to make the work in Canada a branch of the general activities of the organization.

The question of circulation statements came in for a good deal of discussion and strong ground was taken with respect to the necessity of having regularly audited statements. The Association takes a very decided attitude on this point and strongly endorses audited circulation statements.

Good Circulation and Smaller Ads

Once again the Association went on record as being opposed to the employment of special schemes to secure circulation. It was felt that the circulation so procured was of little value and that advertisers were paying for something that was of no real service.

Another question that took up considerable time was the tendency among advertisers to use big space. The point was raised as to whether the effect of the message was any stronger when it appeared in large space than in smaller space. The conclusion arrived at after some discussion was that the smaller-spaced ad could be made quite as effective, though something of its value would depend on its position in the page. Objectionable advertising came in for attention. On this point the decision of the meeting was that members should continue to insist on having their advertising appear on a page apart from that to which objection was taken.

With respect to outdoor advertising, the meeting made a protest against the unfair way that prices were being boosted through the hoarding charge being placed on so-called special boards.

Local Chapters Will Be Formed

The Association decided upon the formation of local chapters as a nucleus for holding monthly meetings. These will be arranged wherever there are a sufficient number of members to justify their being called. In addition a semi-annual meeting of the whole Association will hereafter be held midway between the annual meetings.

The close relations existing between the A. C. A. and the Canadian Manufacturers' Association will be made still closer through the formation of a special committee of the A. C. A. to cooperate with the C. M. A. in all matters pertaining to marketing and advertising. Three members were appointed to this committee with power to add to their number. Hitherto the two bodies have been co-operating in the matter of questionable mediums, the A. C. A. advising in the case of all advertising propositions of a doubtful nature coming before the manufacturers. The creation of the new committee will tend to prevent duplication in this and other directions.

Lloyd Harris Guest of Honor

At the banquet on Thursday evening the guest of honor was Lloyd Harris, chairman of the Canadian Trade Commission in London, England. Mr. Harris dealt exhaustively with the work of the Commission and pointed out that the thing which had impressed him most since he went to London was the discovery of the tremendous possibilities of inter-colony trade within the British Empire.

After France and Belgium had appeared to offer the better prospects but the desperate state of the finances of these countries did not present favorable opportunities for trade expansion. The countries of the British Empire on the other hand presented a wonderful and varied market.

The first task of the Trade Mission was to secure the removal of all restrictions on trading in Empire goods. This was successfully accomplished, opening up vast markets within the Empire. The exploits of Canada's soldiers had given the country a reputation and it remained to be seen whether the Dominion would live up to it in the realms of industry and trade.

Other speakers at the banquet included H. Macdonald, secretary of the Ontario Division of the Canadian Manufacturers Association, who told something of the work of that organization in furthering the interests of Canadian industry; W. J. Taylor, president of the Canadian Press Association, who brought greetings from his organization, and J. J. Gibbons, representing the Canadian Association of Advertising Agents.

PAPER MILL BOUGHT BY COAST NEWSPAPERS

Hawley Pulp & Paper Company Plant Purchased for $3,500,000—Expected to Double Monthly Capacity

PORTLAND, ORE., Nov. 25.—A majority of stock in the Hawley Pulp & Paper Company, whose large manufacturing plant is located at Oregon City, has just been purchased by a syndicate of Pacific Coast newspapers for approximately $3,500,000.

The capital stock of the company is $800,000, and it is reliably stated that each share has sold for $440. The owners were W. P. Hawley, W. P. Hawley, Jr., and the estate of Theodore B. Wilcox.

The plant at Oregon City has a monthly capacity of about 300 tons of printstock paper. By installation of new equipment the buying syndicate expects to double this capacity in the near future.

Recently the Hawley company built and opened a large concrete addition to the plant on the east bank of the Willamette, near the Oregon City Falls, where the mill gets its power. The annex is said to contain some of the largest and most modern machines in the world for the manufacture of news stock.

Rumors of the purchase of the Hawley mill by a group of Oriental capitalists have been in circulation for some time. It also was rumored that the Crown-Willamette Paper Company, with a large plant at the same location, had taken over the Hawley property.

BRIDGEPORT POST MOVES

Three Papers Now Housed in Modern New Structure

BRIDGEPORT, CONN., Nov. 25.—With the completion of its new three-story building at 140 Middle street, the Post Publishing Company has moved from the old Cannon street address, and the Telegram (morning), the Post (evening) and the Sunday Post are now published from the new home. The building is of brick, steel and reinforced concrete.

Circulation, business and advertising departments are housed on the main floor; editorial rooms are on the second and cartoonists' and photographers' departments on the third. Mechanical departments, the composing room and press rooms are in the old two-story building in which the Standard-American was formerly printed.

Emergency Paper in St. Paul

ST. PAUL, MINN., Nov. 24.—The Daily News has been compelled to import print from British Columbia. It has received a trainload from Powell River, B. C., at an expense of about $75,000. The shipment will last the News and its associated Minneapolis and Omaha namesakes only a few days.

PRESS GALLERIES BAN PUBLICITY MEN

New Rules Bar Holders of Both Newspaper and Political Positions, If Pay for Latter Exceeds Regular Salary.

BY ROBERT T. BARRY
(STAFF CORRESPONDENT)

WASHINGTON, D. C., Nov. 26.—Political press agents who hold membership in the press galleries of Congress simply to retain standing as correspondents while their chief occupation and source of income is that of propagandists for political organizations have come under the ban, at last.

When EDITOR & PUBLISHER'S Washington correspondent made an issue of this matter about a year ago he was regarded as a "radical" desirous of setting aside established traditions of the Press Gallery, when there was no proper occasion for so doing.

Reform Effected Quietly Now

Yet the matter which was held as something akin to "bolshevism" a few months ago now is accepted without so much as a healthy row in the gallery, and a ruling is quietly placed upon the bulletin boards, carrying the following legend:

"Resolved, That it be the sense of the Standing Committee of Correspondents that:

"**First.** Members of the gallery who accept employment with political committees, which in the matter of emolument exceeds in amount their compensation from their newspapers, shall withdraw from membership in the galleries until such political employment is at an end.

"**Second.** Where the political employment is merely a temporary side issue, the pay or salary not exceeding the salary earned in newspaper work, withdrawal from the galleries is not deemed necessary.

"**Third.** Where the political employment in question is that of publicity agent, even though not well enough paid to require withdrawal from the galleries, the name of the correspondent thus employed shall be posted on the bulletin boards of the galleries together with an explanation of the character of the work by him performed and for whom performed."

A special election will be held on December 1 to select a successor to the late Ben F. Allen on the standing committee.

DELEGATES APPORTIONED

Empire Press Representation for 1920 Conference in Canada

OTTAWA, ONT., Nov. 25.—Word has been received here that the Empire Press meeting, originally held, when that representation at the Press Conference to be held in Canada next year should be divided as follows: Australia, 14 delegates; New Zealand, 5; South Africa, 9; India, 6.

The proposed representation for Great Britain is: Northern newspapers, 8; Southern, 4; Irish, 4; Scottish, 6; and one each from the Institute of Journalists and the National Union of Journalists.

Launch Succeeds Borglum

OMAHA, NEB., Nov. 24.—Arnold Borglum has resigned as manager of the Darlow Advertising Company, Omaha, and has been succeeded by M. O. Launch.

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SELECTING THE SALESMAN TO SELL CLASSIFIED ADVERTISING SPACE SUCCESSFULLY

Managers Answer Questions on Whether Employes Should Be Old or Young, Experienced or Inexperienced

ONE of the most important duties of classified managers is to employ classified salesmen. Good classified salesmen are hard to select. Some applicants for positions have all the earmarks of being super salesmen, but when put to the test absolutely fail.

One of the best classified salesmen I ever came in contact with was a man who could never have secured a position on his appearance or use of the English language. In spite of his dress and broken accent he was a wonderful producer.

It is evident, therefore, that no law can be established by which classified salesmen may be successfully selected. The following experiences of a few classified managers, however, show how some have answered the questions as to whether it is better to employ experienced or inexperienced men—whether old or young men are more efficient.

Favors Young Men

H. G. Barringer, classified manager of the Indianapolis News, expresses his opinion in favor of young men as follows:

"The classified salesman necessarily has a greater number of accounts to see regularly than a display solicitor. Therefore a classified solicitor's success, after he has gained a knowledge of classified, depends largely on his ability to call on a large number of accounts, get their attention and business quickly, and make ready for the next call. The younger man with the proper qualifications will make a better classified solicitor than the older man. By young man, I have in mind ages ranging from twenty-two to thirty years. They need not be experienced in advertising work, but it is a point in their favor if the candidate has had some business experience—preferably in selling.

"He must be fairly well educated—generally nothing less than a high school education. It is very essential that he have a neat appearance, a pleasing personality, an excellent imagination, and a willingness to learn.

"The young man possessing the above qualifications is made still more desirable if he has certain obligations which tend to make him more settled and to force him to look at life in a serious manner. Young men who are not entirely or in any way dependent on their own efforts for a livlihood are generally less consistent.

Likes Experienced Men

"In my mind the classified manager has a better success with an inexperienced advertising man than with an experienced one. The reason for this can be easily seen when you consider that the majority of newspapers are not employing the proper methods in developing the classified sections—therefore the solicitor working on a classified section not being developed in the proper way, gets the wrong impression of what this class of advertising is and I find it takes more effort to destroy wrong impressions than to teach new ones."

The experienced classified salesman is the choice of Harry Gwaltney, classified manager of the Milwaukee Journal. He says:

"I prefer young men of 19 to 25 years of age, experienced either in the business of selling or who know something of advertising. I would give preference to a successful classified salesman over others if I knew him to be such. I would prefer the man who had been successful in other lines than to the half successful classified salesman. Some young men come out of high school and can successfully sell classified advertising. I would make no distinction between married and single men. I have both on my force. I have had married men who were loafers regardless of the fact that they had a family to support, and I have single men on my force who work as hard as any married man can work. In my opinion, anyone who has reached his 20th year—who has a fair education—who has sales talent—a reasonable amount of personality—some tact, and a little common sense backed up with lots of energy and sincerity, will make good in selling."

On the other hand R. W. Andrews, classified manager of the Syracuse Post Standard, has the most success with inexperienced men. In a recent letter he writes:

"The young man who has a fair education, initiative and determination to succeed is the man who makes the best classified advertising salesman.

"Classified advertising is a business in itself and in order to promote new business of this kind, must be sold by the best kind of salesman. I believe that you will agree with me in saying that it is harder to interest business firms in classified advertising than it is in display.

"I believe that if the right kind of a young man is obtained, it would be best to employ an inexperienced person and develop his selling ability along lines which would be most profitable for the employer."

E. A. Vincent, classified manager of the Minneapolis Journal, not only prefers inexperienced men but finds young men better than older ones. He says:

"It has been our experience that young men just out of school or with one or two years of office training give us the best service. By taking them green we train them along our own lines and thus avoid the experienced salesmen with bad selling habits that are hard to break. We get grow up with us to become a valuable asset to our organization.

"As a rule if you take on an experienced man or an older man they only stay for a short while and you have another man to break in, with the resultant loss of time and business.

"The above views apply, of course, to an established classified medium where service to the advertiser together with sales ability is necessary. In other words we need a man who 'wears well' in addition to being a salesman."

Older men, however, are the rule on the Detroit News, where W. W. Murdock, the classified manager, has built up a strong selling organization. His opinion is as follows:

"In my experience I have always

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MAINTAININC INTEREST IN WANT ADS

BY LEE SMITH

Classified Manager, Omaha Daily Bee

SINCE the discovery of the interest aroused by the publication of items headed "Wanted" and the necessity of arranging them in different classes, to enable the reader to find with ease that which he sought, the paramount problem has been the securing of sufficient individual new wants each day to draw reader attention.

The Want Ad reader has been educated to go directly to the classification containing the information he wishes. This with the reader has become a habit and the psychology of habit must be recognized by any advertiser who would get maximum results.

Mr. Stranger has just arrived in a city to make his future home. His first thought is to get his family in a new house. Habit forces him to purchase a newspaper for its Want Ads.

But it happens that he has picked a small issue for home advertising, so he reaches the conclusion that either there are no homes for sale or that the particular paper he bought is not much of a medium—both erroneous conclusions, but nevertheless disastrous to the real estate advertisers as well as the newspaper.

Considering this from the advertiser's point of view, his failure to maintain a continuous ad has cost him the chances of a sale. He would not have had to advertise a long list of homes, but he should have had some mention of the fact that his business was placing Mr. Strangers in new homes. Three purposes would have been served. Mr. Stranger would have had a home, the real estate man would have made a sale and the paper would have added to its prestige.

Everyday advertising solves the problem. Classified advertising contracts are as numerous and varied as the publications back of them, but it is generally admitted that the local business building result getting contract is the one which induces the advertiser to use the Want Ad column daily.

Owing to a universal preference on the part of advertisers for Sunday papers in particular and for the midweek or Friday issues, many increase the size of their copy on those days. This increase is made to include a wider range of offerings or a more detailed description of some specific offering.

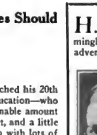
However, to insure reaching the reader, who does not realize that some days are busier than others in Want Ads Wants Ads only when a want presents itself, it is necessary to have some copy in every issue. It is absolutely impossible for an advertiser to pick out the day when a reader is going to want what he has to offer.

The proper way for the professional advertisers to maintain maximum results from classified is through running new copy persistently and to add variety by changing copy daily and using different amounts of space.

This will not only gain the advertiser the advantage of larger copy on the preferred days but will break the monotony of the standing advertisement. **Much of the power of the Want Ads is lost by advertisers using mere announcements and allowing them to run week after week. The persistent Want Ad reader becomes so accustomed to seeing it that its power is lost.**

No contract could be so arranged that it could be universally adopted, but the basic underlying principle of successful classified mediums makes the use of some sort of copy each day an obligation on the part of the contract advertiser and in addition to giving him the best results, gives the paper a foundation on which to build voluntary advertising.

H. I. PARISH, manager of classified advertising of the Birmingham News, started his classified advertising career on the Atlanta Journal in the year 1911, where he worked as inside clerk. From there he went to the Macon (Ga.) News as manager of classified advertising, where he remained for one year when he was offered the same position on the Houston Post.



H. I. Parish

The Atlanta Georgian employed him after about 15 months' service on the Post, from which paper he went to the Greensboro (N. C.) Record as manager of display advertising.

He couldn't be happy out of classified, so when the Birmingham News tendered him a proposition in September, 1918, he accepted, and has made a great record as classified advertising manager of that paper, increasing the "Want Ad" space more than 100 per cent., and the counter ads about 165 per cent.

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MEN WHO SPEND $100,000,000 IN ADVERTISING TO CONFER

Annual Convention of Association of National Advertisers in Lakewood, Next Week, Will Be Marked By Several Innovations

THE annual meeting of the Association of National Advertisers, to be held at Lakewood, N. J., December 4, 5 and 6, promises to be the most important ever held by the organization. Although no formal program will be announced in advance, it is certain that the many perplexing and knotty problems that are facing American business today will be thoroughly discussed and plans laid for meeting those of the present and the future. Members of the A. N. A. spend practically $100,000,000 a year in national advertising.

The only outside speaker who, it is definitely known, will address the meeting, is Stanley Clague, managing director of the Audit Bureau of Circulations, who will present an exhibit of an A. B. C. auditor's working papers so that A. N. A. members may visualize the entire auditing procedure.

Will Visualize Auditing of Circulation

To Editor & Publisher, Secretary John Sullivan of the A. N. P. A. said:

"Yes, we have a program, but we are not telling—yet. The only thing we can say at present is that we will work from 9 a. m. to 5:30 p. m. each day, including the lunch hour. No difficulty about that, because we have been doing the same for nearly ten years and have formed the habit. If we didn't keep A. N. A. men working all the time at annual and semi-annual meetings, they would kick and ask why they had been lured from their offices.

Practice of Advertising and Selling

"This annual meeting program will be like every other program we ever have had,—it will have to do with the *practice* of advertising and selling. It will enable us to make ourselves better fitted to serve our companies in marketing their products.

"We are not very likely to discuss portentously measures designed to reform overnight a wicked and frolicsome old world. Rather are we concerned about reforming ourselves—making ourselves fitter for our jobs.

"Probably unrest and uncertainty and the many evils from which we are told the world is suffering would be ended or cured immediately if the general slogan were, One man—one Reform, instead of looking so everlastingly outside ourselves for salvation.

"When all the work is done, we expect to play, that is, on Saturday, the three days, Wednesday, Thursday and Friday, December 3, 4 and 5, will be given up entirely to business. On Saturday morning we will play golf and indulge in trapshooting, which is the kind of thing that many of us would do at home.

From Labor to Refreshment

"But—Labor first; then refreshment.

"This annual meeting will be distinguished by an innovation in the shape of a newspaper published daily throughout the meeting. There will also be a preliminary issue in which will be announced the general details. The daily issues will either be handed each man as he enters the breakfast room of placed on the tables.

"Each issue will contain information as to the current day's sessions, with notes concerning the previous day's meetings. And there will, without doubt, be a good deal of facetiousness introduced by the large staff of editors and contributors.

"This will be the first occasion of using this method to promote and further general meeting. It will have the advantage of novelty, and it will, incidentally, save a good deal of other printing and a fair amount of multigraphing."

The retiring officers of the Association of National Advertisers are:

President, W. A. McDermid, Mennen Company; 1st vice-president, J. C. Mc-Quiston, Westinghouse Electric Manufacturing Company; 2nd vice-president, J. J. Wright, Felt & Carrant Camufacturing Company.

Directors—Brainerd Dyer, Aluminum Casting Company; J. B. Ellsworth, American Express Company; Stephen Pinney; L. R. Greene, Tuckett Tobacco Company; L. B. Jones, Eastman Kodak Company; F. M. Sims, Timken-Detroit Axle Company; R. W. Speare, Todd Protectograph Company; P. L. Thomson, Western Electric Company; Tim Thrift, American Multigraph Sales Company; Wheeler Sheppard, Stephen Whitman & Sons Company; J. F. Wichert, Mellen Food Company.

Executive secretary and treasurer, John Sullivan, 15 East 26th Street, New York.

NEWS PRINT SAVING BEING EFFECTED

(Continued from Page 7)

retail each of the three daily papers at 6c each and each of the Sunday papers at 5c.

COUNTRY

7. That the delivery price for all papers outside of the City of New Orleans is to be 50c per week, that the individual retail price of all papers to the public outside of the City of New Orleans is to be 5c daily and 7c Sunday.

8. That the wholesale country rate for all three papers in agents and dealers is to be 40c daily and 35c Sunday.

9. That the price to the railroad news companies, including their city stands and newsboys, shall be 2½c daily (retail price 5c); and 3½c Sunday (retail price 7c).

10. That the rates of the Sunday papers shall be:

One year, daily and Sunday	$12.00
6 months, daily and Sunday	6.00
3 months, daily and Sunday	3.00
1 month, daily and Sunday	1.00
One year, Sunday only	3.50
6 months, Sunday only	1.75
3 months, Sunday only	.90
6 months, daily only	4.75
3 months, daily only	2.50
1 month, daily only	.85

GENERAL

11. That the commissions allowed postmasters be 15 per cent.

12. That all commissions and allowances of any and all kinds of newsboys, dealers and carriers in the City of New Orleans be 25 per cent, excepting salaries or commissions, or both, paid to the managers of the regular divisions of the newspapers. It is left to the Circulation Managers to define what is a salesman, but if they fail to agree the matter is to be left to the decision of the Publishers Association.

13. That the practice of accepting returns be abolished absolutely. It is recognized as a matter of practical operation that a little latitude is to be given to circulation managers of all papers. In case of their disagreement the matter is to be referred to the arbitrator to the Publishers' Association.

14. That in the country all salaries and allowances of all kinds, or compensations paid, of any kind whatsoever, be discontinued.

15. That the railway news companies be allowed no returns, effective thirty days from the time this agreement becomes operative.

16. That this arrangement become effective on Sunday, December 5th, 1920, both in the City of New Orleans and adjacent territory.

17. That in maintaining this plan all circulation contests and the offering of all premiums, prizes, theatre tickets, gifts and compensations of all kinds between the offices and the carriers, agents, newsboys or dealers, are prohibited; excepting such money or goods as may, hereinafter, be paid by the delivery of papers to office subscribers, and excepting such minor premiums involved in the transportation problems of the various papers.

18. That the use of office motor trucks, or other vehicles, at the hire of the same for the transportation of newsboys, carriers or agents, be, for the pleasure purpose whatsoever shall be discontinued.

19. That the newspapers will be allowed the use of outside men for canvassing, stops and complaints.

20. That all free distribution of newspapers, by samples or otherwise, excepting those given to legitimate regular advertisers as proof of publication of their copy, shall be absolutely tinued; and that the sale of papers in bulk, at less than the points where the papers maintain agents, shall be discontinued after January 1st, 1921.

21. That for a period of ten days from the date that this arrangement becomes operative, the circulation representatives of each of the newspapers representing the Bulk Association shall meet every day at ten o'clock in the morning in order to note such matters as may result from the putting of this agreement into execution.

22. That losses of circulation by any paper resulting from this arrangement shall not be made the basis of advertising solicitation by the directors and officers of both of the other papers in this field, and that notice to this effect shall be communicated to the advertising department by each paper; and violation of this clause shall be called to the attention of the Bulk Association for such disciplinary action against the offender as they may determine.

23. That all exceptions are to be made by the Bulk Association as to the circulation departments, in writing, and are to be based upon the theory that in the enforcement no paper desires to impose hardships upon the other papers by the extent of asking them to handle any important situation in the way that would put them unnecessarily out of business, but he does any paper party to this plan desire or seek to achieve any advantage over either of its contemporaries in keeping the letter, as well as the spirit of this agreement.

24. That this arrangement shall remain in full force and effect for one year from December 1st, 1916, and that it may be amended from time to time by a two-thirds vote of the publishers at meetings called for that purpose.

The papers co-operating are the Daily States, the Times-Picayune and the Item.

DETROIT.—The Daily News, Journal, Free Press and Times are down to a new low record in the space they become smaller. The Sunday News and Free Press officials are conferring on the size of the Sunday edition, which is already down to about 120 pages. Advertising rate increases of almost 25 per cent. are under consideration. All are turning down quantities of advertising.

Herbert Ponting, business manager of the News, says:

We are leaving out large volumes of advertising four days a week, having determined not to exceed an average of forty pages on week days. The News plans quite drastic curtailment in the size of its Sunday edition. We have squeezed and we are going to squeeze more. We are going to take action because we believe it is the duty of every publisher of the country to cut down the use of newsprint for the benefit of the smaller publisher. Although the News has under contract sufficient tonnage of news print to meet full requirements, we shall not follow this action.

Our advances in advertising rates averaged about 20 per cent. Our new classified rates are fixed competitive conditions make a change of the subscription rates impossible, although the news is at present the only paper which has failed to raise its rate. The News aims to maintain an average of not to exceed 70 columns a day of editorial matter on week days, regardless of advertising; although the size of the paper varies from 24 to 44 pages 8 columns to the page.

James Schermerhorn, publisher Detroit Times, said:

The increase in the price of the Detroit Times was advanced to three cents and the current year made more than any other Detroit paper. We did not change the advertising line rate, because we felt that in the end in circulation, which resulted from the higher subscription rate, we were practically raising our line rate, as compared in one line rate with any other paper in the state holding down to two cents. In the past 10 months we have added 16 pages in six months. A small sized paper would cost us $1,000 per week working on a 50-50 basis with our publishers.

The Free Press averaged 61.7 per cent. advertising during October and the Journal is holding down still tighter.

All approach the subscription question with doubt. It is expected that the Journal, News and Free Press will continue at two cents for some months, possibly going to three cents when the condition of the 1920 newsprint market asserts itself. An increase in the Sunday price of the News and Free Press, now eight cents, is being considered.

WASHINGTON.—Publishers here are working upon a basis of agreement to conserve news print. Fleming Newbold of the Star is the moving spirit in the effort to bring this about, his proposal following very largely the lines urged by the War Industries Board, the regulations of which he had a large part in framing.

Two of the Washington papers, the Star and Herald, have kept within the limitations of the War Industries Board requirements since that organization disbanded, after having requested publishers to continue observance of the conservation rules.

In any agreement for curtailment, Mr. Newbold believes the papers which have observed those rules should have equities. He proposes that the Star, Post and Times shall agree to a horizontal cut in the size of the daily paper and that all shall agree not only to decline new advertising but to endeavor to have advertisers use less space. Only in this way can a proper competitive basis be maintained, he contends, because otherwise it simply would be transfering advertising from one medium to another and no good would be done.

Mr. Newbold has been in frequent communication with other members of the paper committee of the A. N. P. A. One of the results has been an agreement to again start campaigns for school children to collect old newspapers. Mr. Newbold is of the belief that the news print situation is tending toward the point where a national paper administrator may be necessary unless the publishers take hold of the problem with a proper realization of its gravity.

Arthur B. Marks, business manager of the Washington Post, discussing the situation and the steps taken by that publication said:

"The Post realized the difficulties now besetting publishers. We have tried to keep a little ahead of the other fellows, so during the war we advanced subscription rates and have just issued a new advertising rate card. I believe that the publishers will have to pay a higher rate and when our current contracts expire the result will be almost as much as 50 per cent.

"My idea about this necessary conservation program is that it is up to the New York dailies to take the lead. Then the inevitable curtailment papers everywhere will follow them, but so long as the publishers of the big luxury papers as at present, publishers in other cities are likely to follow suit, are not very likely to reject advertising."

HARTFORD, CONN.—The only definite action so far decided upon by Hartford publishers to meet the newsprint shortage is the increase in rates by the Times of one cent a line to take effect January 1.

The Courant has not yet decided to take similar action although something of the sort may be done shortly.

All papers here declare they are running close to the schedule of the War Industries Board and do not see the need of further cutting although they are not soliciting or accepting advertising as they normally would. The prevailing opinion here that the large city publishers have not taken the lead in conservation of newsprint and the small city papers ought not to be expected to lead the way.

(Continued on Page 16)

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—trend

There is a definite tendency among the most prominent advertising agencies and advertisers to recognize newspapers as predominant advertising mediums.

More companies are coming to appreciate the logic of confining advertising to channels of distribution, of creating a demand where the consumer can buy the goods and where the manufacturer can sell them at a profit.

The method of trying to strong-arm the trade with an advertising campaign in national mediums "reaching millions of people" is losing vogue. The jobber and the retailer are learning that the only part of this tremendous advertising program they are interested in is their own local relatively small territory.

Following the trend of right advertising.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago
Kansas City
San Francisco

CURTIS SEES NO END OF BIG ADVERTISING

Philadelphia Publisher Declares That His Publications Are Going to Require Whole Paper Mill to Supply Them

At the 164th dinner of the Sphinx Club of New York, held at the Waldorf-Astoria Tuesday evening, the guest of honor, Cyrus H. K. Curtis of Philadelphia, delivered a message that was both encouraging and helpful. His talk was built upon a series of questions, propounded by Chairman George Ethridge calculated to throw light upon advertising of the present day and its future possibilities.

As evidence of his belief in the future, Mr. Curtis recited an experience he had in arranging for his 1920 stock of paper through the mills that have supplied him for many years.

$20,000,000 Paper in 1920

"We expect to use about $20,000,000 worth of paper next year and it is going to require the building of a new mill by the plant now taking care of us," he said. "I insisted upon this program because I can plainly see the possibility of a 3,000,000 circulation for the Post not so very far in the future, and a corresponding increase in the sale of my other publications."

Mr. Curtis believed that increased advertising was sure to follow the activities of our producers in marketing their products at home and abroad and in getting ready for this result more and more advertising will be required. On the other hand, he advocated more serious thought in the preparation of copy and, if need be, curtailment of space to insure room for all and conservation of paper stocks.

The story he told of his career was intimate and interesting. Labor difficulties he disposed of by saying he believed he had the same success as others who cultivated the good will of their employees, took interest in the workers' affairs and mixed and counselled with them at every opportunity.

42 Cents' Worth for 5 Cents

How he succeeded in getting a circulation of millions was practically answered in his description of the character and worth of the material put into the publications, the service and the value of the product. "A paper sold to the public at 5 cents representing a cost of 42 cents was a practical illustration—the public was naturally getting big value for the price paid, the advertisers got value in the circulation and seemed to be willing to provide the difference in cost."

Irvin Cobb expressed astonishment at the news that Ellis Island, instead of being a sieve through which men capable of being good Americans got into the country, was in reality a chute through which undesirables were shot into the United States.

James Montgomery Flagg read a burlesque on how a modern moving picture producer might film a story of Adam and Eve.

I. P. Ketchum Dead

MILWAUKEE, Nov. 26.—Isaac P. Ketchum, for many years business manager of the Madison (Wis.) Democrat, is dead, aged 72 years.

Hopkins Heads N. Y. Ad Club

F. A. Wilson-Lawrenson resigned November 24 as president of the Advertising Club of New York and George W. Hopkins, first vice-president, was immediately elected by the board of governors to the presidency for the unexpired term, which closes in May. Pressure of business compelled Mr. Wilson-Lawrenson's retirement, he said. Mr. Hopkins is sales manager of the Columbia Phonograph Company.

PRINTING TIE-UP ENDS IN NEW YORK

Compositors Comply With I. T. U. Order to Return to Work end Pressmen Follow, Ending 2-Month Trouble

The printing tie-up that has existed in New York since October 24 was broken this week when the union printers and pressmen voted to return to work at $6 weekly increase in pay and to arbitrate their 44-hour week demand.

"Big Six" voted only a week before not to return to work, but a reversal was brought about by a mandate from the executive council of the International Typographical Union based upon the complaint of the employers that the vote to remain out on "vacation" was virtually a vote to strike and was illegal without the sanction of the international officers.

After an all-day session with the officers of the local union on Saturday, the executive council issued a mandate to be presented to the men Sunday. The terms were that they should return to work Monday morning and instruct their officers to arbitrate the forty-four-hour week with the employers. The threat of penalization by the international union was held over their heads if the mandate were not obeyed. The union voted 3 to 1 to obey.

J. W. Hayes, secretary of the International Union, said that he was satisfied with the action of "Big Six." He said the council would endeavor to arrange for a speedy arbitration of the differences between the men and the employers, and that he had received assurances that all the compositors who returned to their shops would be put to work.

Pressmen's Union No. 51 and Feeders' Union No. 23 followed the action of "Big Six" Tuesday by deciding to take out new I. P. P. & A. U. cards and return to work immediately on conditions similar to those accepted by the compositors.

Members of the Printers' League reported Wednesday morning that their men were nearly all back and plants prepared to operate 100 per cent.

It will probably be a long time before printing conditions in New York will be normal again, as many publications moved to other cities during the tie-up and it is doubtful how many will return.

The loss in money to all parties involved in the trouble has been tremendous.

Although the union paper handlers are still technically "out," having taken no official action calling off their strike, the employing printers, report enough men are at work to meet all requirements.

At a meeting of the striking Lithographs and Printing Ink Makers' Union Sunday, President John R. Ritchey reported that John J. Bedlon of the State Industrial Commission had stated that he would try to get an arbitration commission appointed to settle the strike. The 150 members present voted to remain out until the Ink Makers' Association, representing the employers, had recognized the union. Ritchey announced that sixteen of the thirty-five shops in the city had signed with the union.

AD BUREAU TO START IN CHICAGO DEC. 1

Three-Year Lease Closed on Suite in Marquette Building—Manager Will Come From the Middle West

The Bureau of Advertising of the American Newspaper Publishers' Association has closed a three-year lease on suite 841-842 Marquette Building, Chicago, and will open its long-planned Middle Western office about December 1. Director William A. Thomson, who spent the last two weeks in Chicago seeking suitable quarters, will return there about December 1 to man and equip the office, which he expects to have in full operation by January 1.

No manager has been selected as yet, but Mr. Thomson said that a Middle Western man would probably be chosen for the post. After his appointment and until he becomes thoroughly familiar with the work of the bureau, Mr. Thomson and Thomas H. Moore, associate director of the bureau, will alternate between the New York and Chicago offices.

"We have been desirous of opening the Chicago office for the past four years," Mr. Thomson told EDITOR & PUBLISHER, "and it has been made possible by the greater support being accorded the bureau by the newspapers. We now have about 459 members, which is an increase of about 60 per cent over the membership on December 1, 1918.

"Our committee is now working for the establishment of a Pacific Coast office and we will get it under way just as soon as the publishers in that section give us the necessary support.

"Just as soon as we can afford it, the bureau intends to employ a statistician to prepare circulation and advertising data on newspaper advertising and the figures prepared during the past year by EDITOR & PUBLISHER will furnish the basis of his work. The data EDITOR & PUBLISHER has collected and printed form the biggest contribution that has ever been made to the cause of newspaper advertising."

TIMES MANAGER HOME BOUND

Howard Corbett Completes American Visit to Eastern Centers

Howard Corbett, manager of the London Times, who has been in this country for the last three weeks making a study of American newspaper conditions will sail for home Saturday on the Mauretania.

During his stay in this country he has visited Washington, Philadelphia and Cambridge, Mass. The trip to Cambridge was made to see the Yale-Harvard football game, Mr. Corbett's visit to America is in connection with the survey of American business and shipping now being made by the representatives of Lord Northcliffe's newspapers.

Texas A. P. Members Meet Nov. 29

The Texas members of the Associated Press will meet at Dallas on November 29 to December 1. Kent Cooper, chief of the traffic department, and Paul Cowles, superintendent of the Central Division, will address the meeting.

CONDENSED FICTION

Full of Action

Well and Fully Illustrated.

WHOLE-PAGE NOVEL-A-DAY, Feature No. 3

For Daily, Sunday and Saturday Afternoon Papers.

Any Length and to Meet Any Requirements

In copy with mat of title and illustration or in whole page mats.

A Large Number of Illustrated Stories

running from 1,000 to 100,000 words, among which are stories by

Robert W. Chambers
Sir Gilbert Parker
Rex Beach
F. Hopkinson Smith
Jack London
George Randolph Chester
Gouverneur Morris
Hall Caine
Mary E. Wilkins Freemen
Gellett Burgess
Jacques Futrelle
Wm. Hamilton Osborn
H. G. Wells
Ellis Parker Butler
Arthur Stringer
John Kendrick Bangs
Newton Fuessle
George Ade
Carolyn Wells
Edith Sessions Tuppere
Edwin L. Sabin
Jerolyn Strange, Winter
Edgar Wallace
Frank Stanton, Jr.
Robert Barr
Roy Norton

See our catalog and price-list.

THE SLOAN SYNDICATE, Inc.

1834 Broadway New York, N. Y.

Highly Concentrated City Circulation In New Orleans

The leading commercial center of the South—the second port of the U. S. A cosmopolitan city—a highly active buying and selling market—responsive to advertising.

Suburban New Orleans is too limited—too scattered to reach economically. Concentrate on city circulation—advertise in the States. You will get more profitable returns at a lower cost.

Want more information?
We'll gladly furnish it.

WRITE [signature] Advertising Director

New Orleans STATES

EVENING SUNDAY

CALLITYPE PROVEN PRACTICAL BY LITERARY DIGEST

Printing Text Matter from Photo-Engravings Was Done First in 1898, But Not Really Developed Until Now

PRINTING from plates has been practised since the discovery of photo-engraving, and away back in their heads thinking publishers have cherished a hope—especially when things are running sidewise with printers—that some day a man would come along and show them how to go to press without setting type. Going to press without typesetting has always been possible, but it has never been considered practical.

It remained for Literary Digest to put the much-thought-over system to the big test. During the seven weeks that the printing trade of New York has been tied up by strikes, lockouts and "vacations," that publication has appeared regularly and has steadily improved in typographical appearance, until now it compares very favorably with any printed-from-type product.

First Time on Such a Large Scale

Never before has a publication of anywhere near the circulation of the Literary Digest attempted to issue even one edition without typesetting, and for that reason alone their efforts have attracted wide attention, not only among the publishers who have been caught in the web of labor difficulties in New York City, but by the public in general.

The first effort on a large scale to show what could be done in the way of issuing a publication without typesetting, of record in the United States, was carried out in Chicago in 1898.

Chicago daily newspapers had just passed through one strike that had tied them up for a week, and the indications were that they might have to face another. The second strike never materialized—it was to have been the printers—nevertheless, Chicago publishers were on the alert and were welcoming any suggestion that would make it unnecessary to again suspend publication. About the same time a newspaper over in Paris was having publishing troubles and had resorted to photo engraving. The work was crude, but the publication was saved. Copies of that paper, Petit Bleue, fell into the hands of the editors of the Chicago Journal. The system being used appealed to them and they decided to give it a trial to show what eventualities might bring forth.

The Journal made the trial in one edition, photo engraving the editorial page from type-written sheets, as is followed today by the Literary Digest. While the experiment was in every way a success, it was not followed up at that time, but it attracted wide attention, and for a time stimulated interest in photoengraving of pages and was responsible for numerous efforts to space typewritten lines to give an even right margin.

Willis Hall Turner was then publisher of the Journal; Peter Finley Dunne (Mr. Dooley), was editor; Richard K. Linthicum, now of the New York World, was managing editor, and Fenton Dowling, now circulation manager of EDITOR & PUBLISHER, was private secretary to Mr. Turner and did the actual work on the page. The contributors to the page were Mr. Dunne, Mr. Linthicum, James O'Donnell Bennett and Grace Duffy Boylen. So far as known that was the first effort to reproduce text matter of a regular American publication from a photo-engraving.

The Literary Digest has made no claim of originality. In fact, it has made no claims of any kind excepting that no great difficulty was being experienced in getting out that publication weekly during one of the most complete tie-ups that the printing trade of New York has ever suffered from.

The Literary Digest, like all other New York publications outside of daily newspapers, was facing suspension when a printer suggested "photo-engraving." It was two days until press time, and no time for debate. His suggestion was accepted and followed. The results are public property. The Literary Digest came out as usual. It looked rather ragged the first week because it was a hurry job. Each week since there has been a marked improvement, and now the Literary Digest, without composition, is pleasing to the eye.

To publishers, probably the most interesting thing about the Literary Digest in its typewriter dress is that fact that it has cost less per page than it did before the strike went into effect. The contract price per page for compo-



Photo by Curtis

AN EDITORIAL CONFERENCE ON MAKE-UP

Left to right—B. F. Adams, W. C. Roberts, W. S. Woods, F. A. King, Richard Duffy, F. W. Halsey, B. M. McConnell, C. Christopherson.



Photo by Curtis

ORIGINAL TYPEWRITTEN "DUMMY" PAGE AND PRINTED PRODUCT

In a recent official audit of the Standard Union the auditor announced that 97% of its circulation was sold in Brooklyn, the home section of Greater New York.

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sion on the Literary Digest was $12, and the cost under the photo-engraving system is $8.

The method used by the Literary Digest in the present emergency should be called callitypy, according to the dictionary, and it means "beautiful type." Many other publications followed the lead of the Digest in meeting the recent printing situation, including Nugent's, Paper Mill and the Long Island City Star. The Los Angeles Times also experimented along this line.

The Literary Digest has met its circulation demands and has brought callitype to a nearly perfect method of printing.

The process through which copy passes on the Digest is interesting. The editor's manuscript is written on a typewriter, equipped with a 10-point type, to a width of 4½ inches. This work is done by a corps of nine to twelve girls. Black paper carbon ribbons are used on the typewriters and produce a clear impression, instead of the blurred appearance which comes from using regular inked ribbon.

To secure the proper alignment at the right hand of the column has only been a question of care. A light blue line drawn on each sheet of copy paper has been the guide of the typists and several times it has been necessary to recopy several times to secure the desired results, although a great deal of this has been overcome during the making of the second copy after errors have been corrected by the editors.

When the typists make their final copy of material it is rolled out of the typewriter into a pan of water without being touched. The typewritten sheets are taken from the water and pasted immediately on sheets of cardboard of uniform size, on which the enlarged size of the page has previously been marked. This holds the ink and gives a clear engraving.



Photo by Curtis

MAKING DISPLAY TYPE HEADLINES BY PHOTOGRAPHY BY THE "DESATYPE"

Probably the most remarkable part of the Digest's work is the setting of the heads and initial letters. This is being done with a new machine known as the Desatype. Instantaneous photography is the principal of this new invention. The Desatype is designed to set large art letter advertisements. In fact, photographic art designing is claimed for it.

In other words, you select the art style of letters that you wish to use and the machine operator then places that style on the machine and by the operation of the keyboard throws each in under the powerful lens until your copy is completed. The prints are dropped automatically into a developing bath that is a part of the machine.

All heads and initial letters used in the Digest for the last five weeks have been made on this machine, which is not yet on the market commercially. This part of the work has been done so well that many persons believed it to be regular art work.

In many cases, after the pasting up of articles has started, it has been found necessary to re-edit and rewrite in order to bring matter within the space allotted for it. When the pages are finally finished, they are sent to the engravers, where the column width is photographically reduced from 4½ to 3½ inches.

The work of getting out the Digest under the new system has fallen largely on the art department, under R. E. Leppert, and the editorial department under William S. Woods, for it must be remembered that aside from the saving of $4 a page on composition there has been no proof reading, which is quite an item on a big magazine.

Junkin Gets Another Paper

CRESTON, IA., Nov. 25.—Paul S. Junkin, publisher of the Creston (Ia.) Advertiser-Gazette, and interested in a number of other Iowa newspapers, has just purchased the Fort Madison (Ia.) Democrat. Those associated in the purchase are W. D. Junkin, publisher of the Charlton Herald-Patriot; W. J. McGiffin and D. J. McGiffin, sons of a sister of the Junkin brothers. The McGiffins have been running the Fairfield Ledger, which has been in the family since 1852.

Hodges Succeeds Gairing

OMAHA, NEB., Nov. 25.—John B. Gairing has resigned as editor of the Publishers' Auxiliary, issued by the Western Newspaper Union, and is succeeded by C. F. Hodge. Mr. Gairing becomes connected with the business department of the W. N. U.

New Agency in Omaha

OMAHA, NEB., Nov. 25.—A new advertising agency has been opened here under the name of the Bloodheart-Soat Company.

No Campaign in

THE PACIFIC NORTHWEST

is complete without including rich and prosperous Southwest Washington

This district is blanketed by

The Tacoma News-Tribune

whose circulation here is greater than that of *Any Other Outside Newspaper*

It maintains a staff of its own correspondents and circulation men throughout Southwest Washington, and in the larger cities operates branch offices.

For the ten months of 1919, up to November first, The News-Tribune published every evening except Sunday, carried a total volume of

6,519,464

agate lines of paid advertising, a daily total of

Over 27,000 Agate Lines

Some record for an evening newspaper published in a city of 120,000.

TRIBUNE PUBLISHING CO.

FRANK S. BAKER, President — CHAS. B. WELCH, Editor and General Manager

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HOW NEWS PRINT IS BEING CONSERVED

(*Continued from Page 10*)

OMAHA, NEB.—The print paper situation is serious with some of the publications here. The World-Herald is paying as high as 8 cents per pound for paper, their contract volume of paper for the year having been already consumed.

One of the big dailies here is so short of paper that the general manager has called a conference of all his advertising men and told them instead of seeking to boost a retailer's advertising space from a proposed 50 inches to 60, he wished if they could diplomatically do so they would drag the advertiser down to 40.

CLEVELAND, O.—To date Cleveland daily newspapers have not cut the size of their papers. No move has been made to increase circulation prices. The Plain Dealer and the News and Press still charge 2 cents a copy for their week-day editions, the Sunday News-Leader and Sunday edition of the Plain Dealer retailing for 7 cents.

The Plain Dealer is "cutting to the bone" its news stories and editors of feature and daily news departments have been instructed to "keep everything down." This applies to real estate, financial, market, and dramatic daily departments and all phases of the Sunday editions. The scarcity of print paper is the cause.

Similar economic measures have been adopted by the editors of the Press and the News and Sunday Leader.

Advertising in all of Cleveland daily newspapers is now running abnormally heavy, particularly in the line of national space-buying. The department stores, retail groceries and piano, player piano and talking machine dealers of liberal buyers of newspaper advertising space, holiday announcements being unusually large.

ROCHESTER, N. Y.—Local newspapers announce the elimination of special departments such as fraternal, Boy Scout, church news, etc. They formerly devoted a page to each one day a week. This is one means of meeting the print paper situation.

Some advertising rates, such as theatrical, concert and all entertainments, were raised on November 1 and new rate cards on all advertising are about to be issued. There is some talk of raising subscription rates, but little likelihood of any immediate step in this direction. Rochester papers raised from one to two cents per copy only a year ago.

Sizes of all issues have been cut for the last two or three weeks. Rochester publishers are following closely the recommendations of the War Industries Board for guidance for the present readjustment of the ratio of reading matter to advertising space.

The largest afternoon paper cut four pages from its usual Saturday size last week.

DALLAS, TEX.—Newspapers in Texas, alarmed at the increasing shortage of news print paper, are taking drastic measures to conserve the supply. Those in Dallas, Fort Worth, Houston and other cities are reducing the number of pages at the expense of reading matter where possible, and some are even rejecting advertising matter to conserve paper.

No recent advances in advertising rates have been announced but it is known that such action is being seriously considered.

The greatest conservation of space to be seen so far is in the reduction or elimination altogether of features, such as comics, cartoons, special articles, household hints, etc. There also has been a very noticeable tightening in the use of news matter. Stories are being cut about one-third and matter is being held to strictly A-1.

While Texas papers have never appeared to adhere to any fixed proportion of news matter and advertising, some had boasted that they were fifty-fifty. In actual practice the ratio ranged from 40 per cent advertising and 60 per cent reading, to 60 per cent advertising and 40 per cent reading.

Under the conservation rules, the average ratio seems to be 33 1/3 reading matter to 66 2/3 advertising. Some papers show 25 per cent reading to 75 per cent advertising.

Special instructions to reporters and news writers say, "Make it brief." Instructions have also been sent to correspondents admonishing them to send in no fewer items, but to limit their items to few words.

Advertising contracts are now being written "subject to paper conditions," and where an ad of four or five columns would mean adding ten pages in the old days, the ad now is generally rejected.

The Fort Worth Star-Telegram seems to be taking the lead in paper conservation in Fort Worth, while the Dallas Morning News shows the greatest reduction in Dallas.

HOUSTON, TEX.—The Chronicle has increased advertising rates but not subscription rates; size reduced; reading matter down to minimum.

The Press has increased advertising and subscription rates; size reduced and ratio of reading matter to advertising decreased.

The Post is holding to war time conservation.

LOUISVILLE, KY.—Newspaper publishers here have been in conference for the past several days relative to necessary steps to meet the impending shortage of news print. No definite conclusions have been reached as yet, it is said, regarding how best to meet the situation. However, all the local publishers are agreed that something must be done and that something will be done in the very near future.

Representatives of Louisville newspapers stated they would attend the conference of the Southern Newspaper Publishers Association at Birmingham and that their program will be formulated by that time.

SPOKANE, WASH.—Subscription rates have already been advanced here and advertising rates will be increased to meet increased costs. The size of papers will not be reduced until dailies in other cities printing 28 to 32 pages daily have reduced to 14 or 18 pages the size. The Spokesman Review is holding to the ratio of reading matter to advertising already established.

SACRAMENTO, CAL.—This city's daily newspapers have taken no action yet toward meeting the newsprint situation by raising advertising or subscription rates.

PORTLAND, ORE.—With the exception of increased advertising rates, Portland newspapers so far have taken no steps to reduce their size to meet the present news print situation. There have been several advances in advertising charges in the last few months but these have been made to meet rising expenses, especially one of the highest printers' scales in the country, rather than to solve the paper shortage.

However, the Portland papers are holding down their ratio of news as compared with advertising to what they consider a minimum. There has been even a decrease in this respect as compared with the ratio that was in effect when the paper shortage was acute during the war, although advertising has increased greatly the relative amount of news published is even smaller.

The Oregonian is running about 55 per cent advertising and 45 per cent news and the ratio in the Journal is about the same.

In the Telegram, which has no Sunday edition, the proportion of news is somewhat larger.

SCRANTON, PA.—No general agreement has been reached by the two local daily and one Sunday newspapers on any plan of saving news print, but it is known the publishers are preparing to join with the newspapers of the country in reducing the size of their issues. This is to be brought about by increased rates on advertising, which is expected to reduce space of the average advertiser, while news is to be condensed. It is stated that there is not much likelihood of the subscription rates being advanced from 2 to 3 cents by the dailies here.

SAN FRANCISCO, CAL.—All papers here recently increased 15 cents per month on subscription rates and made substantial increase in advertising rates. They are holding newsprint consumption to the minimum in makeup. They contemplate no further radical changes in the near future.

SEATTLE, WASH.—News print shortage has had no effect on size of papers here. There is no immediate indication that they will reduce and no definite plans are yet made by publishers for meeting the crisis. The Times made a general increase in advertising rates when the recent boost in subscription price occurred. An increase by the Post-Intelligencer in ad rates is impending. The Times is publishing unusually big editions, last Friday's issue totaling 40 pages. All dailies giving big space to special features.

DENVER, COLO.—Newspapers here have taken the following action on the print paper situation:

Express increased advertising rates 10 per cent; cut news stories to minimum.

Post increased advertising rates 5 per cent; discontinued one street edition; discontinued returns and exchanges; cut size of Sunday supplement; increased price of street sale copies one cent each.

(*Continued on Page 34*)

THE DENVER TIMES

First Comes
Ability to Purchase

That's the main essential of a circulation; that it have purchasing ability.

One of the easiest ways of spending money without profit is by advertising better-class goods to a circulation that is financially unable to purchase them.

If you are going to advertise in Denver, and you have a proposition which appeals to a discriminating class of people—

And the success of your proposition depends upon your reaching a class that are capable of appreciating as well as being able to purchase your offering—

The commodity in which you have confidence, plus our able-to-buy readers, is Denver's answer for the marketing of better-class products.

The Denver Times

Largest Evening Circulation in the Better-Class Homes of Denver

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit.

The Shaffer Group

Rocky Mountain News — Denver Times
Indianapolis Star — Muncie Star — Terre Haute Star
Chicago Evening Post — Louisville Herald

THE DENVER TIMES

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SIXTY-DAY ADJUSTMENT BASIS FOR AD RATES

Plan by Which Publishers May Cancel Their Contract If Agreement Cannot Be Reached

By John Budd
(Of the John Budd Company, Newspaper Representatives.)

The tendency in recent years has been toward a newspaper advertising rate for the general advertising field that is flat, or nearly so.

In normal times this works to the advantage of both the advertisers and the publication.

But these are abnormal times, and the phase of that plan which permits an advertiser or his agency to contract for a year at a flat rate and to use space at will, little or much, or omit to use it entirely, and still hold the rate to the expiration of the year, is under present and probably future conditions, most unfair to the newspaper.

The plan proposed in the resolution passed by the A. N. P. A. special meeting committee on November 12, is open to the objection that to restrict the term of all advertising contracts to a three month period involves not only endless labor at a time when detail is enormous, but complications in connection with every well and thoroughly planned advertising campaign that will discourage and restrict desirable development.

Adjustments at their frequent terminations may be necessary and may not, no one surely knows now, but they are all thrown up in the air just the same, and the constant uncertainty is not conducive to good business.

The John Budd Company, which represents a number of publications in the national advertising field, has devised a method which has met with almost unanimous approval by advertisers, advertising agencies, and publishers wherever proposed.

It is that all advertising contracts hereafter be entered into with the proviso that the publication has the right and privilege of cancelling or stopping service thereon, after sixty days' notice, given at any time, unless meanwhile, an equitable rate for its continuance after expiration of the two-month period, is agreed upon.

This proviso is just and fair to the advertiser in that it gives him assurance that snap decisions on rates will not constantly face him. He will have sixty days in which to adjust his campaign at the original rate, if he concludes that continuance at the rate made necessary by new conditions is impractical.

No further rate revision may be necessary, sky-rocketing expenses may have reached their peak, but if they have not the publisher is in a position to readjust his advertising affairs to meet them within a reasonable time, and will not be compelled to carry a lot of space at a loss to himself or to other advertisers who coming later will have to pay enormous rates to make up the deficiency, or by those rates be prohibited entirely from newspaper publicity.

The practice of making yearly advertising contracts at flat rates, or slightly scaled rates, is one which under present conditions is so obviously one-sided, and so manifestly unfair to the publications, that it is today without other justification than precedent.

WILEY SEES WASTE IN FULL PAGE ADS

Business Manager New York Times Urges More Concise and Convincing Copy Instead of Broadsides of Space

HARTFORD, Nov. 25.—Louis Wiley, business manager of the New York Times, addressed the Charter Oak Ad Club tonight on the general newspaper and advertising situation.

He outlined briefly the reasons for the tremendous growth in the volume of advertising in the newspapers since the signing of the armistice, predicting that this volume would continue for some time, due to the enormous increase in American business activity.

Mr. Wiley expressed doubts as to the superior value to advertisers of full page space, particularly in cases where the advertiser's story could be just as forcefully presented in smaller space. This, he contended, was true of a great many page ads. He urged greater care in the preparation of copy, arguing that poor copy gained nothing through being presented in full pages.

He referred to the policies now being adopted by the big papers of limiting, or rationing, the space to be used by advertisers, and believed that this might prove helpful in saving newsprint. He advised caution in the matter of increasing rates, as he believed that this would mean that advertisers would pass on this increase, in some instances, to the public in the form of higher prices for their goods.

Mr. Wiley suggested that the manufacture of wall papers should be discontinued for the period of one year, the machines now used on wall papers to be turned to the production of newsprint. He urged that such a policy would be in the public interest, as newspapers were a greater necessity to the people than wall paper.

LaFETRA RETIRED ON FULL PAY

Advertising Manager Emeritus Is Succeeded by F. C. Hitch

H. A. La Fetra, for thirty-seven years with the Royal Baking Powder Company, New York, during the greater part of which he was advertising manager, has retired because of advancing years and infirm health, with the position of Advertising Manager Emeritus, especially created for him by the board of directors, his compensation continuing as heretofore.

J. W. Gannon, for sixteen years connected with the company as assistant advertising manager, during the last portion of which he performed the duties of advertising manager, has resigned to become president of a new advertising agency bearing his name, as recently noted in EDITOR & PUBLISHER.

Frederick C. Hitch became advertising manager on November 20. Mr. Hitch has had extended experience in advertising food and other products, and has for several years occupied a responsible position in the advertising department of a large eastern manufacturing corporation.

Sutherland's Memory Honored

TOPEKA, KAN., Nov. 25.—"The Kenneth Sutherland Post" is the name of the second American Legion post formed here, in memory of Kenneth Sutherland, former Topeka State Journal business office employe, who was the only Topeka member of the 110th Field Signal Battalion killed during the war

A Market of Seven Hundred Million

THE Far East--a market of *seven hundred million people*—is enjoying undisturbed and unparalleled prosperity. The Far East *has been* buying from Europe. Europe has not the production necessary even for her own home channels--will not have this production for years to come. In the mean time the Far East turns to America for her goods. Unprecedented opportunity is offered the United States to enter this vast market and *solidify the demand* for her goods before Europe is ready again.

The business houses of the Far East are financially strong; their buying power and credits have been unimpaired by the war. The time is ripe for American exploitation.

Japan Controls the Market

JAPAN carries the largest amount of commerce in the Far East and her influence is felt all over Asia, and from Siberia to India.

Jiji Shimpo Sells the Goods

JIJI SHIMPO (The Times) is the largest and most influential daily in all of Japan. Jiji Shimpo reaches the most influential and prosperous buyers in the Far East. Jiji Shimpo *sells the goods.* If you have a product to sell in the Far East, Jiji Shimpo will start it--and *carry it through.* Advertise in this most influential medium. A representative of Jiji Shimpo is now in New York and will be glad to confer with advertising agencies or manufacturers. A market of seven hundred millions waits on America. Does America want the business?

R. ONISHI
Representing Jiji Shimpo, Tokio and Osaka, Japan
Hotel Imperial, New York City

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S. N. P. A. WILL SPEND $6,000 IN FIRST 1920 ADVERTISING CAMPAIGN

Southern Council of A. A. A. A. Will Prepare and Place Trade Paper and Booklet Copy—Specific Market Data Promised

New Orleans, La., Nov. 25.

THE $6,000 advertising budget of the Southern Newspaper Publishers' Association will be spent between January 1 and July 1, 1920, with a view to convincing sales and advertising managers in specific manufacturing groups of the marketing possibilities for their particular product in the 13 Southern States represented in the S. N. P. A., according to the decision of the advertising committee, reached at its New Orleans meeting, a telegraphic report of which was carried in EDITOR & PUBLISHER last week.

No copy will be placed until after January 1, due to the holiday season and to the fact that new lists, in the main, will not be compiled until after the first of the year.

Booklet and Trade Paper Campaign Planned

C. F. Gladfelter of Louisville submitted rough text and designs for the booklet which the advertising committee has decided to issue for 1920. This booklet will show by direct comparison the circulation of all the magazines and all the newspapers in the 13 Southern states and will give comparative costs per state and collective costs for the region.

It will also contain a statement of the relative value of concentrated newspaper circulation at the point of distribution with so-called "national circulations" scattered everywhere.

One page in the booklet will also be devoted to each state represented in the association, presenting the circulation and advertising rates of each newspaper subscribing to the advertising fund of the S. N. P. A, together with a comparison of the magazine circulations in that section and other market data, such as the number of wholesalers, jobbers and dealers in the leading lines.

Will Work Through Dealers

The committee will print 1,000 copies of this booklet and distribute them to the subscribers to the fund and to the membership of the American Association of Advertising Agencies and feature it in all advertisements in trade papers. The membership will be urged to distribute these booklets at their own expense, to the wholesalers, jobbers and dealers in their respective communities, with the request that they in turn submit the facts to manufacturers of advertised brands.

Members will also be urged to purchase extra copies of the booklet for the above purpose, these extra copies to carry inserts or imprints of the paper thus distributing them. It is planned to sell these extra copies to the members at a profit to the committee and to apply such profits to the advertising fund.

Sixteen Pages in Trade Press

A total of 16 page advertisements will be placed in publishing and advertising trade journals, the appropriation for this purpose being $1,780.

In the course of a conference between the advertising committee and a committee from the southern council of the A. A. A. A., Chairman A. G. Newmyer presented the S. N. P. A. advertising plan to the agents and stated that it was the desire of the S. N. P. A. to deal with the Southern Council of the A. A. A. A. in the same manner as the Federal Government deals with the Advertising Agencies Corporation, as if they were one agency handling one client.

Mr. Newmyer further explained that the publishers' committee desired to deal with the agencies through President Thomas E. Basham and that any arrangements for handling copy or commissions that the Council made among its membership would be satisfactory to the S. N. P. A. and that the publishers would pay the agents 15 per cent, less 2 per cent cash discount for their services, all commissions from publications to agents to be returned to the association.

S. N. P. A. Will Pay Commissions

President Basham replied that while there was not sufficient profit in this program to justify the effort on a money-making basis of any or all of the Council's members, the Southern agents recognized the need for and mutual benefits from such campaigns and that he therefore accepted the proposal on behalf of his membership. He heartily endorsed the plan.

The committee's final instructions to President Basham were:

To write and print the booklet; to prepare and place trade-paper copy, as ordered; and to prepare copy and lists to reach the sales and advertising managers in the manner prescribed.

Mr. Basham promised to set his machinery in motion at once and to submit copy list of mediums and cost sheets to the advertising committee in time to begin the campaign in January.

Urge 25 Per Cent Raise in Ad Rates

Following a discussion of the news print situation, Mr. Gladfelter introduced the following resolution, seconded by Mr. Newmyer;

"That in view of the present critical paper famine and auction markets, and the further fact that the paper manufacturers will not establish a price basis for next year, nor give any assurance of an increased paper supply; publishers everywhere are urged to immediately increase their advertising rates, both local and foreign, at least 25 per cent, and the advertisers and advertising agents of America are urged to give the publishers of newspapers optional days for the insertion of their copy, in order that the existing print paper emergency may be met to the best advantage of the publishers and their customers."

Copies of this resolution were given to the Associated Press, the United Press, the International News Service, and the trade press of the country. Secretary Johnson was requested to bulletin the resolution to the entire membership of the S. N. P. A. and to send it to the A. N. P. A. with the request that it immediately be transmitted to the entire membership of that body.

Mr. Basham promised that it would be immediately transmitted to all of the agents represented in his association, with his personal recommendation that afternoon newspapers be given the option of inserting copy Mondays, Tuesdays or Wednesdays, and morning newspapers Thursdays, Fridays or Saturdays.

CANADA MAKES 2,775 TONS PAPER DAILY

Dominion Manufacturers Expect to Reach Million Tons Annually If Present Demand from United States Continues

OTTAWA, Nov. 25.—The importance which the news print industry has assumed in Canada is shown by the fact that the Dominion is now producing 2,775 tons of news print a day, or a total of about 800,000 tons a year. This estimate is official, being vouched for by the Canadian Pulp & Paper Association. This tonnage is made up as follows:

	TONS
Abitibi Power & Paper Co.	740
Belgo-Canadian Pulp & Paper Co.	200
J. R. Booth	150
Brompton Pulp & Paper Co.	95
Canadian Paper Co.	35
Donnaconna Paper Co.	100
E. B. Eddy Co.	50
Fort Frances Pulp & Paper Co.	150
Laurentide Company, Ltd.	225
News Pulp & Paper Co.	80
Ontario Paper Co.	325
Pacific Mills, Ltd.	200
Powell River Company, Ltd.	375
Price Bros. & Co.	250
Spanish River Pulp & Paper Co.	500
St. Maurice Paper Co.	100
Total	2775

Very ambitious plans for expansion in the industry have recently been announced or are already under way. Price Brothers, Abitibi, Spanish River, and Laurentide are all planning to increase their output by an average of 300 tons a day, or 90,000 tons a year. The maximum production involved in this contemplated expansion will probably not be fully achieved before the beginning of next year.

If the demand keeps up, as it is confidently anticipated it will, Canada will ere long be approximating an annual production of nearly 1,000,000 tons of paper per annum.

There are also other plans for expansion under way, including the projected new mills announced by the International Paper Company at Three Rivers; Price Brothers at Chicoutimi, and by the Great Lakes Pulp & Paper Company at Port Arthur.

Canada's exports of news print paper for the six months ending September 30 were valued at $23,019,380, of which well over twenty million dollars' worth went to the United States.

Optimists in the paper industry predict that within ten years, at the present rate of progress, Canada will be producing 2,000,000 tons of news print a year, which is equivalent to the total consumption of news print in the United States in the year 1918.

The total production of news print in the United States now averages about 3,200 tons per day.

Backing Gen. Wood

TOPEKA, KAN., Nov. 22.—Major General Leonard Wood has found favor with Kansas Republican editors, as evidenced by the fact that four of the leading editors are now lined up back of him—W. Y. Morgan, Hutchinson News; Charles F. Scott, Iowa Register; J. L. Brady, Salina Union, and Henry J. Allen, Wichita Beacon.

"America's Largest and Best Newspaper Industrial Advertising Agency"

A PERMANENT WEEKLY INDUSTRIAL REVIEW page adds 10,000 lines each month to your advertising lineage ---all new business---which the paper would not otherwise obtain. The page is carried on either of your light days--- *Saturday* or *Monday*---and will add greatly to the appearance of your paper. All advertising is secured from non-regular advertisers by our staff of intelligent and thoroughly dependable solicitors.

Our representative will call on request.

John B. Gallagher Company
Home Office
Ninth Floor, Dexter Building
Boston

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PENNSYLVANIA

Pennsylvania has again proven itself the keystone state. Pennsylvania has been submerged and arisen purified and cleaned. American through and through.

Pennsylvania, because of its tremendous industries, is a great employer of foreign labor---and being the headquarters of the steel and coal industries of the country, has been cursed with long-haired, loud-mouthed, blatant labor agitators---propaganda spreaders, breeders of unrest, discontent and discord.

Two tremendously important strikes have hit Pennsylvania---two strikes which, in reality were not strikes so much as movements toward Anarchy and Bolshevism.

And Pennsylvania has answered---answered in no uncertain way. Pennsylvania is the keystone state of America---of the United States, of progress, of loyalty, of clear thinking---of right.

Pennsylvania has said, and said plainly, that riot, rampage and revolution have no place within the borders of the state; that decency, progress and red, white and blue Americanism, has the call—that it dominates overwhelmingly—and that Pennsylvania shall, in the future, as in the past, continue going ahead.

Such a state, peopled by such folks, is a good state for national advertisers to cultivate in an intensive way---through daily newspapers.

These daily newspapers do great work for many—they can do great work for you.

	Circulation	2,500 lines	10,000 lines
Allentown Call ..... (M)	23,146	.04	.04
†Altoona Mirror ..... (E)	23,876	.05	.05
Altoona Times ..... (M)	8,826	.025	.025
Bethlehem Globe ..... (E)	6,685	.025	.025
†Chester Times and Republican ..... (M&E)	14,177	.05	.04
Connellsville Courier ..... (E)	6,774	.015	.015
*Easton Express ..... (E)	12,044	.03	.03
Easton Free Press..... (E)	14,162	.0285	.0285
Erie Herald ..... (E)	8,009	.025	.025
Erie Herald ..... (S)	9,626	.025	.025
*Harrisburg Telegraph ..... (E)	30,998	.055	.055
‡Johnstown Democrat ..... (M)	9,841	.03	.025
‡Johnstown Leader ..... (E)	8,039	.015	.015
Lancaster Intelligencer and News-Journal ..... (M&E)	22,183	.06	.06
Lebanon Daily News ..... (E)	8,319	.025	.025
New Castle News ..... (E)	13,014	.025	.025
Oil City Derrick ..... (M)	6,213	.023	.018
‡Philadelphia Record ..... (M)	123,277	.25	.25
‡Philadelphia Record ..... (S)	133,680	.25	.25
Pittsburgh Dispatch ..... (M)	55,055	.13	.08
Pittsburgh Dispatch ..... (S)	55,208	.14	.14
Pottsville Republican ..... (E)	10,865	.04	.03
Scranton Republican ..... (M)	30,028	.06	.07
Scranton Times ..... (E)	33,969	.08	.07
West Chester Local News..... (E)	11,590	.03	.03
Wilkes-Barre Times-Leader .... (E)	18,237	.05	.04
**Williamsport Sun ..... (E)	15,898	.06	.04
York Gazette ..... (M)	14,310	.03	.03
Total	724,827	$1.0694	$1.5394

Government Statement, October 1st, 1919.
*A. B. C. Report, October 1st, 1919.
†A. B. C. Report, April 1st, 1919.
‡Government Statement, April 1st, 1919.
**A. B. C. 12 month report ending June 30, 1919.

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KEYSTONE PAPERS BAND TO MEET PAPER CRISIS

Form First Regional Body in Western Pennsylvania and Recommend Their Plan to Publishers Throughout Country

(BY TELEGRAPH)

WASHINGTON, Pa., Nov. 26.—Following the suggestion of the American Newspaper Publishers Association made at its recent special convention held in New York, a regional meeting of publishers of Western Pennsylvania was held on November 20 at the William Penn Hotel in Pittsburgh at the call of E. R. Stoll, secretary of the Pittsburgh Publishers' Association, and John L. Stewart, president of the Western Pennsylvania Associated Dailies.

The purpose of the meeting was to discuss the news print situation so that all the publishers in this "region" might become acquainted with the action taken at the A. N. P. A. and co-operate in the general movement throughout the country for the conservation of paper and for raising advertising and circulation rates where necessary, to take care of the increased cost of print and to make possible the reduction in the sizes of the papers and circulation.

Smith and Stewart Preside

David B. Smith, treasurer of the Pittsburgh Gazette Times and Chronicle Telegraph and president of the Pittsburgh Publishers' Association presided at the luncheon which was tendered the Western Pennsylvania publishers by the Pittsburgh publishers, later turning it over to Mr. Stewart.

T. R. Williams, business manager of the Pittsburgh Press, member of the newsprint committee of the A. N. P. A. and representative of the Pittsburgh Publishers at the New York convention, made the principal address.

The resolutions passed at the A. N. P. A. convention were adopted by the joint meeting. Practically every publisher present spoke of the trouble they were experiencing in making the supply contracted for carrying them over until January first while many had not been able to secure contracts for their next year's supply or at least for anything near their needs based on their consumption this year.

Seven Cents and Higher Common

Some of the smaller papers who depend upon jobbers for supplies from time to time are now paying 7 cents a pound and being quoted higher rates for future deliveries. Two new papers in the association have already announced an increase in price from 2 to 3 cents and such an increase is now under consideration by the Pittsburgh publishers, as well as other drastic steps to reduce consumption, many of them now being compelled to turn down advertising in order to keep the papers down to a limited output.

The recommendation of John L. Stewart of the Washington Observer and Reporter that each paper ration its own output to meet what supply it had available between now and the first of the year was endorsed.

The following resolutions were adopted upon motion of John O'Donnell, Uniontown News-Standard, with instructions to send copies to all Western Pennsylvania publishers and to every newspaper organization in the country:

"Whereas, It has been determined beyond question that the consumption of white paper is now and for some time has been running from 10 to 20 per cent above the possible supply, and

"Whereas, Some of the leading newspapers of the country, as well as many of the smaller ones, are confronted with a paper famine, and

"Whereas, The paper manufacturers and supply houses of the country refuse their customers and turn a deaf ear to all other requests, and

"Whereas, The lowest quotation for print for 1920, even on an allotment basis, is $4.00 per hundred pounds, while this meeting recommend that same publishers were paying as high as $7 and $8 per hundred for their urgent needs above allotments, and

"Whereas, The entire print situation has brought the business of newspaper making face to face with one of the most serious problems in the history of the U. S. it,

"Resolved, That the newspaper publishers of Western Pennsylvania, under the call of the American Newspaper Publishers Association in convention assembled, back the Association's efforts to impress on the publishers of the country the great importance of practicing conservatism during 1920 or until such time as the emergency ceases, and be it further,

"Resolved, That to effect a sharp reduction in the consumption at print and to meet the steadily increasing cost of paper, all competing publishers throughout Western Pennsylvania be urged to merge their local differences long enough to agree upon a sufficient increase in subscription and advertising rates in bring this reduction about, and be it further,

"Resolved, That the publishers of Western Pennsylvania be both individually and collectively lend their energy in effect such a curtailment of news print in 1920 as will bring the consumption of paper within the available supply, and be it further

"Resolved, That this meeting of Western Pennsylvania publishers be made a permanent organization and every effort made to secure every publisher in the state of the state with a view to meeting this crisis on a fair basis and determining a policy that the action of this body be transmitted to every other association of publishers in the United States."

A committee consisting of Mr. O'Donnell, R. W. Hershey, Greensburg Tribune and Jess Long of the McKeesport News, was named to meet with a representative of the Pittsburgh Publishers' Association to form a permanent organization, having in view the co-organization of a tri-State press association composed of the publishers of Western Pennsylvania, Eastern Ohio and West Virginia.

The following newspaper publishers were in attendance:

E. R. Stoll, secretary Pittsburgh Publishers' Association; T. R. Williams, Pittsburgh Press; C. R. Ralphon, C. A. Rook, jr., Pittsburgh Gazette Times; David B. Smith, Chronicle Telegraph; Pittsburgh; Gazette Times and Chronicle Telegraph; Alex. Moore, Jr., Mc. Hope, Pittsburgh Leader; A. R. Braun, Pittsburgh Post and Sun; Walter Irving Mc. Meadville Tribune-Republican; George J. Campbell, Legal Journal, Pittsburgh; A. R. Dickinson, Sharon Telegraph; James J. Driscol, Connellsville Daily Cobrier; George A. Fehey, Franklin News-Herald; C. F. Howe, Telegram; Walter Daily News; H. W. Herbert, Greensburg Tribune and Press; Bert F. Hunt, Newcastle Herald; Jesse Long, McKeesport Daily News; W. R. May, Greene-ville Daily Record; A. B. McDowell, Sharon Herald; H. H. McWilley, Tarentum Evening Telegram; William McKinley, Butler Citizen; John O'Donnell, Uniontown News Standard; William S. Organ, Sharon Herald; John L. Stewart, Washington Observer and Reporter; H. E. Price, Charleroi Mail; F. S. Renta, Newcastle News; Roland B. Simpson, Simpson's Daily Leader, Kittanning; George F. Schmitt, Natrona Daily Press; H. F. Wiggins, Monongahel Messenger; P. J. Wilson, Johnstown Leader; A. Wise, Ebensburg Eagle; E. L. Freeland, Beaver Daily Times, Thomas M. Whitesell, Latrobe Bulletin; W. A. G. Lape, Johnstown Tribune; W. A. Sweney, Greensburg Morning Review; John J. Mead, Erie Times; Milo W. Whittaker, Altoona Times; R. Riley, Brownsville Telegraph; Joseph Heinemann, Butler Times.

A. D. GRANT A "SPECIAL"

Takes Charge in Atlanta for Cone, Lorenzen & Woodman

ATLANTA, Nov. 25.—A. D. Grant, formerly of the Journal, on December 1, will take charge of the Atlanta office of Cone, Lorenzen & Wiseman, covering the entire South.

Knox Joins H. S. Haupt

R. W. Knox, advertising manager of the Columbia Graphophone Company, and formerly assistant general sales manager of hte Loose-Wiles Biscuit Company and of the American Chicle Company, will join Harry S. Haupt, president of the Hudson Motor Car Company, Inc., New York, on November 17 to take charge of his intensified sales and publicity department.

IOWA EDITORS GUESTS OF STATE UNIVERSITY

Annual Conference Disapproves Change in Postage Rates, Hears Successful Merchant Tell Secrets, and Learns About Bolshevism

(BY TELEGRAPH)

IOWA CITY, Ia., Nov. 26.—The fourth annual conference for Iowa newspaper men held here today was a big success. More than sixty editors and publishers came from all parts of the State at the invitation of the extension division of the State University of Iowa.

Among the speakers were Waldo L. Cook, editorial director of the Springfield (Mass.) Republican, Fred Lamm of Devils Lake, N. D., who does a retail general store business of $600,000 in a country town of 6,000; Gran L. Caswell of the Corn Belt Publisher, Dubuque, Ia.; Lloyd McCutcheon of the Mt. Vernon (Ia.) Record; Walter A. Jessup, president of the university; and William P. Russell, dean of the college of education. Walter Williams, dean of the school of journalism at the University of Missouri, had been expected to speak but was unable to be present.

Most of the newspapermen present for the conference came from the smaller papers of the state. About fifty editors stated before the conference that the scarcity of help would prevent them from attending.

Truth Specially Needed Now

The conference coincided with "homecoming" at the University and so the visiting editors got the benefit of all the decorations including several electric signs, a triumphal arch, a monument made of good old Iowa corn and all sorts of college pennants, pictures of athletic heroes, a sketch of the million dollar hall, for which a drive is now on and incidentally between 10,000 and 15,000 homecomers. Fortunately for the editors, the university had reserved rooms at local hotels a year ago.

President Jessup, in opening the conference, told the assembled newspaper men of the great need for accuracy in times like this when everyone wants to know the truth about the peace treaty, the truth about the coal strike, the truth about Russia, and the truth about many other important movements. He extended a warm welcome to the visitors and told them there was probably no other group of men the university was so glad to welcome.

Income Tax

The only paper presented at the morning session was that of Mr. McCutcheon on "What effect the income tax will have on the country newspaper." Mr.

THE BEAUMONT ENTERPRISE
Member A. B. C.
BEAUMONT, TEXAS

The ENTERPRISE is the only daily paper that has a general circulation in the great rice, lumber and oil fields of Eastern Texas and Southwestern Louisiana.

There is no other newspaper published within 100 miles of Beaumont that really circulates with the ENTERPRISE in its field. We not only cover Beaumont and suburban territory thoroughly, but also have a larger circulation in Orange and Port Arthur than the newspapers published in those towns.

The ENTERPRISE absolutely dominates its field—it has no real competition.

It is the one newspaper that will perform a good work with satisfaction to the advertising business in the Beaumont territory.

Circulation 20,142 Daily
Sunday alone exceeds 25,000

THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives

World Bldg. New York — Post Dispatch Bldg. St. Louis, Mo. — Ford Bldg. Detroit, Mich.
Brunswick Bldg. Kansas City, Mo. — Tribune Bldg. Chicago, Ill.

ELIZABETH DAILY JOURNAL
ELIZABETH, N. J.
NEW RATE
5c. Per Line Minimum Rate
In Effect November 15, 1919

ADVERTISING GAINS:
First 10 months 1919, total lines 6,090,406
First 10 months 1918, total lines 4,723,624
Total lineage gain 1,366,582

PAID CIRCULATION:
October, 1919 18,009

POST OFFICE STATEMENT:
October 1, 1919 17,516
October 1, 1918 16,350
Paid circulation gain 1,166
The PAID circulation of the JOURNAL is at least FIVE times more than the next Elizabeth paper.

ELIZABETH DAILY JOURNAL
is the only member of the A. B. C. in Elizabeth

FRANK R. NORTHRUP
New York — 303 Fifth Ave. — Special Representative — Chicago — Association Bldg.

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McCutcheon held that manufacturers of print paper and other supplies were boosting their prices to the consumer to cover the income tax and more too. The fact that big advertisers were spending a good deal of what would otherwise be their excess profits and so subject to a heavy tax seemed to Mr. McCutcheon to mean that in time country newspapers would reap a benefit although he said they were not reaping much now.

His idea was that this advertising would bring such good results, although country newspapers get little of the actual business now, that advertising would be made even more popular and that later the country newspaper would get its share.

Mr. Caswell presided at a round table on newspaper problems that concluded the morning session. Much interesting information was brought out in regard to various concerns that are offering equipment and service to small newspapers.

Zone Rate Change Not Favored

The bill now before Congress substituting a flat rate of 4 cents for the present zone system for second class matter met with vigorous protests on all sides. A committee consisting of F. E. Taylor of Traer, O. J. Benjamin of Nevada and J. B. Hungerford of Carroll was appointed to write to Iowa Congressmen opposing this bill.

The price and supply of news print and the activity of farm bureau newspapers also were discussed. Dean Russell took the place on the program that had been reserved for Dean Williams and told of his personal experiences with Bolshevism in Siberia during a stay of about six months while he was on a special mission for the United States Government. He said Bolshevism was a mild doctrine that spread rapidly, because the people were ignorant and hungry and never heard any arguments opposing the Bolshevik ideas on their merits. He said that more people were talking and thinking Bolshevism in this country now—more than most people had any idea of—and that to combat it meant effort along various educational lines, encouraging habits of thrift and production and arguing the case on its merits rather than on the grounds that anyone who talked Bolshevism was a traitor to his country. He said that he himself was firmly and unalterably opposed to Bolshevism in any form.

Each Paper Has Own Character

The most scholarly paper of the conference was read by Mr. Cook on "Character in newspaper work." He made the point that each newspaper has a character of its own which is a reflection or embodiment of the character and soul of the man at the head of the paper.

Advertisers have no influence over the editorial page of the better papers, he said. In this connection he pointed out the great advance that had been made in the newspaper profession since the days of Benjamin Franklin when an editor had to be a postmaster or else a rival editor postmaster would not let the post riders deliver his paper.

Mr. Cook illustrated the various points he made with anecdotes of his own career.

Mr. Mann made the unqualified statement that this year he is spending $12,000 for advertising, split about fifty-fifty between the newspapers and all other methods, that he will do a gross business of $600,000 and that if he did not advertise at all this year, even though his store is so well known, he would expect to see his sales drop $300,000. Mr. Mann had a suit case full of the sort of advertisements he is using to beat the mail order concern on its own ground.

The meetings of the conference were presided over by Orrie E. Klingaman, director of the university's extension division, and by William S. Maulsby, assistant professor of journalism.

Pact with A. N. P. A. Sought by New Pressmen's Union

All Agreements Must Receive O. K. of Entire Membership — May Seek A. F. of L. Charter

ST. LOUIS, Nov. 26.—Resolutions favoring an arbitration agreement with the American Newspaper Publishers' Association were adopted at the final day's session of the organization meeting of the United Association of Newspaper Web Pressmen and Juniors of North and South America, which was held in St. Louis last week. These resolutions follow:

Resolved, That the convention go on record as favoring an arbitration agreement with the American Newspaper Publishers Association, and the Board of Directors are hereby instructed to negotiate an agreement with the representatives of the above association, and any agreement arrived at shall be submitted to the popular referendum vote of the members for their approval

Other resolutions include the assurance that all contracts will be adhered to, as stated in EDITOR & PUBLISHER last week; declare for "group insurance," covering the entire membership of the association; members to retain their present international number, and the continuation of affiliating locals under their local until the new association receives a charter.

These officers were elected: President, Frank Pyle, Pittsburgh; first vice-president, Hugh J. Gordon, St. Louis; second vice-president, J. W. Addison, Toronto; third vice-president, J. Taylor, Detroit; secretary-treasurer, L. Kreitler, New York.

These officers will serve until a charter is obtained. Failing in obtaining a charter from the International Printing Pressmen and Assistants' Union, from which the web pressmen are seceding, they will apply direct to the American Federation of Labor.

(BY TELEGRAPH)

INDIANAPOLIS, IND., Nov. 24.—In conference Saturday, H. N. Kellogg, labor commissioner of the A. N. P. A., told representatives of the new Web Pressmen's Union that recognition could not be given unless and until new organization came to front with a solid membership of all union web pressmen in the country, so as to avoid conflict with I. P. P. & A. U. Any other course, he said, would be asking publishers to violate contracts with the I. P. P. & A. U. and this would not be done.

McCracken Doubles His Burden

LARAMIE, WYO., Nov. 25.—F. M. Zimmers, the last two years manager of the Boomerang, Bill Nye's old paper, is retiring from the active management of the paper, but still retains an interest. Tracy McCracken, editor of the Boomerang for the last two years, has assumed the management and announces that the company's capitalization is to be increased soon to $40,000.

Frank Sheridan, of the Sheridan, Shawhun & Sheridan Company, New York, has gone abroad in connection with the Bethlehem Motors and the American Bosch Magneto Company accounts, which are handled by his agency.

$400,000,000

Worth of meat products are produced annually in

ILLINOIS

This looks like big money—but it is only twenty per cent. of the

$2,000,000,000

Worth of manufactured products which take revenue into that great state every year.

With an income like this, added to the income derived from 250,000 farms valued at $3,509,000,000 (The highest valued farms of any state in the Union), Illinois is a mighty good territory to cultivate.

Illinois daily newspapers stand second to none in influence and pulling power.

		Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Aurora Beacon News	(E)	16,000	.045	.045
Bloomington Pantagraph	(M)	17,824	.035	.035
Champaign Daily Gazette	(E)	5,289	.015	.015
‡Chicago American	(E)	326,998	.40	.40
Chicago Herald-Examiner	(M)	312,862	.38	.31
Chicago Herald-Examiner	(S)	594,287	.53	.46
Chicago Daily Journal	(E)	115,932	.22	.18
†Chicago Daily News	(E)	373,000	.46	.48
Chicago Evening Post	(E)	51,327	.25	.12
Danville Commercial News	(M)	15,387	.035	.035
Elgin Courier	(E)	8,125	.025	.025
Moline Dispatch	(E)	10,153	.03	.03
Peoria Star	(E)	22,364	.05	.04
Quincy Journal	(E)	8,342	.025	.025
Rockford Register-Gazette	(E)	12,931	.03	.03
Sterling Gazette	(E)	5,085	.02	.02
Total Circulation		1,895,086	$2.57	$2.25

Government Statements, October 1st, 1919.
†Publisher's Statement.
‡Government Statements, April 1st, 1919.

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WOMEN MUST SUBMIT TO SAME TRAINING AS MEN TO ATTAIN SUCCESS IN JOURNALISM

Viscount Burnham Tells the British Society of Women Journalists—English Firms Prepare to Advertise In America—Other Overseas News

ABOUT one hundred and fifty women journalists gathered at a Victory Banquet of the British Society of Women Journalists, presided over by Miss M. F. Billingham, the Society's president. Prince Albert was to have been present but his place was taken by Brigadier General, the Earl of Athlone.

Viscount Burnham in an interesting speech, in which he said he felt as if he were addressing the severest critics of the new world, added that as women journalists were now competing on equal terms with men, it was unwise of them to trust altogether and alone to the natural intuition of their sex. They must submit to the same irksome training as the men who were competing with them. Intuition was not everything. It did not provide a livelihood in the world in which we lived.

In his view it would be unwise for them at present to entrust their interests wholly to those professional organizations which were being formed for journalists as well as other people on the trade-union model. Although he did not know that he was altogether in favor of their organizing themselves on the principle of division and distinction of sex, he certainly did not think the time had yet come when they could safely do so without an organization based on that principle.

If they entrusted their interest entirely to mixed bodies he did not think, judging from the trade-union example, they were likely to fare well. When presiding over labor conferences he had been somewhat amused to hear how ardently and hotly the claims of women to equal pay under equal conditions had been pressed by advocates of the men's unions. Of course, one obvious result under present conditions would be that women would be pushed out of their jobs.

It might enable them to make the great sacrifice for a great principle, and their families. Therefore on the whole, he thought they were wise to have such a strong society as this to protect their interests and to see that they had equal opportunities without necessarily claiming to have exactly the same rate of remuneration or exactly the same conditions of work.

This was a time when women had, if they would pardon the phrase, found their manhood as well as their womanhood, and had proved that they could have the fulness of a new dignity without losing the shining qualities of their old dignity.

Two More British Industries to Advertise in U. S. A.

THE Irish Linen Society's plan of a campaign to promote a demand for their products in the United States has aroused wide interest in other British Industries. Now, the lacemakers of Nottingham, and the textile manufacturers of Manchester, are both engaged in serious consideration of the question whether they cannot profitably follow the lead of the Irish linen industry.

The methods of the latter (already described in EDITOR & PUBLISHER) are being investigated, and if they are convinced, as they doubtless will be, that their export trade can be increased by this means, their decision will follow promptly. The Manchester textile houses are said to be prepared to spend $400,000 on publicity in such a campaign. The figure is a little short of the Irish linen appropriation, which was $450,000.

Journalists' War Benevolence Comes Out

IN a report of the National Union of Journalists presented at the Birmingham Conference, is told for the first time some of the work of the Overseas Committee in war-time, under Lord Burnham.

In some instances Belgian journalists with their wives and children, arrived in London, or other towns on the coast or inland, in a state of destitution and exhaustion, having crossed the Channel by such means as they could obtain after having tramped for long distances in the late Autumn rains, among crowds of homeless refugees. With the help of an emergency advance from the Overseas Fund provision was made for the immediate necessities of such cases.

In the early months of the German occupation of Belgium, means were found to send money from the fund to the parent Association, in Brussels, in aid of its measures for the relief of members who were permitted or compelled, temporarily or permanently, to remain in the country, though deprived of their means of livelihood by the control or suspension of their journals.

In the light of correspondence already received from members of the Section Anglaise, their return, and from other communications, the committee anticipate that the whole of the balance will be required in aid of such measures as that of giving necessary help in Belgium, to Belgian journalists many of whom are in severe and continuing need, and delays attending the restoration of their journals to approximately normal conditions of issue

Britain's Advertising M. P.'s Plea for Propaganda

C. F. HIGHAM, M.P., is nothing if not an earnest advocate of the publicity principles he practices, and his writings have all the conviction of knowledge as well as belief. Perhaps nothing he has done—save only his book on Scientific Salesmanship—has created so wide an interest as his plea for a mass education, by advertising, in the responsibilities of the individual to the State. That was published as a two column article in the Morning Post and a leader of the same length devoted to a discussion and an endorsement of the principles expounded.

Mr. Higham claimed that an emotional appeal is necessary to provide the motivation to the people on whether "we are on the verge of either the biggest social cataclysm the world has ever seen or taking part in the accouchement of an era which will show unparalleled accomplishment."

When civilisations have trembled in the past has there ever been any organised effort to harness public opinion to constructive thought and the kind of action such thought brings in its train? asks Mr. Higham. No ancient Empires have had the machinery all ready at hand as we have it today. . . . We can challenge thought and engender an uncommon devotion in the moy through that mighty modern medium the Press.

Then Mr. Higham releases his plan: "We have a method of imparting knowledge which seems to act like magic, simply because it touches and teaches millions of minds at once. When nations in the past have set up national ideals there has been little result for at least a generation, because the teaching was only given through the churches, schools, and universities.

"But if we set up a national ideal today, and deliberately, continuously, and publicly promoted it in the advertising columns of the newspapers, on the hoarding, and through the cinema, a very quick difference could be made in the tone and temper of the whole community.

"In my opinion, this is the most astounding thought of modern time. We can create a new outlook; we can vivify thought; we can move hnman energy in any direction by organised and public persuasion—or, to put it bluntly, by advertising an emotional ideal. . . . What we want is mass education—one stupendous piece of propaganda to teach a fundamental and therefore non-sectarian principle of living—which when assimilated would automatically dispel half our problems and make the way easy for the solution of the rest."

There has probably been no finer or higher purpose suggested for the application of advertising than this of providing an appeal to a nation's emotions to such a lofty end.

Birmingham Helped by Its Press

THERE are few cities in the United Kingdom which can boast so rapid a growth, both in size and influence, as Birmingham. Its development has been remarkable, and today it stands as one of the foremost mannfacturing towns in the country, the metropolis of the Midlands, forming the chief shopping centre for a district in which, it has been computed, there are more than four million inhabitants. Its growth has been steady, its prosperity continuous, and today it is enjoying an industrial activity the beoefits of which will be felt for many years to come.

Owing to the variety of her industries Birmingham escaped anything approaching a slump in trade when the war ceased. During the war many new factories were built to meet the demands and fulfill Government contracts.

All these works have been retained, their organizations adapted to peace time requirements, and they have already proved a great industrial asset, affording the previous much needed opportunity for manufacturers of expansion.

It is signifieant that in spite of the numerons works built during the war, thus increasing factory accommodation in the city tremendously, the demand for factories continues, and advertisements appear daily from manufacturers and captains of industry who require modern works preferably with room to extend."

It is a trite truism that a city is known by the newspapers it keeps, and Birmingham is especially fortunate in this respect. Its leading morning paper is Sir Charles Starmer's Birmingham Gazette, the morning daily with the largest circulation between London and Manchester, and this journal has just taken in hand the development of the local electrical power, lighting and heating services, and is rnnning a special series of page features devoted to the snbject.

News Service by Aeroplane

A NUMBER of English papers are making increasing use of aeroplanes for their news services. The London Daily Express frequently prints French dispatches received by this means, the Weekly Dispatch secures its Paris gossip notes from its correspondent by aeroplane, and the Era, the English stage weekly newspaper has now arranged for its Paris theatre news by the same medium.

Keeping Up With The Times

A FACT A WEEK

John Jones' family and William Smith's and Henry Brown's read one Washington evening paper. But John Robinson's family and Albert Smith's read The Times and don't read the other paper.

That's the Washington circulation situation. The advertiser doesn't and can't cover the city by announcements that only John Jones' family and William Smith's and Henry Brown's see, and there is the same business reason for wanting the trade of John Robinson's family and Albert Smith's, who are each spending $2,000 a year.

Washington is a two-paper town and The Times is one of the two.

The Washington Times
WASHINGTON, D. C.

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Gathered at Random

Under the head of "The Senate and the League" the New York Globe recently left six inches of blank space, eloquently expressing the Globe's opinion of our reverend political leaders. Even in a period of newsprint shortage this daring expedient seems justified. For if one were to stop and consider, for instance, what might have been said in that space—especially if put in Jason-rogersese—one instinctively shudders. Now and then blank space is, indeed, golden.

Barry Faris, Bide Dudley, Fenton Dowling, Damon Runyon, George Larke, Harry Hazelwood, Roy Hinds, Jack Veiock, Frank Lamb, Ollie Newman, Ira Cribb, H. C. Hamilton, Arthur La Hine, Tim Burns and Jesse James all resided in St. Joseph, Mo., once but not at the same time. Even St. Jo would not stand for that.

As Others Judge Us

Davenport, Ia., Nov. 19.—Dan Drost, publisher of the Rock Island News, can not read nor write, according to the testimony of Harry Hamilton, formerly his editor. Drost is on trial for criminal libel.

Hamilton is serving a year in jail for the same crime.

Drost is trying to prove that he is not publisher of the scandal paper whose circulation in Davenport has been suppressed by the authorities.

Hamilton turned state's evidence this morning, swearing he took his orders from Drost and that Drost could neither read nor write.

Drost is an ex-pugilist.

Who Would Have Thought It?

Cambridge, Mass., Nov. 17.—John K. Clark, who has been appointed lecturer on New York practice at the Harvard Law School, was graduated from Yale in 199.—Evening Post (New York).

Fluttering Hearts!

"One of the first signs of real love is when a man begins to urge roast beef and potatoes on a girl and to urge her to wear heavy winter underwear."—Dorothy Dix.

"Personally we should say that when a young man begins to talk to a young woman about her underwear—winter, summer, fall, or spring—he has left the first stage far behind."—H. J. Phillips, Globe (New York).

Worse Than We Thought

Barcelona, Spain, Nov. 17.—The labor situation here has become more serious. There is growing unrest among the leading labor unions."—American (New York).

Another One

Wareham Smith, director of Lord Northcliffe's Associated Newspapers, Ltd., who is visiting in this country, recently stopped in a Washington, D. C., cigar store to make a purchase.

"Englishman, aren't you?" asked the clerk, after an exchange of ideas on popular brands.

"Yes."

"Well, drop in again," invited the clerk, "I like to talk to Englishmen There was one in here yesterday, too."

The Opera

In these days of newsprint shortage, when pound after pound of the rare material of which newspapers are made is being wasted to tell a public, interested principally in sugar, the color of stockings that Mrs. Over-Moaned wore as she chatted pleasantly with Mrs. Here-Now — smothered in pearls — while Caruso sang, it is refreshing to find Alexander Woolcott's "Second Thoughts of First Nights," in the New York Times, and we are reprinting it for you:

"The opera season in Columbus Circle opened for the week last Monday night, and a gala audience was assembled to hear 'The Women of the Guard.' It was showed of Director Hinshaw to select this gem from the Gilbert and Sullivan diadem, because, despite the ex quisite musical setting which the great Pro fessor has provided for its pensive libretto, it has never been distressingly popular, and out many people could be expected to sit through it patiently.

"The Park parterre and the famous first balcony presented an impressive spectacle for the grand opening of the 'Yeomen.' Of course, not every one was in his place when the conductor's baton was lifted for the opening strains of the overture, a dozen people arriving three or four minutes late, according to the custom of Dame Fashion, which we have always believed deplorable.

"Many notables were glimpsed in the throng. It all seemed very different from the carefree pre war days, when the clothing present on such an occasion would have cost much less. It was estimated, for instance, that the feet which kept time to the 'Whom Do Ye Ward?' melody were shod at an expense of $14,500—footgear which before the war would have cost only $6,872.

"Miss Edna Ferber was a striking figure in gun-metal velveteen, edged with skunk, and carried a large, bright green fan. The Irving Brocks were in the old Brock seats at E 101-063. Mrs. Brock was in warm brown peach bloom, edged with nutria, and carried a pocketbook. Captain Brock wore a simple ante bellum suit of some unobtrusive shade.

"Kelsey Allen wore the conventional black, with a thin, fine, white thread. He wore a stunning scarfpin, rumored to have cost $7.50. The whole effect was crowned by a dome-shaped headdress of stiff black felt. He was the dinosaur of all eyes.

"Robert Wheelwright, a celebrated Gilbertian, was becomingly attired in a tall suit. Captain Franklin P. Adams wore a simple costume of mixed tweeds, a cravet of rosaria mauve, and a pair of old army shoes.

"Mrs. Maximilian Foster wore a maroon broadcloth, edged with mink, and her guest, Margaret Mayo, was in a simple street suit of brocaded curl bloe satin. Frederick Schang, Jr., Herb Rock, and William Slavens McNutt all wore hine serge, with Mr. Schang achieving a modishly diversified effect by the addition of tan spats and tortoise-shell spectacles. Ralph Block was in prominently checked gray, in a sextette of seventy simple design to match. Minor S. McLain, formerly known to the Apollo of the Navy and often famous for having been kissed in public by Mary Garden, also wore hine serge, but was the observed of all observers. In such an assemblage no one noticed Mrs. Harold Manners.

"Mr. and Mrs. Edward Kellogg Baird, Mr. and Mrs. Howard Chandler Christy, Karl Kitchen, Major Cushmee Rice, Suzanne Westford, and Martine Rittenhouse, a cousin of our own Lady Bibliodale, also were present, end, needless to say, all wore clothing."

Elmer Rigdon, whose 14-year-old "Police Court Column" in the Pittsburgh Press, was put out of business by the great drouth, appeared as Si Perkins in the Bellevue, Pa., town hall last Tuesday night.

A Thought for Purists

Richard Harding Davis's best and widest read story "Gallagher," was declined by Richard Watson Gilder, of Century, because it was too slangy.

A certain person, who patronises the same pay window that we do, on his recent return from a tour of Maine, Vermont and New Hampshire received the following free reading notice in the column conducted by H. I. Phillips in the New York Globe:

"Josiah Bruce Keeney, peerless advertising man, while on a tour in New England, noticed this appealing sign on a window in Dover, N. H.:

A. BUTCHER
Barber Shop."

Surprising

"Looney, Chauffeur, Not Drinking"—Headline in the Bronx (New York) Home News.

How Buys Old College

Arcadson, Kan., Nov. 25.—Gene Howe, editor of the Globe, has purchased the property of the Midland College, recently abandoned here. It is reported he will turn it over to St. Benedict College, for a new school building.

Women Allowed Their Say

Kansas City, Nov. 25.—The Post announced this week the winners of its contest for the best letter criticizing the Post and telling what the women readers liked best, or disliked. More than 2100 letters were received.

Every National Advertiser would have his copy running NOW in the Wisconsin Dailies if he had had the RIGHT information brought before him when he could *THINK IT OVER!*

If he realized how a few CITIES having wholesalers and daily papers cover the country trade; how much this tight little state produces in agriculture; how its cities measure up with other cities in the VALUE they ADD in manufacture; and what a wonderfully few things they MAKE and what a LOT they buy outside—he would make haste to get his goods placed and his advertising started in the DAILIES.

If you haven't this information and are alive and alert and "on the job," as it were, why just pick your spot and your paper and write to the publisher for information. You'll get it, and get it right.

Papers	Circulation	Rate for 5,000 lines
†Appleton Daily Post ..... (E)	4,887	.0143
Beloit News ..... (E)	7,029	.025
Eau Claire Leader-Telegram ..... (M&S)	6,776	.03
Fond du Lac Commonwealth..(E)	6,026	.02
‡Green Bay Press Gazette.....(E)	11,011	.025
Kenosha News ..... (E)	4,594	.0178572
La Crosse Tribune and Leader-Press ..... (E&S)	12,452	.03
Madison (Wis.) State Journal (E)	13,728	.035
†Madison (Wis.) State Journal (S)	10,891	.035
*Milwaukee Wisconsin News..(E)	70,248	.12
Milwaukee Journal ..... (E)	101,320	.16
Milwaukee Journal ..... (S)	83,847	.16
Milwaukee Sentinel .....(M&E)	75,905	.13
Milwaukee Sentinel ..... (S)	60,840	.13
Racine Journal News..... (E)	7,631	.03
Sheboygan Press ..... (E)	6,783	.025
*Superior Telegram ..... (E)	18,154	.04
Wausau Record-Herald ..... (S)	5,286	.02

Government Statements, October 1st, 1919.
†A. B. C. Statement, April 1st, 1919.
‡A. B. C. Statement, October 1st, 1919.
*Publishers' Statement.

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EDITORIAL



FIGURING HIGHER RATES

THE present crisis will serve at least one useful purpose: Publishers will learn more about their costs than they have ever before known. That knowledge will have enduring value. It will help in solving rate problems in the future as well as for the moment.

What ratio of the total publishing costs does news print represent? What proportion of your increased costs, as compared with the date of your last rate card, is due to the added cost of paper?

It is a natural error to assume that, if the price of news print has increased fifty per cent. in that period, the rates for advertising should be increased fifty per cent. This would be a sound reasoning if the cost of paper represented the total publishing costs. But, while paper cost is perhaps the largest single item of expense, it by no means constitutes the total upon which rate increase—either for subscriptions or advertising—should be based in order that revenues shall keep pace with advancing costs.

The proportion of paper cost to total costs must be taken into account in determining what rate of increase is demanded.

If, for example, within the period under analysis, it is found that labor and other operating costs have not advanced while the price of paper has jumped sixty per cent., it would be manifestly unnecessary and unfair to advance rates sixty per cent. The advance in rates must be based on total average increases in costs. If paper represents one-third of the total costs of production then a twenty per cent. raise in rates will take care of this increase.

What part of the increased costs should be covered by advertising and what part by subscriptions is a matter to be decided judicially, with a real purpose to safeguard the interests of both advertisers and readers.

Out of the present complex situation there should emerge a better standard of cost accounting, upon which may be based all readjustments of rates.

TRADING ON CREDULITY

WHEN will business and professional men learn that "newspaper" influence is not something to be purchased?

In New York a young man has been apprehended and brought to book after having posed as a representative of a leading press association, claiming to be able to secure favorable publicity in the columns of hundreds of newspapers for those who "subscribed" stated sums for the support of a book publishing venture. The astounding feature of the case is the fact that some business men appear to have fallen into the absurd lure and to have donated various sums to this glib peddler.

In Kansas City the newspapers have disclaimed any knowledge of or connection with another enterprise whose sponsors posed as newspaper men speaking in behalf of newspaper men. The effort was made to secure supporting subscriptions from Kansas City business men for meeting the expenses of a "state convention" of editors to be held there.

As has been related in the news columns of EDITOR & PUBLISHER, this same scheme has been attempted elsewhere in the West, but its promoters have not met with any considerable success.

Business men—all men—should understand that newspapers do not sell editorial immunity or favor on any terms and that the person who offers such a commodity is an imposter. And they should understand that newspaper men are not mendicants or seekers of contributions from those to whom, at some time, it might be possible for them to render a favor.

It should be the task of all newspapermen to run down and place within the clutches of the law all human vultures who attempt to trade on their good name and prestige. The "We Boys" fraud will not die until the newspapermen of the country kill it. And it has lived much too long!

BY WHAT ROAD?

IF national isolation is "Americanism," as the senatorial opponents of the Treaty and League Covenant would have us believe, why not League Covenant would have us believe, why not apply that policy to domestic as well as to international relations?

The states of the Federal Union often chafe under the restraint imposed upon them by our form of super-government at Washington. Would it be good Americanism for these states to claim the right of isolation and to conduct their own affairs without interference by or obligations to the Republic?

Counties sometimes feel like seceding from the states of which they are a part, and asserting the "American" principle of the right of isolation. Should they be encouraged to cut the state and national "entanglements" which sometimes place upon them mandatory duties and responsibilities?

Cities occasionally feel the yoke imposed upon them by county, state and national governments. Have our cities the same right to isolation which the Senate majority claims for the nation? Is there any social order possible, under this spurious doctrine, short of a tribal system?

Happily, we are a nation, one and indivisible. No political division of the Union is permitted to shirk its responsibilities upon the plea of its right of isolation.

As a nation we may cravenly contend for the right to stand aloof from the rest of the world—asserting the "Americanism" as a plea in extenuation—but we cannot alter the fact that isolation for us is utterly impossible. The great war made forever futile the efforts of nations to avoid their international duties and burdens.

Our senatorial majority has amazed and stunned the peoples of the world by proclaiming for the great Republic a policy of seclusion, selfishness and "isolation." This attitude has been assumed in spite of the fact that even in school children, that the vital interests of America are woven inextricably into the fabric of the world's life. The threads cannot be unravelled without destroying the fabric itself.

"Where there is no vision the people perish." That was the conclusion of the wisest of the ancients. The Republic stands at the parting of the road—and that road which has been to school children, that the vital interests of America are woven inextricably into the fabric of the world's life. The threads cannot be unravelled without destroying the fabric itself.

"Where there is no vision the people perish." That was the conclusion of the wisest of the ancients. The Republic stands at the parting of the road—and that road which has been to the abyss has been marked by a stolen signboard, on which is inscribed "Americanism." The other road is Duty and Destiny, the highway of real Americanism. It leads to brotherhood. Following it we shall take our rightful part in the healing of the nations, serve mankind to the measure of our giant strength, abolish war, injustice, anarchy, famine; help restore the joy and beauty of life to sorely stricken peoples and bring once more to the minds and hearts of men the Patmos vision of the City Four Square!

Americanism does not mean selfish isolation—it means unselfish service!

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James Wright Brown, publisher;
J. W. Ferguson, advertising; Fenton Dowling, circulation.

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Toronto: W. A. Craick.
Chicago: C. P. Conn.
San Francisco: H. C. Bornstein.
Washington: Robert T. Barry.

10 cents a copy; $5 a year; foreign postage, $1.001 Canadian, $2c.

THE ERA OF CO-OPERATION

WHILE but one year old, the National Association of Daily Newspaper Advertising Managers has already taken its place among the substantial craft organizations in this field. The annual meeting in Chicago was marked by a spirit of friendly co-operation, the members discussing frankly the problems they are facing and the policies they are following.

Vital issues confront the advertising managers just now. Not the least of these concerns the adjustment of advertising rates to present-time costs of production. Having, through industry and intiative, created a great volume of advertising for their newspapers it is now their task to curtail to some extent that volume without failure of adequate service to any advertiser and without loss of revenues to their newspapers.

This is not a simple problem, however simply stated; but one which calls for a new phase of effort. For the advertiser must be convinced of the fact that, under this programme for conserving paper, his interests are fully safeguarded. This will call for campaigns of education among advertisers—many of whom have not yet realized the gravity of the paper shortage and its menace to the usefulness and even the existence of the newspapers.

Yes, the advertising managers have a full schedule of work in prospect—but there is no class of American business men better able to measure up to difficult requirements than are these clear-visioned go-getters, with whom achievement is a daily habit.

Congratulations to Messrs. Ahern, Woodward, Parsons and their wide-awake associates who have created, just at the "psychological moment," a greatly needed organization!

NO QUARTER FOR ANARCHY

ATTORNEY-General Palmer says there are 327 radical newspapers now published in the United States, many of them openly advocating the Union of States, many of them openly advocating the overthrow of the Government. He asks for legal authority to deal with them.

In the case of the Union Record, of Seattle, the Federal and local officials did not wait for added authority of law, but closed and locked the doors of the plant.

There should be no delay, pending possible stringent legislation by the Congress, in the process of putting a stop to the preaching of anarchy and rebellion, through newspapers or by word of mouth.

"Red" publications should not be permitted to find a shield in the guarantee of press freedom—for that guarantee is given by the very system of government which they repudiate and seek to destroy. A democracy owes no protection to its enemies.

Not all radical publications advocate anarchy. But the line should be clearly drawn between newspapers which aim to better conditions UNDER OUR DEMOCRATIC SYSTEM and newspapers which aim to promote treason and revolution. That publication which is in opposition to our form of government has no claim to the protection of our laws. It is an alien and hostile force, to be dealt with accordingly.

Let us hope that the Congress may fix adequate penalties for those who thus brave the wrath of a tolerant people—but while awaiting such legislation it should be possible to suppress, under forms of existing law, the activities of a reptile press.

"RATIONING" of advertising space, so that all advertisers may share it is the new policy. A shortage of news print means a shortage of advertising space. It's a brand new condition, but it will be met without disaster.

THE interests of your advertisers and of your readers are bound up with your own in finding the right solution of your newsprint problem—and they will gladly co-operate.

PERSONALS

MELVILLE E. STONE, general manager of the Associated Press, will sail from New York on November 29 on the S. S. Adriatic, to arrange the A. P. European news connections which were interrupted by the war.

Arthur G. Newmyer, associate publisher of the New Orleans Item, is the father of a neweight-and-a-half pound son, born November 16.

E. Lansing Ray, president of the St. Louis Globe-Democrat, was in New York on a business trip, leaving for home last Thursday evening.

Abraham Cahan, editor of the Jewish Daily Forward, New York, was a Chicago visitor last week, addressing several large gatherings of his race on alleged Polish persecutions of his race. Mr. Cahan recently returned from a tour of investigation over parts of Europe.

Edwin A. Grozier, who as editor and publisher of the Boston Post, has always been noted for his generous appreciation of other newspapers, illustrated that trait last week by sending his check for $100 to the American Christmas Basket Fund which, like the Post's Santa Claus Fund, is designed to help make Christmas happy.

William E. Moore, former managing editor of the Chicago Inter-Ocean, was greeted with acclaim by many old conferees in the newspaper field when he returned to Chicago for a temporary stay this week. He returned this August from France, where he first served as a captain on the General Staff in charge of the Pictorial History section of the army. He is about to have a Pictorial History of the World War published by Hanson & Co., Chicago.

Frank B. Nichols, publisher of the Bath (Me.) Daily Times, was appointed by Governor Milliken as a delegate to the international convention of the Young People's Men's Christian Association at Detroit this month.

Dr. Henry J. Waters, editor of the Kansas City Weekly Star, received two unusual honors this week. He was selected by President Wilson as one of the members of the conference that will attempt to settle the labor disputes early in December, and Governor Gardner named him as a Missouri delegate to the eleventh annual convention of the Southern Commercial Congress, which meets in Savannah, Ga.

Senator Arthur Capper of Topeka, head of the Capper Publications, has announced his acceptance of the post of a director of the National Association of the Advancement of Colored People.

F. J. B. Livesay, western manager of Canadian Press Limited, who acted as correspondent in France during the latter part of the war, is now in Toronto passing the proofs of his book, "The Last Hundred Days," which tells the story of Canada's effort in the final push for victory.

Capt. Charles A. Bonfils, former managing editor of the Kansas City Post and the first American Red Cross officer to enter Hungary to aid in the work of rescuing wounded soldiers on the battlefield, during the recent war between Rumania and Hungary, has been commended by the commanding general of the Sixth Rumanian army, to which his unit was attached.

W. B. Sullivan, whose ill health a few days ago caused him to relinquish his duties as president of the Charlotte (N. C.) Observer, has gone to New York for an extended stay. He is accompanied by his wife and little daughter, and they have leased an apartment at 1078 Madison avenue.

Thomas J. Flaherty, editor of the Portland (Me.) Sunday Telegram, has returned from a vacation passed in Boston and New York.

E. T. Meredith, president of the Associated Advertising Clubs of the World, will visit the clubs of the Pacific Northwest early next Summer, according to a letter received from him by Governor Olcott of Oregon.

A. O. Moreaux, publisher of the Rock County Herald, at Luverne, Minn., and former president of the Minnesota Editorial Association, is enjoying a double felicity. He has just been married and is one of thirty-two men acquitted at Mankato on charges of conspiracy to tar and feather John Meinitz of Luverne, who got in bad with the community by disloyal utterances.

A. E. Bass, publisher of the Bangor (Me.) Daily Commercial, has been elected a director of the Eastern Maine State Fair Association at Bangor.

T. B. Eldridge has been elected mayor of Raleigh, N. C., succeeding the late James I. Johnson. Mr. Eldridge is a former newspaper man, having been editor of the Lexington (N. C.) Dispatch, which he founded, also the Greensboro News, Raleigh Morning Post and Raleigh News and Observer.

Lester W. Humphreys, who took up the practice of law a few years ago after serving as a reporter on several Portland newspapers, has just been appointed United States Attorney for Oregon.

IN THE EDITORIAL ROOM

Major R. Moore, late of the Canadian army, and a former Edmonton newspaper man, is now writing editorials for the Winnipeg Telegram.

C. V. Combe has resigned as editor of the Manitoba Veteran, published at Winnipeg, and has become interested in mining. F. H. Williams, who saw three years service overseas and a former reporter on the Winnipeg Free Press, is acting editor.

Rev. W. B. Norton, for 11 years past religious editor of the Chicago Tribune, has been granted a 12-month leave of absence in order to spend it doing community work for the Inter-Church World Movement of North America. Dr. Norton will, however, continue to despatch to the Tribune stories of affairs and conditions in the lands he is to visit.

William C. Firebaugh, for the past five years assistant librarian of the Chicago Public Library, has been engaged by the Chicago Tribune to manage its office library and expand the scope of its contents.

John L. Spellman, veteran City Hall reporter and for years past on the local run of the Chicago Tribune, has succeeded Shepard Butler as automobile editor, writing "Exhaust Echoes" on the daily sporting page, and "News and Comment of Motordom" in the Sunday edition. Mr. Butler has become assistant Sunday editor.

Sidney Smith, feature cartoonist for the Chicago Tribune, is a proud man nowadays. His comic characters, The Gumps, are shortly to make their debut in animated movies, and there is a popular farce playing in southern Illinois the characters of which are Smith's Andy, Min, Chester, Mother and Uncle Bim.

James McGovern, recently discharged from the Navy after two years transport duty, has joined the editorial staff of the Philadelphia Press.

Sporting Editor J. Wolfe, otherwise known as Jim Nasium, has forsaken the Philadelphia Inquirer for the winter only and has gone to Havana, Cuba, with what he considers a fine team of professional baseball players. The team has engagements lasting until the beginning of the rainy season, when Wolfe will return to Philadelphia.

Miss Jeanne MacConathy, fashion artist of the Philadelphia Inquirer, has sailed for Paris to get fresh ideas about gowns.

Burke H. Sinclair, former city editor of the Omaha World-Herald and later editor of the Sheridan (Wyo.) Enterprise and the Cheyenne (Wyo.) State Leader, is making a conspicuous success as director of industrial relations for the Midwest Refining Company, a big Wyoming concern.

Lieut. Alfred E. Baker, a Kansas City newspaper man, and Miss Frances E. Abernathy were married recently in Coldwater, Kan.

HUBBARD PINS FAITH ON NEWSPAPERS

"WE use about eighty per cent newspaper advertising in our business," said F. G. Hubbard, manager, assistant treasurer and space buyer for Barton, Durstine & Osborn Agency of New York, in talking to a representative of EDITOR & PUBLISHER, "and among our clients who are using newspapers in their campaigns at the present time are the General Baking Company, and Upson Company, makers of H.-O. Breakfast Food. Newspapers are being more widely used every day as a national advertising medium."



F. G. HUBBARD

Mr. Hubbard's native state is Minnesota, and his home, Duluth, though for ten or twelve years he has resided in New York, wheer he has been actively identified with the advertising field. From 1909 to 1915 he was with the Lesan Agency in the capacity of assistant treasurer, and has been with Barton, Durstine & Osborn for just about a year.

Mr. Hubbard also lived in Detroit for several years, and there was connected with the Van Patten Company and the Cheltenham Agency, besides handling the national advertising for Chalmers' automobiles.

Mr. Hubbard first started his career with a country newspaper, the South Norwalk (Conn.) Sentinel, where he set type, acted as a reporter, solicited advertising, and did everything, in fact, that came to hand. He says he found it excellent training, which in after years was most helpful. During the period of the war, Mr. Hubbard served his country as a military instructor at Stephens Institute, Hoboken, N. J.

THE BUSINESS OFFICE

William H. Roper, business manager of the Regina (Sask.) Daily Post, has resigned. He was presented with a gold watch by his confreres. Mr. Roper had been connected with the Post since its foundation.

H. B. Williams, for the past six and one-half years with Printers' Ink, has resigned as advertising manager to become vice-president and advertising director of Advertising & Selling Company, Inc. Before joining Printers' Ink Mr. Williams was with the Red Book magazine.

Hugh M. Miller has returned as advertising manager of the Hickory (N. C.) Daily Record. He left the Record at the outbreak of the war and entered service, being stationed nearly all the time at Camp Sevier, Greenville, S. C., where he had charge of the camp printing office. Since his discharge he has been connected with papers in Greenville and Cincinnati.

Charles D. Gibson, former advertising manager of the Great Bend (Kan.) Tribune, and now connected with the Newton Kansan, has been notified of the award of a pension, following the loss of a hand in a grenade explosion at Camp Funston, Kan., in October, 1918. Gibson, drilling a squad, saw that the pin of a hand grenade in the hands of a recruit had been drawn accidentally. Knowing it was about to explode, he took it and attempted to hurl it from the trench, and the grenade went off as it left his hand. He also lost the sight of one eye and was otherwise injured.

Facts *about the* Haskin Service



The Jackson Patriot has renewed its contract for the Haskin Service for one year

The Haskin Service is a powerful and effective promoter of Americanism

Frederic J Haskin Washington D C will tell you the price and plan for your paper

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NEED OF APPRENTICES IN ADVERTISING

President of A. A. C. W. Calls for "Brass Tacks" Convention in 1920—Executive Committee Meets in Indianapolis

INDIANAPOLIS, Nov. 25.—While the details have not yet been worked out, it was announced at a dinner in Indianapolis last week that the 1920 convention of the Associated Advertising Clubs of the World would be a "brass tacks" affair, and that the program would be confined strictly to the subject of advertising in all of its phases. The dinner was given by the Indianapolis Advertisers' Club to the executive officers of the association and the members of the executive committee, and there were present as guests many of the contributors to the $50,000 convention fund which was raised in Indianapolis. The dinner followed the meeting of the executive board, a telegraph report of which was carried in EDITOR & PUBLISHER of November 20.

Must Train Apprentices

C. D. Murta, president of the Indianapolis Advertisers' Club, called the meeting to order and introduced Felix T. McWhirter, president of the People's State Bank, as toastmaster. Mr. McWhirter assured the visitors that Indianapolis was proud of the fact that the convention was to be held in that city, and that everything that can possibly be done to make it a success will be done by the people of Indianapolis.

E. T. Meredith, president of the Associated Advertising Clubs, the first speaker, said:

"The Associated Advertising Clubs also is an institution for education in advertising. It is to train advertising men and to make new ones. It is to train apprentices in advertising, just as apprentices are trained in other lines of work. If no more apprentices entered the printing trade there would not be a printer alive in this country in thirty-five years. This statement is based on authentic statistics.

"It is the same with advertising. We must train apprentices and make more and better advertising men for the good of advertising and of business. Otherwise, where will the advertising men of the future come from?

"We must tell the boys what to do and how to meet and solve their problems. The young man who spends five years in the advertising business not only gains the benefit of his five years of experience, but he is trained by men who have had ten or twenty years of experience. Therefore, the young man gets not only his own five years, but he also has the benefit of ten or twenty years more of experience, making in all fifteen or twenty-five years. We must not fail to do this, for it means everything to the young man and to advertising in general.

What Sold the Powder?

"It is because we all want to give and take advice that we have decided that the program for the convention shall be of the 'brass tacks' kind.

"That there is much to be learned in advertising is shown by the incident of the man who wished to advertise talcum powder. He went to an advertising agent and told him he wished to spend $20,000 to advertise his powder. The advertising man asked him for copy, but the manufacturer told him he had none—that that was the business of the advertising man.

"'What shall we say about your talcum powder?'" the advertising man asked.

"'Tell them it is pure, and something like that,' the man said.

"The agent refused to do this. Instead, he first decided to ascertain why women bought talcum powder, and he would then appeal to that reason. So he put girls behind the toilet goods counters in stores to ask women why they bought talcum powder. A large majority of the women said they bought it for its odor. They did not care about its purity. Purity, therefore, was not a selling point, and the agent knew it. He had the girls again ask the women why they bought certain brands of talcum powder, and they said they bought it because they liked the box. It looked well on their dressers in their bedrooms. They did not think of purity.

"On comparison being made, the agent found that this manufacturer's powder stood seventh in the list of preferred odors, and that his box was not attractive. He found out all of these things before he started his advertising campaign.

"These are some of the points that we must teach the boys who go in the advertising business.

"Men who study advertising are real students. They are coming here to study advertising and how to sell and move merchandise."

Mayor Jewett of Indianapolis delivered an address of welcome to the coming convention. Other addresses were made by P. S. Florea, secretary; Miss Jane Martin of New York, the only woman who ever was a member of the executive board; Rowe Stewart, of Philadelphia; C. L. Guntz, of Baltimore; John Ring, of St. Louis, and Carl Hunt, extension secretary. Messrs. Rowe, Guntz and Ring told of the value of the conventions to their cities.

Star Buys Building Site

PEORIA, Ill., Nov. 25.—The Star has purchased for $70,000 a site on Madison avenue, and has started work on plans for a new building, which when completed will be equipped with practically an entire new outfit of machinery.

"BUTCHERS" OF ENGLISH LISTED BY SUN CHIEF

Head Writers' "Multum in Parvo" Effort Leading Them to Bolshevism—Other Writers Condemned

PHILADELPHIA, Nov. 24.—"Butchers" of the English language, as listed by Edward P. Mitchell, editor of the New York Sun, are headline writers, reporters and editorial writers. The head writer is classed as the worst offender, with the reporter running second.

English, as employed in the writing of headlines, has become the "yellow peril to English speech," according to Mr. Mitchell. The use of short words, irrespective of their accuracy, seems to be universal, he said.

Mr. Mitchell read a paper the other evening at Houston Hall, University of Pennsylvania, before the Philadelphia Society for the Promotion of Liberal Studies.

"We used to scan the headlines to glean the news of the day," declared the editor. "But today we are obliged to read the story under the headline to find out what the headline is trying to convey.

Headwriters the Press Bolsheviki

"These harassed, hard-working men who write the headlines are, despite their better selves, rapidly becoming the 'Bolsheviks' one of the greatest and noblest mediums of human expression—the newspaper.

"These architects of anarchy, with their small stock of short words, have suffered a paralysis of straight thinking, and day after day and night after night resort to their slender supply of arbitrary symbols in a topsy-turvy effort to express every shade of meaning in the English language.

"From their small storehouse of lean nouns, slender verbs and slim adjectives they are prostituting the English of that class whose principal source of edification is the modern newspaper.

"In their frenzied search for words short enough to fit into the arbitrary limits of the newspaper column they employ such words as 'probe,' 'grill,' 'vice,' 'nab,' etc., to cover almost every range of human activity, and the results are often startling and grotesque to the lover of accurate English.

"Their atrocious jargon is indeed a yellow peril to the English language."

The speaker compared the headlines on the front pages of modern newspapers with those of forty or fifty years ago, giving statistics.

How Headlines Have Grown

When the New York Times was first published, headlines took up 3½ per cent of the front page, as compared to 36 per cent now; the New York Sun, 1¼ per cent in 1833 to 38 per cent now, and the Tribune ¾ per cent to 30 per cent today.

"The demand of the modern reader and the fierce competition between newspapers of today, have led to the use of even larger and larger, blacker and blacker type in the headline," he continued. "But the newspaper column, which is inelastic, has remained the same width. Hence the headline artist is forced by the circumstances of his calling to maim, mangle, stultify and prostitute the English language in his search for words short enough to fit into the newspaper column."

Mr. Mitchell also paid his respects to the writers who, he said, invented and meaningless sentences and otherwise distorted the English language.

GERMAN DAILIES MERGE ON DECEMBER 1

Staats-Zeitung Will Publish Morning and Sunday, Herold Evening and Sunday, from Herold's Plant

The consolidation that has been pending for several weeks between the New York Staats-Zeitung and the New Yorker Herold, both of which have published evening and Sunday newspapers, will become effective on December 1. The Staats-Zeitung will publish a morning and Sunday paper, and the Herold will publish an evening and Sunday paper.

Both papers will be issued from the Herold plant, and the more valuable location of the Staats-Zeitung, at the corner of William and Spruce streets, will be sold. The Staats-Zeitung will move all its machinery with the exception of some presses to the new publication home, and new exteuple and octuple presses will be ordered to provide for the increased demands of the combined newspapers.

While both publishing corporations will maintain their identities, because they hold other interests not included in the merger, the affairs of the combination will be directed by the following committee: Julius Holz and Felix Arnold of the Herold, and Bernard Ridder, Victor Ridder and Joseph Rieder of the Staats-Zeitung.

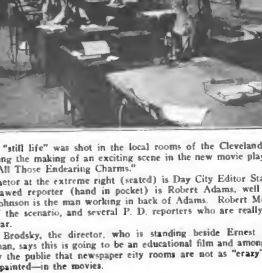
Hermann Alexander will remain as editor-in-chief of the Herold and Reinald Schroeder will continue in the same position on the Staats-Zeitung. The editorial and business staffs of the four present papers will be merged and the best men chosen to conduct the new papers. In the merger of mechanical staffs, the union rule of priority will govern the new organization.

Financial details of the merger were not made public.

Agency Opens Omaha Branch

OMAHA, NEB., Nov. 25.—The Potts-Turnbull Advertising Company of Kansas City has opened a branch office here.

Public To See What a City Room Is Really Like



THIS "still life" was shot in the local rooms of the Cleveland Plain Dealer during the making of an exciting scene in the new movie play "Believe Me If All Those Endearing Charms."

The actor at the extreme right (seated) is Day City Editor Stanley Knisely; the over-awed reporter (hand in pocket) is Robert Adams, well known actor. Selmar Johnson is the man working in back of Adams. Robert McLaughlin, the author of the scenario, and several P. D. reporters who are really working, are in the rear.

Sam Brodsky, the director, who is standing beside Ernest Reynolds, the camera man, says this is going to be an educational film and among other things will show the public that newspaper city rooms are not as "crazy" and dirty as they are painted—in the movies.

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ELLIS INTRODUCED IN TRUE CRISTY STYLE

Worcester Telegram's New Owner, a Graduate of Its Founder's School, Is Called a Worthy Successor

Some characteristic "hail and farewell" editorial comment appeared in the Worcester (Mass.) Telegram, following its sale last week by Austin P. Cristy to Theodore T. Ellis, a brief report of which was given in EDITOR & PUBLISHER of November 20. The leading editorial was entitled "One Work-Day 35 Years Long" and was as follows:

"In the first number of the Daily Telegram, November 30, 1884, there appeared this editorial statement:

The Telegram skips the salutatory. It aims at a salutatory in every line.

"In the first number of the Daily Telegram, May 19, 1886, its owner, who had never been in any newspaper office except his own—and who never has been in any other since, except to call for a minute—had become somewhat more communicative, writing this editorial:

We are here. We come for a specific purpose, to print a newspaper. A newspaper that shall contain all the news; as possible to pack into the columns of the Telegram. This comprehensive program will be strictly followed, without fear of enemies or favor to friends; without truckling to party or creed or cringing before the great of the earth. The truly great are those who read the Telegram and subscribe to its frank and fair statement of facts as they occur. Be truly great.

35 Days Out of 35 Years

"During the 35 years since the first announcement, the writer thereof has been absent less than 35 days. Something less than 24 hours each day has been given to the endeavor to perfect the purposes proposed. He now announces that at the very crest, thus far, of its success, he has sold the Telegram."

Under the title of "The New Owner of the Only," Mr. Ellis was introduced as follows:

"The former owner of the Telegram knows its new owner, emphasizing the declaration 'know.' In spite of the years ing which the former owner administered for years to the young man who now succeeds him, the new owner not only lived, but in a few years after escaping from the 'Old Man', built up a great business of his own and also accumulated a large fortune, though starting with practically no money.

"Far more important than that is the high standing which the new owner has established in the confidence of the business world. Nor will he ever fail reasonable public expectation in his conduct of the Telegram. He takes 'The Only' when it is doing a larger business, probably, than any other newspaper in the United States, published in a city of size similar to Worcester. He will, in the opinion of the former owner, develop and extend the Telegram's great possibilities to their full limit."

Paper Sold for Spot Cash

Mr. Ellis paid spot cash for the Telegram and organized a new company under the laws of Massachusetts, known as the Worcester Telegram Publishing Company. The capital of the new company is $1,000,000, of which $600,000 was issued for cash. The common non-voting stock, valued at $400,000, is held by Dr. Homer Gage, Frank A. Drury, Charles L. Allen, Lucius J. Knowles, Paul B. Morgan and George L. Rockwood. Mr. Ellis holds the voting common stock, valued at $300,000. The directors of the corporation are: President, treasurer and publisher, Mr. Ellis; directors, Mr. Ellis, Dr. Gage, Mr. Drury, Mr. Rockwood and Frank C. Smith, Jr.

When a Boston Sunday Post reporter interviewed Mr. Cristy the other day, one of the details that the reporter secured was the newspaper creed of this well known New England editor—a creed which the men in his office have called Cristy's Rubaiyat. It was this:

"Get the news—get all the news!
Get it in full detail. Get all
sides quickly, and above all else
correctly! Let there be no favoritism.
Serve the public absolutely!
Be sure you have all the facts, that
you have them right; then hustle
them into copy, into early copy.
Written in the clear, quick language of
the living. Get the news—get all
the news."

WARNS AGAINST I. E. A.

Wisconsin Newspaper Men Do Not Support Begging Campaign

WAUSAU, WIS., Nov. 21.—As a result of solicitation here by a representative of the International Editorial Association, the Daily Record-Herald last week ran the following at the head of its editorial columns under the caption "Warning":

"If any reader of the Record-Herald is approached by a man claiming to be a representative of the International Editorial association, or any other organization with a similar name, with a request for contributions for the payment of the expenses of a state convention to be held at Milwaukee this month, or for the support of a national home for disabled newspaper men to be built at Basic, Va., please refuse his request and telephone this office. The newspaper men of Wisconsin are not asking for donations for either purpose."

SAY RADICALS OWN UNION

Reporters on Regular Dailies Withdraw Their Names.

SEATTLE, Nov. 21.—On the ground that the Seattle Newspaper Writers' Union is dominated by "Red" radicals employed on the Daily Union Record, Seattle newspaper men generally have refused to recognize the organization or to treat with it in any way. The few members of the staffs of the Seattle Star and Post-Intelligencer who joined the union at its organization have withdrawn their membership and only employes of the Union Record now compose the membership.

At the meeting held for the election of officers this week, S. P. Donihoe, formerly on the copy desk of the Post-Intelligencer, who resigned to join the Union Record staff, was elected president of the news writers' union. All other officers were members of the Union Record staff.

HOPKINS AGENCY STAFF DINES

Advertising Men Celebrate Firm's Second Anniversary

NEW HAVEN, CONN., Nov. 25.—Celebrating the second anniversary of the Hopkins Advertising Agency, George W. Hopkins, head of that organization, recently entertained the members of his staff at a dinner held in the Cafe Metropolitan.

At the dinner were George W. Hopkins, president; Waldo P. Hourihn, head of the copy department; William J. Shaver, head of the publicity department; Adolphe L. G. Barreaux, head of the art department; Mrs. Anne Burdick, office manager, and Mrs. W. P. Houchins.



Be a BIG Advertiser for the LEAST money!

Here is the territory that has made the greatest increase in manufacturing in the East; *where the wage earners have multiplied in the greatest ratio this side of the Mississippi;* where the values ADDED by manufacture show a gain of 87% for a decade.

If you had all the business you COULD get out of West Virginia by active distribution and LIVE Daily newspapers advertising you would have a RIGHT to crow!

Have you?

Here are the papers to start with! They all answer inquiries. Of course, they're at your service!

		Circulation	Rate for 5,000 lines
Bluefield			
†Telegraph	(M)	4,786	.0214
Charleston			
†Gazette	(M)	11,910	.03
†Gazette	(S)	11,916	.03
†Mail	(E)	8,543	.025
Clarksburg			
†Telegram	(E)	6,625	.02
†Telegram	(S)	7,730	.02
After Feb. 1st, 1920, .025 line flat.			
Fairmont			
*W. Virginian	(E)	5,982	.02
Grafton			
‡Sentinel	(E)	2,275	.014
Huntington			
‡Advertiser	(E)	8,130	.02
..†Herald-Dispatch	(M)	11,185	.02
†Herald-Dispatch	(S)	11,089	.02
Martinsburg			
†Journal	(E)	3,340	.0139
Moundsville			
*Echo	(E)	1,730	.0115
Parkersburg			
*News	(M)	8,230	.02
*News	(S)	8,230	.02
‡Sentinel	(E)	4,405	.017
Wheeling			
†Intelligencer	(M)	18,130	.0225
†News	(E)	14,740	.04
†News	(S)	17,800	.06

†Government Statement, Oct. 1, 1919.
‡Government Statement, April 1, 1919
*A. B. C. Statement, April 1, 1919.

File the Facts for Reference

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WHY NOT A LESSON FROM THE PAST?

Far Ecocomy's Sake, Compare the Newspaper of Today With That of Some Years Ago

By Frank D. McLain.

Proprietors and publishers of daily newspapers who are confronted with vexatious problems on account of the high cost of labor and of white paper might learn a few facts for their guidance if they would compare the newspapers of today with the product of the press some years back.

Such a comparison will reveal that while publishers have advanced the price of newspapers to the readers, the price having been generally doubled, they are giving to the readers nearly three times as much reading matter as in the olden days, and if one well-known paper may be taken as a criterion the paper itself is more than five times as large as in former years.

One Cent's Worth in 1877

When the Philadelphia Record first sold for one cent on June 1, 1877, the newspaper consisted of only four pages and each page had eight columns, the length of the column being 22 inches. A copy of the same paper, dated November 21, 1919, selling for two cents, consists of 20 pages of eight columns each, the length of the column being 24 inches.

Thus, while the price of the newspaper has doubled, the size of the publication has increased from 32 columns to 160 columns of greater length.

The price of the newspapers has increased 100 per cent; the size of the newspaper has increased 400 per cent.

In quantity therefore, the reader today is getting more than twice as much for his money as he did 42 years ago.

Careful examination of the issue of June 1, 1877, shows that the 32 columns comprising the paper were divided into 13 columns and 4 inches of advertisements and 18 columns and 18 inches of reading matter. The excess of reading matter over advertisements was 5 columns and 14 inches.

Taking up the issue of November 21, 1919, it is seen that the 160 columns are divided into 108 columns of advertisements and 52 columns of reading matter, an increase of 33½ columns of reading matter and an increase of 94 colnmns and 20 inches of advertising, the excess of advertising over reading matter being 56 columns.

Departments Cause Growth

One great cause for the growth of reading matter in the newspapers is the establishment of departments. The issue of 1877 had but one department, financial and commercial, in which the reading matter was longer than in current issues, but far more space is devoted today to quotations, chiefly because of the increased number of active stocks and bonds which are traded in daily.

Forty years ago the sports department, now calling for pages of detailed reports of games, was unknown. Society and fashion departments did not exist. here weer no cartoons or strips of "funnies." The lack of departments did not mean that news of importance was overlooked, but no space was given to trivial events.

Publishers of today must take notice of the space now devoted to "heads." Men on the copy desk work with the idea of selling the paper and to achieve this purpose make use of long display heads extending across the columns, sometimes with a long binder line. In the issue of 1877 no display head was over one column in width nor more than 1½ inches in depth.

In the issue of 1877 no display advertisement was over two columns wide and six inches was the greatest depth, all save one of the display advertisements running from 3½ to 5 inches. Current advertising includes offerings of six department stores, each covering from 5 to 7 columns in width and being nearly one column in length.

From a position where the reading matter exceeded the advertising in 1877 the newspaper has changed so that the space devoted to advertising is more than double the reading matter.

Copy Desk Must Cut News

During recent years foreign and domestic news service has wonderfully improved. The world now has educated itself to an interest in a larger territory and the cables are filling this requirement. **All news may be edited down. All display heads may be curtailed.** Here is a great work for the copy editors and head writers and the quality of the batteries of such employes should be keyed up to the highest pitch to effect economy.

There is much room for curtailment of such departments as are not direct produeers of revenue.

Instead of increasing the price of newspapers to readers, would it not be well for publishers to check up every column of their publications to ascertain where economy may be prudently practiced?

Competition may have made them too profligate with their space!

Sunday Edition During Winter

Daytona, Fla., Nov. 23.—Commencing December 14, the Daily News will inaugurate a Sunday morning edition for four months of the year, during the tourist season, when the News, which is a year-round afternoon paper, branches out by adding the full leased wire service of the Associated Press. For the Sunday morning edition the Universal Service will be used. T. E. Fitzgerald, president of the Associated Dailies of Florida, and also president of the Florida Press Association, is editor and general manager of the Daily News.

"WE BOYS" STEAL U. P. NAME; GO TO JAIL

Lautman Had Victimized Many Bankers, Exporters and Steel Man Under Title of "United Press Service"

A new get-rich-quick graft, numbering big bankers, exporters and steel company officials as victims, was revealed in New York on November 21 in the arrest and indictment of A. Albert Lautman, masquerading under the name of the "United Press Service"—a play upon the name of the United Press Associations. The indictment contained two counts: Obtaining $250 under false pretenses from the Liberty National Bank of New York and attempting to obtain $500 by false pretenses from the Liberty Steel Products Company.

Evidence was secured indicating that in the last six months Lautman got large sums from his victims by trading on the name of the United Press Associations, the telegraphic news service generally known as the "United Press" or the "U. P." During this time he handled approximately $50,000 through his account in the Guaranty Trust Company.

The Man Who Won the War

Lautman operated by obtaining subscription to a chimerical book known as "The Scribes Review of America, 1914-1919," which he represented to be a sort of Blue Book of the biggest coerns in New York and which was to be sent to newspapers throughout the country. It was to comprise a record, he said, of the achievements of the captains of industry in their work in aiding to win the war.

Lautman created the "United Press Service" on April 18 last, with a small office at 115 Broadway, New York. Shortly afterward "The Scribes Review of America, 1914-1919," was evolved.

Lautman's practice was to phone for an appointment with the head of a big bank, exporting concern or steel corporation, representing himself as "city editor of the United Press."

Lautman would appear in person at the appointed hour and offer the prospective victim the privilege of having his concern "written up" in the "Scribes Review of America, 1914-1919"—"not as an advertisement, my dear sir, but as an opportunity." He offered a contract stating that it would be sent to "all papers receiving the Associated Press service and the United Press service." The names of the Associated Press and United Press were printed in heavy black type so as to catch the eye. In his conversation, however, he dwelt upon the wide publicity to be given in "our papers." For this the victim was asked to pay only from $250 to $1,000, the average being about $500.

He Got Away With This, Too

Lautman scraped acquaintance with one of his victims by attending the recent dinner to Judge Gary, chairman of the United States Steel Corporation at the Hotel Commodore. Carefully avoiding the real newspaper men, he protested that he had not received the "United Press tickets," within the hearing of his victim. The steel man was convinced that Lautman must have some important connection with the United Press. A few days later Lautman called at his office, referred to the incident, and obtained a check for $500.

Lautman attempted to victimize several other big corporations, but the United Press Associations learned of his operations, warned them and they, in turn, assisted in obtaining the evidence which resulted in the indictment.

New Building for Advertiser

Huntington, W. Va., Nov. 25.—The Advertiser has announced that it will move into a new six-story building to be erected by J. H. Long on a site 80x150 feet. A 32-page press will be installed in the new home.

supremacy

The Indianapolis News carries practically as much space both from local and national advertisers as all other Indianapolis papers combined including Sunday editions. It has been doing this for fifty years.

THE INDIANAPOLIS NEWS

Charter Member A. B. C.

for 50 years a Newspaper.

The Boss Says:

Tell 'em if they want to see a small-city-big-city newspaper to send for a copy of

The West Virginian

The Evening Newspaper Published at Fairmont, W. Va.

Member A. B. C.

Represented by Robert E. Ward New York & Chicago

ADVERTISING RECORD

4,732,042 Agate Lines of advertising were published in the

Clarksburg Telegram

WEST VIRGINIA

during nine months ending September 30, 1919

A gain of 31.8% over same period last year.

NATIONAL ADVERTISING shows a gain of 87.9% for the same period. It pays to advertise every day in the Clarksburg (W. Va.) Telegram

Last P. O. Report

For the period ending Oct. 1, 1919 Average Daily and Sunday Circulation

76,806

New Orleans Item

Send for a copy of our $3,000 Book of Facts and Figures concerning selling 1/36 of all the people in the United States.

Gains

in advertising lineage show that a paper is keeping abreast of the times. The paper that can't show gains during this year of unusual advertising activity is not to be considered.

THE PLAIN DEALER shows the largest gains of any paper in the Cleveland territory. It is a steady, healthy gain that upholds its reputation as the leading medium.

The Plain Dealer

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.

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TIPS FOR THE ADVERTISING MANAGER

CHAMBERS AGENCY, 612-618 Maison Blanche building, New Orleans. Sending out schedules to Southern newspapers for "Tears of Flowers" toilet preparations, manufactured by the American French Perfume Company, Paris, Tenn.

GALLOWAY, MITCHELL & FAUST, Security Building, Chicago. Have secured the account of Lewis Knitting Co., men's knit underwear, Janesville, Wis. Daily newspaper space will be bought, mainly in metropolitan papers.

JOHN I. GILLESPIE CO., 911 Citizens Building, Cleveland. Procured the Pee Che Cleaner Manufacturing Company's account. Women's publications will be used.

BERRIEN COMPANY, 19 W. 44th Street, New York. Handling advertising of A. J. Bates Company, Webster, Mass.

PAUL NEMEYER & CO., 823 Prospect avenue, Cleveland. Sending orders and copy on 5,000 and 10,000-line contracts to newspapers in Ohio and adjoining states for Zenith Tire & Rubber Company, Cleveland.

SHERMAN & BRYAN, 79 Fifth avenue, New York. Placing orders with newspapers for Rowe Call & Chain Company ("Prest-O-Grip" chain), Plantsville, Conn.

SNODGRASS & GAYNESS, 489 Fifth avenue, New York. Will place the advertising for Dixon Crucible Company's lead pencils, Jersey City, N. J.; Boyer Motor Meter Company's fire extinguishers, Long Island City, N. Y.; William Demuth & Co.'s pipes, 230 5th avenue, New York City.

C. V. TERRE-HAUTE COMPANY, Terre Haute. Will make up list during January, using newspapers to advertise cereal beverages.

FEDERAL ADVERTISING AGENCY, 6 East 39th street, New York. Again placing orders with newspapers for "Nucoa-Nut Butter," 233 Broadway, New York; placing orders with New York City newspapers for Philip Morris & Co.'s "English Ovals Cigarettes," 72 5th avenue, New York City.

FRANKLIN ADVERTISING SERVICE, Bulletin Bldg., Philadelphia. Orders with newspapers for United Auto Stores Company, Philadelphia.

GARDNER & WELLS COMPANY, 150 Madison avenue, New York. Placing 14-time orders with newspapers that have contracts for National Biscuit Company, New York, on "Uneeda Biscuit."

GENESEE ADVERTISING AGENCY, 45 West 17th street, New York. Placing orders with newspapers generally for Sentanel Remedy Company, Cincinnati, Ohio.

GREIG & WARD, Monroe Building, Chicago. Reported will make up a list of newspapers during next sixty days for Cohn, Rissman & Co. (clothing), 418 S. Wells street, Chicago.

HANFF-METZGER, 95 Madison avenue, New York. Placing orders with some Pennsylvania newspapers for Pratt Food Company's animal and poultry remedies, 126 Walnut St., Philadelphia.

W. S. HILL COMPANY, 323 Fourth avenue, Pittsburgh. Placing spring schedules with newspapers for Jersey Cereal Food Company, Irwin, Pa. ("Jersey Pancake Flour.")

W. M. HOOPES ADVERTISING AGENCY, Equitable Bldg., Wilmington. Placing orders with newspapers for Pine Forest Inn, Summerville, S. C.

CHARLES D. KEAN ADVERTISING & SALES PROMOTION SERVICE, 616 Old South Bldg., Boston. Placing mail order copy with large Sunday newspapers for Prince Supply Company "Storm King" Rubber Boots, 7 Water street, Boston.

KIRTLAND-ENGEL COMPANY, 14 East Jackson Bldg., Chicago. Placing orders with some Middle West newspapers for People's Popular Monthly, 801 2d street, Des Moines, Ia.

THOMAS F. LOGAN, 680 Fifth avenue, New York. Making 5,000 1-inch contracts generally for Association of Railway Executives.

LORD & THOMAS, Mallers Bldg., Chicago. Again making contracts with newspapers generally for Wankesha Pure Food Company, Wankesha, Wis. ("Jiffy Jell Dessert").

LYDON & HANFORD, 200 Fifth avenue, New York. Placing mail orders with newspapers for C. S. Clark ("Nicotol"), Rochester, N. Y.

H. K. MCCANN COMPANY, San Francisco. Placing orders with newspapers for California Almond Growers' Exchange, San Francisco; also for U. H. Dudley & Co., New York City; placing advertising in rotogravure sections of newspapers for Hotel of San Diego, Cal.

JOHN J. MORGAN ADVERTISING AGENCY, 220 Devonshire street, Boston. Placing orders with newspapers for "Deerfoot Farm Sausage," Boston.

MORSE INTERNATIONAL AGENCY, 449 Fourth avenue, New York. Placing 14-line 13-time orders with newspapers for Enoch Morgan's Sons Company's "Sand Soap."

BURDETT PHILLIPS COMPANY, 35 W. 39th street, New York. Placing orders with some New York City newspapers for Globe Airplane Company, Globe Bldg., Newark, N. J.

PERSIS M. POMEROY AGENCY, 225 Fifth avenue, New York. Placing 70-line 3-time orders with newspapers for Regina Fastener Company, 225 5th avenue, New York.

FRANK PRESBREY COMPANY, 456 Fourth avenue, New York. Placing advertising for Pennsylvania Rubber Company.

REMINGTON ADVERTISING AGENCY, 34 W. 33d street, New York. Again placing some contracts with newspapers for American Lead Pencil Company, 220 5th avenue, New York ("Venus" and "Velvet" pencils).

RUTHRAUFF & RYAN, 404 Fourth avenue, New York. Placing orders with some large city newspapers for American School of Correspondence, Chicago; placing orders with newspapers for Illustrated World Magazine, New York; placing mail order copy on shoes with large city newspapers for Boston Mail Order House, Boston; placing orders with newspapers generally for Capital Drug Company, Augusta, Me. ("Kingman's Remedy").

WILLIAM H. RANKIN COMPANY, 50 Madison Ave., New York. Handling accounts of B. F. Goodrich Rubber Company, "Monroe Clothes," Institute of America and Austin Nichols & Co.

STREET & FINNEY, 171 Madison avenue New York. Will handle the advertising for Winchester Arms Company.

WALTER THOMPSON COMPANY, 242 Madison avenue, New York Again placing orders with newspapers for Auto Strop Safety Razor Company.

WALES ADVERTISING COMPANY, 110 W. 40th street, New York. Reported will place orders with newspapers for C. S. Welch Company.

TRACY-PARRY COMPANY, Lafayette Bldg., Philadelphia. Placing orders with New York City newspapers for H. T. Paiste Company's "Paco," a substitute for sugar; usually make up lists during December for A. Theodore Abbott & Co.'s "Kapock Fabrics," Wayne Junction, Philadelphia.

WOOD, PUTNAM & WOOD COMPANY, 178 Tremont street, Boston. Placing orders with New England newspapers for Saco Valley Canning Company, Portland, Me. ("Yankee Corn") placing advertising for Fruit Puddine Company, 205 Water street, Baltimore, Md.

SELECTING SALESMEN FOR CLASSIFIED

(*Continued from Page 9*)

found that the older man makes the best producer for Classified Advertising. Of course, there are exceptions and you will find, that some young men are very apt.

"In regard to boys just out of high school being successful in selling classified advertising, will say that I have found that class not very good. I always prefer the married man, because he is more dependable," W. A. Smith, advertising manager of the Spokane Press, wants experienced men and finds older men just as good producers as youngsters. He says:

"It is necessary to have a man of newspaper experience to sell classified advertising. This does not necessarily mean an experienced advertising solicitor, but a man who understands a newspaper.

"In my experience I have found old men just as good producers as men much younger in years. It is all in the man, not in his age that brings in results for this department. An advertising manager to select capable classified solicitors must, first of all, understand men."

Young married men are the choice of John A. Priddy, advertising manager of the Worcester Telegram. He writes:

"My experience both as classified advertising manager and advertising manager convinces me that in the classified department the best solicitors are young married men, preferably under twenty-six.

"Young men who are married have the incentive to work that the unmarried man lacks—also the young married classified solicitor has ever before him the hope of landing in the display department at an increase in salary.

"It is a mistake to keep a man constantly on classified. My best results came from a turnover of entire staff every two years, releasing men to the display department on our own or other newspapers at the end of about two years' service. High school boys are, as a rule, very poor solicitors."

The Excelsior Springs (Mo.) Call has increased to 40 cents per month because of increased labor costs and paper.

Ten Million Laughs a Day

is the record of

"BRINGING UP FATHER"

By George McManus

The greatest newspaper comic

Wire for price and territory

International Feature Service, Inc.

246 West 59th St., New York

The True News FIRST

Always-Accurately

International News Service
World Bldg. New York

PREMIUMS

That Are Real Subscription Producers

S. BLAKE WILLSDEN

Manufacturers and Publishers Representative,

1606 Marquette Building

29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.

18 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

MAIL NEWS, FEATURE, and FICTION Service. Over 150 American, Canadian and European newspapers subscribe to our complete service.

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers

Print Our Service

Send for our Headline History of the World War

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.

If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

Circulation Builders

of proved ability are the daily and Sunday magazine pages of

Newspaper Feature Service

M KOENIGSBERG, Manager
241 West 58th St. New York

SPACE BUYERS TOLD OF PAPER SHORTAGE

Jason Rogers Tells Advertisers in Three Cities That Smaller Space at Higher Rates Is Good Business Insurance

Jason Rogers, publisher of the New York Globe, has just returned from a trip through the Middle West in an endeavor to have advertisers co-operate with local newspapers in reducing the consumption of print paper.

"I sincerely believe that if the daily newspapers of the country would follow up the lead made by me in Aurora, St. Louis and Cincinnati that it would more effectively curtail the use of print paper than by much conference and conciliation between the newspaper publishers in the various cities," said Mr. Rogers.

"In each of the cities I addressed the advertising club with presumably representatives of both retail and manufacturing concerns," continued Mr. Rogers, "and I frankly told them among other things about the print paper shortage and how it was going to be good business for them to co-operate.

"I told my audiences that unless advertisers were willing to temporarily use less space and pay a higher rate for it, they would force rates to a much higher basis from which it would be a very difficult and long range effort to reduce them.

Do Not Pass Costs On

"Without gloves my audiences were told regarding the superiority of localized national advertising in daily newspapers as compared with other publications. They were shown that of all mediums the newspapers had made the least advance in rates and passed none of the increased cost to the buying public.

"I showed them that the average of all advances in advertising rates by newspapers was between 15 and 20 per cent with 100 per cent or more to the reader, while most other mediums had advanced advertising rates from 50 to 150 per cent and very slightly or none at all to the reader.

"It was a great pleasure to be able to thus address these hundreds of smart and aggressive business men on newspaper and advertising topics of vital interest to them, and I am sure that after I was through with them it was much easier for the local newspaper men to get them to act reasonably.

Should Be Missionaries

"I have been asked to visit other cities for the same purpose and will be kept fairly busy for all the open dates I have until January 1st. I suggest that other metropolitan publishers render the same sort of service in the general cause.

"In my talks I suggested that local retailers temporarily reduce their use of space at least 50 per cent and in increased rate of 25 to 50 per cent as the best sort of business insurance. I suggested a limit of 16 columns from any advertiser and not over 6 columns in any issue.

"From my contact with the local newspapers in the cities visited and in letters received from them since my return, I am confident that such strong and direct personal message from an outside source will make it all the easier for them to produce the saving they must make.

Favors 3-Cent Daily

"I am strongly in favor of 3 cent daily and 10 cent Sunday newspapers with stated fixed maximum standards of reading matter for both as the sane process for getting out of the blind alley in which many newspapers without any print paper supply now find themselves.

"Unless the big users in our large cities are willing to make the sacrifice by the most rigid sort of economics in use I can see little hope in the situation. The enormous Sunday waste and daily newspapers over 24 pages should be discouraged by public opinion.

"A survey of the hoardings of some of the big fellows and exposure would do much to show where much tonnage has been removed from use by those seeking to play safe regardless of the rights and demands of the situation.

"To be perfectly frank I do not expect anything worth-while to come from the A. N. P. A. any more than in 1917 and 1918. Those who direct its activities through hand picked committees occasionally make some noise but really accomplish very little.

"Instead of discussing and deciding upon a definite policy at the recent meeting every suggestion offered was referred to a "committee to be appointed." Not one of the great New York newspapers had anything definite to say at the meeting except one which stated that it owned its own mill and was not interested."

"Unless the big users and big wasters will make sacrifice nothing will be accomplished. I presented figures showing how many of the New York newspapers declined to comply with the War Industry Board's conservation order and what they were doing today."

Agency Enlarges Quarters

Calkins & Holden of New York, with handsome offices at 250 Fifth Avenue, have become so overcrowded as to require additional room to the extent of the entire fourth floor of the building. The purchasing, financial, art and manufacturing departments are now located there.

James Cooper, former political editor of the Philadelphia Evening Bulletin, is now on the staff of the Inquirer.

THREAT OF CENSORSHIP BY SEATTLE UNIONS

Post-Intelligencer Employes Condemn Advertising and Editorial Policy on Labor—"P. I." Prints Full Resolution

SEATTLE, Nov. 21. — Action that verges on the invocation of a censorship of news and advertisements accepted by their employers, together with a veiled threat to desert their posts unless their wishes are obeyed, was taken by members of the mechanical department of the Post-Intelligencer this week at a meeting held in the composing room of the paper during the lunch period in the night shift.

The meeting and adoption of resolutions condemning the policy of the paper followed the publication of several front-page editorials severely scoring organized labor for permitting itself to fall under "red" leadership, also acceptance of, an advertisement paid for by Edwin Selvin, publisher of a local financial trade paper, which, in the view of the union employes, tended to incite trouble.

The advertisement appeared only in the "bulldog" edition and was quickly killed by Editor James A. Wood as soon as it came to his attention and without any suggestion from anyone.

The resolutions adopted by the P. I. union employes follows:

"As members of the several trades unions employed in the production of your newspaper, the Seattle Post-Intelligencer, we make the following representations:

"We have been patient under misrepresentation, faithful in the face of slander, long suffering under insult; we have upheld our agreements and produced your paper, even though at no advance we were braiding the rope with which you propose to hang us; day after day we have printed type, reprinted, printed and mailed calumny after calumny, lie after lie, insult after insult.

"Little by little, as our patience seemed to be unbounded, your editorial business policy has encroached upon and further and further overstepped the bounds, not only of fairness and truth, but decency and Americanism itself. We have seen meekly witnessed your unfair and unbelievable campaign of falsehood and rein result in the suppression of the last medium of honest expression for our cause in Seattle (referring to Daily Union Record), not only denying our brothers the means of livelihood but denying us a fair press.

"So long as these things appeared to be a part of your unfair fight against organization —our patience endured and others—we have been able to endure them in the hope that at last truth must prevail.

"But there must be a limit to all things.

"In the page advertisement in the Post-Intelligencer, Nov. 18, 1919, purporting, to have been written and paid for by one Selvin, but which had as well have occupied the position in your paper usually taken up by your editorial page, your utter depravity as a newspaper, your shameless disregard of the laws of the land, your hatred of opposition, your cowardly pulling of apart to the passion of citizenry, reached depths of malice and moral gangrene hitherto unbelievable, of which nothing less than excition in violence, stark and naked intimidation.

"Therefore, be it resolved by the whole committee of your mechanical employes in meeting assembled, that if your business manager shall demand reinstatement of its organized agency, if your editorial directing heads must remain blind to the things they are being asked to, if together you cannot see the abyss to which you are leading us and all of you, that we no more love for our common country than is manifested in your efforts to plunge us and every clearly proved our faith in America and its institutions—we must, not because we are unionists, but because we are Americans, find means to protect ourselves from the stigma of having aided and abetted your campaign of destruction.

The resolutions were published in full on the front page of the paper, as requested by the employes. The only comment added by the publishers was the following:

"Although the fact is not included in the foregoing resolutions, the Post-Intelligencer confidently refers to any member of the committee or any of its mechanical departments for confirmation of the statement that the Selvin advertisement was 'killed' on Monday evening by the editor of the Post-Intelligencer of his own volition and as quickly as it came to his attention. The fact that it escaped for his attention by any objection from the mechanical department of the paper had already been made up to the time the order was given to exclude the advertisement from later editions.

"The Post-Intelligencer as confidently expects similar confirmation of the fact that the editorial expulsion of the advertisement was applauded by Webster Jones, the labor representation of protest having been made by any of the employes of the paper until the adoption of the foregoing resolutions.

The controversy between the publishers and their unionized employes, being of a peculiarly unusual nature, is being widely watched.

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County
This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

DO YOU REALIZE
THAT with the increasing prominence of the housing problem in New York thousands of desirable citizens—from the advertiser's standpoint respectable—are locating in the
North Jersey Shore Towns?
Think this over when planning your campaign and bear in mind that the territory named is thoroughly covered by the
ASBURY PARK PRESS
(Evening and Sunday Editions)
Member A. B. C. Standard Rate Card.
Frank R. Northrup, Special Representative
Nos. 286 Fifth Avenue, New York City
Association Building, Chicago
J. Lyle Kenmouth, Publisher,
Asbury Park, New Jersey.

Their Own Newspaper
Our readers continue because they get all the news daily and know just when to find it.
The Pittsburg Dispatch
Pittsburg's Best Advertising Medium.
Branch Offices
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

The Test Town of the Country for the National Advertiser
Beloit, Wisconsin
It's one paper—the Daily News—has the finest plant in any city of 22,000 in the United States and prints one of the ablest and handsomest newspapers in the middle West. Why? Beloit is rich in factories and agriculture, is highly educated; has $7,000,000 in local banks. Workmen own their homes. City is 100% American.
The Daily News alone serves this splendid population. Circulation over 7,000. Rate, 2½ cents per agate line.

(300 ft. x 280 ft.)
The Detroit News
Advertisers guided by A. B. C. reports, know that in Detroit, the News has more circulation than all competitors combined weekdays, and on Sundays a 48% lead over its only competitor.

Dominates Its Field
LOS ANGELES
Evening Herald
Circulation
123,305
DAILY
Member A. B. C.

New Orleans States
Member Audit Bureau of Circulation
Sworn Net Paid Circulation for 6 Months Ending Oct. 1st, 1919
41,305 Daily.
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. Beckwith Special Agency.
Sole Foreign Representatives
New York Chicago St. Louis

Digitized by Google

F. W. HALSEY, EDITOR AND AUTHOR, DEAD

Served New York Times 22 Years and Was Prominent as Lecturer and Writer of Many Good Books

Francis Whiting Halsey, aged 68, newspaper editor, author, historian and lecturer, died on November 24. Mr. Halsey's latest work was the editing of a two-volume history of the European war, and it is said that overwork on this undertaking contributed to the illness which caused his death.

Mr. Halsey, for twenty-two years prior to 1902 a member of the editorial staff of the New York Times, and the first editor of the New York Times Saturday Review, was born at Unadilla, N. Y., October 15, 1851. He was a brother of Frederick Arthur Halsey, also a well known author.

Prepared for college in his native village, where his father for fifty years practiced medicine, Mr. Halsey graduated from Cornell University. In his senior year he took one of the prizes for an essay in English literature.

About two months after his graduation, in 1873, Mr. Halsey went to Binghamton, where he edited the Times. He remained there for two years, when he obtained a position on the New York Tribune, where he prepared obituaries of famous men, wrote letters from the World's Fair in Paris, and contributed book reviews and news articles to the literary department, until 1880, when he became a member of the staff of the New York Times. He was for several years foreign editor and writer of book reviews and was later made literary editor, succeeding Charles de Kay, whom President Cleveland appointed Consul General to Berlin.

When the Saturday Review was established in 1896, Mr. Halsey was placed in charge and remained in this position until 1902, when he became literary adviser of the publishing house of D. Appleton & Company. Three years later he went with Funk & Wagnalls Company in a similar capacity and continued his connection with that house until his death.

Mr. Halsey was well known as a lecturer, having lectured before New York and New Jersey historical societies, students of Columbia and Princeton, on the Chautauqua platform and before many other bodies.

He was the author of a number of book.

Obituary

Hon. F. L. Carter-Cotton, founder of the Vancouver News-Advertiser, died in Vancouver on November 20, aged seventy-six. Born in England, he settled in Vancouver in 1886 and in 1887 established the News-Advertiser, which he conducted until 1910. In 1890 he entered the legislature of British Columbia, was for a time Minister of Finance and later Commissioner of Works. He has also held various other public offices and was first Chancellor of the University of British Columbia. As editor of the News-Advertiser, he was regarded as one of the ablest writers in Western Canada.

Mrs. Nellie M. Manson, mother of Frank W. Manson, editor and general manager of the Waterville (Me.) Sentinel, died last week at her home in Waterville.

Charles E. Walton, for several years connected with the circulation department of the Cleveland Press, died November 17 from acute indigestion. Lately he was employed by the Cleveland Board of Education

Reuben V. Jacobs, aged 53, head of the proof-reading department of the Philadelphia Press for ten years, died suddenly November 23 in the Jewish Hospital. Mr. Jacobs was suffering from double-pneumonia, and was sent to the hospital the day before he died. Before going to the Press, he read proof on the Evening Bulletin.

William B. Fitzpatrick, aged 55, for the last 17 years in the composing room of the Philadelphia Ledger and the Evening Ledger, died November 22 of pneumonia in the Presbyterian Hospital, Philadelphia.

John Edward Flaherty, four-day-old son of Lieut. and Mrs. Thomas F. Flaherty, died in the Norwalk (Conn.) hospital November 29. The father has been a newspaper man for eight years and at present is in New York trade journal work.

B. R. Blankenship, well known Texas newspaper man, died recently at El Paso, where he had gone for his health. Mr. Blankenship was for a time connected with the Clarendon (Texas) College and later was editor and publisher of newspapers in various parts of the state.

Shikao Shiraishi, aged 31, a Japanese student at Westminister College at Fulton, Mo., who was preparing himself for editorial work in Japan, died this week.

Conover Heads New England Agents

Boston, Nov. 25.—S. A. Conover of the S. A. Conover Company, Boston, has been elected chairman of the New England council of the American Association of Advertising Agencies. John J. Morgan of the Morgan Advertising Agency is the new vice-chairman.

Prizes for Want Ad Stories

Wichita, Kan., Nov. 18.—The Eagle began a contest last week offering cash prizes amounting to $70, for the best letters on what its want ads have done for the readers of the paper. The contest closes November 22.

JAPANESE JOURNALIST HERE FOR IDEAS

R. Onishi, of the Jiji Shimpo, of Tokyo, Has Covered Two Peace Conferences, Portsmouth and Paris

R. Onishi, who represented the Jiji Shimpo, of Tokyo, at the Peace Conference, is in New York for a short stay before returning to Japan. Mr. Onishi is investigating American newspaper methods—particularly accounting systems—with a view to adapting these to Japanese needs.

He is also conferring with exporters and with advertising authorities with the purpose of developing American advertising for the Jiji, believing that just now there is an unprecedented opportunity for the introduction of American goods in Japan.

Mr. Onishi joined the staff of Jiji in 1900, and was later assigned to cover the Portsmouth Peace Conference for that newspaper. At that time he was honored by an invitation to discuss with President Roosevelt various aspects of the Far Eastern question. While of course the subject matter of this interview was not for publication, Mr. Onishi recalls the occasion as one of the outstanding events in his career as a journalist.

"Naturally I was deeply impressed with your great President," he says. "His intimate understanding of Far Eastern problems surprised me. While it was not possible for me to quote the President I gained the impression that this interview gave me a new appreciation of American friendship for Japan, and of the need for cordial relations between our peoples to assure the mutual welfare."

After reporting the Portsmouth Peace Conference Mr. Onishi remained in the United States for many years, purchasing a ranch in Texas. He still owns property there. Having returned to Tokyo and resumed his old connection with Jiji, Mr. Onishi was assigned to report the Paris Conference for that newspaper.

The Jiji Shimpo is perhaps the most influential Japanese newspaper. It was established in 1882 by Yukichi Fukuzawa, one of the great figures in modern Japanese life. Through his newspaper Mr. Fukuzawa contributed greatly to the intellectual development of the people, on the principles of Western civilization. After his death, in 1901, he was succeeded by his son, Stejiro Fukuzawa, a graduate of the Massachusetts Institute of Technology, who directs the policy of the Jiji on the same progressive and liberal policies as established by his father. The newspaper is thoroughly independent, as Mr. Fukuzawa has always declined political honors and devotes himself solely to the conduct of the Jiji.

The Jiji Shimpo has both morning and evening editions in Tokyo and in Osaka, with circulations corresponding closely to those of metropolitan newspapers in the United States. The exact figures are not given for publication, as old conditions still rule in these matters in Japan, and it is argued that publicity for the circulation figures of a truth-telling newspaper would merely afford a standard on which papers of the "claim-everything" kind could base false comparisons.

Louchard Starts Agency

Dallas, Tex., Nov. 17.—The L. Louchard Advertising Agency is a new concern with headquarters at 211 Southwestern Life Building. L. Louchard, president, has been for a long time advertising manager of E. M. Kahn & Co.

Sunday Paper in Elgin

Elgin, Ill., Nov. 26.—The Courier published its first Sunday morning issue, November 9, in 64 pages, carrying 6,956 inches of display advertising. The edition regularly will carry a 4-page colored supplement and a rotogravure section.

Des Moines Register and Tribune

104,858 Daily
Morning and Evening

71,240 SUNDAY

Net Paid Average Six Months ending September 30, 1919
Member A. B. C.

3 OF A KIND
New England Market Merchandising

BOSTON AMERICAN

Service Department
To cover the first effectively you need the other two.

Govt. Statement for Six Months Ending April 1st Shows
301,270

The Dominating Force
In a manufacturing territory famous for its hustle, thrift and prosperity where 4 million dollars are expended weekly in wages

The Bridgeport Post Standard-Telegram
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.
FOREIGN REPRESENTATIVES
L. O. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.
Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News
Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.
F. R. Northrup, 303 5th Avenue
New York City

THE PEOPLE OF NEW LONDON, CONN.
have money to spend for nationally advertised goods. The city was never as prosperous as it is today.
Advertise your goods at dawn and sell them before dark
The
NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payan Co. Chicago—Detroit

The Congregationalist
is not read for fun; it is read *seriously*; therefore it is *well* read.
Broad-minded advertisers know
THE CONGREGATIONALIST,
14 Beacon St. BOSTON, MASS.

The Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
Member A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, JOHN GLASS,
New York. Chicago.

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SUPPLIES & EQUIPMENT
For Newspaper Making
WANTED AND FOR SALE

HARTFORD GLOBE IS SOLD TO COURANT

Suspended As a Result of Struggle for Associated Press Sunday Franchise Between Local Dailies

HARTFORD, CONN., Nov. 25.—On November 23 the Sunday Globe published its final issue after a continuous career since 1876. The stock of the Globe Publishing Company has been acquired by the Hartford Courant, and John E. Dennis, publisher of the Globe, has been engaged by the Courant in an editorial capacity.

It is understood by Hartford newspaper men that the deal is a phase of the struggle between the Courant and C. L. Sherman, who left the Courant some months ago to become managing editor of the Times. The Times, it is said, has been negotiating for the purchase of the Globe in order to secure a morning franchise for the Associated Press service, with which the Times could enter the Sunday field in competition with the Courant.

Had Many Owners

The Sunday Globe was founded in 1876, when there was a good deal of opposition to Sunday newspapers. The first publisher was C. W. Griswold, who was also engaged in a mercantile business as his main activity. Two years later the property was purchased by Charles C. Hubbard of Middletown; in 1883 it was acquired by Allen Willey, and in 1895 was sold to Emil and William Lanke and Edward J. Andrews, who retained their interest until last April, when a syndicate composed of Thomas J. Spellacy, Alexander Troup and John E. Gray acquired the property, retaining John E. Dennis as editor and publisher. From 1907 to 1918 Frank G. McCumber was managing editor of the Globe.

Among those well known in newspaper, magazine and advertising circles who have been connected with the Globe are: Philip Curtiss, author of 'The Ladder'; Richardson Wright, editor of the House Beautiful; Thomas Flanagan, vice-president of the Allen Advertising Service; J. McClure Bellows, dramatic editor of the St. Paul Pioneer-Press; William Rich Cross, vice-president of the Wales Agency; Francis T. Miller, editor of the Journal of American History; John Rodemeyer, editor of the Rural New Yorker.

NEW BUILDING FOR GLOBE

Toronto Paper Starts Construction of Long Planned Addition

TORONTO, Nov. 26.—Work has commenced on the enlargement of the Globe office on Young street. A year ago the Globe Printing Company acquired the building adjoining its present office. This is now being virtually demolished and a new structure uniform in appearance with the existing building will be erected. Its construction will give 27½ feet additional frontage and will provide much needed floor space in all departments.

The basement will be utilized for paper storage; the ground floor for extension of the business offices and mailing department, and the first and second floors for enlargement of the editorial offices and composing room, respectively. In the basement, foundations are now in for the new high speed press recently ordered to replace one of the older machines in the Globe's battery.

RETURN SEIZED LABOR PAPER

Search Warrant Quashed, Owners Reopen Union-Record Plant

(BY TELEGRAPH)

SEATTLE, Nov. 26.—After being in possession of government officers for a week the plant of the Daily Union Record was returned to its owners, the search warrant being quashed by the local United States Commissioner. The paper resumed publication after being out of the field during the term of seizure, except for a few small sized editions printed at a job plant. The search warrant was quashed on the ground that it was used to make the seizure in the second raid when the United States officers, after the first raid, returned the plant to its owners following the removal of all files and records. It was held that the warrant was exhausted after the first raid.

The paper was still prohibited from the use of the mails. Editor E. B. Ault and Directors G. P. Listman and F. P. Rust are out on bail on charges of publishing inflammatory editorials, following the Centralia outrage, and the Federal grand jury now is considering evidence in use.

Union newsboys of Seattle, at a special meeting held following the seizure of the Record plant and the arrests of its publishers on charges of publishing inflammatory statements, voted to refuse to handle the Record on their "corners" until that publication "became Americanized."

Enlarging Johnstown Plant

JOHNSTOWN, PA., Nov. 26.—The addition to the building of the Daily Democrat is nearing completion. It is of fireproof construction, having not a stick of wood or other inflammable material in it except for the wood block floor of the new press room, in which a 24-page tubular press is to be installed about the first of the year. The building when completed will be seven stories in height, with a frontage on Main street of 40 and a depth of 132. It is the intention eventually to build around and over the present structure and to add 5 stories to the new building, now not far from completion. A waterproof basement will add to the available floor space.

Morning Paper for Amarillo

AMARILLO, TEX., Nov. 25.—The Tribune Publishing Company of Amarillo has been organized, capitalized at $100,000, by R. H. Nichols, W. E. Durham and C. H. Dixon. The company will publish a morning newspaper in Amarillo.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

48-Page Newspaper Press

For immediate sale. Stereotype equipment complete, motor, Kohler control. Must sell before December. Address P. O. Box 2062, Boston, Mass.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted

Second hand 16 or 20 page perfecting press. Cash on delivery. Sedalia Democrat, Sedalia, Mo.

Wanted

From four to six chases suitable for 8-column newspaper, stereotype work. The Times-Herald Company, Port Huron, Michigan.

Wanted

Duplex tubular twelve or sixteen page press. Address A-980, care of Editor and Publisher.

INCORPORATIONS

NEW YORK.—War Records Publishing Company; 250 shares preferred stock, $100 each; 1,500 shares common stock, no par value; active capital, $40,000; E. M. Boddy, J. P. Barry, R. R. Whitman, 38 Park Row.

Sugar Publishing Company; $50,000; C. N. and M. E. Manfred, H. B. Moore, 149 West 133d street.

Francis & Pillet, news stand; $10,000; F. Bartoletti, P. Garrou, J. Staples, 553 West 145th street.

Globe Advertising Company; 1,000 shares common stock, no par value, active capital, $15,000; T. C. Cavanaugh, R. J. Duffy, T. H. Canty, 25 West 42d street.

Modern Housewife Advertising Corporation; $50,000; H. J. Schnittinger, A. H. Hoffman, J. P. Muller, 220 West 42d street.

Western World Press; $100,000; J. Sidney Bernstein, Juan Venegas, New York; F. B. Miranda, El Paso, Tex.

The W. Elliott Corporation; $275,000; James W. Elliott, George R. Hawes, Harold Van Riper, 61 Broadway.

Textile Foreign Press Company; $25,000; J. Lewis Lindner, Louis Cleavez and Conrad E. Lux, 920 Broadway.

New Thought Publishing Company; $10,000; M. S. Sklarsky, Samuel Fox, Baruch Rivkin, 624 East 169th street.

New Earth News; $10,000; L. Rabe, J. A. Wright, C. R. Crodix, Jr., 187 East 64th street.

John W. Hartfield, Inc.; printing, publishing, engraving; $21,000; M. G. Casey, J. L. and J. W. Hartfield, 112 Pearl street.

Argyle Publication Company; $10,000; A. L. Churchill, B. H. Goldsmith, H. Sondheimer, 5 East 17th street.

OKMULGEE, OKLA.—American Publishing Company; $50,000; Ernest and Leontine McDaniel, Hugh Aanick.

OKLAHOMA CITY, OKLA.—Neyland Embossing Company; $3,000; W. M. Anderson, James T. Neyland, George M. Sutton.

HARRISBURG, PA.—Federation Printing Company; $5,000; Charles F. Quinn, Harrisburg; James H. Maurer, Reading; John A. Phillips, Philadelphia.

WILLIAMSPORT, PA.—Sun Printing & Binding Company; $5,000; A. A. Mandell, Williamsport; T. R. Bayard and Frank S. Hammer.

MONROEVILLE, ALA.—Current Events Publishing Company; $3,500; W. A. Lewis.

CALHOUN, KY.—McLean County News Publishing Company; $3,000; G. H. Cary.

OKMULGEE, OKLA.—American Publishing Company; $50,000; Ernest McDaniel.

NEWPORT, KY.—United Labor Press Association; $10,000; Charles H. Sidener, George W. Haller, E. B. Sidener

For Prompt Service
TYPE
Printers' Supplies
Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN
TYPE FOUNDERS CO.
Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

FOR SALE
Hoe Metrix Rolling Machines in good condition.
Can be shipped at once.
Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.
WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To
POWERS
Open 24 hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO
74 Beekman St. New York City

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CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 30 words, two insertions FREE.

Advertising Manager

Wanted at once—man for position of advertising manager on a morning daily. Must be experienced. A good field and a good town. Good salary for right man. Address Post Office Box 96, Canton, Ga.

Newspaper and Magazine Writer

Two years' editorial experience and extensive industrial training. Have considerable free-lance writing and am familiar with every phase of publishing. Would like to secure position with daily publication. Young but can demonstrate ability and experience. Address A-959, care of Editor and Publisher.

Manager

A thorough organizer, a result-producing executive, with unquestioned record for constructive business development, conservatively aggressive, always dependable, well known newspaper man, is open for engagement as business or general manager. A circulation expert of national ability and an advertising producer in both local and foreign fields, capable executive, big enough to handle any newspaper property successfully. Record of achievements on evening, morning and morning newspaper in both small and metropolitan cities. Address A-955, care of Editor and Publisher.

Managing Editor

With experience in cities up to 200,000 and thorough knowledge of office department will be open for position after December 20th. Best of references. Address A-935, care of Editor and Publisher.

Experienced Newspaperman

If you can use services of an experienced newspaperman still in his prime, who has spent the last 12 years reorganizing establishments and building up newspapers, I would like to hear from you. Can produce the most successful executive and can furnish satisfactory references. Will not disturb [illegible] writing details and salary. Address A-934, care of Editor and Publisher.

Newspaper Man—Executive

With broad experience, now employed over all over newspaper from cub to editor and business manager. Now in liberty. Prefer Southern Atlantic states preferred. References from leading publishers for whom employed. Can reorganize and put pep into your organization. What have you to offer? Address A-964, care of Editor and Publisher.

Executive

With 16 years' experience in the game, during which time he has worked in each department and is thoroughly familiar with the problems of each department, is now in liberty January 1. Age 30 years. Desires position as manager of newspaper property of 10,000 or less, or assistant to publisher in larger city. Address A-960, care of Editor and Publisher.

Advertising Man.

After three years' experience on a local suburban daily a young man is now seeking a large field and should like to connect with a New York City newspaper as local display advertising house. He is single, 27 years old, and for the past seven years with the exception of this two years in which he saw service in France, he has been with the same newspaper game or with advertising concerns. An out-of-town proposition would be considered but he desires to remain in New York City. Address A-965, care of Editor and Publisher.

Live Stock Market Expert

With 15 years' experience would like to make arrangements for furnishing daily, weekly or monthly reports. Features a specialty. This information is keen demand at all times. Guarantees first class personal service guaranteed. Rates reasonable. Best references. Address J. M. Carroll, 815 Exchange Ave., Chicago, Ill.

Opportunity Wanted.

Competent editor-writer with 17 years' experience at large and small dailies wants opportunity in small eastern city. Am now doing municipal work but desire to get into writing on great daily. College training, age 37. Address A-922, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will room on probation. C. J. L., care Editor and Publisher

Reporter—Re-write Man

Young man, five years' experience and general news experience. Have covered financial news. New York City or suburbs. Address A-962, care of Editor and Publisher.

SITUATIONS WANTED

Managing Editor

Now in charge of most successful daily in city of 200,000 is open to change on January 1st. Many years' experience both in morning and afternoon field and with enviable record of success. Salary not so much of an incentive to change as opportunity for ability, experience and aggressiveness to help build up a real newspaper property. Address A-971, care of Editor and Publisher.

Crackerjack

Reporter wishes position. Has personality, will cash get the news and write it up. Has feature stories; city and telegraph desk experience. Moderate salary and big chance sought. Don't answer unless salary and opportunity offered are worth while. Box A-925, care of Editor and Publisher.

U. K. Representative

London journalist, lifelong experience of commercial trade Press, is open to send exclusive trade reports to American publication. Would act as U. K. Representative. Own office. Kindly state requirements and terms to Editor and Publisher.

Young Newspaperman

Resourceful young newspaperman, with wide experience both as desk man and reporter, at present employed on one of the leading commercial publications in New York City, desires to connect with a progressive daily paper. Am willing to travel. Address A-969, care of Editor and Publisher.

Mr. Publisher

I am 28 years of age, married. Have 12 years' experience on newspaper game. Can produce as advertising manager or solicitor on daily paper in town of 25,000 to 50,000 population. Best references. Proposition must be permanent. Reasonable salary, increase contingent upon results. Address L. F. Stone, 229 Mason St., Milwaukee, Wis.

News Writer

Free lance news writer wants connections. Leonard E. Johnson, The Minneapolis Post, Minneapolis, Minn.

Mr. Publisher

Do you need an energetic manager or editor, with enterprise? Press, who knows the newspaper game from top to bottom, and who has a record of progress? If so would be glad to supply full information and references. Address A-963, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Reporters Wanted

Two or three first class men for evening daily in Pittsburg territory. Must be hustlers and open for steady positions. Pourthouses save stamps. Write Box 1000, Pittsburgh, Pa. All applications treated strictly confidential. Address A-970, care of Editor and Publisher.

Advertising Manager

Of the livest paper in a live town wants a change. Has an interesting record that he should like to discuss with you. Address A-963, care of Editor and Publisher.

Advertising Solicitors

Advertising solicitors wanted. Give references. The Minneapolis Post, Minneapolis, Minn.

For a Display Advertising Man

Who is a real salesman, with tact, diplomacy, alertness and general copy writing ability, a good position with exceptional promise of rapid advancement is open. Give particulars of experience, samples of work and reference in replying to Mr. Hendee, care Winnipeg Tribune, Winnipeg, Manitoba, Canada.

Circulation Manager for Southern Evening Newspaper

Excellent opportunity for young man who has ability as handler of carriers and subscribers. Successful applicant may be either circulation manager or record and route or subordinate position ready to assume responsibilities. Liberal consideration will be given to detail statement of record, training, experience, habits and references. Correspondence contained in letter answering this advertisement. Address A-903, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Opportunity.

$5,500 buys only daily in eleven counties in a Southern city of 20,000. Radius of seventy-five miles to draw from. Turns down enough printing and advertising to keep another paper busy. Will pay 20% on investment from start. Answer A-954, care of Editor and Publisher.

Newspaper Agency

Wanted to purchase, a newspaper agency, with or without stationery. Please state full particulars. Confidential. Box A-974, care of Editor and Publisher.

FEATURE SERVICES

Advertisements under this classification thirty cents per line. Count six words to the line.

Tips For Local News

You want more local features. Let "Tips for Local News Stories" furnish ideas. Monthly letters. Suggestions for any city. Backed by years of success. 250 papers using. 25 cents month. Inland Syndicate, Findlay, Ohio.

MANY STAFF CHANGES IN SYRACUSE

Herald, Journal and Post-Standard Get New Blood and Establish Universal Copy Desk

SYRACUSE, N. Y., Nov. 25.—The personnel of the local newspaper forces, particularly the editorial end, has undergone extensive changes during the last few weeks. This applies most to the Herald and Journal, evening newspapers, although the Post-Standard, morning sheet of the city, has made a few changes.

All three papers have recently abandoned the various desk departments and have installed the universal copy system.

With the resignation of James E. Boyd, Associate assistant superintendent of public works for the state, Frank W. Clark became managing editor of the Herald with W. P. Plummer as news editor and Thomas A. Power as city editor. George W. O'Hara, returned veteran of the 27th division, is now Sunday editor.

Charles McTigue, formerly Sunday editor of the Albany Knickerbocker Press and more recently managing editor of the Albany Argus, took the seat at the head of the copy desk. Other new blood on the desk includes Charles F. Kernan, formerly of the New York American and just honorably discharged after long service in France with an American Ambulance unit, C. F. Kinney, formerly of the News, Evening News and the Knickerbocker Press, Russell Owen, who came here from the New York Sun.

Fred Spalding last Saturday left the Herald copy desk to return to Cleveland, where he will again enter the employ of the News.

The Herald reporting staff has made several additions. C. Fred Betts, of Fremont Hadley, Robert Chryst and Frank Early are back after service in the army. Miss Marion Deuther, who had long service in Buffalo, and John Wanhope, a former New York writer and more recently with the Journal here, were added to the force.

B. G. Phillips, formerly of the New York Herald, after receiving his discharge from the army, reported to the Syracuse Herald as photographer, replacing William Dunham, resigned.

The Syracuse Journal practically made a swap of sporting editors. Robert Kenefick, long in charge of sports for the Herald, went over to the Journal, while James Leahy is now with the Herald.

Changes at the Journal plant have been nearly as numerous as at the Herald. Sidney Whipple, former Boston special writer, is now managing editor, having sueceeded Frank Chase, who gave up the desk after a serious illness, but who is now back on duty as a contributor to the editorial page.

Louis Burrill, discharged after two years service in the Navy, is the Journal city editor. Harry Stearns, long telegraph editor for the Herald, is now on the Journal copy desk.

J. Burr Bell, financial writer of 15 years' local experience, is among the new names added to the Journal payroll and Charles Feldman is another newspaper man of long standing here who is now drawing a weekly envelope from the Journal.

R. W. Parker and Stanton Jennings, both discharged as lieutenants after war service of more than a year, are back on the street as reporters.

Frank Redmond, for several years photographer for the Journal, is leaving newspaper work, having secured a position with the Semet-Solvay Company.

Clyde Wagener, formerly managing editor of the Schenectady Union-Star, has reported for copy desk duty to the Post-Standard staff.

J. Fenton Pheips, who resigned as Post-Standard sporting editor, is in the publishing department of the H. H. Franklin company. His place was taken by Birney P. Lynch who held the position for several years before entering the army two years ago. J. Stevenson of Ithaca is serving as Mr. Lyneh's assistant.

Phillip Perkins, with the Journal for several years before war was declared and who has recently been discharged from army service, has been added to the Post-Standard's reporting staff, as has Marjorie Tooke, a Y. M. C. A. canteen worker in France, who was formerly with the Herald.

Demand End of Alien Press

PHILADELPHIA, Nov. 25.—The local chapter of the American Officers of the Great War has this week passed a resolution calling for the immediate adoption by the Senate of a law to "deport all traitorous publishers and scrap all printing plants which are now disease nests to Americanism." Copies of the resolution are to be sent to Congress, the Attorney General, Senators and Representatives from Philadelphia, and the Governor and Attorney General of Pennsylvania.

Have buyer for an eastern daily newspaper property to cost $50,000 or less. Preferably a property susceptible of considerable development. Politics immaterial. Proposition T. P.

CHARLES M. PALMER,
Newspaper Properties
225 Fifth Avenue New York

Consolidation

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

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HOW NEWS PRINT IS BEING CONSERVED

(Continued from Page 16)

News increased advertising rates 10 per cent; still following war time regulations; reduced size first edition from 12 to 8 pages; increased circulation rates 5 cents per month.

Times increased advertising rates 20 per cent; discontinued one street edition; cut size of sporting extra four pages; increased price of circulation 5 cents per month and street sale copies one cent each.

Denver weeklies have increased advertising rates approximately seven and one-half per cent. Colorado dailies outside of Denver are still following wartime regulations and have cut off exchanges and deadheads. Colorado weeklies have increased advertising rates approximately ten per cent.; have cut off exchanges and deadheads.

S. S. Sherman, managing editor of the Denver News, has been appointed A. N. P. A. regional director on news print situation for Colorado and will soon call a meeting of publishers to take further steps in matter.

WICHITA, KAN.—The Eagle had to lock its doors and refuse to answer the telephones on November 18 because the advertising facilities were so overcrowded that they were unable to handle more. The office of the Eagle was closed at 6 o'clock at night, instead of 8, as usual. No telephone advertising was accepted, and in addition the paper, while increasing its size, was unable to handle all the business in hand.

KANSAS CITY, MO.—A score or more of the leading newspapers of the middle west will raise their advertising rates from 10 to 50 cents an inch, following a conference of advertising managers of the various papers at the meeting of the Mid-west Newspaper Advertising Managers' Association here this week. The increase is due largely, it is said, to the scarcity of white news print.

In addition to the increase in rates, the larger advertisers of the papers will have their space needs cut in order to take care of the smaller accounts. The increase, whenever necessary, will be advanced without notice to advertisers, it was agreed.

Some of the newspapers, it was reported to the meeting, have had to cut down their type from 8 point to 6 point, in order to conserve news print. Other papers have increased their columns from 7 to 8, cut down margins, and in other ways conserved space. Some papers have cut down the length of local and telegraph stories, it was reported, while others are eliminating comics, features, and even cutting down the editorial page and other regular features.

The increased rates, it was said, will be put into effect before January 1, next. Six states, Missouri, Kansas, Oklahoma, Texas, Nebraska and Iowa, are represented in the membership.

The following were present: H. E. Dreier, Oklahoma City Times; J. J. McClellan, Joplin Globe; A. L. Shuman, Ft. Worth Star-Telegram; L. R. Boosinger, W. B. Flowers, Topeka Capital and Capper Publications; H. A. Sprague, St. Joseph News-Press; E. E. Hardwick, Wichita Eagle, and C. C. Rosewater, K. C. Journal. Mr. Dreier is president.

The next session will be held in Fort Worth in February, 1920.

TULSA, OKLA.—Until relief from the print paper shortage is evident, the Democrat has announced that news stories will be ent in quantity only and the stories told in the fewest possible words. The comic and features sections of the Democrat will be temporarily abandoned until the shortage is over. With the number of pages restricted, advertising space and news space also were cut down. The editorial page was omitted on several occasions and the type was of smaller face, so as to get in more words per column. The Democrat announces that it has been unable to carry more than 40 per cent of the advertising offered during the past few months.

PHILADELPHIA.—Nothing has been done in Philadelphia to meet the news print situation. No increase in subscription rates is expected, although it is considered likely that advertising rates will be advanced the first of the year. No one with authority to make a statement on plans being considered by publishers here will discuss the question at this time.

INDIANAPOLIS, IND.—Newspapers here are still observing all the war-time regulations regarding print paper; no returns are allowed nor no free exchanges.

The News and Times have abolished night extra editions to save paper.

The news recently reduced the size of issues to save six pages a week and is rejecting advertising every day, one day recently omitting 118 columns.

The News announced last Saturday an increase of two cents a line on all foreign advertising and an increase for local business is under consideration. Amount of reading matter has been reduced to the lowest possible ratio.

The Star will, on December 1st, increase the price of the Sunday Star from eight to ten cents a copy and it is also considering an increase in the local and foreign advertising rates, but has not definitely decided.

All the local papers are using the pyramid make-up and say it saves much space and paper.

NEW HAVEN, CONN.—Publishers here are taking no concerted action to retrench on their use of news print. There were several discussions recently on the question of increased subscriptions rate, but the proposal of one of the afternoon papers advancing the rate a cent is remote. A year and a half ago the Times-Leader went up to two cents, and a year ago this month, the Union followed suit. The Register has been a two-cent paper.

While rates for display advertisements have increased the volume is even greater than before the war.

The Reporter, New Haven's fifth paper, which will appear as a two-cent morning daily and three cents on Sunday as soon as its press is installed, will be run as an eight or twelve page paper. John T. Flynn, instrumental in the creation of the News Writers' Equity Association, will be the publisher. Mr. Flynn claims to have enough news print on hand to last three months.

The Connecticut Daily Newspaper Publishers Association met here November 26 to discuss the newsprint situation and a vote urging economy in the use of newsprint was passed.

BUFFALO, N. Y.—There is no local general plan to increase advertising rates.

The Evening Times only recently increased its rates and Norman E. Mack, proprietor, states his subscription price may be lowered in the near future. Reduction of size and ratio of reading matter to advertising has not been taken up.

The Evening News last Friday refused 860 inches of advertising because it did not want to exceed a 40-page paper.

CINCINNATI, OHIO.—An increase in advertising rates will be put in execution here within the next two weeks, but nothing has been done toward increasing subscription rates nor for a reduction of sizes.

The Times-Star has established a new ratio of reading matter to advertising reducing the latter, but the other newspapers have not as yet followed this lead.

PROVIDENCE, R. I.—The Journal is taking following action to meet newsprint situation: consistent policy of declining to accept returns from dealers; cutting off unnecessary issues; advertising agencies; saving of waste by careful handling of rolls in warehouse and press room; insistence on brevity in all news stories and telegraph matter; reading all free copies to advertisers and employees to a minimum.

Advertising rate increases are to go into effect December 1. The policy of restricting size of issues to the lowest possible point, established at the beginning of the war, has been maintained and ratio of reading matter to advertising, established at that time, is still in effect.

Garrett Quits the Tribune

Garet Garrett has resigned as assistant editor of the New York Tribune after two years' service in that position. The editorial page of the Tribune will be directed by Ogden Reid, its editor and publisher, and the news pages will be under the supervision of George Smith, whose appointment as managing editor was recently announced.

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
as
A Food Medium
Even during the past summer four food pages—and sometimes the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesday and Sundays four auto pages Tuesday Music Page
Circulation 18,466 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg., New York. Lytton Bldg., Chicago.

SIX MORE NEWSPAPERS
Deliver their N. Y. Agency Copies by "S. & M. Insured Agency Delivery Service—on Check-Copies."
Brooklyn Standard Union—Buffalo Courier-Enquirer—Buffalo Express—Buffalo Times—Birmingham Age-Herald.
"The Service that INSURES PROMPT—FULL Payment of Publishers' Bills."
Ask any Prominent N. Y. Agency about Schworm-Mandel Service.

Demand for Space
So large a volume of advertising is offered for publication in The New York Times that owing to the limit on pages preferred by The Times, and due also to the shortage of newsprint paper, announcements frequently are crowded out.
A temporary reduction of space by all advertisers, especially those wishing bill pages, The Times suggests, would be better than the omission of advertising
The New York Times

The Newark (N. J.) Ledger
is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.
DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.
Morning Edition, 2c
Sunday Edition, 5c

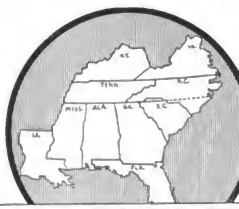
The amalgamation of the two leading progressive Jewish newspapers of New York
THE DAY
and
THE WARHEIT
brings into being the most powerful advertising medium in the Jewish field.
דער טאג
The National Jewish Daily

The McClure Newspaper Syndicate
supplies contiuous daily and weekly services that make and hold home circulation
ALSO
Big Special Features on Timely Topics by Leading Writers.
Send for our complete list and particulars of our stor features, including Frank H. Simonds, Montague Glass and Sewell Ford.
N373 Fourth Ave., New York

BUFFALO NEWS
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

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"There is still a Dixie"

From Louisville to New Orleans, from Norfolk to Memphis, the Southland is the new land of this United States of ours.

Resources and possibilities, long existent and long lying dormant, are developing faster in the South than anywhere else.

The greatest per cent. increase in business of every kind is to be found in the South.

Northern people---rich people, who, a few years ago went South on pleasure trips, now live in the South, where they have invested money in development.

Southern people, natives, have been stirred out of their easy-going ways and have entered into competition with their Northern competitors ---and the South, from one end to the other is one vast hive of industry, progress, prosperity and promise.

With the coming of winter Southern population is materially increased---social activities are very pronounced and business hums.

Daily newspapers have risen to meet every demand, and, with their metropolitan appearance, full news service and standard features, carry prestige and pulling power.

National advertisers, co-operating with local merchants, increase sales through daily newspaper advertising in the South.

These are the daily newspapers:

Read-in-the-home newspapers

	Circulation	2,500 lines	10,000 lines
ALABAMA			
Birmingham Age-Herald .....(M)	22,300	.07	.05
Birmingham Age-Herald .....(S)	27,461	.08	.06
Birmingham Ledger .....(E)	34,018	.07	.07
**Birmingham News .....(E)	46,121	.08	.08
**Birmingham News .....(S)	48,588	.10	.10
Mobile News-Item .....(E)	11,326	.03	.03
Mobile Register .....(M)	23,709	.05	.05
Mobile Register .....(S)	23,137	.06	.06
Montgomery Advertiser .....(M)	24,187	.05	.05
Montgomery Advertiser .....(S)	24,736	.06	.06
FLORIDA			
Jacksonville Metropolis .....(E)	18,740	.05	.05
Florida Times-Union, Jacksonville .....(M&S)	26,915	.06	.06
Palatka Morning Post .....(M)	1,450	.01 2/3	.01 2/3
Pensacola Journal .....(M)	6,485	.025	.025
Pensacola Journal .....(S)	7,968	.025	.025
Pensacola News .....(E)	5,451	.02	.02
GEORGIA			
†Atlante Georgian .....(E)	40,441	.08	.08
†Atlante Sunday American.....(S)	92,918	.12	.12
*Augusta Chronicle .....(M)	11,074	.03	.03
*Augusta Chronicle .....(S)	10,048	.035	.035
Augusta Herald .....(E)	13,958	.035	.035
Augusta Herald .....(S)	9,411	.035	.035
Columbus Ledger .....(E&S)	7,592	.03	.03
Macon Telegraph .....(M)	12,650	.04	.04
Macon Telegraph .....(S)	19,321	.04	.04
Savannah News .....(M&S)	21,150	.055	.04
Savannah Press .....(E)	15,357	.04	.04
KENTUCKY			
Louisville Herald .....(M)	45,616	.08	.08
Louisville Herald .....(S)	49,190	.08	.08
Paducah News Democrat .....(M)	6,972	.0225	.018
LOUISIANA			
New Orleans Times-Picayune.....(M)	76,171	.12	.12
New Orleans Times-Picayune.....(S)	92,460	.15	.15
†New Orleans Daily States.....(E)	41,994	.10	.08
†New Orleans Daily States.....(S)	27,627		
†New Orleans Item.....(E)	73,905	.12	.12
†New Orleans Item.....(S)	67,188	.15	.15
NORTH CAROLINA			
Asheville Citizen .....(M)	11,985	.03	.03
†Asheville Citizen .....(S)	9,734	.03	.03
**Asheville Times .....(E)	7,316	.025	.02
Charlotte News .....(E&S)	10,849	.03	.03
†Charlotte Observer .....(M)	19,217	.055	.03
†Charlotte Observer .....(S)	19,179	.063	.04
Durham Sun .....(E)	5,325	.02	.02
*Greensboro Daily News.....(M)	13,975	.05	.04
*Greensboro Daily News.....(S)	21,117	.06	.05
†Greensboro Record .....(E)	3,881	.045	.035
Raleigh News and Observer....(M)	22,273	.05	.04
Raleigh News and Observer....(S)	22,203	.05	.04
*Wilmington Dispatch .....(E)	4,498	.02	.02
Wilmington Dispatch .....(M&S)	5,840	.02	.02
*Winston-Salem Journal .....(M&S)	6,447	.025	.02
†Winston-Salem Journal .....(E)	7,600	.025	.02
SOUTH CAROLINA			
†Anderson Mail .....(E)	4,693	.0178	.0178
Charleston American .....(M)	7,403	.03	.03
Charleston American .....(S)			
†Columbia Record .....(E)	13,753	.03	.03
†Columbia Record .....(S)	11,789	.03	.03
Columbia State .....(M)			
Columbia State .....(S)	21,091	.05	.05
Greenville News .....(M&S)	8,485	.035	.03
Greenwood Index Journal.....(E)	4,745	.02	.02
Spartanburg Journal & Carolina Spartan .....(M&S)	2,958		
Spartanburg Herald .....(M)	4,416	.03	.03
Spartanburg Herald .....(S)	5,362		
TENNESSEE			
**Chattanooga News .....(E)	17,362	.04	.04
Chattanooga Times .....(M)	23,406	.07	.07
Chattanooga Times .....(S)	23,406	.07	.07
†Knoxville Sentinel .....(E)	10,048	.05	.045
**Knoxville Journal Tribune ....(M)	24,838	.05	.045
**Knoxville Journal Tribune ....(S)			
Memphis Commercial Appeal....(M)	78,214	.14	.12
Memphis Commercial Appeal.....(S)	109,017	.17	.15
†Nashville Banner .....(E)	49,991	.07	.07
†Nashville Banner .....(M)		.08	.08
†Nashville Tennessean .....(M)	34,149		
†Nashville Evening American...(E)	13,196	.03	.03
†Sunday Tennessean & American (S)	34,051		
VIRGINIA			
†Bristol Herald Courier.....(M&S)	8,750	.04	.04
Danville Registry and Ber....(M&E)	9,451	.03	.027
Newport News Times Herald....(E)	10,354		
Newport News Daily Press..(S&M)	6,476	.04	.04
Norfolk Ledger Dispatch.....(E)	38,494	.08	.08
Roanoke Times .....(M&S)	9,329	.06	.04
Roanoke World-News .....(E)	10,315		

Government Statement, October 1st, 1919.
†Government Statement, April 1st, 1919.
*A. B. C. Report, October 1st, 1919.
**A. B. C. Report, April 1st, 1919
‡Includes Bristol, Tenn.

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The World's Greatest Discoveries

Have Been Made by Those Who Have Had the Inspiration to Try to Make Dreams Come True.

Folks laughed at Fulton's steamboat.
Bell's telephone was thought a toy.
Automobiles were considered impracticable.
Wireless seemed an impossibility.
Submarines were a Jules Verne imagination.
The flying machine was ridiculed and derided.

Just so with newspaper advertising. It took the necessities of winning a world's war to show its full power and usefulness.

It has turned little business into big business.
It can turn dead stock into cash over night.
It can be used by telephone or telegraph everywhere to-morrow.
It is the only appeal reaching all worth-while homes every day.
It can be used in exact accord with distribution or desire for trade stimulation.
It can be used without any possible duplication.

Member A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000 A DAY

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56 Pages, with List of English Language Dailies of U. S., Their Circulations and Rat

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Second Section NEW YORK, THURSDAY, NOVEMBER 27, 1919 Vol. 52. No.

May We Turn a City Inside Out For You?

Mr. Advertiser, there are many things you should know about a city in which you proposed to seek a market for your goods.

Not alone perhaps because of the influence it may have on your plans for that particular city, but because that city may represent a type duplicated many times throughout the country.

And you cannot analyze the mass until you have first analyzed the unit.

If it is one of the cities where we represent a newspaper ask us about it.

Analyzing and reporting on merchandising conditions and possibilities in those cities is a part of the service we render to manufacturers and to their advertising agents without expense or obligation to them. It is done in behalf of the progressive and predominating newspapers represented by The John Budd Company in the national advertising field, and located in those important industrial and commercial centers.

If you are not already thoroughly satisfied that a wisely planned newspaper advertising campaign is the most efficient way to introduce and maintain a sale of your goods in one of these centers—pick the city and put us to the test.

We have a world of information about habits, customs, usages, likes and some dislikes and prejudices of the people, which has come with years of experience in and acquaintance with the field.

We know the leaders in the various lines of retail trade and can head you toward the live ones.

"We are at your service, any time, anywhere"

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

Burrell Building, New York Tribune Building, Chicago Chemical Building, St. Louis Examiner Building, San Francisco, Cal.

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WIRE BARBOUR
of Your Change in Rates

Revisions in display and classified rates—contract conditions—space limitations—page sizes and other matters affecting the buying and selling of advertising space are brought to the attention of space buyers at the earliest moment by the daily service of Barbour's Advertising Rate Sheets.

Information reaching us by mail, messenger, telephone or wire, up to 3 o'clock of each afternoon, and up to noon on Saturday will be sent that night to our continued increasing list of agents and advertisers given below:

AKRON
Goodyear Tire & Rubber Co.

ATLANTA
Acme Adv. Agency
Blosser Co., The
Johnson Dallas Agcy.
Massengale Adv. Agcy.
Swift Specific Co., The

BALTIMORE
Green-Lucas Co., The

BINGHAMTON
Jones Adv. Agcy., Wylie B. Kilmer, Willis Sharpe

BOSTON
Buchanan Adv. Agcy., John
Ellis Co. A. W.
Gillette Safety Razor Co.
Goulston Adv. Agcy., E. J.
Greenleaf Co., The
O'Keefe Adv. Agcy., P. F.
Wetherald Adv. Agcy., James T.
Wood, Putnam & Wood Co.

BUFFALO
Jones Adv. Agcy., Wylie B.
Moss-Chase Co., The
Remington Agcy., E. F.

CHICAGO
Benjamin & Kentnor Co.
Benson, Campbell & Slaten
Bowers Adv. Agcy., Thomas M.
Brandt Adv. Co.
Breyfogle, Jas. Victor C.
Chicago Tribune
Clarke Adv. Agcy., The E. H.
Critchfield & Co.
Dooley-Brennan Co.
Erwin & Wasey Co.
Frank & Co., Albert
Green, Fulton, Cunningham Co., The
Greig & Ward, Inc.
Guenther-Bradford Co.
Gundlach Adv. Co.
Hardy, Inc., Walter E.
Henri, Hurst & MacDonald
Husband & Thomas Co.
Joerns Co., Arnold
Kaster & Sons Adv. Co., H. W.
Lord & Thomas
Mallory, Mitchell & Faust
Matteson, Fogarty, Jordan Co.
Matthews Adv. Corp., R. A.
McJunkin Adv. Agcy., Wm. D.
Nichols Co., Chas. F. W.
Ostenroider Adv. Corp.
Randall Co., Fred M.
Rankin Co., Wm. H.
Robert, Inc., John G.
Shuman Advertising Co.
Snitzler Adv. Co.
Stack Adv. Agcy.
Stewart-Davis Adv. Agcy.
Swift & Co.
Thompson Co., J. Walter
Touzalin Agcy., Chas. H.
Vanderhoof & Co.
Van Patten, Inc.
Williams & Cunnyngham
Woodward's, Inc.

CINCINNATI
Blaine-Thompson Co., The
Joseph Adv. Agcy., The Jesse M.
Procter & Collier, The
Thompson-Koch Co., The

CLEVELAND
Dunlap-Ward Adv. Co.
Fidelity Advertising Co., The
Fuller & Smith
House of Hubbie, The
Lens Company, The
McCann Co., H. K.
McJunkin Adv. Agcy., Wm. D.
Nemoyer, Paul
Peerless Motor Car Co.
Powers-House Co., The
Rogers-Baker Co.
Watkins Co., The R. L.
White Co., The
Willard Storage Battery Co.

CLINTON, S. C.
Jacobs & Co., C.

COLUMBUS
Butler-Roberts Adv. Co., The
Crumrine, Inc., The Arthur M.
Mumm-Romer Co., The

DALLAS
Chilton Adv. Agcy.
Southwestern Adv. Co.
F. A. Watson Adv. Agcy.

DAYTON
Blackburn Adv. Agcy.
Geyer-Dayton Adv. Co., The

DENVER
Hower Advertising Agency
Reerden Adv. Co., The
Tokalski, A.

DETROIT
Brandfield Co., The
Campbell-Ewald Co.
Green, Fulton, Cunningham Co., The
Hudson Motor Car Co.
Hupp Motor Car Corp.
MacManus, Inc., Theo. F.
Packard Motor Car Co.
Pelletier, E. LeRoy
Power, Alexander & Jenkins Co.
Randall Co., The Fred M.
Seyle-Brockhaus-Brown, Inc.
Von Paettgen, Carl S.
Winningham, C. C.

FLINT
Dort Motor Car Co.

FORT WORTH
Bowles, R. H.
Ledger Adv. Service
Lewis, John J.
Moore Adv. Co.
Texas Crude Oil News

GRAND RAPIDS
Brearly-Hamilton Co.

HOUSTON
Beck Adv. Agcy., Inc.

INDIANAPOLIS
Cole Motor Car Co.
Clough Agcy., John L.
Field Adv. Service
McKee Co., Inc., Homer
Seeds Co., Russell M.
Sidener-Van Riper Adv. Co.

KANSAS CITY
Easybold Truss Co.
Ferry-Hanly Advertising Co.
Potts-Turnbull Adv. Co.

LONDON, England
Dorland Advertising Agcy.

LOS ANGELES
Thompson & Smith

LOUISVILLE
Basham Co., Thomas E.
Margon-Robinson Co.

MEMPHIS
Lake & Dunham Adv. Agcy., Inc.

MILWAUKEE
Burns-Hall Adv. Agcy.
Cramer-Krasselt Co.
Klau-Van Pietersom-Dunlop Co.
Koch Adv. Agcy., Otto J.
Palmolive Co.
Schlitz Brewing Co., Jos.

MINNEAPOLIS
Kammann Adv. Service
MacMartin Adv. Agcy., Inc.
Mitchell Adv. Agcy.

NASHVILLE
Anderson Adv. Agcy.

NEWARK
Honser Agcy., Inc.
Sommer, F. N.

NEW YORK
American Press Assn.
Armstrong, Inc., Collin
Association of Business Advertisers
Atlas Advertising Agcy
Barrows & Richardson
Barton, Durstine & Osborn
Berrien Co., Inc.
Birch-Field Co., Inc.
Boak Advertising Service
Bogobert's Mailroom Methods,
Caxton Agcy., Inc.
Churchill-Hall, Inc.
Collins, Jr., Clarkson A.
Colton, Wendell P.
Corman Co., The
Cowen Co.
Dorland Adv. Agcy.
Dyer Agcy., Inc.
Editor & Publisher Co.
Federal Adv. Agcy., Inc.
Frank & Co., Albert
Frowert & Co., F. K.
Frank & Wagnalls Co.
Gannon & Co., W. W.
Gardiner & Wells Co., Inc.
Gould Co., M. P.
Guenther, Rudolph-Russel Law, Inc.
Hanff-Metzger, Inc.
Hess & Co., Murray
Hoyt's Service, Inc.
International Con. Chem. Corp.
Ironmonger Adv. Agcy., C.
James Adv. Agcy., H. E.
Kelley Co., The Martin V.
Kobbe Co., Philip
Kiernan & Co., Frank
Lesan Adv. Agcy., H. E.
Liberty Adv. Agcy.
Logan, Thos. F., Inc.
Lyddon & Hanford
Maclay & Mulally, Inc.
McCann Co., H. K.
McMullen Co., Robert
Metropolitan Adv. Co.
Morss International Agcy.
Morton Adv. Service, Inc.
Muller Agcy., J. P.
Murray Adv. Agcy., John F.
Newell-Emmett Co.
New York Globe
Patterson Co., Inc., W. A.
Peck Adv. & Distributing Co.
Phillips Co., Inc., Burdette
Picard & Co., Inc.
Porter Co., The Harry
Presbrey Co., Frank
Rankin Co., Wm. H.
Redfield Adv. Agcy., Inc.
Richards Co., Inc., Jos. A.
Rose, Irving Jordan
Royal Baking Powder Co.
Ruthrauff & Ryan, Inc.
Scott & Scott, Inc.
Seaman, Inc., Frank
Seeley Adv. Co.
Sherman, Shawtell & Sheridan
Sherman & Bryan, Inc.
Strauss & Co., S. W.
Street & Finney
Thompson Co., J. Walter
Williams & Cunnyngham

OKLAHOMA CITY
Keechan Adv. Co.
Southwestern Adv. Co.

OMAHA
Warfield Adv. Co., Inc.

PEORIA
Mace Adv. Agcy.

PHILADELPHIA
Ayer & Son, N. W.
Barrows & Richardson
Clark Co., Geo. B.
Cross Co., J. H.
Dippy & Aitkin
Donovan & Armstrong
Foley Adv. Agcy., Richard A.
Franklin Adv. Service, Inc.
Metox Advertising Co., Inc.
Tracey-Perry Co.

PITTSBURGH
Barker-Duff & Co.
Hill Co., A. F.
Hill Co., W. S.
Power Co., Edw. M.
Rush Co., Richard S.

PORTLAND, Oregon
Botsford, Constantine & Tyler
Conzelo Adv. Service, Inc.
Hall & Emory Agcy.

PROVIDENCE
Danielson & Son

RACINE
Mitchell Motors Co., Inc.
Western Advertising Agcy.

RICHMOND, Va.
Cecil, Barreto & Cecil

ROCHESTER
Elliott Advertising Service, Inc.
Lyddon & Hanford Co.

ST. LOUIS
Anfenger-Jacobson Adv. Co.
Branin-Purbell Agcy., Inc.
Chappelow Advertising Co.
D'Arcy Advertising Co.
Fisher-Ruebel-Brown
Gardner Advertising Co.
Hommert-Hatfield Co.
Kastor & Sons Adv. Co., H. W.
Ring, Jr., Adv. Co., John
Schiele Advertising Co.
Simpson Adv. Service Co.

ST. PAUL
Greve Agcy., S.

SALT LAKE CITY
Hubbard Publicity Co.
Gillman Co., Inc., L. S.
Malcolm-McAllister

SAN ANTONIO
Schermerhorn Adv. Co.

SAN FRANCISCO
Adv. Service Co., The
Dake Adv. Agcy., Inc., The
Eberhard Co., Geo. F.
Honig-Cooper Co.
Johnston-Ayers Co.
Le Vene, Nate
McCann Co., H. K.

SEATTLE
Botsford, Constantine & Tyler
Dakan Adv. Agcy., Inc., The
Izard Co., The
Strang & Prosser Adv. Agcy.

SOUTH BEND
Studebaker Corporation

TOLEDO
Kelley Co., The Martin V.

TULSA
Lamp Adv. Co.

TROY
Cluett-Peabody & Co., Inc.

UTICA
Moser & Cotins

WICHITA
Southwestern Adv. Co.

WILMINGTON
Pierre, Geo. H.

When you want to advise these people on rate changes,

By All Means Wire

BARBOUR'S ADVERTISING RATE SHEETS
INCORPORATED

538 South Clark Street **Chicago, Ill.**

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SEMI-ANNUAL REPORTS SHOW ABOUT 2 P. C. DECREASE IN AVERAGE CIRCULATIONS

General Increases in Ad Rates as Compared With April 1--Corrected List English-Language Dailies of U. S. to November 15, 1919, With Their Ad Rates as of November 1 and Circulations for 6-Months' Period Ending September 30.

AN analysis of the semi-annual newspaper data as to net paid circulations for morning, evening and Sundays and rates presented in the following pages—5 to 19 inclusive—indicates very clearly that newspaper advertising space is still, as it always has been, the cheapest as well as the best form of printed publicity.

Whilst rates have advanced, circulations as a whole have slightly decreased, due to the constant tightening of the newsprint supply, and it is of little wonder that publishers of today are confining their circulations to net paid sales when it is necessary for them to leave out day by day and week by week a volume of advertising that a few years ago would have represented velvet, praetically.

The difference in circulations, as shown in the accompanying pages, representing publishers' sworn statements of the net in the Audit Bureau of Circulations and the Government for the six months' period ending September 30, 1919, and the period ending March 31, 1919, is very small—an approximate loss between April 1st and October 1st on the aggregate of all daily and Sunday newspapers of about 2½%. October 1st, 1919 as compared with October 1, 1918 —the peak of the abnormal war demand—would show a loss in the aggregate of approximately 4%, or one million copies per day.

The outstanding feature of this compilation is undoubtedly the fact that for the first time in the history of newspaper publishing in the United States, the run of paper rate of an individual newspaper has reached the $1.00 per agate line mark, this being the rate of the New York Evening Journal, announced a short time ago. At the same time the rate of a Sunday paper has not only reached this level but exceeds it by 5 cents per line. The new rate of the New York Sunday American being $1.05 per agate line or $14.70 per inch.

Rate Increases Forced

Though the summary of this data, giving the number of dailies with circulations and rates by States and Market groups and nationally, has not been completed (this will appear in early issues of EDITOR & PUBLISHER) it is evident that rates as a whole have materially advanced during the past sixty days. Publishers face to face with continual increasing costs of every commodity and labor, and many of them not knowing where their net year's paper stock is to come from, have realized that they, too, must increase their line rate, especially the big store rates, to provide for present costs, plus profits, replacements and ample reserves with which to serve the public interest in this reconstruction period in a constructive way.

Originally this list was prepared primarily for space-buyers and, while it serves that purpose with increasing value to the benefit of daily newspaper advertising, it is not evident to many that its greatest service is to publishers, in that it is the base of the semi-annual analysis giving by States and for the nation the totals of rates and circulations.

For years the big American industries have had complete and accurate charts and data for comparative purposes in determining their laws of Supply and Demand; but it was not until EDITOR & PUBLISHER, in co-operation with BARBOUR'S ADVERTISING RATE SHEETS, presented the first complete analysis on January 18 of this year, that the newspaper industry has been able to present its claims to national business and to standardize rates and accurately appraise conditions.

Many publishers would like to compare the figures of today with those of five and ten years ago. Were such comparisons of the papers, their rates and circulation as a whole at that time available, they would be of inestimable value in guiding publishers today.

Now that this list has become a prominent and exclusive feature with EDITOR & PUBLISHER, advertisers and publishers will have always available complete facts, figures and analysis of rates and circulations from every angle.

A Basis for Rate Comparisons

To the publisher who is undetermined as to what his rate should be, who desires to compare his rate and circulation with those of his competitors at home and in other cities, this list is of especial value. In but a few moments it is possible for any one to compare rates and circulations in any cities.

Leadership in volume of circulation among American newspapers is to be accorded to William R. Hearst's New York Evening Journal and New York Sunday American as shown in the adjoining box.

Morning newspapers of largest circulation are the Chicago Daily Tribune with a net paid average as of October first last of 424,588, and the Boston Post with 407,787.

Sunday papers of largest circulations are the New York American, 876,094; the Chicago Tribune, 666,496; the Chicago Herald-Examiner, 593,170, and the New York Times, 501,650.

Evening newspapers of largest circulations are: New York Journal, 685,428; Philadelphia Bulletin, 446,311, and Chicago Daily News, 377,769.

Decreases in Big Cities

It may be interesting to note that the combined morning, evening and Sunday newspaper circulations of Chicago, Boston, New York City, Philadelphia and all of the daily newspapers of Alabama show a net decrease of 208,966 copies per day as between the net paid average as of April first and October first. This seems to be proof conclusive of the substantial quality of newspaper circulation value.

Boston dailies show a net paid daily average as October first of 1,208,908 copies per day, and a Sunday average of 1,150,054. This is a decrease over April first of 110,264 copies per day and a decrease on Sunday of 38,967.

New York City dailies show a net paid daily average at October first of 3,246,287 copies per day and a Sunday average paid of 2,317,222. This is an increase of 58,350 copies daily and a decrease of 84,819 on Sunday.

Philadelphia dailies show a net paid average at October first last of 1,120,954, and a Sunday average of 877,080. This is a decrease of 1,803 copies daily and a decrease of 20,871 copies per Sunday.

Chicago dailies show a net paid October first average of 1,621,168 and a Sunday average of 1,259,066. This is an increase of 23,504 copies daily and a decrease Sunday of 31,080.

This list emphasizes probably more than the preceeding one the unsatisfactory results obtained through Government circulation figures, and strongly emphasizes the value of A. B. C. statements.

As to Government Statements

There seems to be no uniform basis under which the individual publishers file their Government circulation statements. Some publishers will file statements covering seven-day averages, some others will file statements covering six-day averages without giving the Sunday figures, while others will file six-day figures and will also file a separate statement covering the Sunday figures. In the latter case the government figure is of some value.

However, where seven-day averages are filed in a majority of cases the results are misleading.

Without going into detail and enumerating case after case where these examples are apt to create a false idea in the minds of the advertiser or agent, a paper with say two hundred and fifty thousand net paid circulation Sunday and one hundred and thirty thousand net paid circulation daily will file a seven-day average statement showing an average circulation of one hundred and fifty thousand. This is twenty thousand greater than a paper will actually have on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday and one hundred thousand less than it has on Snnday.

Nor is this fact the only defect of the Government statements.

To prepare the accurate statistics of the daily and Sunday circulations, the actual daily average circulation should be available on all papers, and the actual net circulation should likewise be available.

What Is Meant by "Daily"?

It is only in A. B. C. reports, where the daily and Sunday figures are shown separately, and also in cases where the Friday or Saturday issue of a paper might be more or less than the average of others days, that it is possible to get the proper perspective of the circulation.

The best solution to this problem, of course, would lie in every paper filing statements similar to those of the A. B. C. If, however, this cannot be accomplished and it is hardly to be expected that it would be possible to at any time get all papers to join this Bureau, it does mean that the Government law requiring the filing of statements of ownership and circulation should be so applied that there can be no question as to what circulation figures actually represent, and there should be a separation between daily and Sunday.

Another point wherein the Government figures are misleading is the fact that in many cases the word "daily" is used. Even in referring to the dictionary it is difficult to determine in the case of a seven-day paper whether or not that particular statement covers six week-days, or seven days, which is the dictionary's interpretation of the word "daily."

NEWSPAPERS OF LARGEST NET PAID CIRCULATIONS IN THE UNITED STATES:

New York Sunday American	876,094
New York Evening Journal	685,428
Chicago Sunday Tribune	666,496
Chicago Sunday Herald-Examiner	593,170
New York Sunday Times	501,650
Philadelphia Evening Bulletin	446,311
Chicago Daily Tribune	424,588
Boston Morning Post	407,787
Chicago Daily News	377,769

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CONCENTRATE

in the newspaper that covers like snow the advertising field you want to cultivate

In

BRIDGEPORT

CONNECTICUT

everybody is busy catching up on peace time orders neglected during the war. Everybody is prosperous. You can share in this prosperity by advertising to 350,000 possible consumers in this fertile field, and you must use the

POST and TELEGRAM

because the combined circulation morning and evening at one cost, reaches 95% of the homes in Bridgeport and its suburbs.

THE POST PUBLISHING CO., BRIDGEPORT, CONN.

I. A. KLEIN
254 Metropolitan Tower
New York City

Foreign Representatives:

JOHN GLASS
Peoples Gas Building
Chicago

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SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

ALABAMA

Albany	Albany-Decatur Daily	(r)	3,225	.01½c
Anniston	Star & Hot Blast	(a)	4,815	.02c
	Sunday Edition	(m)		.02c
Birmingham	*Age-Herald	(m)	23,401	.06c
	*Age-Herald	(m)	27,404	.06c
	*Ledger	(r)	34,018	.07c
	Sunday Edition	(s)		.07c
	*News	(r)	24,343	.08c
	*Sunday Edition	(s)	28,872	.10c
Dothan	Eagle	(r)		.012c
Eufaula	Citizen	(r)		.01c
Florence	News	(r)	3,021	.01½c
Gadsden	*Journal	(e)	14,876	.03c
	Times-News	(r)	5,096	.02½c
Huntsville	Telegram & Mercury	(a)	2,217	.01½c
	Sunday Edition	(s)		.02c
	Times	(m)	2,496	.01½c
	Sunday Edition	(s)		.02c
Mobile	*News-Item	(r)	10,136	.03c
	*Register	(m)	28,423	.05c
	*Sunday Edition	(s)		.06c
Montgomery	*Advertiser	(a)	12,845	.04c
	*Sunday Edition	(m)		.06c
	*Journal	(r)	*22,305	.06c
	*Sunday Edition	(s)	*20,364	.05c
	Times	(r)	7,642	.04c
Opelika	News	(r)	2,805	.01½c
Selma	Journal	(r)		.01c
	Sunday Edition	(s)		.01½c
	Times	(r)		.02½c
Sheffield	Tri-Cities Daily	(r)		.02c
Talladega	Home	(r)		.02c
Troy	Messenger	(r)		.01½c
Tuscaloosa	News & Times-Gazette	(a)	2,815	.02½c
	Sunday Edition			.02½c

ARIZONA

Bisbee	Ore (A/1/19 statement)	(r)	1,200	.02½c
	Review	(s)	4,200	.03c
	Sunday Edition	(s)		.03c
Douglas	Dispatch	(e)	2,443	.02½c
	Sunday Edition	(s)		.02½c
	International	(r)	2,445	.02½c
Flagstaff	Northern Arizona Leader	(r)		.02½c
Globe	Arizona Record	(e)	2,500	.02½c
	Sunday Edition	(s)		.02½c
Jerome	Verde Copper News	(r)	1,625	.02½c
Mesa	Tribune	(r)	1,024	.01½c
Miami	Arizona Silver Belt	(r)	1,716	.02½c
Nogales	Herald	(r)	1,500	.01½c
	Oasis	(s)		.02c
	Sunday Edition	(s)		.02½c
Prescott	*Arizona Gazette	(m)	1,589	.04c
	*Arizona Republican	(m)	*10,119	.04c
	*Sunday Edition	(s)	*10,337	.04c
	Arizona Journal-Miner	(r)	1,976	.01½c
	Sunday Edition (A/1/1 stat'e)			.01½c
Tempe	News	(r)		.02c
Tombstone	Prospector	(r)	*500	.01½c
Tucson	*Arizona Star	(m)	3,800	.04c
	*Sunday Edition	(s)	4,381	.05c
	*Citizen	(e)	*4,781	.04c
Yuma	Examiner (A/1/19 stat'e)	(r)	1,025	.01½c
	Sun	(a)	1,400	.02½c
	Sunday Edition	(s)		.02½c

ARKANSAS

Arkadelphia	News	(r)		.01½c
Batesville	Guard	(r)		.02½c
Bentonville	Daily	(r)		.01½c
Conway	Log Cabin Democrat	(r)		.02½c
Eureka Springs	Times-Echo	(r)		.02½c
Fayetteville	Democrat	(r)	1,300	.01½c
Fort Smith	Weekend Americana	(r)	*12,308	.04c
	*Sunday Edition	(s)	*12,116	.03c
	*Times (Americ'n)(A/1/19 stat)	(r)	*11,218	.02½c
	*Sunday Edition(A/1/19)	(m)	*11,717	.02½c
Harrison	Times	(r)	500	.01½c
Helena	World	(e)		.02½c
	Sunday Edition	(s)		.02½c
Hope	Arkansas Herald (A/1/19)	(r)	870	.02½c
Hot Springs	Sun Era	(r)		.02½c
	Sentinel-Record	(e)	3,785	.03½c
	Sunday Edition	(m)		.03½c
Jonesboro	Sun	(r)	1,725	.02½c
	Tribune	(r)	1,229	.01½c
Little Rock	*Arkansas Democrat	(r)	*18,494	.05c
	*Arkansas Gazette	(m)	*16,213	.06c
	*Sunday Edition	(s)	*18,727	.06c
	News	(r)	11,500	.02½c
Malvern	Record	(r)	645	.01½c
Nena	Star	(r)		.02½c
Newport	Independent	(r)		.02½c
Paragould	Press	(r)	1,100	.02½c
Pine Bluff	Commercial	(r)	5,143	.02½c
	Graphic	(s)	3,237	.02½c
	Sun	(m)		.02½c
Rogers	Post	(r)	715	.01½c
Searcy	Citizen	(r)	550	.02½c
Silent Springs	Register	(r)	600	.01½c
Stuttgart	Free Press	(r)		.01½c
Texarkana	Four States Press & Courier (Ove Texarkana, Texas)			
	Texarkanian	(r)	2,530	.02½c

CALIFORNIA

Alameda	Times-Star & Argus	(r)	3,947	.02½c
Anaheim	Herald	(r)	1,200	.01½c
Auburn-Field	*Californian	(r)	1,723	.02½c
	*Echo	(s)	4,063	.02c
	*Sunday Edition	(s)	4,314	.02c
Berkeley	Gazette	(r)	6,893	.03½c
	Times (established as a daily 4/1/13--Thereafore, 4-1/2 mo. stmt)	(r)	3,169	.02½c
Brawley	News	(r)	1,535	.01½c
Calexico	Chronicle	(r)	925	.01½c
Calistoga	Herald	(r)		.01½c

CALIFORNIA—continued

Chico	*Enterprise (A/1/19 stat'e)	(r)	*1,865	.01½c
	Record	(e)	1,754	.01½c
	Sunday Edition	(m)		.01½c
Coalinga	Record	(e)	1,205	.01½c
Colusa	Courier	(s)		.01½c
	Sunday Edition	(m)		.01½c
Coloma	Sun	(r)	1,100	.01½c
Corning	Observer	(r)	421	.00½c
Corona	Independent	(r)	537	.01½c
Dinuba	Sentinel	(r)	1,317	.01½c
El Centro	Imperial Valley Press	(r)	1,950	.02½c
	Progress	(e)	1,490	.02½c
	Sunday Edition	(s)		.02½c
Escondido	Times-Advocate	(r)		.01½c
Eureka	Humboldt Standard	(r)	5,129	.02½c
	*Humboldt Times	(e)	5,204	.02½c
	*Sunday Edition	(m)		.02½c
Fresno	Herald	(r)	8,102	.03½c
	Republican	(a)	28,808	.05½c
	Sunday Edition	(s)		.05½c
Fullerton	Tribune	(r)	1,100	.01½c
Glendale	News	(a)	1,000	.01½c
Grass Valley	Union	(a)	2,063	.01½c
	Sunday Edition	(s)		.01½c
Gridley	Globe	(r)		.01½c
Hanford	Journal	(e)	1,178	.01½c
	Sunday Edition	(s)		.01½c
	Sentinel	(r)	1,275	.01½c
Hollister	Free Lance	(r)	980	.01½c
Holtville	Tribune	(r)	1,126	.01½c
Imperial	Press	(r)	560	.01½c
Long Beach	*Press	(r)	*6,805	.03½c
	*Telegram	(e)	6,322	.03½c
Los Angeles	*Examiner	(m)	*77,126	.14c
	*Sunday Edition	(m)	*125,434	.14c
	*Express	(r)	*49,142	.07½c
	*Herald	(r)	123,305	.11c
	Record	(e)	42,850	.07½c
	*Times	(m)	78,140	.13c
	*Sunday Edition	(m)	*152,951	.17c
Madera	Mercury	(r)		.01½c
	Tribune	(r)		.01½c
Martinez	Gazette (A/1/19 stat'e)	(r)	540	.01½c
	Standard	(s)	1,021	.01½c
Marysville	Appeal	(s)	1,612	.01½c
	Sunday Edition	(m)		.01½c
	Democrat	(m)	1,694	.01½c
Merced	Sun (A/1/19 stat'e)	(r)	1,290	.01½c
Modesto	Herald	(e)	4,420	.02½c
	Sunday Edition	(m)		.02½c
	News	(r)	4,097	.02½c
Monrovia	News	(r)	833	.01½c
Monterey	Cypress-American	(r)	1,002	.01½c
Napa	Journal (A/1/19 stat'e)	(s)	725	.01½c
	Sunday Edition	(m)		.01½c
	Register	(r)	1,320	.01½c
Oakland	Enquirer	(r)	25,791	.04c
	Post	(r)		.04½c
	*Tribune	(r)	*45,019	.09c
	*Sunday Edition	(m)	*66,387	.09c
Ocean Park	Bulletin	(r)		.01½c
Oxnard	Courier	(r)	1,575	.01½c
Orange	News	(r)	1,431	.01½c
Oroville	Mercury (A/1/19 stat'e)	(r)	750	.01½c
	Register	(s)		.01½c
Oxnard	Courier	(r)	1,130	.01½c
Pacific Grove	Review	(r)	420	.01½c
Palo Alto	Times	(r)	1,050	.01½c
Pasadena	Post (established 4/1/19--Therefore 6 mos. stmt)	(r)	9,134	.03½c
	*Star-News	(r)	10,769	.04½c
Petaluma	Argus	(r)	1,750	.01½c
	Courier	(s)	1,025	.01½c
	Sunday Edition	(m)		.01½c
Placerville	Republican (A/1/19 stat'e)	(m)	340	.01½c
Pomona	Bulletin	(s)		.01½c
	Sunday Edition	(m)		.01½c
	*Progress	(r)	*2,821	.01½c
Porterville	Messenger	(r)	1,033	.01½c
	Sunday Edition	(s)		.01½c
Red Bluff	Reporter	(r)	900	.01½c
	News	(r)	820	.01½c
	Sentinel	(m)		.01½c
Redding	Courier-Free Press	(r)	1,163	.01½c
	Searchlight	(s)	1,365	.01½c
	Sunday Edition	(m)		.01½c
Redlands	Facts	(r)	2,681	.02½c
Richmond	Independent	(r)	2,434	.01½c
	News	(s)	1,830	.02½c
	Sunday Edition	(m)		.02½c
	Richmond Record Herald	(r)		.01½c
Riverside	Enterprise	(a)	3,765	.02½c
	Sunday Edition	(m)		.02½c
	*Press	(r)	4,619	.02½c
Sacramento	*Bee	(e)	*34,456	.06c
	*Saturday Edition	(r)	*35,999	.06c
	Star	(s)	*7,223	.02½c
	Union	(m)	8,001	.03
	Sunday Edition	(m)		.03
Salinas	Index	(r)	1,100	.01½c
	Journal	(r)	1,135	.02½c
	Sunday Edition	(m)		.02½c
San Bernardino	*Index	(m)	2,518	.02½c
	*Sunday Edition	(m)		.02½c
	*Sun	(s)	*4,464	.02½c
	*Telegram	(r)	*4,504	.02½c
San Diego	*Sun	(r)	15,668	.03½c
	*Tribune (r) *12,426	(a)	*15,434	.04c
	*Union (s) *13,008	(m)		.04c
	Sunday Edition	(m)	*20,699	.05c
San Francisco	*Bulletin	(r)	*79,395	.18
	*Call & Post	(r)	*91,648	.18c
	*Chronicle	(m)	*99,309	.18c
	*Sunday Edition	(m)		.24c
	*Examiner	(r)	140,255	.24c
	*Sunday Edition	(m)		.30c
	News	(r)	48,541	.10c

CALIFORNIA—continued

San Jose	*Mercury-Herald	(m)	13,029	.05c
	*Sunday Edition	(s)		.05c
	News	(r)		.02½c
San Luis Obispo	Telegram	(r)	1,404	.01½c
	Tribune	(s)	575	.01½c
	Sunday Edition	(m)		.01½c
San Mateo	News-Leader	(r)	1,027	.01½c
San Pedro	News	(r)	1,943	.01½c
	Pilot	(r)	1,566	.01½c
Santa Ana	Register	(r)	5,893	.02½c
Santa Barbara	News & Independent	(r)	4,124	.02½c
	Press	(s)	3,570	.02½c
	Sunday Edition	(m)		.02½c
Santa Cruz	Sun	(r)	1,982	.01½c
	Sentinel	(s)	1,950	.01½c
	Sunday Edition	(m)		.01½c
Santa Maria	Times (A/1/19 stat'e)	(r)	930	.01½c
Santa Monica	Outlook	(r)	1,180	.01½c
Santa Rosa	Press Democrat	(s)	2,942	.02½c
	Sunday Edition	(m)		.02½c
	Republican	(r)	2,513	.02½c
Stockton	Independent	(r)	4,789	.02½c
	Sunday Edition	(m)		.02½c
	Record	(e)	13,854	.04c
Taft	Midway Driller	(r)	1,412	.02c
Tulare	Advance	(s)	856	.01½c
	Sunday Edition	(m)		.01½c
	Register	(r)	1,089	.01½c
Turlock	Journal	(r)		.01½c
Vallejo	Chronicle	(r)	2,170	.01½c
	Times	(s)		.01½c
	Times	(r)	1,460	.01½c
Ventura	Vanguard	(r)	1,790	.01½c
Ventura	Free Press	(r)		.01½c
	Post & Democrat	(s)	875	.01½c
	Sunday Edition	(m)		.01½c
Visalia	Delta	(s)	1,272	.01½c
	Sunday Edition	(m)		.01½c
	Times	(r)	1,605	.01½c
Watsonville	Pajaronian	(r)	1,385	.01½c
	Register	(s)	1,212	.01½c
	Sunday Edition	(m)		.01½c
Whittier	News	(r)	1,850	.01½c
Willows	Journal (A/1/19 stat'e)	(r)	770	.01½c
Woodland	Democrat	(s)	1,400	.01½c
	Mail	(r)	950	.01½c
	Sunday Edition	(m)		.01½c

COLORADO

Aspen	Democrat-Times	(r)	600	.00½c
Boulder	Courier	(r)	1,350	.01½c
	News-Herald	(r)	1,840	.01½c
Canon City	Record	(r)	1,210	.01½c
Colorado Spgs.	*Gazette	(m)	6,823	.03c
	*Sunday Edition	(m)		.03c
	*Telegraph	(e)	*6,214	.03c
	Cripple Creek Times & Victor Record	(r)	1,700	.01½c
Denver	Express	(r)	15,965	.04c
	Colorado Herald (A/1/19 stat'e)	(r)		.02½c
	Sunday Edition, (print ed in German)			
	*Post	(r)	117,246	.15c
	*Sunday Edition	(m)	143,272	.20c
	*Rocky Mountain News	(m)	34,478	.08c
	*Sunday Edition	(m)		.11c
	*Times	(r)	*31,757	.07c
Durango	Democrat	(s)	2,038	.01½c
	Sunday Edition	(m)		.01½c
	Herald	(r)	1,973	.01½c
Florence	Citizen	(r)	1,000	.01½c
Fort Collins	Courier (A/1/19 stat'e)	(r)	1,480	.01½c
	Express	(e)	2,805	.01½c
	Sunday Edition	(m)		.01½c
Fort Morgan	Times	(r)	980	.01½c
Grand Junction	News (A/1/19 stat'e)	(r)	1,780	.01½c
	Sunday Edition	(m)		.01½c
	Sentinel	(s)	3,042	.01½c
Greeley	*Tribune-Republican	(e)	3,720	.01½c
La Junta	Democrat	(r)		.01½c
Lamar	News	(r)		.01½c
Leadville	Herald-Democrat	(a)	3,597	.02
	Sunday Edition	(m)		.02½c
Longmont	Call	(r)		.01½c
	Times	(s)	1,025	.01½c
Loveland	Herald	(r)	1,150	.01½c
Montrose	Enterprise	(r)	1,825	.01½c
	Press	(r)	1,392	.01½c
Pueblo	*Chieftain	(m)	*7,780	.03½c
	*Sunday Edition	(m)	*8,751	.03½c
	*Star-Journal (figures for 6 months)	(r)	*9,401	.03½c
	*Sunday Edition taken from 1/31/19 12 mos. auditor's report)	(m)	*9,383	.03½c
Sterling	Advocate (A/1/19 stat'e)	(r)	3,000	.01½c
Trinidad	Journal	(r)	1,768	.00½c
	Chronicle-News	(e)	2,111	.02c
	Sunday Edition	(m)		.02c
	Picketwire	(r)	1,455	.02½c

CONNECTICUT

Ansonia	*Sentinel	(r)	*6,422	.02c
Bridgeport	Herald	(r)		.02½c
	*Post (r) 28,238	(s)		.02½c
	*Standard Tele-gram (b) 17,056	(m)	45,294	.07
	*Sunday Post	(m)	*13,715	.04
	Times & Farmer	(r)	12,421	.02½c
Bristol	Press	(s)	2,500	.01½c
Danbury	News	(r)	6,324	.01½c
Hartford	*Courant	(m)	25,746	.05c
	*Sunday Edition	(m)		.06c
	Post	(r)	12,163	.02½
	*Times	(r)	*32,092	.07c
Manchester	Herald	(r)	3,237	.01½c
Meriden	Journal	(r)	5,247	.02½c
	Record	(e)	44,539	.02½c
Middletown	Press	(r)	2,854	.01½c
Naugatuck	News	(r)	1,965	.01½c

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New Haven's

Biggest and Best Newspaper

The New Haven Register

NEW HAVEN, CONN.

AVERAGE PAID CIRCULATION OVER

27,400

Copies per issue, over 91% of which is within the ten mile radius.

12,000 copies more circulation than its nearest New Haven competitor. Larger city circulation than the total circulation of any other New Haven paper.

New Haven has a population of over 165,000, with suburbs 210,000, and is the largest city in the State of Connecticut---a community of prosperous home-owners in the heart of Industrial New England.

Estimated Annual Payroll over . . . $45,000,000
Total Banking Capital and Deposits over . $95,000,000

The New Haven Register

covers completely this rich field.

2c Daily

For the First 9 Months of 1919, the Register published:

80% more advertising than its nearest competitor.
135% " " " " second competitor.
175% " " " " third competitor.

5c Sunday

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SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Rorbaer's Advertising Rate Sheets, Inc., Chicago.

CONNECTICUT—continued

New Britain	Herald	(e)	6,554	.018¢
	Record	(e)	7,512	.021¢
New Haven	*Journal-Courier	(b)	15,178	.035*
	Register	(a)	27,405	.06¢
	Sunday Edition	(a)		.06¢
	*Times-Leader	(e)	15,724	.035
	Union	(m)	12,870	.03¢
	Sunday Edition	(a)	7,446	.04¢
New London	Day (3 m. s. 6/30/19 stm'ts)	(e)	10,441	.033¢
	Globe	(e)		.025¢
	Telegraph	(e)		.02.3¢
Norwalk	*Hour	(e)	43,283	.022¢
Norwich	Bulletin	(m)	10,127	.025¢
	Record	(e)	3,139	.025¢
South Norwalk	Sentinel	(e)	2,775	.01¢
Stamford	*Advocate	(e)	7,500	.02¢
Torrington	Register	(e)	3,864	.03*
Waterbury	*American	(e)	12,870	.03¢
	Democrat	(e)	6,661	.021¢
	*Republican	(m)	410,392	.035¢
	*Sunday Edition	(a)	411,425	.035¢
Willimantic	Chronicle	(e)	3,440	.018¢
Winsted	Citizen	(e)	2,321	.009¢

DELAWARE

Wilmington	*Every Evening	(e)	412,505	.03*
	*Journal	(e)	417,805	.03¢
	*News	(b)	49,274	.03*

DISTRICT OF COLUMBIA

Washington	*Herald	(b)	40,227	.06¢
	*Sunday Edition	(a)	31,690	.06¢
	*Post	(b)	456,779	.15¢
	*Sunday Edition	(a)	472,119	.15¢
	*Star	(e)	492,873	.12¢
	*Sunday Edition	(a)	490,090	.12¢
	*Times	(e)	459,779	.14¢
	*Sunday Evening	(n)	444,354	.14¢

FLORIDA

Clearwater	Sun	(e)	893	.01¢
Daytona	Journal	(m)		.01¢
	Sunday Edition	(a)		.01¢
	News (4/1/19 stm'ts)	(e)	2,195	.025¢
Fort Myers	Press	(e)	825	.01¢
Gainesville	Sun	(e)	1,200	.01¢
	Sunday Edition	(a)		.01¢
Jacksonville	*Florida Metropolis	(b)	18,740	.045¢
	*Florida Times-Union	(b)	425,387	.06¢
	*Sunday Edition	(a)	428,756	.06¢
Key West	Citizen (4/1/19 stm'ts)	(r)	2,340	.011¢
	Journal (Dec & Spanish)	(e)		.01¢
	Sunday Edition	(a)		.01¢
Lakeland	Star	(e)	1,245	.01¢
	Telegram	(e)	1,291	.011¢
Miami	*Herald	(b)	5,408	.03¢
	*Sunday Edition	(a)		.03¢
	*Metropolis	(e)	18,013	.03¢
Ocala	Star	(r)	700	.009¢
Orlando	Reporter-Star	(e)		.01¢
	Sentinel	(e)	1,896	.01¢
	Sunday Edition	(a)		.02¢
Palatka	Post (4/1/19 stm'ts)	(e)	1,004	.01 3-9
Pensacola	*Journal	(e)	9,485	.025¢
	*Sunday Edition	(a)		.025¢
	News	(e)	5,475	.02¢
St. Augustine	Record	(e)	1,525	.02¢
St. Petersburg	Independent	(e)	2,107	.03 1-3
	Times	(e)	1,925	.015¢
	Sunday Edition	(a)		.02¢
Tallahassee	Democrat	(e)	980	.01¢
Tampa	Times	(r)	12,648	.019¢
	*Tribune	(m)	18,587	.03¢
	*Sunday Edition	(a)	23,881	.03¢
West Palm Beach	Palm Beach Post	(e)		.02¢
	Sunday Edition	(a)		.03¢

GEORGIA

Albany	Herald	(r)	4,545	.03
Americus	Times-Recorder	(a)	1,987	.01¢
	Sunday Edition	(a)		.01¢
Athens	Banner	(e)	3,773	.02*
	Herald	(e)		.02*
	*Herald	(m)	3,167	.02¢
Atlanta	*Constitution	(b)	146,573	.08¢
	*Sunday Edition	(a)	165,957	.08¢
	(3 mo. 6/30/19 sts'l)			
	*Georgian	(r)	139,384	.09*
	*Hearst's Sunday American		483,177	.15¢
	*Journal	(r)	153,371	.09*
	Sunday Edition	(a)	171,212	.09¢
Augusta	*Chronicle	(b)	11,074	.03¢
	*Sunday Edition	(a)	10,814	.03¢
	*Herald	(e)	11,918	.03¢
	*Sunday Edition	(a)	11,529	.03¢
Brunswick	Banner	(r)	2,383	.02¢
	News	(e)		.01¢
	Sunday Edition	(a)		.01¢
Columbus	*Enquirer-Sun	(b)	14,922	.02*
	*Sunday Edition	(a)	14,886	.02¢
	*Ledger	(e)	17,403	.03¢
	*Sunday Edition	(a)	17,527	.03¢
Cordele	Dispatch	(e)	1,230	.01¢
	Sunday Edition	(a)		.01¢
Dublin	Courier-Herald	(r)	1,650	.011¢
	Tribune	(e)	1,100	.01¢
Griffin	News & Sun	(r)	947	.012¢
La Grange	Reporter	(r)	827	.01¢
Macon	*News	(e)	419,843	.03¢
	*Sunday Edition	(a)	418,501	.04¢
	*Telegraph	(m)	19,904	.05¢
	*Sunday Edition	(a)		.05¢
Moultrie	Observer	(e)	1,050	.011¢
Rome	News	(e)	5,486	.02¢
	Sunday Edition (established 9/19/19—therefore a 17 da stat'l	(a)		.02¢
	Tribune-Herald	(m)	3,218	.01¢
	Sunday Edition	(a)		.01¢

GEORGIA—continued

Savannah	*News	(e)	420,781	.04
	*Sunday Edition	(a)	422,448	.04
	*Press	(r)	15,357	.04¢
Thomasville	Times-Enterprise	(r)	1,300	.011¢
Tifton	Gazette	(r)	1,200	.01¢
Valdosta	Times	(r)	2,787	.013¢
Waycross	Journal-Herald	(r)	1,800	.011¢

IDAHO

Boise	Capital News	(m)	11,214	.03
	Sunday Edition	(a)		.03
	*Idaho Statesman	(m)	414,687	.04¢
	*Sunday Edition	(a)	414,209	.04¢
	(3 mo. 6/30/19 sts'l)			
Coeur D'Alene	Press	(r)		.009¢
Hailey	Wood River Times-Bonanza Miner	(r)		.02¢
Idaho Falls	Post	(e)	2,704	.02¢
Lewiston	Tribune	(a)	3,992	.025¢
	Sunday Edition	(a)		.025¢
Moscow	Star-Mirror	(r)	1,646	.02¢
Nampa	Free Press	(a)		.03¢
	Sunday Edition	(a)		.03¢
Pocatello	News	(b)		.025¢
	Sunday Edition	(a)		.025¢
	Tribune	(e)	3,080	.025¢
Twin Falls	Chronicle	(e)	3,872	.02¢
	Sunday Edition	(a)		.02¢
	*News	(e)	2,234	.025¢
	*Times	(e)	1,722	.02¢
	Sunday Edition	(a)		.02¢

ILLINOIS

Alton	*Telegraph	(r)	44,647	.02¢
	Times	(r)	3,211	.01¢
Aurora	*Beacon-News	(e)	13,560	.02¢
	Sunday Edition	(a)	16,000	.04¢
Beardstown	Illinian-Star	(e)		.01¢
Belleville	*Advocate	(e)	43,713	.015¢
	*News-Democrat	(m)	43,730	.015¢
Belvidere	Republican	(r)	2,902	.01¢
Bloomington	*Bulletin	(e)	7,774	.02¢
	Sunday Edition	(a)		.02¢
	*Pantagraph	(b)	416,832	.03¢
Cairo	*Bulletin (4/1/19 stm'ts)	(m)	43,787	.014¢
	(3 mo. 6/30/19 stm't)		41,867	.011¢
Canton	*Citizen	(e)	42,491	.015¢
	*Ledger (4/1/19 stm'ts)	(e)	42,304	.012¢
	*Register	(e)	43,306	.015¢
Carbondale	Free Press	(r)	1,190	.01¢
Carlinville	Enquirer	(r)		.01¢
Centralia	*Sentinel	(e)	44,483	.018¢
Champaign	*Courier	(e)	47,541	.025¢
	*News	(e)	47,541	.025¢
	*Sunday Edition	(a)	47,541	.025¢
	Illini (see Urbana)			
Charleston	News	(b)	2,971	.015*
	Sunday Edition	(a)		.01¢
Chicago	*American	(e)	339,721	.07*
	*Herald & Examiner	(b)	4321,241	.14¢
	*Sunday Edition	(a)	4393,170	.14¢
	Journal	(r)	113,911	.07*
	*News	(e)	377,769	.14*
	*Post	(e)	491,327	.14¢
	*Tribune	(b)	4424,598	.50
	*Sunday Edition	(a)	4566,494	.50
	Calumet (So. Chicago)	(r)		.028¢
	Journal	(e)	2,977	.021¢
	Sunday Edition	(a)		.021¢
	Public	(r)	1,260	.01¢
Clinton	*Commercial-News	(r)	415,200	.015¢
	Press	(r)	9,073	.018¢
	Sunday Edition	(a)		.018¢
Decatur	Herald	(b)	14,590	.03*
	Sunday Edition	(a)	14,673	.03*
	Review	(e)	15,370	.035¢
	Sunday Edition	(a)	15,187	.035¢
De Kalb	Chronicle	(e)	1,480	.015¢
	Independent(4/1/19 stm't)	(r)	1,090	.007¢
Dixon	Telegraph	(e)	44,844	.02¢
Du Quoin	Call	(r)		.011¢
East St. Louis	Journal	(e)	8,403	.015¢
	Sunday Edition	(a)		.015¢
Edwardsville	Intelligencer	(r)	3,410	.015¢
Effingham	Record	(r)	2,400	.02¢
Elgin	*Courier	(e)	47,937	.02¢
	Sunday Edition	(a)		.02¢
	News	(r)	7,680	.02*
Evanston	News-Index	(r)	4,423	.029¢
Freeport	*Journal-Standard	(r)	47,153	.02¢
Galena	*Gazette	(e)	41,814	.01¢
Galesburg	Mail	(r)	8,251	.02¢
	*Republican-Register	(r)	48,389	.021¢
Harrisburg	Chronicle	(r)		.01¢
	Register	(r)	3,048	.013¢
Hoopeston	Chronicle	(r)	41,792	.014¢
	Herald	(r)	1,149	.009¢
Jacksonville	*Courier	(e)	47,241	.02¢
	*Journal	(e)	45,182	.014¢
	*Sunday Edition	(a)	45,294	.014¢
Jerseyville	Democrat	(r)		.01¢
Joliet	*Herald-News	(e)	418,591	.04¢
	*Sunday Edition	(a)	412,918	.04¢
	Standard	(r)		.028¢
Kankakee	Gazette & Democrat	(r)		.02¢
	*Republican	(e)	44,541	.013¢
Kewanee	Star-Courier	(e)	43,438	.012¢
La Salle	Post	(r)	1,990	.014¢
	*Press & Peru Press	(e)	42,112	.01¢
Lewiston	Record	(r)		.007¢
Lincoln	*Courier-Herald	(e)	41,800	.015¢
	Star	(r)	2,030	.014¢
Litchfield	News-Herald	(r)	2,239	.01¢
	Union	(r)		.01¢
Macomb	Sy-Standard	(r)	41,912	.01¢
	Journal	(r)	4,154	.017¢

ILLINOIS—continued

Marion	Post (4/1/19 stm'ts)	(r)	1,291	.007¢
	Republican	(r)	1,421	.01¢
Marseilles	Register	(r)	675	.00¢*
Mattoon	Commercial-Star	(e)	2,689	.01¢
	Sunday Edition	(a)		.01¢
	*Journal-Gazette	(r)	43,205	.015¢
Metropolis	News	(e)	1,154	.014¢
Moline	*Dispatch	(r)	45,349	.03¢
Monmouth	Atlas	(r)	1,487	.015¢
	Review	(r)	2,171	.013¢
Morris	Herald	(r)	2,393	.011¢
Mount Carmel	Republican-Register	(r)	41,990	.015¢
Mount Carroll	Democrat	(r)		.01¢
Mount Vernon	News	(r)	1,507	.01¢
	Register	(r)	2,952	.012¢
	Independent	(r)	2,130	.01¢
	Republican-Era	(r)	2,126	.01¢
Olney	Mail	(r)	1,671	.009¢
	Review			
Ottawa	Free Trader-Journal	(r)	2,150	.011¢
	*Republican-Times	(e)	43,793	.01¢
Pana	Palladium	(r)	1,100	.011¢
Paris	Beacon (4/1/19 stm'ts)	(r)	2,134	.01¢
	Gazette	(e)		.012¢
	Sunday Edition	(a)		.012¢
	News	(r)	2,961	.011¢
Paxton	Record (no Thurs. issue)	(r)		.006¢
Pekin	Times	(e)	1,871	.014¢
Peoria	*Journal	(r)	418,338	.04
	*Sunday Jr'l-Transcript	(a)	417,780	.035
	(3 mo. 6/30/19 stm'ts)			
	*Star	(r)	422,095	.04
	*Sunday Edition	(a)	414,074	.04
	Transcript	(b)	13,363	.04
Peru	News-Herald	(r)	1,800	.011¢
Pontiac	Leader	(r)	2,337	.011¢
Quincy	*Herald	(e)	44,744	.03¢
	*Journal	(r)	48,337	.025¢
	*Whig	(r)	8,192	.02¢
	*Sunday Edition	(a)		.014¢
Robinson	News	(r)		.01¢
Rockford	*Register-Gazette	(r)	411,384	.03¢
	*Republic (4/1/19 stm'ts)	(r)	47,127	.02¢
	*Star	(e)	413,547	.02¢
	*Sunday Edition	(a)	412,974	.035¢
Rock Island	*Argus	(r)	47,382	.029¢
	Union	(a)	3,241	.01 3-9
	Sunday Edition	(a)		.01 3-9
Rochelle	Record	(r)		.009¢
Salem	News-Journal	(r)	1,202	.01¢
Shelbyville	Union	(r)	1,210	.007¢
Springfield	*Illinois State Journal	(e)	22,143	.04¢
	Illini (see Urbana)			
	*Illinois State-Register	(e)	22,835	.04¢
	*Sunday Edition	(a)		.04¢
Sterling	*Gazette	(r)	45,085	.02¢
Streator	*Free Press	(e)	43,371	.012¢
	(3 mo. 6/30/19 stm'ts.)			
	*Independent-Times	(e)	42,722	.012¢
	(3 mo. 6/30/19 stm'ts.)			
Taylorville	Breeze	(r)	1,936	.011¢
	Courier	(r)		.01¢
Urbana	Courier	(r)	2,021	.011¢
	Illini	(e)	3,100	.02¢
	Sunday Edition	(a)		.015¢
	(As the Illini resumed publication 9/21/19, their statement s e ly covered a period of 1 week)			
Waukegan	*Sun & Gazette	(r)	3,900	.025¢
	(On 10/25/19 the S o n and the Gazette were consolidated)			

INDIANA

Alexandria	Times-Tribune	(r)	955	.011¢

In placing daily newspapers properly before national advertisers EDITOR & PUBLISHER has not only served the publishers of daily newspapers, but has proven, conclusively, to hundreds of national advertisers that, as a business proposition, Daily Newspapers produce more per dollar cost than any other form of advertising.

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For explanation of key letters and markings see footnote on page 19.

SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N.Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

ALABAMA—continued

Anderson	*Bulletin	(e)	15,386 .02¢
	*Herald	(m)	16,457 .02¢
	*Sunday Edition	(s)	17,571 .02¢
Attica	Tribune		.01¢
Auburn	Star	(e)	1,700 .00¢
Bedford	Democrat	(e)	2,850 .01¢
	Mail	(e)	2,470 .01¢
Bicknell	Times		.01¢
Bloomington	Telephone (4/1/19 stat')	(e)	2,360 .01¢
	World	(e)	2,268 .01¢
Bluffton	Banner	(e)	2,410 .01¢
	News	(e)	2,633 .01¢
Brazil	News	(e)	2,512 .00¢
	Times	(e)	3,245 .01¢
Clinton	Clintonian	(e)	2,000 .01¢
Columbia City	Commercial-Mail	(e)	1,300 .01¢
	Post	(e)	1,250 .01¢
Columbus	Herald	(e)	.01¢
	Ledger	(e)	2,967 .01¢
	Sunday Edition	(s)	.01¢
	Republican	(e)	3,143 .02¢
Connersville	Examiner (4/1/19 stat'l)	(e)	1,650 .01¢
	News	(e)	1,238 .01¢
Crawfordsville	*Journal	(e)	43,445 .05¢
	Review	(s)	4,309 .05¢
Decatur	Democrat	(e)	2,031 .01¢
Dunkirk	News	(e)	.00¢
Ditzburg	Courier (4/1/19 stat'l)	(e)	980 .01¢
Elkhart	Review	(e)	2,531 .01¢
	Truth	(e)	8,353 .03¢
Elwood	Call Leader	(e)	.00¢
	Record	(e)	.01¢
Evansville	*Courier	(m)	24,297 .04¢
	*Sunday Edition	(m)	20,235 .04¢
	*Journal-News	(e)	25,783 .03¢
	*Saturday Edition	(s)	21,879 .03¢
	*Sunday Edition	(s)	21,833 .03¢
	Press	(e)	15,547 .03¢
Fort Wayne	*Journal-Gazette	(m)	24,414 .05¢
	*Sunday Edition	(m)	.05¢
	News and Sentinel	(e)	430,282 .05¢
Frankfort	Crescent-News	(e)	2,142 .01¢
	Times	(e)	3,523 .01¢
	Sunday Edition	(s)	.02¢
Franklin	Star	(e)	2,540 .01¢
Gary	Post	(e)	10,568 .05¢
	Tribune	(e)	5,267 .05¢
Goshen	Democrat	(e)	2,742 .01¢
	News-Times	(e)	3,130 .02¢
Greencastle	Banner	(e)	1,750 .01¢
	Herald	(e)	1,200 .01¢
Greenfield	Reporter	(e)	2,000 .01¢
Greensburg	News	(e)	2,889 .03¢
	Times	(e)	1,925 .00¢
Hammond	Lake County Times	(e)	11,307 .03¢
Hartford City	News	(e)	1,413 .01¢
	Times Gazette	(e)	2,380 .01¢
Huntington	Herald	(e)	3,350 .01¢
	Press	(e)	3,016 .01¢
	*Sunday Edition	(m)	23,624 .01¢
Indianapolis	*Indiana Times	(e)	144,138 .08¢
	*News	(e)	4110,252 .16¢
	*Star	(e)	4294,263 .16¢
	*Sunday Edition	(m)	496,051 .16¢
Jeffersonville	News (4/1/19 stat'l)	(e)	734 .01¢
	Star	(e)	1,500 .01¢
Kendallville	News-Sun	(e)	1,830 .02¢
Kokomo	*Dispatch	(e)	6,045 .02¢
	*Sunday Edition	(m)	.02¢
	*Tribune	(e)	48,464 .02¢
Lafayette	*Courier	(e)	48,527 .05¢
	*Journal	(m)	410,669 .05¢
	Purdue Exponent (a publication during calendar year only)	(a)	.02¢
La Porte	Argus	(e)	3,472 .01¢
	Herald	(e)	3,472 .01¢
Lebanon	Reporter	(e)	3,175 .01¢
Linton	Citizen	(e)	2,350 .01¢
Logansport	*Pharos-Reporter	(m)	14,620 .04¢
	*Tribune	(e)	15,278 .05¢
	*Sunday Edition	(m)	17,322 .05¢
Madison	Courier	(e)	4,931 .01¢
	Herald	(e)	1,340 .01¢
Marion	*Chronicle	(e)	16,749 .04¢
	*Leader-Tribune	(e)	18,127 .05¢
	*Sunday Edition	(s)	18,213 .05¢
Martinsville	Reporter	(e)	1,215 .00¢
Michigan City	Dispatch	(e)	2,530 .01¢
	News	(e)	3,494 .03¢
Monticello	Journal	(e)	800 .01¢
Montpelier	Herald	(e)	942 .00¢
Mount Vernon	Democrat (4/1/19 stat'l)	(e)	840 .01¢
Muncie	Press	(e)	.00¢
	*Star	(e)	428,681 .06¢
	*Sunday Edition	(m)	418,113 .06¢
New Albany	Ledger	(e)	.00¢
	Tribune	(e)	.01¢
New Castle	*Courier	(e)	43,925 .02¢
	*Times	(e)	43,925 .02¢
Noblesville	Ledger	(e)	2,914 .01¢
Peru	Chronicle	(e)	2,530 .00¢
	Journal (4/1/19 stat'l)	(e)	2,530 .01¢
Plymouth	Democrat	(e)	1,298 .01¢
	Republican	(e)	1,298 .01¢
Portland	Commercial Review	(e)	2,402 .01¢
	Republican	(e)	2,116 .01¢
	Sunday Edition	(s)	.01¢
Princeton	Clarion-News	(e)	1,807 .01¢
	Democrat	(e)	1,737 .01¢
Rensselaer	Republican	(e)	550 .01¢
Richmond	*Item	(e)	8,206 .03¢
	*Sunday Edition	(s)	6,443 .03¢
	*Palladium	(e)	413,941 .05¢
Rochester	Republican		.01¢
	Sentinel	(e)	1,380 .01¢
Rushville	Republican	(e)	2,720 .01¢

INDIANA—continued

Seymour	Democrat (4/1/19 stat'l)	(e)	1,140 .01¢
	Republican	(e)	1,719 .01¢
Shelbyville	Democrat	(e)	1,800 .01¢
	News	(e)	1,845 .01¢
	Republican	(e)	.01¢
South Bend	*News-Times	(e)	16,726 .04¢
	*Sunday Edition	(s)	.04¢
	*Tribune	(e)	916,326 .04¢
	(3 mo. 4/30/19 stat'l)		
Sullivan	Times	(e)	2,250 .01¢
Terre Haute	Post	(e)	7,772 .02¢
	*Star	(e)	428,856 .04¢
	*Sunday Edition	(m)	418,873 .04¢
	*Tribune	(e)	423,431 .04¢
	*Sunday Edition	(m)	419,933 .04¢
Tipton	Times	(e)	1,492 .01¢
Union City	Tribune	(e)	1,491 .01¢
	Eagle		.01¢
Valparaiso	Messenger	(e)	1,494 .01¢
	Messenger	(e)	2,493 .01¢
Vincennes	Gazette	(e)	1,840 .00¢
	Journal	(e)	1,504 .01¢
	*Commercial	(e)	43,782 .04¢
	*Sunday Edition	(s)	43,772 .04¢
	Sun (4/1/19 stat'l)	(e)	3,066 .01¢
Wabash	Plain Dealer	(e)	2,423 .01¢
	Times-Star	(e)	3,109 .01¢
Warsaw	Times	(e)	2,000 .01¢
	Union	(e)	.01¢
Washington	Democrat	(e)	2,060 .01¢
	Herald	(e)	1,743 .00¢

IOWA

Ames	Tribune & Times	(e)	.03¢
Atlantic	News-Telegraph	(e)	3,000 .01¢
Boone	*News-Republican	(e)	43,287 .01¢
	(3 mo. 6/30/19 stat'l)		
Burlington	*Gazette	(e)	49,955 .02½¢
	*Hawk-Eye	(m)	411,097 .03¢
	*Sunday Edition	(s)	411,097 .03¢
Cedar Falls	Record	(e)	2,315 .01¢
Cedar Rapids	*Gazette	(e)	416,079 .03¢
	*Republican (6) 41497;	(m)	414,514 .03¢
	*Times (4) 43097)	(e)	
	*Sunday Republican	(m)	414,816 .03¢
Centerville	Iowegian & Citizen	(e)	2,850 .01¢
Charles City	Press & Intelligencer	(e)	2,850 .01¢
Clinton	Herald	(e)	47,851 .02¢
	*Herald	(s)	47,851 .02¢
Council Bluffs	Nonpareil (e) 8,821)		13,853 .03¢
	Nonpareil (s) 7,034)		
	Sunday Edition	(s)	.03¢
Creston	Advertiser-Gazette	(e)	2,850 .01¢
	Plain Dealer	(e)	2,850 .01¢
	Sunday Edition	(s)	.01¢
Davenport	*Democrat & Leader	(e)	416,203 .04¢
	*Sunday Edition	(m)	411,225 .04¢
	*Times	(e)	423,726 .06¢
Des Moines	*Capital	(e)	458,376 .10¢
	Sunday Edition	(s)	.10¢
	News	(e)	44,709 .07½¢
	*Register (e) 457,406)		4104,859 .16¢
	*Tribune (e) 447,453)	(s)	
	*Sunday Edition	(m)	471,845 .14¢
Dubuque	News	(e)	7,842 .03¢
	Sunday Edition	(s)	.03¢
	*Telegraph-Herald (6) 10,127		16,721 .04¢
	*Telegraph-Herald (r) 6,111		
	Sunday Edition	(s)	16,303 .04¢
Fairfield	Journal (4/1/19 stat'l)	(e)	1,800 .01¢
Fort Dodge	*Messenger & Chronicle	(e)	46,428 .03¢
Fort Madison	*Democrat	(e)	43,427 .02½¢
	(3 mo. 6/30/19 stat'l)		
Iowa City	*Citizen	(e)	47,926 .02½¢
	*Press	(e)	43,454 .02½¢
Keokuk	*Gate City & Constitution-Democrat	(e)	45,650 .02½¢
Marshalltown	*Times-Republican	(e)	413,284 .02½¢
Mason City	*Globe-Gazette & Times	(e)	48,839 .03¢
	Sunday Edition	(s)	.03¢
Mount Pleasant	News	(e)	1,373 .00¢
	Union Tribune	(e)	.01¢
Muscatine	*Journal & News Tribune	(e)	47,926 .02¢
Newton	Herald	(e)	47,211 .02¢
Oelwein	Register	(e)	1,727 .01¢
Osceola	Sentinel	(e)	1,800 .01¢
Ottumwa	*Courier	(e)	412,261 .05¢
Perry	Chief	(e)	.01¢
Sioux City	*Journal (e) 423,802)	(s)	457,636 .06¢
	*Journal (r) 428,834)		
	*Sunday Edition	(m)	426,870 .06¢
	*Tribune	(e)	46,703 .06¢
	*Sunday Edition	(m)	47,334 .06¢
Washington	*Courier & Reporter	(e)	41,470 .03¢
Waterloo	*Courier	(e)	411,758 .04¢
	*Tribune	(m)	411,333 .025¢
Webster City	Freeman-Journal	(e)	1,779 .01¢

KANSAS

Abilene	Chronicle	(e)	732 .00¢
	Reflector	(e)	1,100 .00¢
Arkansas City	News	(e)	2,500 .01¢
	Traveler	(e)	2,540 .01¢
Atchison	Champion	(e)	47,853 .02¢
	Gazette	(e)	.01¢
Chanute	Tribune	(e)	1,400 .00¢
Beloit	Call	(e)	2,150 .00¢
Burlington	Republican	(e)	1,250 .00¢
Chanute	Tribune	(e)	2,857 .01¢
Cherryvale	Republican	(e)	1,250 .00¢
Clay Center	Dispatch-Republican	(e)	.01¢
Coffeyville	Journal (4/1/19 stat'l)	(e)	4,027 .01¢
	News & Daily Herald	(e)	1,601 .01¢
	Sunday Edition	(s)	.01¢
Columbus	Advocate (4/1/19 stat'l)	(e)	800 .01¢
Concordia	Blade-Empire	(e)	2,760 .01¢

KANSAS—continued

Council Grove	Guard	(e)	1,100 .00¢
Dodge City	Globe	(e)	2,044 .01¢
El Dorado	Republican	(e)	1,977 .02¢
	Walnut Valley Times	(e)	.01¢
Emporia	*Gazette	(e)	43,922 .01¢
Fort Scott	*Tribune & Monitor	(e)	43,239 .01¢
Frankfort	Index (4/1/19 stat'l)	(e)	1,120 .00¢
Garnett	Herald	(e)	1,440 .01¢
Gelena	Times	(e)	1,060 .00¢
Great Bend	Herald	(e)	1,900 .01¢
Hiawatha	World	(e)	2,650 .01¢
Hutchinson	*Gazette	(e)	6,400 .02¢
	*Sunday Edition	(s)	.02¢
	*News	(e)	410,705 .02½¢
Independence	Press Press & Times	(e)	1,857 .01¢
	*Sunday Edition	(m)	.01¢
	Reporter	(e)	2,659 .01¢
	Star (4/1/19 stat'l)	(e)	2,007 .01¢
Iola	Register	(e)	1,967 .01¢
Junction City	Union	(e)	2,550 .01¢
Kansas City	Kansan	(e)	.00¢
Kiowa	Record		855 .00¢
	Sunday Edition	(s)	.00¢
Lawrence	Gazette	(e)	.00¢
	*Journal-World	(e)	43,132 .02¢
Leavenworth	Post	(e)	4,218 .02¢
	Times	(e)	.02¢
	Sunday Edition	(s)	6,755 .03¢
	News	(e)	.03¢
Lyons	News	(e)	1,136 .01¢
McPherson	Republican	(e)	824 .00¢
Manhattan	Mercury	(e)	1,550 .00¢
	Nationalist (4/1/19 stat'l)	(e)	1,773 .01¢
Neodesha	Sun	(e)	.00¢
Newton	Journal	(e)	.01¢
	Sunday Edition	(m)	.01¢
	Kansas-Republican	(e)	2,591 .01¢
	Telegram	(e)	1,130 .00¢
Norton	Journal	(e)	44,095 .01¢
Parsons	Eclipse	(e)	.01¢
	Republican (4/1/19 stat'l)	(e)	4,590 .01¢
	Sunday Edition	(s)	.01¢
Pittsburg	Headlight	(e)	3,660 .01¢
	*Headlight	(e)	47,478 .02¢
	Sun	(s)	4,479 .01¢
	Sunday Edition	(s)	.01¢
Pratt	Tribune	(e)	1,779 .01¢
Salina	*Journal	(e)	43,238 .02¢
	Union	(e)	4,281 .02¢
Topeka	*Capital	(m)	433,238 .07¢
	*Sunday Edition	(m)	432,583 .07¢
	*State Journal	(e)	425,146 .05¢
Wellington	News	(e)	.00¢
Wichita	*Beacon	(e)	437,041 .07¢
	*Eagle	(m)	453,356 .12¢
	*Sunday Edition	(m)	458,795 .12¢
Winfield	*Courier	(e)	42,065 .01¢
	Free Press	(e)	1,725 .01¢

KENTUCKY

Ashland	*Independent	(e)	43,851 .02½¢
Corbin	News-Messenger	(e)	4,600 .01¢
	*Times-Journal	(e)	1,178 .01¢
Covington	Kentucky Post	(e)	.04¢
Danville	Kentucky Advocate	(e)	2,273 .01¢
	Messenger	(e)	1,635 .01¢
Frankfort	State Journal	(e)	3,110 .01¢
	Sunday Edition	(s)	.01¢
Fulton	Leader	(e)	.01¢
Henderson	*Gleaner	(e)	43,065 .01¢
	*Sunday Edition	(s)	43,241 .01¢
	Journal	(e)	.01¢
Hopkinsville	Kentucky New Era	(e)	3,800 .01¢
Lexington	*Herald	(m)	412,471 .03½¢
	*Sunday Edition	(m)	411,300 .04¢
	*Leader	(e)	413,164 .03½¢
	*Sunday Edition	(m)	413,177 .03½¢
Louisville	*Courier-Journal	(m)	443,260 .07¢
	*Sunday Edition	(m)	455,260 .07¢
	*Herald	(e)	445,411 .08¢
	*Sunday Edition	(m)	449,979 .08¢
	*Post	(e)	429,713 .06¢
	*Times	(e)	458,395 .10¢
Madisonville	Messenger	(e)	2,377 .01¢
Mayfield	Messenger	(e)	2,700 .01¢
	Times	(e)	2,451 .01¢
Maysville	Bulletin	(e)	1,465 .00¢
	Independent	(e)	2,324 .01¢
	Public-Ledger	(e)	1,560 .00¢
Middlesboro	Pinnacle News	(e)	1,326 .01¢
Owensboro	*Inquirer	(e)	44,603 .02¢
	*Sunday Edition	(m)	44,320 .03¢
	*Messenger	(e)	42,220 .02¢
	*Sunday Edition	(m)	45,730 .02¢
Paducah	News-Democrat	(e)	47,377 .03½¢
	Sunday Edition	(m)	.03½¢
	*Sun	(e)	44,682 .02½¢
Richmond	Register	(e)	2,700 .01¢
Winchester	Democrat	(e)	.01¢
	Sun	(e)	3,020 .01½¢

LOUISIANA

Alexandria	Town Talk	(e)	3,770 .01½¢
Baton Rouge	State-Advocate-Times	(e)	3,560 .02½¢
Crowley	Signal	(e)	.01¢
Donaldsonville	Herald	(e)	.01¢
Jennings	Times-Record	(e)	.01½¢
Lafayette	Advertiser		495 .01¢
	Gazette (4/1/19 stat'l)	(e)	486 .01¢
Lake Charles	American-Press	(e)	.01¢
Monroe	News-Star	(e)	2,530 .01¢
Morgan City	Review	(e)	870 .01¢
New Orleans	*Item	(e)	474,411 .08¢
	*Sunday Edition	(m)	490,488 .15¢
	*States	(e)	444,370 .08¢
	*Sunday Edition	(m)	437,563 .08
	*Times-Picayune	(m)	478,171 .15¢
	*Sunday Edition	(m)	492,360 .15¢
Ruston	Leader	(e)	.00¢

For explanation of key letters and markings see footnote on page 19.

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SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1918, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1918.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

LOUISIANA—continued

Shreveport	*Journal	(r)	10,296	.03¢
	News-American	(e)	7,179	.025¢
	Sunday Edition	(m)		.025¢
	*Times	(e)	9,566	.035¢
	*Sunday Edition	(m)	9,963	.035¢
	(3 mo. 6/30/19 stm't)			

MAINE

Augusta	Kennebec-Journal	(h)	9,894	.03¢
Bangor	Commercial	(r)	14,426	.03¢
	News	(e)	17,377	.03¢
Bath	Times	(e)	5,018	.02¢
Biddeford	Journal	(e)	3,944	.01¢
	Record	(r)		.01¢
Lewiston	*Journal	(m)	9,13,289	.03¢
	Saturday Edition	(s)	9,13,289	.03¢
Portland	Sun	(m)	29,775	.025¢
	Eastern Argus	(r)	5,000	.02¢
	*Express & Advertiser	(m)	9,23,474	.06¢
	*Sunday Telegram	(m)	9,21,942	.05¢
	The Telegram is the Sunday edition of the Express & Advertiser)			
	*Press	(h)	14,992	.03¢
	Sunday Press & Times	(m)		.03¢
Waterville	Sentinel	(h)	5,289	.015¢

MARYLAND

Annapolis	Advertiser	(r)		.036¢
Baltimore	Capital & Maryland Gazette	(r)	2,700	.01¢
	American	(h)	9,63,797	.04¢
	*Star	(r)	9,35,272	.20¢
	*Sunday American	(s)	9,89,536	.05¢
	Herald	(r)	9,100	.021¢
	*News	(r)	9,80,209	.14¢
	*Sunday Evening	(s)	9,43,648	.05¢
	*Sun (3 mo. (h)	9,95,464)	(e)	9,164,685	.25¢
	*Sun stm'ts(r)	9,65,721)	(m)		.25¢
	*Sunday Edition	(m)	9,124,416	.25¢
Cambridge	Banner	(r)	1,392	.01¢
Cumberland	News	(h)	6,399	.02¢
	Times	(r)	11,138	.03¢
Frederick	News	(e)	3,387	.02¢
	Post	(h)	2,192	.01¢
Hagerstown	Globe	(r)	2,879	.01¢
	Herald (4/1/19 stm'ts)	(h)	3,225	.02¢
	Mail	(r)	6,599	.02¢

MASSACHUSETTS

Amesbury	News	(r)	2,000	.01¢
Attleboro	*Sun	(r)	44,935	.02.5¢
Beverly	Times	(h)	4,719	.02½¢
Boston	Advertiser	(h)		.12¢
	*Sunday Advertiser & American	(m)	353,958	.40¢
	*American	(m)	278,209	.40¢
	Christian Science Monitor	(h)	94,390	.05¢
	*Globe	(m)	320,217	.30¢
	*Herald	(m)	327,924	.40¢
	*Herald (h) 9111,829)	(e)	9230,622	.35¢
	*Traveler (r) 9128,793)			
	*Sunday Herald	(m)	9125,818	.25¢
	*Post	(h)	9407,764	.40¢
	*Sunday Edition	(m)	9342,524	.35¢
	Record	(r)	240,392	.15¢
	*Transcript	(h)	29,562	.20¢
	*Saturday Edition	(s)	47,325	.25¢
Brockton	Enterprise	(r)	17,479	.06¢
	Times	(h)	10,462	.04¢
Chelsea	Record	(r)	2,865	.01½¢
Clinton	*Item	(r)	3,577	.01.5¢
Fall River	Globe	(r)	27,000	.05¢
	*Herald	(r)	9,432	.05¢
	*News	(r)	9,553	.04¢
Fitchburg	*News	(r)	3,441	.01½¢
	*Sentinel	(r)	9,030	.02½¢
Framingham	News	(r)	3,811	.01¢
Gardner	*News	(r)	9,800	.01½¢
Gloucester	*Times	(r)	9,609	.02½¢
Haverhill	*Gazette	(r)	9,13,603	.03¢
Holyoke	Telegram	(r)	9,13,960	.02½¢
	Transcript	(r)	12,084	.035¢
Hudson	Sun	(r)		.01¢
Lawrence	*Eagle (h) 9,7,23)	(e)	9,27,904	.04¢
	*Tribune (r) 9,13,115)			
	Sun-American	(r)		.02¢
	Sunday Eagle	(s)		.04¢
	*Telegram	(r)	9,8,571	.025¢
Leominster	Enterprise	(r)	1,551	.01¢
Lowell	Courier-Citizen	(h)	9,13,977	.03½¢
	Sun	(r)	29,014	.04½¢
Lynn	*Item	(r)	914,959	.04½¢
	*Telegram-News	(e)	16,015	.04¢
	Sunday Edition	(m)		.04¢
Malden	News	(r)	7,742	.03½¢
Marlboro	Enterprise	(r)	2,840	.01½¢
Melrose	News	(r)		.01¢
Milford	News	(r)	4,300	.01½¢
New Bedford	*Mercury (h) 9,7,018)	(e)	9,21,948	.04¢
	*Standard (r) 9,13,853)			
	*Sunday Standard	(m)	921,414	.05¢
	Times	(r)	9,102	.01½¢
	Sunday Edition	(m)		.01½¢
Newburyport	News & Herald	(r)	95,717	.01½¢
	(3 mo. 6/30/19 stm't)			
North Adams	Herald	(r)		.01¢
	*Transcript	(r)	9,711	.02½¢
Northampton	*Hampshire Gazette	(r)	97,705	.01½¢
	Herald	(r)		.01½¢
North Attleboro	Chronicle	(r)	1,613	.01¢
Pittsfield	Berkshire Eagle	(e)	14,621	.02½¢
Quincy	Patriot Ledger	(e)	5,913	.02½¢
	Telegram	(r)	1,792	.01¢
Salem	*News	(r)	913,407	.05¢
	(3 mo. 6/30/19 stm't)			
Springfield	*Republican (h) 14,342)	(e)	44,369	.08¢
	*News (r) 930,027)			
	*Sunday Republican	(m)	18,239	.04½¢

MASSACHUSETTS—continued

Springfield (continued)	*Union (h) 927,240)	(e)	942,454	.08¢
	*Union (r) 915,414)			
	*Sunday Edition	(m)	929,731	.08¢
Stoneham	Enterprise	(r)	400	.011¢
Taunton	Gazette	(r)	95,442	.02½¢
Wakefield	Item	(r)	2,578	.01½¢
Waltham	Free Press-Tribune	(r)	3,000	.02½¢
	News	(r)	2,825	.02½¢
Westfield	Journal (4/1/19 stm't)	(r)	2,143	.01¢
Weymouth	Times	(r)	2,000	.01¢
Worcester	*Gazette	(r)	926,248	.06½¢
	*Post	(r)	911,163	.05¢
	*Telegram	(h)	933,080	.07¢
	*Sunday Edition	(m)	936,512	.07¢

MICHIGAN

Adrian	*Telegram	(r)	910,261	.03½¢
Albion	Recorder	(r)	2,250	.01½¢
Alpena	*News	(r)	3,206	.02¢
Ann Arbor	Times News (4/1/19 stm't)	(r)	7,356	.03¢
Battle Creek	*Enquirer & News	(h)	917,708	.07¢
	*Saturday Edition	(s)	97,606	.03¢
	*Sunday Edition	(m)	918,315	.03¢
Bay City	*Times-Journal	(r)	95,944	.02¢
Benton Harbor	News-Palladium	(r)	914,355	.04
Big Rapids	Pioneer	(r)	4,050	.02¢
Cadillac	News	(r)	1,925	.01½¢
Calumet	News	(r)	3,127	.01½¢
Charlevoix	Tribune	(r)	1,500	.01¢
Coldwater	Reporter	(r)	3,078	.01½¢
Detroit	*Free Press	(h)	9150,000	.28¢
	*Saturday Edition	(s)	9162,579	.28¢
	*Journal	(r)	107,442	.15¢
	*News	(r)	220,290	.30
	*Sunday Edition	(m)		.25
	*Times	(h)	15,477	.06
Dowagiac	News	(r)	2,051	.01¢
Escanaba	Mirror	(r)		.02¢
	Press	(r)	3,188	.01¢
	Sunday Edition	(s)		.01¢
Flint	*Journal	(r)	25,434	.06
Grand Haven	Tribune (4/1/19 stm't)	(h)	9150,000	.28¢
Grand Rapids	Herald (4/1/19 stm't)	(m)	31,719	.06
	Sunday Edition	(m)		.06
	*News	(r)	913,193	.04¢
	*Press	(r)	976,129	.11
Greenville	Call	(r)	1,847	.007¢
Hancock	Copper Journal	(r)	4,014	.01½¢
Hillsdale	Leader	(r)	3,000	.01¢
Holland	Sentinel	(r)	1,533	.007¢
Houghton	Mining Gazette	(h)	97,192	.02½¢
	Sunday Edition	(s)		.01½¢
Ionia	Sentinel-Standard	(r)	1,751	.01½¢
Ironwood	Tribune-Gazette	(r)	1,375	.01¢
Ironwood	Globe	(r)		.01¢
Jackson	*Citizen Patriot	(h)	920,280	.07¢
	*Saturday Edition	(s)	916,043	.05
	*Sunday Edition	(m)	917,943	.05
	*News	(r)	13,595	.025¢
	Sunday Edition	(s)		.025¢
Kalamazoo	*Gazette	(m)	927,525	.05¢
	*Saturday Edition	(s)	928,951	.05¢
	*Sunday Edition	(m)	934,973	.05¢
	(3 mo. 6/30/19 stm't)			
Lansing	*State Journal	(r)	925,621	.05¢
Ludington	*News	(r)	93,958	.015¢
	*Sunday Edition	(m)	94,309	.015¢
Manistee	News-Advocate	(r)	3,109	.01½¢
Marquette	Mining Journal	(h)	5,743	.02½¢
Marshall	Chronicle	(r)	1,300	.01¢
Menominee	Herald-Leader	(r)	3,171	.01½¢
Monroe	News	(r)	3,000	.01½¢
Mount Clemens	Leader	(r)	3,000	.01¢
Muskegon	*Chronicle	(r)	913,000	.04¢
Niles	Star-Sun	(r)		.02¢
Owosso	Argus-Press	(r)	5,564	.01½¢
Petoskey	News & Reporter	(r)	1,554	.007¢
Pontiac	Press & Gazette	(r)	3,000	.01½¢
Port Huron	*Times-Herald	(e)	911,046	.029¢
	*Sunday Herald	(s)	92,145	.05
Saginaw	*News-Courier	(m)		.05
	Sunday Ed.	(s)	2,800	.02½¢
St. Joseph	Herald-Press	(r)	4,125	.01½¢
Sault Ste Marie	News	(r)	1,575	.01¢
South Haven	Tribune	(r)	1,575	.01¢
Sturgis	Journal	(r)	2,000	.01¢
Three Rivers	*Commercial	(r)	92,064	.01¢
Traverse City	*Record-Eagle	(r)	4,287	.01½¢
Ypsilanti	Ypsilanti-Press	(r)	2,096	.01½¢

MINNESOTA

Albert Lea	Tribune	(r)	2,954	.01¢
Austin	Herald (4/1/19 stm't)	(r)	2,200	.01½¢
Bemidji	Pioneer	(r)	1,874	.02¢
Brainerd	Dispatch	(r)	2,828	.01½¢
Crookston	Times	(r)	4,872	.02½¢
Duluth	*Herald	(h)	13,644	.05¢
	*News Tribune	(h)	920,145	.08¢
	*Sunday Edition	(m)	926,897	.08¢
Fairmont	Martin Co. Independent	(r)	2,458	.006¢
	Sentinel	(r)	1,911	.01¢
Faribault	News	(r)	1,982	.01¢
Fergus Falls	Journal	(r)	4,140	.01¢
Hibbing	Tribune	(r)	2,437	.01¢
International Falls	Journal	(r)	835	.011¢
Little Falls	Transcript	(r)	1,641	.01¢
Mankato	Free Press	(r)	4,737	.02¢
Minneapolis	*Journal	(h)	933,739	.13¢
	*Sunday Edition	(m)	986,998	.13¢
	*Tribune	(h)	960,839	.09¢
	*Tribune (h) 962,489)	(e)	9115,387	.14¢
	*Tribune (r) 952,863)			
	*Sunday Edition	(m)	9126,147	.14¢
Montevideo	American	(r)	2,300	.01½¢
Moorehead	News	(r)		.006¢
Owatonna	People's Press	(r)	2,985	.01.4¢
	Sunday 842tion	(m)		.01¢
Red Wing	Eagle	(r)		.01¢

MINNESOTA—continued

Red Wing (continued)	Republican (h) 594)	(e)	2,671	.01¢
	Republican (r) 2,077)			
Rochester	Bulletin	(r)	3,112	.009¢
	Post & Record	(r)	3,048	.015¢
St. Cloud	Journal-Press	(r)	3,827	.02¢
	*Times	(r)	92,529	.02¢
St. Paul	*Dispatch (r) 972,515)	(e)	9130,111	.18¢
	*Pioneer Press (h)959,596)			
	*Sunday Edition	(m)	980,156	.14¢
	*News	(r)	940,337	.09¢
	*Sunday Edition	(m)	940,337	.09¢
Stillwater	Gazette	(r)	1,395	.01½¢
Virginia	*Enterprise	(r)	2,026	.01½¢
	Virginian	(r)	1,916	.01¢
Winona	*Republican-Herald	(r)	97,985	.03¢

MISSISSIPPI

Biloxi	Herald (r) 1,865)	(e)	2,333	.01¢
	Gulfcoast Herald (r) 1,328)			
Clarksdale	Register	(r)	2,250	.02½¢
Corinth	Corinthian	(r)		.01¢
Greenville	Democrat-Times	(r)	1,821	.01½¢
Greenwood	Commonwealth	(r)	1,870	.02½¢
Gulfport	(See Biloxi)			
Hattiesburg	American	(r)	4,034	.02½¢
Jackson	*Clarion-Ledger	(h)	96,712	.025¢
	*Sunday Edition	(m)	95,271	.025¢
	(4/1/19 stm'ts)			
	*News	(r)	95,953	.03¢
	*Sunday Edition	(m)	96,551	.03¢
Laurel	Leader	(r)	2,462	.02¢
Meridian	Dispatch	(r)	2,954	.02½¢
	Sunday Edition	(m)		.02½¢
	*Star	(r)	95,911	.02¢
	*Sunday Edition	(m)	96,293	.02¢
Natchez	Democrat	(m)	3,325	.01½¢
	Sunday Edition	(s)		.01½¢
Vicksburg	Herald	(e)	3,278	.015¢
	Sunday Edition	(s)		.01½¢
	Post (4/1/19 stm't)	(r)	3,740	.01½¢
West Point	Times-Herald	(r)		.007¢

MISSOURI

Aurora	Advertiser	(r)		.01½¢
	News	(r)		.01¢
Boonville	Republican	(r)		.01½¢
Brookfield	Argus	(r)		.011¢
Butler	Democrat	(r)	425	.007¢
Cameron	News	(r)		.007¢
	Observer	(r)	485	.007¢
Cape Girardeau	*Southeast Missourian	(r)	4,546	.02¢
	Sun	(s)		.01¢
	Sunday Edition	(m)		.02¢
Carrollton	Democrat	(r)		.005¢
Carterville	Herald	(r)		.01½¢
Carthage	Democrat	(m)	1,021	.007¢
	Sunday Edition	(s)		.007¢
	Press	(r)	2,521	.01½¢
Charleston	Courier	(r)		.01½¢
Chillicothe	Constitution	(r)	1,520	.01½¢
	Tribune	(r)	1,950	.01½¢
Clinton	Democrat	(r)		.007¢
Columbia	*Missourian	(r)	91,833	.02½¢
	*Tribune	(r)	2,748	.01½¢
Excelsior Springs	Call	(r)		.006¢
Fulton	Gazette	(r)	1,601	.01¢
	Sun (4/1/19 stm't)	(r)	1,730	.005¢
Hannibal	*Courier-Post	(r)	94,646	.02½¢
Independence	Examiner	(r)	2,576	.01½¢
	Sentinel	(r)		.01½¢
Jefferson City	Capital News	(r)	3,475	.02¢
	Sunday Edition	(m)		.02¢
	Democrat-Tribune	(r)	1,900	.005¢
	Post	(r)	2,000	.005¢
Joplin	*Globe	(r)	910,000	.06¢
	*Sunday Edition	(m)	925,000	.06¢
	(3 mo. 6/30/19 stm't)			
	*News-Herald	(e)	913,383	.04¢
	*Sunday Edition	(m)	914,035	.04¢
Kansas City	*Journal	(m)	47,104	.12¢
	*Post	(m)		.12¢

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R. F. R. HUNTSMAN,
President

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SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y. and Barbour's Advertising Rate Sheets, Inc., Chicago.

MISSOURI—continued

Kansas City (continued)
- *Post (r) 139,111 .175*
- *Sunday Edition (s) 140,473 .175*
- *Star (r) 214,726 .14
- *Times (h) 220,071 .40
- *Sunday Edition (m) 213,353 .25
- Kirksville Express (e) 2,340 .011
- News (m) 2,211 .008
- Lamar Democrat (r) 576 .004
- Lexington Intelligencer (e) .007
- Louisiana Press-Journal (r) .007
- Macon Chronicle-Herald (r) 2,764 .009
- Marshall Democrat-News (r) 1,650 .009
- Maryville Democrat-Forum (r) 1,800 .01
- Tribune (r) 2,000 .01
- Mexico Intelligencer (r) 964 .0099
- Ledger (e) 1,000 .0099
- Liberty Democrat (A.)(2) etc's) (m) 2,310 .0146
- Sunday Edition (s) .0146
- Monitor-Index (r) 3,150 .016
- Monett Times (r) 1,050 .011
- Neosho Democrat (r) .007
- Nevada Mail & Post (r) .016
- Nevada Advertiser (r) 2,389 .016
- Rich Hill Review (e) .0048
- St. Charles Banner-News (e) 940 .0048
- Cosmos-Monitor (r) .007
- St. Joseph *Gazette (m) 114,158 .060
- *Gazette-Herald (s) 121,672 .0656
- *News-Press (e) 137,138 .084
- St. Louis *Globe-Democrat (m) 150,030 .25
- *Post-Dispatch (e) 347,041 .278
- *Sunday Edition (s) 338,401 .328
- *Republic (m) 178,124 .15
- *Sunday Edition (s) 160,104 .15
- *Star (e) 196,216 .14
- *Times (A.)(2) etc's) (r) 170,069 .138
- Sedalia Capital (e) .013
- Sunday Edition (s) .013
- Democrat (A.)(2) etc's) (m) 5,016 .0168
- Sunday Edition (s) .0168
- Springfield *Leader (r) 113,872 .07
- *Sunday Edition (s) 11,380 .04
- *Republican (m) 20,038 .07
- *Sunday Edition (s) 410,844 .07
- Trenton Republican & Tribune (r) 1,524 .011
- Times (r) .007
- Star-Journal (r) .007
- Warrensburg Daily Star (e) 1,200 .0099
- West Plains Quill (A.)(2) etc's) (r) 804 .0042

MONTANA

- Anaconda *Standard (m) 19,981 .04
- *Sunday Edition (s) 14,541 .04
- Billings Gazette (h) 7,600 .04
- Gazette (r) 2,944 .04
- Sunday Edition (s) 9,838 .05
- Bozeman Chronicle (r) 2,400 .02
- Sunday Edition .02
- Butte Bulletin (A.)(2) etc's) (e) 9,225 .0711
- *Miner (m) 13,000 .054
- Sunday Edition (s) 8,225 .05
- *Post (r) 11,217 .06
- Fort Benton River Press (r) .011
- Great Falls *Leader (r) 13,384 .0211
- Tribune (m) 12,317 .04
- *Sunday Edition (m) 12,317 .04
- Havre Frontier (m) .0146
- Sunday Edition (m) .0146
- Helena Independent(A.)(2) etc's) (m) 8,811 .0211
- *Montana Record-Herald (r) 17,589 .025
- Kalispell Inter Lake (e) 2,500 .011
- Lewistown Democrat-News (e) 1,400 .0125
- Sunday Edition (s) .0125
- Livingston Enterprise (r) 2,100 .0099
- Sunday Edition (m) .0099
- Miles City Star (e) 2,110 (A.) .0168
- Montanan (r) 1,715 (r) .0168
- Sunday Edition .0168
- Missoula *Missoulian (h) 44,022 (m) 15,940 .044
- *Sentinel (r) 41,198 (r)
- *Sunday Missoulian (m) 44,978 .044

NEBRASKA

- Beatrice Express (r) 2,180 .015
- Sun (e) 3,524 .014
- Sunday Edition (m) .0196
- Columbus News (e) 1,572 .0146
- Falls City Journal (r) 2,200 .0129
- News (m) .0129
- Sunday Edition (m) .0146
- Fremont *Tribune (e) 46,480 .0211
- Grand Island *Independent (r) 15,763 .029
- Hastings *Tribune (r) 15,514 .0252
- (3 mo. 6/30/19 avg't)
- Kearney Hub (r) 2,640 .0139
- Lincoln *Nebr. State Jrl. (h) 919,985 .0211
- *Nebr. State Jrl. (r) 410,053 .0211
- *Sunday Edition (s) .0211
- *Star (r) 29,263 .046
- *Sunday Edition (s) 29,263 .046
- Nebraska State Nebraskan (r) 2,524 .0129
- Sunday Edition (m) .0129
- News (e) 1,513 .0129
- *News (r) 19,712 .039
- Telegraph (m) .0211
- Omaha *Bee (h) 142,942 .06
- *Bee (r) 118,052 .06
- *Sunday Edition (m) 158,513 .090
- *News-Tribune (m) 65,995 .090
- *World-Herald (r) 143,645 .06
- *World-Herald (r) 134,773 .06
- *Sunday Edition (m) 170,391 .090
- Plattsmouth Journal (r) .0146
- Tysons Arbor State (r) 219 .0077
- Tork News-Times (r) 1,753 .016

NEVADA

- Carson City News (A.)(2) etc's) (e) 500 .0121
- (continued) Sunday Edition .0121
- Goldfield Tribune (r) 1,109 .0398
- Reno *Gazette (r) 12,832 .025
- Nevada State Journal (m) 5,151 .0211
- Sunday Edition (m) .0211
- Tonopah Bonanza (r) .0211
- Times (e) 1,285 .012
- Sunday Edition (m) .012

NEW HAMPSHIRE

- Claremont Eagle (r) 1,425 .009
- Concord Monitor (r) 2,480 .011
- Patriot (r) 1,580 .011
- Dover Foster's Democrat (r) 3,657 .0146
- Exeter News (e) 1,800 .0146
- Manchester *Leader (r) 412,213)
- Mirror (A.)(2) etc's) 23,774 .0558
- Mirror & American (e) 5,337 .025
- Nashua Telegraph (e) 4,480 .0252
- Portsmouth Chronicle (h) 1,400 .011
- Herald (e) 4,900 .0252
- Times (r) 1,960 .0149

NEW JERSEY

- Asbury Park *Press (r) 37,651 .0378
- *Sunday Edition (s) 43,868 .0252
- Atlantic City Gazette-Review (h) 5,482 .02
- Sunday Edition .02
- Press (h) 12,929) .0252
- Union (r) 3,662) 16,591 .0252
- Bayonne Review (r) 5,500 .028
- Bridgeton News (r) 3,347 .0211
- Burlington Pioneer (h) 2,814 .0211
- Metropolis (h) 4,534 .0211
- Camden Courier (r) 31,953 .0252
- Post-Telegram (r) 37,518 .025
- Elizabeth *Journal (r) 17,514 .0417
- Times (r) .03
- Hackensack Record (r) 6,068 .015
- Hoboken Observ.-Observ. (e) 42,798 .08
- Jersey City *American (r) 38,226 .084
- Long Branch *Record (r) 43,821 .0252
- Morristown Republican (r) 2,014 .0146
- Mortimer Record (r) 3,603 .0126
- Newark Ledger (m) 31,778 .0252
- Sunday Edition (m) .0252
- News (r) 43,519 .045
- *Star-Eagle (r) 46,618 .112
- New Brunswick Home (r) 9,017 .037
- Sunday Times (m) .037
- Passaic *Herald (r) 17,453 .0252
- News (r) 17,453 .0252
- Paterson Call (h) 13,660 .0333
- Guild (r) 41,000 .042
- *Press-Guardian (r) 41,705 .03
- Sunday Chronicle (r) 41,705 .03
- Perth Amboy News (r) 4,312 .03
- Plainfield *Courier-News (r) 11,000 .021
- Trenton State Gazette (h) 10,930 .021
- *Times (r) 27,258 .042
- *Sunday Times-Advertiser (r) 27,258 .042
- Union Hill Hudson Dispatch (h) 12,326 .0378
- (P. O. Weehawken)
- Vineland Times (r) 2,284 .0146
- Woodbury Times (A.)(2) etc's) (r) 1,870 .014

NEW MEXICO

- Albuquerque Herald (r) 3,987 .0179
- Journal (m) 7,036 .025
- Sunday Edition (s) .025
- East Las Vegas Optic (r) 2,560 .014
- Roswell Record (r) 2,500 .0126
- Santa Fe New Mexican (r) 1,461 .0179

NEW YORK

- Albany Argus (m) 16,093 .04
- Sunday Edition .04
- *Journal (r) 416,003 .033
- *Knickerbocker Press (h) 32,729 .07
- *Sunday Edition (s) 40,029 .08
- *Times-Union(A.)(2) etc's) (r) 434,609 .079
- Amsterdam *Recorder & Democrat (r) 4,560 .0138
- Auburn Advertiser-Journal (r) 4,784 .02
- *Citizen (A.)(2) etc's) (r) 7,800 .021
- Ballston Spa Journal (r) .0121
- Bronx (see Saratoga Spgs. Bee)
- Batavia *News (r) 48,951 .023
- Beacon Herald (r) .0146
- Journal (r) 1,238 .0099
- Binghamton *Press & Leader (r) 121,825 .06
- Sun (h) 40,029 .03
- Brooklyn Citizen (m) 39,556 .128
- Sunday Edition .04
- *Eagle (r) 142,145 .188
- *Standard Union (r) 24,913 .168
- *Sunday Edition (s) 54,529 .196
- *Sunday Edition (s) 158,347 .154
- Times (r) 41,462 .168
- Sunday Edition (m) .168
- Buffalo Commercial (r) .05
- (exception claimed in giving circulation in government statement. Pays 2c agate advtg., 11,188)
- *Courier (h) 143,161)
- *Enquirer (r) 93,387) 236,548
- *Express (h) 114,400 .14
- *Sunday Edition (s) 137,178 .168
- *News (r) 144,431 .12
- *Sunday Edition (s) 196,313 .168
- *Times (r) 157,297 .120
- *Sunday Edition (s) 170,781 .120
- Canandaigua Messenger (e) 2,200 .0158
- Catskill Mail (r) 2,090 .0129
- Cohoes Record (r) 3,500 .0129
- Republican (r) 3,640 .0146

NEW YORK—continued

- Corning Journal (r) 1,221 .0158
- *Leader (r) 46,878 .0252
- Cortland Standard & Banner Republican (r) 4,967 .02
- Dansville Breese (A.)(2) etc's) (r) 1,500 .0116
- Dunkirk *Observer (r) 13,399 .021
- Elmira *Advertiser (r) 17,000 .0211
- *Herald (r) .0211
- *Star-Gazette (r) 23,467 .06
- Flushing Journal (r) 4,000 .016
- *Times (r) 3,700 .0126
- Geneva *Times (A.)(2) etc's) (r) 44,399 .038
- Glens Falls *Post-Star (r) 7,730 .029
- *Times (r) 7,812 .0146
- Gloversville *Herald (r) 15,533 .027
- Hamilton Kanaut-Republican (r) 1,100 .0099
- Herkimer Telegram (r) 3,100 .0077
- Hornell Tribune-Times (r) 5,000 .0146
- Hudson Register (r) 2,489 .0131
- Ithaca *Republican (r) 15,291 .0252
- *News (r) 17,945 .0252
- Sun (e) 4,496 .0146
- Jamaica Long Island Farmer (r) .0221
- Jamestown *Journal (r) 16,974 .0252
- News (e) .0252
- *Post (h) 19,235 .0229
- Kingston *Freeman (r) 14,621 .0252
- Leader (h) .0146
- Lackawanna Steel News (r) .0252
- Little Falls Times (r) 3,094 .0131
- Lockport *Union-Sun & Journal (r) 17,376 .0252
- Long Island City Star (r) 14,233 .05
- Malone Telegram (r) 4,700 .0252
- Medina Journal (r) 3,156 .0168
- Middletown Herald (r) 2,900 .028
- *Times-Press (r) 15,430 .0252
- Mt. Vernon *Argus (r) 4,500 .04
- Newburgh *News & Journal (r) 10,723 .0468
- New Rochelle *Herald (r) 4,000 .0252
- Star (r) 1,834 .0129
- New York *American (h) 1,281,644 .48
- *Sunday Edition (s) 884,944 1.05
- *Call (h) 129,583 .10
- *Sunday Edition (s) 92,714 .10
- *Commercial (h) 110,988 .18
- *Clinic & Commercial Advertiser (r) 168,180 .38
- *Evening Mail (r) 109,287 .48
- Sunday Edition .48
- Illustrated Daily News (r) .0252
- *Herald (r) 465,428 1.00
- *Sun (r) 155,180 .36
- Sunday Sun News 1,000,000 .90
- *Post (r) 429,527 .128
- *Sun (r) 413,465 .90
- *Sunday Edition .98,000 .350
- *Sun (r) 198,500 .90
- Telegram (r) 181,519 .36
- Sunday Evening Telegram (e) 51,410 .126
- Tribune (m) .171
- *Times (r) 339,868 .60
- *Sunday Edition (s) 1,031,498 .539
- *Tribune (r) 418,394 .90
- *Sunday Edition (m) 1,100,399 .360
- World (r) 394,773 .450
- Sunday Edition .450
- Niagara Falls *Gazette (r) 13,521 .035
- North Tarrytown Mt. Pleasant - see Tarrytown
- North Tonawanda News (e) 3,145 .011
- Norwich Sun (r) 2,624 .0131
- Ogdensburg Journal (r) 3,100 .0146
- Republican-Journal (r) 3,863 .011
- Olean *Herald (r) 5,276 .0146
- *Times (r) 5,225 .0197
- Oneonta *Star (e) 5,073 .016
- Oneida Citizen-Sentinel (r) .0146
- Oswego Palladium (r) 4,382 .011
- Times (e) 4,277 .0137
- Peekskill News (r) 2,207 .0158
- (4/1/19 est'd) 2,500 .0158
- Plattsburg Press (h) 3,468 .0168
- Republican .0168
- Port Chester Item (r) 3,580 .0131
- Port Jervis Gazette (r) 3,893 .0099
- Times (r) 2,026 .019
- Poughkeepsie Eagle-News (r) 5,390 .029
- *Star & Enterprise (r) 13,615 .0252
- Rochester *Democrat & Chronicle (h) 85,857 .158
- *Herald (r) 85,743 .168
- *Herald (m) 31,218 .06
- Sunday Edition .06
- Post Express (r) 14,631 .0468
- *Times-Union & Advertiser (r) 43,593 .151
- Rome Sentinel (r) 3,236 .028
- Salamanca Republican Press (r) 2,550 .0146
- Saratoga Spgs Saratogian (r) 6,749 .0225
- Saratoga-Ten Eyck-Interstate Spa News
- Sauquoit Post (r) 640 .0131
- Schenectady Gazette (r) 21,956 .059
- *Union-Star (r) 28,047 .084
- Staten Island (4/1/19 est'd) 75,000 .252
- Syracuse *Herald (r) 44,231 .09
- *Sunday Edition (r) 62,757 .122
- *Journal (r) 44,255 .088
- *Post-Standard (h) 51,046 .13
- *Sunday Edition .0990 .13
- Tarrytown News 1,685) (r) 2,025 .0149
- Mt. Pleasant News 340)
- Troy *Record (r) 25,813) (s) 23,759 .059
- *Record (r) 21,886)
- Times (r) 14,581 .03
- Utica *Herald-Dispatch (r) 28,687 .07
- Sunday Edition (m) .04

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The Times Recorder

In the Morning and

The Signal

In the Evening

With a combined circulation of 30,000, proven by A. B. C. audit. The cost is only six cents per line.

THE SUNDAY

Times-Signal

With 10,000 Circulation

—can be added to this combination for an additional two cents per line. It can be bought separately at three and one-half cents per line flat.

This greatly simplifies covering this wonderfully productive industrial field for which the advertiser or agent will be obliged to make only one contract, one order, one schedule, one copy and the entire bill can be paid with one check.

This Zanesville combination makes it one of the easiest fields to cover and covering is as complete as any advertiser could desire because it takes his announcement into every home that can afford to buy a daily newspaper.

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SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

NEW YORK.—continued

Utica	•Observer	(r)	916,417	.06¢
(continued)	•Press	(h)	920,742	.04¢*
Watertown	Standard	(r)	9,907	.04¢*
	•Times	(r)	915,725	.04¢*
Wellsville	Reporter	(e)	1,950	.02¢*
White Plains	Argus	(r)		.01¢*
	Record	(r)		.02¢*
	Reporter	(r)	2,810	.01¢*
Yonkers	Herald	(r)	10,155	.03¢*
	Statesman	(r)	3,740	.01¢*
				.03¢‡

NORTH CAROLINA

Asheville	•Citizen	(h)	911,983	.03¢
	•Sunday Edition	(s)	99,704	.03¢
	•Times	(e)	912,136	.03¢*
	•Sunday Edition	(s)	95,817	.02¢*
Charlotte	•News	(r)	910,716	.025¢*
	•Sunday Edition	(s)	98,276	.02¢*
	•Observer	(h)	918,360	.04¢
	•Sunday Edition (3 mo. 9/30/19 stm't)	(s)	97,537	.05¢
	Tribune (4/1/19 stm't)	(d)	3,492	.01¢
Concord	Herald	(d)	95,928	.02¢*
Durham	•Sunday Edition (3 mo. 9/30/19 stm't)	(s)	98,043	.02¢*
	Sun	(h)	5,385	.02¢
		(s)		.02¢
Elizabeth City	Advance	(r)		.02½¢
Fayetteville	Observer	(m)	2,184	.02¢
Gastonia	Gazette	(r)	2,705	.01¢¢
Goldsboro	Argus (4/1/19 stm't)	(e)	3,100	.01¢
Greensboro	•News	(h)	915,934	.035¢*
	•Sunday Edition	(s)	921,167	.03¢*
	Record	(e)	9,485	.01¢
Greenville	News	(r)	1,455	.01¢
	Reflector	(r)	1,454	.00¢
Henderson	Dispatch	(r)		.01¢
Hickory	Record	(e)	1,461	.01¢
High Point	Enterprise (4/1/19 stm't)	(r)	2,299	.01¢
	Reporter (4/1/19 stm't)	(e)		.01¢
	Sunday Edition	(s)		.01¢
Kinston	Free Press	(e)	1,227	.01¢
	News	(e)		.01½¢
	Sunday Edition	(s)		.01½¢
Lexsville	Tri-City Gazette	(r)		.01¢
Lee Bare	New Israelem	(s)	2,530	.01¢‡
	Sunday Edition	(s)		.01¢‡
	Sun-Journal (4/1/19 stm't)	(r)	2,899	.01¢
Raleigh	•News & Observer	(h)	•12,000	.04¢
	•Sunday Edition	(s)	•22,210	.04¢
Rocky Mount	•Telegram	(m)	•3,973	.02¢
Salisbury	Post	(r)	3,360	.01¢
Scotland Neck	Commonwealth	(r)	710	.01¢
Tarboro	Southerner (4/1/19 stm't)	(r)	730	.01¢
Washington	News (4/1/19 stm't)	(r)	1,575	.01¢
Wilmington	•Dispatch	(r)	•4,634	.02¢
	•Sunday Edition	(s)		.02¢
	Star	(m)	5,474	.02¢
	•Sunday Edition	(s)	4,377	.02¢
Wilson	Times (4/1/19 stm't)	(r)	3,250	.02¢
Winston-Salem	•Journal	(d)	•5,427	.03¢
	•Sunday Edition	(s)	•5,642	.03¢
	•Twin-City Sentinel	(r)	•6,456	.03¢

NORTH DAKOTA

Devils Lake	•Inter-Ocean	(r)	•4,070	.02¢
	Journal (4/1/19 stm't)	(r)	1,925	.015¢
	World	(e)		.01¢
Fargo	•Courier-News	(d)	913,553	.04¢
	•Sunday Edition	(s)	914,577	.04¢
	•Forum	(r)	910,986	.03½¢
Grand Forks	•American (3 mo. 6/30/19 stm't)	(r)	•6,905	.03¢
	•Herald (4)	•9,508)	(s)	914,877 .05¢
	•Herald	(r)	95,487	
	•Sunday Edition (3 mo. 6/30/19 stm't)	(m)	910,722	.05¢
Jamestown	Alert	(r)	1,200	.01¢
Mandan	Pioneer	(r)	1,649	.01¢
Minot	News & Optic Reporter	(r)		.01¢
New Rockford	State Seeker	(r)		.01½¢
Valley City	Times-Record	(r)	1,100	.01¢

OHIO

Akron	•Beacon Journal	(r)	•31,181	.04¢
	Press	(r)	21,491	.04¢
	•Times	(r)	21,254	.03¢*
	•Sunday Edition	(s)	20,118	.03¢*
Alliance	•Review & Leader	(r)	•8,982	.02¢
Ashland	Times-Gazette	(r)		.02¢
Ashtabula	•Star & Beacon	(r)	95,887	.02½¢
Athens	•Messenger	(r)	7,969	.02¢
Bellaire	Independent (4/1/19 stm't)	(r)	7,31	.01¢
	Leader	(r)	3,462	.01¢*
Bellefontaine	Examiner	(r)	3,379	.02¢*
	Inter-Republican	(r)	2,719	.00¢*
Bellevue	Gazette	(r)	3,941	.01¢*
Bowling Green	•Sentinel-Tribune	(r)	95,941	.02¢*
Bucyrus	Forum	(r)	1,721	.01¢*
	Telegraph	(r)	3,353	.01¢*
Cambridge	•Jeffersonian	(r)	•3,614	.01¢*
Canton	•News	(h)	•28,528	.03¢
	•Sunday Edition	(m)		.03¢
	•Repository	(h)	•22,809	.03½¢
	•Saturday Edition	(s)	•20,014	.03¢*
	•Sunday Edition	(s)	•19,913	.03¢*
Celina	Standard	(r)	1,630	.00¢*
Chillicothe	Newspaper-Herald	(r)	5,031	.01¢*
	Scioto Gazette	(r)	3,978	.00¢*
Cincinnati	Commercial Tribune	(a)	48,067	.15
	Sunday Edition	(s)		.15
	Inquirer	(a)	64,398	.13
	Sunday Edition	(s)		.15
	Post	(r)	178,505	.20
	•Times-Star	(r)	•154,251	.15¢‡
	Herald	(e)	1,815	.01¢
Circleville	Union-Herald	(r)		.01½¢

OHIO—continued

Cleveland	•News	(r)	•136,444	.20¢
	•Sunday News-Leader	(s)	•134,388	.01¢
	•Plain Dealer	(r)	181,482	.20¢
	•Sunday Edition	(s)		.10¢
	Press	(e)	108,590	.02¢
Columbus	Citizen	(r)	71,228	.10¢
	Dispatch	(r)	70,492	.11¢
	Sunday Edition	(s)	70,492	.11¢
	Ohio State Journal	(m)	49,948	.09
	Sunday Edition	(s)		.09
Conneaut	News-Herald	(r)	2,988	.01¢
Coshocton	Times & Times Age	(r)	95,274	.01½¢
	•Sunday Edition	(s)	95,702	.01½¢
Dayton	•Herald	(e)	•25,240	.04¢
	•Journal	(h)	•23,334	.04¢
	•Sunday Edition	(s)	•20,934	.04¢
	•News	(r)	•30,855	.06¢
	•Sunday Edition	(s)	•28,144	.04¢
Defiance	Crescent-News	(r)	2,457	.00¢
	Express	(r)	1,200	.00¢
Delaware	Gazette	(r)	2,500	.01¢
	Journal-Herald	(r)	1,222	.00¢
Delphos	Herald	(r)	1,343	.00¢
Dennison	Paragraph	(r)		.00¢
Newark	Advocate	(r)		.01¢
East Liverpool	•Review	(r)	•6,139	.01¢
	•Tribune	(r)	•5,832	.01¢
	(3 mo. 6/30/19 stm't)			
East Palestine	Leader	(r)	1,350	.00¢
Elyria	•Chronicle-Telegram	(r)	•5,000	.01¢
	(3 mo. 9/30/19 stm't)			
Findlay	Courier	(r)	93,443	.01¢
	•Republican	(h)	•6,546	.01¢
Fostoria	Review	(e)	3,200	.00¢
	Times	(r)	3,130	.00¢
Fremont	Messenger	(r)	3,500	.01¢
	•News	(r)	•3,545	.01¢
Galion	Inquirer	(r)	2,426	.01¢
Gallipolis	Tribune	(r)	1,800	.01¢
Geneva	Free Press-Times	(r)	1,450	.01¢
Greenville	Advocate	(r)	1,657	.01¢
Hamilton	Tribune (4/1/19 stm't)	(r)	1,740	.02¢
	•Journal	(e)	•9,333	.01¢
	•News	(r)	6,354	.01¢
Ironton	Irontonian	(s)	2,910	.01¢
	Sunday Edition	(s)		.01¢
	Register	(r)	3,200	.01½¢
Kenton	Democrat	(r)	2,900	.01¢
	News-Republican	(r)	2,900	.01¢
Lancaster	Eagle	(e)	7,964	.01¢
	Gazette	(r)	1,978	.00¢
Lima	•News	(h)	•13,360	.02½¢
	•Sunday Edition	(s)	•11,713	.02½¢
	•Republican-Gazette	(h)	•9,785	.02¢
	•Sunday Edition	(s)	•9,540	.02¢
	Times-Democrat	(r)	7,131	.01¢
Lisbon	Journal	(r)	1,900	.00¢
Lorain	•Times-Herald	(r)	•7,465	.02¢
Mansfield	•News (3 mo. 9/30/19 stm't)	(r)	•12,000	.02¢
	Sunday Edition	(s)		.02¢
Marietta	•Journal	(h)	•4,047	.01¢
	Register-Leader	(r)	3,187	.01¢
	Times	(r)	4,800	.01¢
	Sunday Edition	(s)		.01¢
Marion	•Star	(r)	•9,868	.02¢
	•Sunday Edition	(s)	•9,840	.02¢
Martin's Ferry	•Times	(r)	•4,466	.01½¢
Marysville	•Tribune	(r)	2,527	.00¢
Medina	•Independent	(h)	•6,247	.02¢
	•Sunday Edition	(s)		.02¢
Middletown	Journal	(r)	4,234	.01¢
	•News-Signal	(r)	•4,492	.01¢
Mount Vernon	Banner	(r)	2,317	.00¢*
	•Republican-News	(r)	2,716	.01¢*
Newark	•Advocate	(r)	•5,714	.01¢
	American Tribune	(r)	6,175	.01¢
New Philadelphia	•Times	(r)	•4,918	.01¢
Niles	News	(r)	93,892	.01¢
Norwalk	Reflector-Herald	(r)	3,666	.01¢
Painesville	Telegraph	(r)	2,832	.01¢
Piqua	Call	(r)	3,500	.01¢
	Press-Dispatch	(r)		.01¢
Pomeroy	News	(r)	1,869	.01¢
Portsmouth	•Times	(r)	•11,430	.02½¢
	•Sunday Edition	(s)	•7,777	.02½¢
St. Marys	Leader	(r)	•1,151	.01¢
Salem	•News	(r)	•2,981	.00¢*
Sandusky	•Register	(e)	•5,218	.01¢
	•Sunday Edition	(s)	•5,892	.01¢
Shelby	•Star-Journal	(r)	•6,081	.01¢
	Globe	(r)	1,900	.00¢*
Sidney	Journal	(r)		.01¢
	Star	(r)	3,710	.01¢*
Springfield	•News	(r)	•14,781	.02¢
	•Sunday Edition	(s)	•12,282	.02¢
	•Sun	(h)	•10,549	.02½¢
	•Sunday Edition	(s)	•10,020	.02½¢
Steubenville	Gazette	(r)	4,850	.01¢
	Herald-Star	(r)	7,198	.01½¢
Tiffin	•Advertiser	(r)	•3,083	.01¢
	Tribune & Herald	(r)	2,612	.00¢*
Toledo	Blade	(r)	84,033	.15¢
	News-Bee	(r)	70,131	.12¢
	Times	(m)	29,134	.04¢
		(s)		.06¢
Toronto	Tribune	(r)		.01¢
Troy	News	(r)	2,652	.00¢*
Uhrichsville	Reporter	(r)	2,873	.00¢*
Upper Sandusky	Chief	(r)	2,512	.01¢*
	Union	(r)	3,128	.00¢
Urbana	Citizen (5) 1,385)	(a)	5,010	.01¢
	•Democrat (r) 3,672)			
Van Wert	Bulletin	(r)		.01¢
	Times	(r)	2,090	.01¢
	Sunday Edition	(s)		.01¢
Wapakoneta	News	(r)	2,695	.01¢*
Warren	Chronicle	(e)	2,300	.01¢*
	Tribune	(r)	6,200	.01¢*
Washington C.H.	Herald	(e)	3,812	.01¢

OHIO—continued

Carlisle	Sentinel	(r)		.00¢*
Wilmington	News-Journal	(r)	2,720	.01¢
Wooster	•Republican & News	(r)		.01¢
Xenia	•Gazette (r) 3,289)	(e)	•4,262	.01½¢
	•Republican (5) 973)			
Youngstown	•Telegram	(r)	•20,950	.04¢
	•Vindicator	(e)	•23,545	.04¢
	•Sunday Edition	(m)	•23,051	.04¢
Zanesville	•Signal (r) 95,993)	(e)	•30,390	.04¢
	•Times Recorder(5)•20,097)			
	Sunday Times Signal	(s)		.03¢

OKLAHOMA

Ada	News	(r)	3,245	.01¢*
Alva	Pioneer (4/1/19 stm't)	(r)	795	.01¢*
	Review-Courier	(r)		.01¢*
Ardmore	Ardmoreite	(m)	4,200	.02½¢
	Sunday Edition	(s)		.02½¢
Bartlesville	Enterprise	(e)	4,250	.02¢
	•Examiner	(r)	•2,815	.01¢
	•Sunday Edition	(s)	•2,942	.01½¢
Blackwell	News	(r)	1,000	.01¢
	Tribune	(r)		.01¢
	Sunday Edition	(s)		.01¢
Chickasha	Express	(r)	2,160	.01¢
Clarmore	Progress (no Thursday issues)	(r)	1,300	.01¢
Collinsville	News	(r)		.01¢
Cushing	Citizen	(h)		.01¢
	News	(r)		.01¢
Drumright	Gusher	(r)		.01¢
Durant	Democrat	(r)	1,720	.01¢
El Reno	Democrat (4/1/19 stm't)	(r)	2,850	.01¢
Enid	Eagle	(m)	4,932	.02¢
	Sunday Edition	(s)		.02¢
	News	(e)	6,000	.02¢
	Sunday Edition	(s)		.02½¢
Frederick	Leader	(r)	2,201	.01¢
	Sunday Edition	(s)		.01½¢
Guthrie	Leader	(r)	12,418	.01¢
Harrah	Tres Lanes	(r)		.01¢
	Sunday Edition	(s)		.01¢
Hobart	Democrat-Chief	(r)		.01¢
	Republican	(r)	2,447	.00¢*
Hugo	News	(s)	1,653	.01¢
	Sunday Edition	(s)		.01¢
Idabel	News	(r)		.01¢
Kingfisher	Free Press (4/1/19 stm't)	(r)	980	.01¢
	Times (4/1/19 stm't)	(r)	3,050	.01¢
Lawton	Constitutions	(r)	2,453	.01¢
	News	(e)	2,671	.02¢
	Sunday Edition	(s)		.02¢
Mc Alester	News-Capital	(m)	•3,190	.01¢*
Miami	Miami District News	(h)	3,946	.02¢
	Sunday Edition	(s)		.02¢
	Record-Herald	(h)	3,812	.02¢
	Sunday Edition	(s)		.02¢
Muskogee	•Phoenix	(h)	•13,391	.03¢
	•Sunday Edition	(s)	•13,647	.03½¢*
	•Times-Democrat	(h)	•13,496	.03¢
Newkirk	Eagle	(r)		.01¢
	Reporter	(r)		.01½¢
Norman	Transcript	(r)		.01¢
Nowata	Star (4/1/19 stm't)	(r)	1,750	.01¢
	Sunday Edition	(s)		.01¢
Oklahoma City	Oklahoman-News	(m)	23,467	.05¢
	•Oklahoman	(s)		.05¢
	•Times	(e)		.05¢
	Sunday Oklahoman	(s)		.05¢
Okmulgee	Democrat (4/1/19 stm't)	(m)	4,853	.02¢*
	Sunday Edition	(s)		.02¢*
	Times	(e)		.02¢*
	Sunday Edition	(s)		.02¢*
Pawhuska	Capital	(r)		.01¢
Perry	Sentinel	(r)		.01¢
Ponca City	News	(r)	2,100	.01¢
Sapulpa	American	(s)	1,254	.01¢
	Sunday Edition	(s)		.02½¢
	Herald	(r)	2,240	.01¢
Shawnee	Bulletin	(r)		.01¢
	News	(e)	4,155	.01¢*
	Sunday Edition	(s)		.02½¢

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WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

ONAGE (Abbreviations)

Stillwater Press (r) 1,214 .01¢
Tulsa *Democrat (r) 17,342 .02½
*Sunday Edition (s) 17,217 .02½
*World (e) 30,000 .04
*Sunday Edition (m) 42,726 .06
Ulatia Journal (r) 1,097 .01¢

OREGON

Albany* Democrat (r) 1,400 .01¢
Herald (r) 1,500 .02½
Ashland Tidings (e) .02½
Astoria Astorian (e) 1,693 .02½
Sunday Edition (s) .03
Budget (4/1/19 stn't) (r) 2,781 .02½
Baker Democrat (r) 1,460 .01¢
Sunday Edition (s) .02½
Herald (r) 2,005 .01¢
Bend Bulletin (r) 817 .01¢
Corvallis Gazette-Times (e) 1,350 .01¢
Dalles (See The Dalles)
Eugene *Guard (e) 13,059 .01¢
*Register (e) 14,229 .01¢
*Sunday Edition (s) 14,386 .01½
Grants Pass Courier (r) 1,600 .01¢
Klamath Falls Herald (r) 1,442 .01¢
La Grande Observer (4/1/19 stn't) (e) 2,125 .01½
Sunday Edition (s) .02½
Marshfield Coos Bay Times (e) 2,628 .01½
Record (r) .02¢
Medford Mail Tribune (m) 2,996 .01½
Sunday Sun (s) .01½
Oregon City Enterprise (e) 1,270 .01½
Sunday Edition (m) .01½
Pendleton *East Oregonian (m) 92,737 .01¢
Tribune (e) 1,596 .01½
Sunday Edition (s) .02½
Portland *News (e) 275,928 .04¢
*Oregon Journal (e) 51,449 .02½
*Sunday Edition (s) 63,991 .12¢
*Oregonian (m) 87,725 .02½
*Sunday Edition (s) 93,042 .12¢
*Telegram (e) 135,049 .04¢
Reedsburg Times (4/1/19 stn't) (r) 1,608 .01½
Review (r) 1,850 .007¢
Salem *Capital Journal (e) 4,332 .02½
Oregon Statesman (m) 3,750 .02¢
Sunday Edition (s) .02½
The Dalles *Chronicle (r) 11,336 .01¢

PENNSYLVANIA

Allentown *Call (b) 23,148 .04¢
Chronicle & News (e) .02½
*Democrat (b) 23,832 (a) .07½¢
*Item (r) 23,803 .02½
Leader (r) 8,215 .01½¢
Altoona Mirror (e) 28,504 .02½
Times (e) 9,006 .02½
Tribune (s) 5,530 .02¢
Ashland News (e) 1,514 .01½¢
Telegram (r) .01¢
Bangor Times (e) .01¢
Beaver Times (r) 13,642 .02½
Beaver Falls Tribune (e) 7,000 .02½
Berwick Enterprise (e) 2,111 .01½
Bethlehem Globe (e) 12,000 .02½
Times (r) 6,463 .01¢
Bloomsburg Press (e) 6,274 .01½¢
Bradford Era-Herald (e) 6,000 .02½
Record (r) 3,511 .01¢
Brie Dispatch (e) 12,000 .02½
Bristol Courier (r) 3,179 .01¢
Brownsville Telegraph (e) 2,000 .01½¢
Butler Citizen (4/1/19 stn't) (e) 5,191 .01½
Eagle (e) 4,814 .01½¢
Times (4/1/19 stn't) (r) 3,300 .01½
Bates (4/1/19 stn't) (e) 1,364 .01¢
Leader (r) 2,000 .01¢
Carlisle Herald (e) 1,350 .007¢
Volunteer (s)
(The Volunteer is the weekly edition of The Herald)
Sentinel (r) 1,762 .01¢
Centre Democrat (r) 4,376 .02½
Chambersburg Franklin Repository (e) .01½
Public Opinion (r) .01½
Valley Spirit (e) .01½
Clearfield *Mail (e) .01½
Clester *Republican (m) 23,035 .02½
*Times (r) 11,618 .01½
Coatesville Record (e) .01½
Columbia Public Spirit (r) .01½
Connellsville Courier (e) 2,263 .01½
Columbia News (r) 2,111 .01½
Corry Star (r) 2,814 .01½
Connellsville *Courier (e) 3,000 .01½
News (r) 4,415 .01½
Corry Journal (e) 2,500 .01½
Danville News (r) 2,338 .01½
Dubois Herald (4/1/19 stn't) (r) 2,000 .01½
Doylestown Democrat (r) 2,110 .01½
Intelligencer (r) 2,000 .01½
Du Bois Courier (b) 3,375 .01½
Express (r) 3,214 .01½
Easton Express & Argus (r) 11,000 .01½
Free Press (e) 14,161 .02½
Times (r) 5,000 .01½
Elwood *Call (e) 13,500 .02½
*Sunday Edition (s) 12,000 .02½
Emporium *Camera (r) 1,645 .02½
*Sunday Edition (s) .02½
Erie *Dispatch (e) 27,645 .02½
*Herald (m) 27,000 .04¢
*Sunday Edition (s) 27,000 .04¢
*Times (e) 27,779 .04¢
Farrell News (e) 2,120 .01½¢
Franklin Newsherald (e) 3,800 .01½
Gettysburg Times (e) 3,579 .01½
Greensburg Review (e) 4,000 .01½
Record (e) 4,400 .01½
Tribune (e) 4,000 .01½
Greenville Record (e) 3,543 .01½
Hanover Herald-Herald (e) 2,761 (a) .01½¢
Herald (s) 1,041

Hanover Sun (r) 3,712 .01½¢
(Continued Tomorrow)
Harrisburg *News (r) 42,406 .06¢
*Patriot (s) 23,812 .04¢
*Telegraph (r) 29,938 .05½¢
(3 no. 6/30/19 stn't)
Hazleton Plain Speaker (e) 7,409 .02¢
Standard-Sentinel (s) 7,728 .02¢
Homestead Messenger (r) 8,935 .0363
Huntingdon Journal & New Era (e) .007¢
Indiana Indiana (e) .01½
Jersey Shore Herald (r) 1,056 .007¢
Johnstown *Democrat (b) 13,218 .03¢
Leader (r) 8,224 .02¢
Tribune (r) 23,041 .04¢
Kane Kane Republican (r) 1,367 .01½¢
Kittanning Simpsons' Leader (r) 3,465 .009¢
Times (4/1/19 stn't) (r) 2,203 .01½¢
Lancaster Examiner (s) 5,210 .02¢
Intelligencer (r) 11,142 .02¢
News Journal (b) 10,442 (a) .06¢
Sun (e) 10,784 .04¢
Latrobe Bulletin (r) 4,029 .01¢
Lebanon News (e) 8,219 .01½¢
Report (r) 6,408 .01½¢
Times (4/1/19 stn't) (r) 2,715 .009¢
Lehighton Leader (r) 1,838 .01¢
Lewistown Sentinel (e) 4,638 .01¢
Lock Haven Express (r) 6,612 .01¢
Mahanoy City Record-American (r) 3,926 .01¢
Meadville Tribune (r) 3,140 .01½¢
Times (r) .007¢
McKeesport News (e) 11,341 .03½¢
Meadville *Tribune-Republican (b) 3,541 .025¢
Messenger (r)
Mechanicsburg Journal (r) 1,381 .006¢
Middletown Standard (r) 3,231 .01¢
Milton Independent (r) 1,830 .013¢
Monongahela Republican (r) 2,963 .01½
Mount Carmel *Item (r) 13,407 .018¢
Natrona Press (e) 800 .005¢
New Brighton Beaver Valley News (r) 1,685 .01¢
New Castle Herald (r) 8,702 .01½¢
News (e) 9,115 .01½¢
New Kensington Star (r) 3,300 .01¢
Norristown *Herald (r) 12,814 .02½¢
*Times (r) 18,217 .03¢
Oil City *Derrick (m) 7,131 .018¢
*Derrick (s) 15,426 .024¢
Oilville Advocate (r) 446,762 .40¢
Palmerton *Leader (r) 13,134 .02¢
*Sunday Edition (s) 13,134 .40¢
Parkesburg *North American (e) 13,000 .02½
*Sunday Edition (s) 13,000 .02½
Penn *Item (r) 13,000 .02½
*Sunday Edition (m) 13,000 .02½
Philadelphia *Public Ledger(b) 481,344 (a) .14¢
*Public Ledger(r) 481,344 (a) .14¢
*Sunday Edition (s) 481,344 (a) .14¢
*Record (e) 481,344 (a) .14¢
*Sunday Edition (s) 481,344 (a) .14¢
*Press (e) 481,344 (a) .14¢
*Sunday Edition (s) 481,344 (a) .14¢
*Telegraph (e) 481,344 (a) .14¢
*Sunday Edition (s) 481,344 (a) .14¢
Phillipsburg Journal (r) 1,525 .01½
Pittsburgh Republican (e) 1,940 .02½
Pittsburgh *Chronicle Telegraph (r) 468,389 (a) .12½¢
*Gazette Times(b) 452,377) .12½¢
*Sunday Gazette Times (s) 478,149 .12½¢
*Dispatch (e) 453,659 .09¢
*Sunday Edition (m) 459,240 .12½¢
Leader (m) 12,240 .02½
Sunday Edition (m) .02½
*Post (r) 468,524) 11,371,311 .12
*Sun (r) 463,517) .12
*Sunday Post (m) 421,081,080 .12
*Press (e) 411,161 .14
*Sunday Edition (s) 411,161 .14
Pittston Gazette (4/1/19 stn't)(r) 3,737 .02½¢
Pottstown Ledger (e) .02½
*News (b) 48,463 .02¢
Pottsville Chronicle (r) .02½
*Republican (e) 8,076 .02½
*Republican (r) 410,866 .03½¢
Punxsutawney Spirit (r) 1,500 .01½¢
Reading *Eagle (m) 430,771 .06¢
*Sunday Edition (m) 430,771 .06¢
Herald (r) 6,672 .02½¢
*Times (b) 46,028) 11,789 .04¢
*Telegram (r) 45,771)
Revere Record (r) .02½
Ridgway *Record (r) 2,712 .01½¢
St. Mary's Press (4/1/19 stn't) (r) 930 .02½¢
Sayre Review (r) .01½
Scranton *Republican (b) 126,331 .07
*Times (e) 49,731 .04¢
Sharon *Herald (r) 3,940 .01½¢
Sharpsburg News (r) .01½
Shenandoah *Herald (e) 3,410 .02½¢
Standard (m) 4,156 .02½¢
Times & Democrat (e) 3,421 .01¢
Sunbury Item (r) 3,476 .01½¢
Susquehanna Transcript (4/1/19 stn't) (r) 1,000 .01½¢
Towanda Courier (r) 3,250 .02½¢
Throckton Sentinel (r) 3,934 .01½¢
Valley News (r) 1,606 .009¢
Titusville *Herald (r) 4,729 .02½¢
Tamaqua *Courier (r) 3,000 .01½¢
Tyrone Herald (r) 3,900 .01½¢
Uniontown *Genius (e) 6,233) 15,931 .02½¢
Herald (b) 9,339)
Dave Standard (r) .01½¢
Warren *Mirror (r) 3,321 .01½¢
Times (e) 4,437 .01½¢
Washington *Reporter (e) 9,235 .01½¢
Sunday Edition (m) .01½¢

Washington *Observer (b) 19,297 (a) .03¢
(continued) *Reporter (r) 13,960)
Waynesboro Press (r) 1,193 .01¢
Record-Herald (e) 2,987 .01¢
West Chester Local News (r) 11,590 .03¢
Wilkes-Barre *Record (e) 18,319 .02½¢
*Record (s) 16,318 .02½¢
*Times-Leader (r) 17,505 .04¢
(3 no. 6/30/19 stn't)
Williamsport Gazette & Bulletin (e) 10,938 .02¢
(m) 14,763 .03½
York Dispatch (e) 13,856 .02¢
Gazette & Daily (m) 14,310 .03¢

RHODE ISLAND

Artic Pawtuxet Valley Times (r) 2,130 .01¢
Newport Herald (r) 3,460 .01½¢
News (e) 5,296 .02½¢
Pawtuxet *Times (r) 13,083 .045¢
Providence *Journal (m) 57,351 .12¢
*Journal (s) 49,645 .07½¢
*Sunday Edition (m) 49,445 .07¢
News (r) 21,457 .02¢
*Tribune (r) 83,742 .04¢
*Sunday Edition (m) 82,524 .08¢
Westerly Sun (e) 4,309 .01½¢
*Sunday Evening (s) .02½¢
Woonsocket *Call & Reporter (r) 12,158 .03

SOUTH CAROLINA

Anderson Mail (r) 4,431 .01½¢
Tribune (s) .01½¢
Sunday Edition (s) .01½¢
Charleston *American (m) 7,603 .03¢
*Sunday Edition (m) .03¢
*News & Courier (m) 10,197 .03¢
*Sunday Edition (m) 11,383 .03½
*Post (e) 17,466 .04¢
Columbia *Record (m) 11,191 .04¢
*Sunday Edition (m) 11,007 .04¢
*State (m) 21,128 .05¢
*Sunday Edition (m) 20,214 .05¢
Florence Times (r) 1,800 .01¢
Greenville *News (m) 10,485 .03¢
*Sunday Edition (m) 10,485 .03¢
*Piedmont (r) 14,184 .05¢
Greenwood Index-Journal (m) 4,789 .02¢
*Sunday Edition (m) .02¢
Orangeburg Times & Democrat (m) .02¢
Sunday Edition (m) .02¢
Rockhill Herald (e) 1,200 .01½
Spartanburg *Herald (e) 14,416) 19,374 .03¢
*Journal (r) 12,958)
Sunday Herald (m) 15,362 .03¢
Sumter Item (r) 1,554 .01½¢
Union Times (r) 2,780 .01¢

SOUTH DAKOTA

Aberdeen *American (e) 14,503 .01½¢
*Sunday Edition (s) 14,504 .02½
*News (e) 4,455 .01½¢
Deadwood Pioneer-Times (e) .01½¢
Sunday Edition (s) .01½¢
Telegram (r) 440 .008¢
Huron *Herald (e) .01½¢
Sunday Edition (s) .02¢
Lead (4/1/19 stn't) (r) 1,510 .01½¢
Mitchell Leader (4/1/19 stn't) (r) 856 .02½¢
Sentinel (r) 906 .007¢
Mitchell Gazette (r) 2,800 .02½¢
*Republican (d) 11,853) 15,183 .02¢
*Republican (r) 3,600)
Sunday Edition (m) 15,210 .02¢
Pierre *Capital-Tribune (r) .02½¢
Rapid City Journal (r) .02½¢
Sunday Edition (s) .02½¢
Sioux Falls *Argus-Leader (r) 12,557 .04¢
*Press (e) 10,824 .02½¢
*Sunday Edition (s) 11,464 .02½¢
Watertown News (4/1/19 stn't) (r) 1,959 .01¢
Public Opinion (r) 5,214 .02¢
Journal (s) .02¢
Tiroer Journal (m) .01½¢
Sunday Edition (m) .01½¢
Yankton Press & Dakotan (r) 2,174 .01¢

TENNESSEE

Chattanooga *News (r) 14,339 .04¢
(3 no. 6/30/19 stn't)
*Times (m) 26,201 .07¢
*Sunday Edition (m) 23,404 .07¢
Clarksville Leaf-Chronicle (r) 2,000 .01½¢
Columbia Herald (4/1/19 stn't) (r) 2,001 .0166¢
Greenville Sun (r) .01¢
Jackson *Sun (m) 3,643 .02¢
Sunday Edition (m) .02¢
Johnson City Staff (r) 5,309 .0259¢
Knoxville *Journal & Tribune (b) 19,264 .04¢
Sunday Edition (b) 23,264 .04¢
*Sentinel (r) 21,290 .04¢
Memphis *News (e) 16,214 .01
*Commercial Appeal (b) 31,000 .04¢
*Sunday Edition (b) 31,000 .04¢
*News-Scimitar (e) 42,343 .01
Press (r) 29,258 .01
Nashville *Banner (e) 1,534 .01¢
Sunday Edition (s) .01¢
*American (r) 24,115) 42,257 .02¢
*Tennessean (b) 28,043)
*Sunday Tennessean & American (m) 29,570 .02¢
*Banner (r) 42,341 .02¢
*Sunday Edition (s) 43,338 .02¢

TEXAS

Abilene Reporter (e) 3,189 .02½¢
Sunday Edition (s) .02½¢
Amarillo News (e) 4,392 .02½¢
Sunday Edition (s) .02½¢
Paderewski (r) .02½¢
Athens Review (r) .02½¢

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A Territory Worth While

This news item from a recent issue of the Star-Telegram means much to discriminating national advertisers and agencies in making up their lists for 1920

NEW WEALTH PRODUCTION OF WEST TEXAS THIS YEAR WILL TOTAL $600 FOR EACH PERSON

According to the most conservative data now available, West Texas shall have produced new wealth during the year 1919 to the following staggering total:

45,000,000 bushels of wheat at $2 per bushel	$ 90,000,000
10,000,000 bushels of oats, at $1.14 per bushel	11,400,000
55,000,000 bushels of kaffir-milo, at 85c per bushel	46,750,000
1,300,000 bales of cotton, with seed, at $230 per bale, with seed	450,000,000
4,000,000 bushels of corn, at $1.45	5,800,000
146,000,000 barrels of oil, at $2.09 per barrel	305,140,000
8,600,000,000 cubic feet of salable gas at 45c per 1,000 cubic feet at well	387,000
100,000 tons of alfalfa and other hay at $45	4,500,000
20,000 tons of beef cattle	20,000,000
27,000 tons of sheep and goats	13,467,000
50,000 pounds of pecans	130,000
90,000 tons of peanuts	4,095,000
30,000 tons of vegetables	2,350,000
15,000 tons of manufactured gypsum	580,000
Value of manufactured outputs in leading towns and cities, not including refined oils, estimated at	$0,000,000
20,000 head horses and mules	2,135,000
Other crops, including fruits	1,930,000
Total	$1,019,529,000

This vast total of new wealth, the greatest ever produced in the history of West Texas, represents a total new wealth of more than $600 per capita, or more than $2,400 per family, figuring the present population of West Texas at approximately 1,680,000 persons, which is conservative.

The above figures were compiled by the Service and Research Department of the West Texas Chamber of Commerce, who claim that no other region of the United States has such a large per capita production of new wealth.

IN THIS BILLION DOLLAR TERRITORY

FORT WORTH STAR-TELEGRAM

(*Largest Circulation in Texas*)

is absolutely supreme with 60% more daily—50% more Sunday Circulation than any other TWO papers combined

CIRCULATION NOW

70,000 Daily 80,000 Sunday

Sunday Rotogravure—8 pages, green and brown, super-calendered paper

FORT WORTH STAR-TELEGRAM

MEMBER A, B, C

AMON G. CARTER, *Vice Pres. & Gen. Mgr.* A. L. SHUMAN, *Adv. Mgr.*

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SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

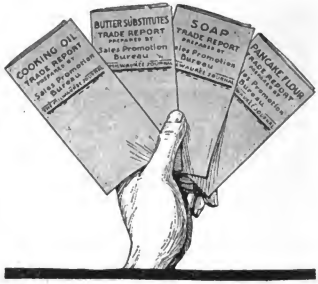
		TEXAS—continued							WASHINGTON—continued		
Austin	*American (4/1/19 stm't)	(e)	16,123	.01¢	Terrell	Tribune	(e)	2,027	.01¢	Seattle	*Post-Intelligencer	(m)	46,854	.10
	*Sunday Edition	(s)	16,331	.01¢	(continued)	Sunday Edition	(s)		.01¢		*Sunday Edition	(s)	62,807	.12
	Statesman	(e)	7,973	.02	Texarkana	Four States Press	(m)	6,127	.02¢		*Star	(e)	50,163	.05
	Sunday Edition	(s)		.02		Sunday Edition	(s)		.02¢		*Times	(e)	46,180	.13
	Texas	(h)		.02		Texarkanian (see Texarkana, Arkansas)					*Sunday Edition	(m)	95,378	.17
	Sunday Edition	(h)		.02	Tyngsboro	Times (on Thurs. issue)	(r)		.006¢		United Labor	(w)		.05¢
Bellinger	Ledger (4/1/19 stm't)	(r)	515	.01¢	Tyler	Courier-Times	(e)	7,121	.01¢	Spokane	*Chronicle	(e)	135,139	.08
Big Spring	Tribune	(r)		.01¢		Tribune (4/1/19 stm't)	(r)	1,715	.01¢		Press	(m)	6,402	.06
Beaumont	*Enterprise	(m)	19,500	.04¢		Sunday Edition	(s)		.01¢		*Spokesman-Review	(m)	39,240	.085
	*Sunday Edition	(s)	23,845	.04¢	Victoria	Advocate (4/1/19 stm't)	(r)	800	.01¢		*Sunday Edition	(m)	50,962	.113
	*Journal	(e)	17,615	.02¢		Colored Observer (Negro)	(h)		.02¢	Tacoma	*Ledger	(m)	21,883	.06
	*Sunday Edition	(s)	17,240	.02¢	Waco	Times-Herald	(m)	11,037	.02¢		*Sunday Edition	(m)	32,956	.07
Belton	News	(r)		.01¢		*Sunday Edition	(s)		.02¢		*News-Tribune	(e)	31,000	.07
Denham	Favorite	(r)	1,717	.01¢		*Evening News	(e)	7,220	.03¢		Times	(r)	13,427	.03
Brenham	Banner-Press	(e)	1,400	.02		Sunday Edition	(s)		.03¢	Vancouver	Columbian	(e)	1,733	.01
	Lesseur	(h)		.02¢	Waxahachie	Light	(e)		.01¢	Walla Walla	*Bulletin	(e)	4,816	.05
Brownsville	Herald	(e)	2,123	.02¢	Weatherford	Herald (4/1/19 stm't)	(r)	1,210	.02¢		*Sunday Edition	(s)	4,816	.05
	Sunday Edition	(m)		.02¢	Wichita Falls	Record	(e)	4,507	.02¢		*Union	(m)	3,316	.05
Brownwood	Bulletin	(e)		.02¢		Sunday Edition	(s)		.02¢		*Sunday Edition	(m)	3,376	.05
Bryan	Eagle	(r)	1,278	.01¢		(7 wks. 9/30/19 stm't)				Wenatchee	*World	(e)	4,170	.025
Cleburne	Enterprise	(e)	1,860	.01¢		Winnsboro Times	(e)	1,419	.03¢	Yakima	*Herald	(e)	4,836	.05
	Sunday Edition	(s)		.01¢		Sunday Edition	(s)		.03¢		*Sunday Edition	(s)	5,514	.05
	Review	(r)	1,960	.01¢	Yoakum	Herald (4/1/19 stm't)	(r)	630	.01¢		*Republic	(r)	4,806	.04
	Sunday Edition	(r)		.01¢		Times (On Saturday issue)	(r)	510	.01¢		Valley American	(m)	3,750	.01
Commerce	Journal	(r)		.00?¢		Sunday Edition	(m)		.01¢		Sunday Edition	(m)		.01
Corpus Christi	Caller	(m)	3,155	.02¢										
	Sunday Edition	(m)		.02¢		UTAH					WEST VIRGINIA			
	Times	(e)		.02¢	Logan City	Journal	(r)	1,595	.01¢	Bluefield	Telegraph	(m)	4,768	.02
Corsicana	Sun	(r)	2,122	.01¢	Ogden	*Examiner	(h)	15,469	.02¢		Sunday Edition	(s)		.02
Cuero	Record	(r)		.01¢		*Standard	(h)	7,940	.02¢	Charleston	Gazette	(m)	11,918	.03
Dallas	Dispatch	(e)	24,121	.04¢		*Standard Edition	(s)	7,921	.03¢		Sunday Edition	(s)		.03
	*Journal	(e)	120,378	.08¢		*Standard	(r)	7,921	.03¢		*Mail	(r)	18,184	.025
	*News	(m)	135,178	.14¢	Salt Lake City	*Deseret News	(h)	15,219	.04	Clarksburg	Exponent (4/1/19 stm't)	(e)	8,187	.02
	*Sunday Edition	(m)	189,336	.14¢		*Saturday Edition	(s)	19,184	.05		Sunday Edition	(s)		.02
	Times Herald	(m)	45,232	.07		Herald	(h)	25,008	.04¢		*Telegram	(e)	6,825	.02
	Sunday Edition	(s)		.07¢		Sunday Edition	(s)	33,944	.07¢		Sunday Edition	(e)	6,825	.02
Denison	Gazette	(e)		.01¢		*Telegram	(e)	24,179	.05¢	Elkins	Inter-Mountain	(r)	1,475	.01
	Sunday Edition	(s)		.01¢		*Tribune	(h)	20,943	.07¢	Fairmont	Times	(e)	4,004	.02
Denton	Herald	(r)	1,816	.01¢		*Sunday Edition	(s)	24,173	.07¢		Sunday Edition	(m)		.02
Dexter	Record-Chronicle	(r)	1,934	.01¢							*West Virginian	(e)	24,914	.05
Electra	Leader	(r)		.01¢		VERMONT				Grafton	Sentinel	(r)	2,050	.01
	Sunday Edition	(r)		.01¢	Barre	*Times	(e)	24,574	.04¢	Hinton	Independent Herald	(r)		.01
El Paso	*Herald	(e)	24,574	.04¢	Bennington	Banner	(e)	2,869	.01¢		Sunday Edition	(r)		.01
	*Times	(m)	23,000	.04¢	Brattleboro	Reformer (4/1/19 stm't)	(r)	1,959	.01¢	Huntington	*Advertiser	(e)	18,061	.03
	*Sunday Edition	(m)	43,549	.04¢	Burlington	*Free Press	(m)	10,552	.02¢		*Sunday Edition	(m)	25,000	.04
Ennis	Times	(r)		.01¢		News	(e)	7,980	.02¢		*Herald-Dispatch	(m)	20,608	.03
Fort Worth	*Record	(m)	42,404	.06¢	Montpelier	Argus	(r)	1,960	.02¢		*Sunday Edition	(m)	20,950	.03
	*Sunday Edition	(m)	47,218	.06¢	Rutland	*Herald	(h)	7,628	.02¢	Keyser	Mineral News	(r)	1,346	.02
	*Star-Telegram	(e)	44,242	.10¢		Herald (4/1/19 stm't)	(r)	3,633	.02¢	Moundsville	Telegram	(e)		.01
	*Sunday Edition	(m)	46,238	.10¢	St. Albans	Messenger	(r)	3,612	.01¢	Martinsburg	Journal	(r)	3,163	.01
Gainesville	Register	(r)		.02¢	St. Johnsbury	Caledonian & Newport Record	(r)	2,230	.01¢		World	(r)	2,931	.02
	Sunday Edition	(s)		.02¢						Morgantown	New Dominion	(r)	2,527	.02
Galveston	Tribune	(r)	1,650	.01¢		VIRGINIA					Post	(r)	3,153	.01
	*News	(m)	19,146	.05¢	Alexandria	Gazette	(r)	2,750	.01¢	Moundsville	Echo	(r)	1,911	.01
	*Sunday Edition	(m)	19,146	.05¢	Bristol	Herald-Courier	(e)	8,540	.04¢		Journal	(r)		.00?
	*Tribune	(e)	16,211	.04¢		*Sunday Edition	(m)	99,727	.04¢	Parkersburg	News	(e)	5,522	.02
Gonzales	Inquirer	(r)	483	.01¢		*Times	(m)	7,153	.02¢		Sunday Edition	(s)		.02
Greenville	Banner	(r)	3,979	.02¢	Charlottesville	Progress	(r)	3,853	.02¢		*Sentinel	(e)	5,646	.02
	Herald	(r)		.01¢	Clifton Forge	Review	(r)	1,057	.01¢	Princeton	Times	(r)		.02
	Sunday Edition	(r)		.01¢	Covington	Virginian	(e)		.01¢	Sistersville	Review	(r)		.01
Hillsboro	Mirror	(r)	1,127	.00?¢	Danville	Bee	(r)	5,043	.02¢	Spencer	Herald	(r)	820	.01
Houston	*Chronicle	(e)	47,178	.07¢		Register	(e)	4,956	.02¢	Wellsburg	*Intelligencer	(h)	10,344	.03
	*Post	(m)	46,601	.10¢		Sunday Edition	(m)		.03¢	Wheeling	*News	(e)	18,132	.05
	*Sunday Edition	(m)	46,601	.10¢	Fredericksburg	Star	(r)	1,600	.02¢		*Sunday Edition	(m)		.06
	*Press	(e)	15,299	.05¢	Harrisonburg	Independent	(h)	5,407	.01¢		Register	(m)	15,146	.05
Jacksonville	Progress	(r)		.02¢		*News-Record	(h)	17,221	.02¢		Sunday Edition	(m)		.05
Kaufman	Herald	(r)		.02¢	Hot Springs	Bay Leaves	(r)		.01¢		Telegraph	(e)		.02
Lampasas	Leader	(r)		.00?¢	Lynchburg	*Advance (r)	16,178		.03¢	Williamson	News	(r)	1,800	.03
Laredo	Record	(r)		.00?¢		*News (e)	19,040							
	Sunday Edition	(r)		.00?¢		*Sunday Edition	(m)	20,779	.03¢		WISCONSIN			
	Times	(e)		.00?¢	Newport News	*Press (4/1/19)	16,182	(s)	16,354	.03¢	Antigo	Journal	(r)	2,625	.01
Longview	Leader	(r)	1,328	.01¢		*Times-Herald (r)	20,154				Appleton	*Crescent	(r)	2,273	.01
	Times-Clarion	(r)		.01¢		*Sunday Press					Post	(r)	4,713	.01
Lufkin	News	(r)		.02¢	Norfolk	*Ledger-Dispatch	(r)	37,414	.08¢	Ashland	Press	(r)	1,950	.02
Mexia	Big Brande Sun	(r)		.01¢		*Virginian-Pilot	(h)	32,041	.04¢	Baraboo	News	(r)	1,420	.00
	Sunday Edition	(s)		.01¢		*Sunday Edition	(s)	36,262	.04¢		Republic	(r)	1,200	.00
McKinney	Courier-Gazette	(r)	1,342	.01¢	Petersburg	Index-Appeal (4/1/19 stm't)	(e)	3,122	.01¢	Beaver Dam	Citizen	(r)	2,076	.01
Marlin	Democrat	(r)		.01¢		Sunday Edition	(r)		.01¢	Beloit	*News	(r)	4,881	.02
Marshall	Messenger	(r)	1,275	.01¢		Progress	(r)	4,886	.02¢		Journal	(r)	2,886	.02
	News	(r)	2,179	.01¢	Portsmouth	Star	(r)		.02¢	Chippewa Falls	Chippewa Herald	(r)	2,347	.01
	Sunday Edition	(s)		.01¢		Sunday Edition	(s)		.03¢		Independent	(r)	1,259	.01
Mart	Herald	(r)		.00?¢	Pulaski	Southwest Times	(r)							
Mexia	Herald	(r)		.00?¢		4 issues a week		1,260	.01¢					
Mineral Wells	Index	(r)	569	.01¢	Richmond	Journal	(r)	19,533	.05					
Orangeburg	Sentinel (4/1/19 stm't)	(r)	900	.02¢		*News Leader	(e)	44,521	.05¢					
Navasota	Examiner-Review	(r)	659	.00?¢		*Times-Dispatch	(h)	21,498	.07¢					
Orange	Leader	(r)		.01¢		*Sunday Edition	(s)	40,402	.08¢					
Palestine	Herald	(r)	1,318	.02¢		Virginian	(e)	14,021	.03¢					
	Visitor	(r)		.00?¢		Sunday Edition	(s)		.03¢					
Paris	Times-Herald	(r)		.01¢	Roanoke	*Times (4/1/19 stm't)	(e)	19,295	.04					
	News	(e)	4,160	.02¢		*World-News (r)	10,315							
	Sunday Edition	(s)		.02¢		Sunday Times	(s)	13,113	.04					
Port Arthur	News-Record	(r)		.02¢	Staunton	*Leader	(r)	14,915	.02¢					
	Sunday Edition	(r)		.02¢		News	(e)	3,759	.02¢					
Ranger	Times	(r)	4,327	.01¢		Sunday Edition	(m)		.02¢					
	Sunday Edition (4 wks. 9/30/19 stm't)			.01¢	Winchester	*Star	(r)	3,825	.01¢					
San Angelo	Standard	(m)	2,321	.01¢		WASHINGTON								
	Sunday Edition	(s)		.01¢	Aberdeen	*World	(e)	4,478	.02¢					
San Antonio	*Express	(m)	29,070	.05¢	Bellingham	American-Reveille	(e)	9,389	.03					
	*Sunday Edition	(m)	29,070	.05¢		Sunday Edition	(s)	10,779	.03					
	*Light	(e)	23,177	.03		Herald	(r)	11,772	.03					
	Saturday Edition	(s)	23,177	.03¢		*Press	(e)	13,140	.03¢					
	*Sunday Edition	(m)	23,839	.05		Sunday Edition	(s)		.03¢					
San Benito	News (4/1/19 stm't)	(r)	1,233	.00?¢	Centralia	Chronicle	(e)	2,553	.02¢					
Sherman	Light	(r)		.00?¢		Sunday Edition	(s)	2,625	.02¢					
	Courier	(r)	2,566	.02¢		Hub	(e)	1,638	.01¢					
	Sunday Edition	(r)		.02¢	Ellensburg	Sunday Edition	(s)	1,638	.01¢					
	Democrat	(r)	2,563	.02¢	Everett	Record	(r)	2,563	.02¢					
Sulphur Springs	Gazette	(r)		.01¢		*Herald	(r)	12,118	.03¢					
	Sunday Edition	(s)		.01¢		Tribune (4/1/19 stm't)	(e)	3,142	.02¢					
	News-Telegram	(r)		.01¢		Sunday Edition	(m)		.02¢					
Taylor	Democrat	(r)		.00?¢	Hoquiam	Washingtonian	(e)	2,465	.02¢					
	Press	(r)	942	.01¢		Sunday Edition	(m)		.02¢					
Temple	*Telegram	(e)	16,031	.03¢	Olympia	Olympian	(e)	1,130	.02¢					
	*Sunday Edition	(m)	16,492	.03¢		Sunday Edition	(m)		.02¢					
Terrell	Tribune	(e)	1,711	.01¢	Port Angeles	Recorder	(r)	1,795	.01¢					
	Sunday Edition	(m)		.01¢		Herald	(r)		.01¢					
					Port Townsend	News	(r)	1,225	.01¢					
						Leader	(r)		.01¢					
						Sunday Edition	(m)		.01¢					

So far during 1919 EDITOR & PUBLISHER has spent over two thousand dollars for statistical data proving daily newspaper advertising to be *superior to* and *less expensive* than any other form of advertising. It costs money to be of real service, but it pays, for national advertisers have found EDITOR & PUBLISHER an absolute necessity.

For explanation of key letters and markings see footnote on page 18.

FIRST IN SERVICE

How The Milwaukee Journal Helps Advertisers Secure Distribution



If The JOURNAL is "First in Circulation," First in Advertising, and First in the Hearts of Milwaukeans, it is also first in service to its advertisers.

In its Promotion Department The JOURNAL has what we are told is one of the most helpful and thoroughly equipped organizations of its kind maintained by any newspaper.

Journal Service to Advertisers includes:

Preliminary Investigation and Report of the Market without charge, for any commodity which it is proposed to advertise.

Route Lists showing name and address of every Milwaukee dealer in nearly every line of business.

Personal introductions by the members of The JOURNAL staff to selling agents, jobbers, and dealers and other assistance in making the proper local connections.

Direct Promotion Consisting of:

Portfolios containing proofs of proposed campaign. Circulars and letters to selected local list.

The JOURNAL does not undertake to sell an advertiser's goods by personal solicitation, but so far as we are able to learn, it goes farther than any newspaper in co-operating with sales crews personally and by mail.

The JOURNAL'S Promotion Department has made an intensive study of Milwaukee merchandising conditions; is conversant with every angle of this market, and is constantly in touch with developments. It is always ready to supply without charge, such information as may be needed to assist the advertiser in an intelligent analysis and handling of his appropriation in this field, and welcomes an opportunity to do this. Confer with us on your individual problems.

THE MILWAUKEE JOURNAL

Supreme in Milwaukee : Dominant in Wisconsin

H. J. GRANT, Publisher

R. A. TURNQUIST, Advertising Manager

Special Representative:
O'MARA & ORMSBEE, Inc.
New York Chicago

LONDON OFFICE:
34 Norfolk Street, Strand

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List of Business, Trade and Professional Dailies of United States

(Omitted from Main Tabulation)

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000-LINE ADVERTISING RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space-buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc.

WISCONSIN—continued					
Eau Claire	*Leader (e)	(g)	18,506	.027	
	*Telegram (e)		17,967)		
	*Sunday Edition	(m)	15,614	.027	
Fond du Lac	*Commonwealth	(e)	18,003	.020	
	*Reporter	(e)	14,490	.018	
Grand Rapids	Leader	(m)		.012	
Green Bay	*Press-Gazette	(e)	10,311	.025	
Janesville	*Gazette	(e)	17,918	.030	
	*News	(e)		.028	
	Sunday Edition	(m)		.028	
Kenosha	Herald	(e)	2,302	.017	
	*News	(e)	14,583	.02	
La Crosse	*Tribune & Leader Press	(m)	18,507	.03	
	*Sunday Edition	(m)	18,785	.03	
Madison	*Capital Times	(e)	10,811	.03	
	(3 mo. 9/30/19 stat'e)				
	*Democrat	(e)	16,052	.02	
	*Sunday Edition	(m)	16,127	.02	
	*Wisconsin State Journal	(e)	13,173	.025	
	*Sunday Edition	(m)	10,650	.025	
Manitowoc	Herald-News		15,201	.021	
Marinette	Eagle-Star		7,474	.015	
Menasha	Record		1,074	.012	
Merrill	Herald		2,466	.017	
Milwaukee	Journal	(e)	101,994	.14	
	*Sunday Edition	(m)	93,917	.14	
	Leader			.07	
	*Sentinel (b)	46,493)	(e)	49,434	.12
	*Sentinel (r)	28,941)			
	*Sunday Edition	(m)	59,213	.12	
	*Wisconsin-News	(e)	39,719	.12	
Monroe	Journal	(r)	875	.006	
	Times	(r)	2,702	.01	
Neenah	News	(r)	1,448	.01	
Oconto	Northwestern	(r)	13,250	.03	
Portage	Register-Democrat	(r)	1,770	.01	
Racine	Journal-News	(r)	17,422	.025	
	*Times-Call	(e)	16,274	.025	
Rhinelander	News	(r)	1,376	.01	
Sheboygan	Press	(e)	14,713	.025	
	Telegram	(r)	1,061	.01	
Stevens Point	Journal	(r)	2,130	.01	
Stoughton	Courier-Hub	(r)	2,253	.01	
Superior	*Telegram	(e)	15,837	.04	
Watertown	Times	(r)	2,700	.01	
Waukesha	Herald	(r)	3,700	.02	
Wausau	*Record-Herald	(r)	15,281	.01	
	WYOMING				
Casper	Herald	(e)		.014	
	*Tribune	(e)	13,577	.025	
Cheyenne	State Leader	(m)	6,021	.025	
	Sunday Edition	(m)		.025	
	*Wyoming State Tribune	(r)	15,799	.02	
Lander	Post	(r)		.028	
Laramie	Boomerang	(r)		.018	
	Republican	(r)	1,423	.01	
Sheridan	Enterprise	(r)	3,491	.02	
	Post	(e)	3,324	.02	
	Sunday Edition	(m)		.02	

BUSINESS, TRADE AND PROFESSIONAL DAILIES					
California					
Bakersfield	Report	(h)			
Los Angeles	Journal	(h)		.025	
Oakland	Inter-City Express	(r)		.018	
Sacramento	Recorder	(h)			
San Diego	Transcript	(r)		.025	
San Francisco	Automotive News	(r)			
	Commercial News	(h)		.05	
	Journal of Commerce	(h)	8,450	.05	
	News Bureau	(r)	625	.015	
	Pacific Builder	(h)		.015	
	Recorder	(h)		.04	
Stockton	Report	(h)		.05	
	Colorado				
Colorado Spgs.	Transcript	(r)		.005	
Denver	Dining & Financial Record	(r)		.0015	
	Saturday Edition	(r)		.0015	
	Record-Stockman	(r)			
	District of Columbia				
Washington	Gedney's Transcript	(h)		.0142	
	Georgia				
Atlanta	Fulton County Report	(r)			

BUSINESS, TRADE AND PROFESSIONAL DAILIES (continued)					
Illinois					
Chicago	Drovers' Journal	(r)	38,043	.10	
	Law Bulletin	(r)		.10	
	Municipal Court Record	(r)		.10	
	National Hotel Reporter	(h)			
	Racing Form	(e)		.14	
	Sunday Edition	(m)		.14	
National Stock Yards	Nat'l Live Stock Reporter	(r)	19,171	.05	
	Indiana				
Indianapolis	Commercial	(h)	1,300	.01	
	Live Stock Journal (4/1/19 stat'e)	(r)	3,301	.01	
	Iowa				
Des Moines	Record (4/1/19 stat'e)	(h)	828	.021	
Sioux City	Live Stock Record	(r)	5,300	.025	
	Kansas				
Topeka	Legal News	(h)			
Wichita	Beacon	(r)		.03	
	Kentucky				
Louisville	Record	(h)			
	Louisiana				
New Orleans	Official Court Record	(h)			
	Maryland				
Baltimore	Record	(h)		.07	
	Massachusetts				
Boston	Financial News	(r)	2,087	.13	
	News Bureau	(r)	14,125	.25	
	Michigan				
Detroit	Legal News	(h)	2,020	.04	
	Minnesota				
Duluth	Financial Record & Review of Business	(r)			
Minneapolis	Finance & Commerce	(h)	925	.03	
	(4/1/19 stat'e)				
	Market Record	(r)	2,500		
	(4/1/19 stat'e)				
South St. Paul	*Reporter	(r)	14,133	.025	
	Missouri				
Kansas City	Drover's Telegram	(r)	35,968	.01	
	Hotels Red Book & Review				
	Western Contractor (as Builders Journal)	(h)			
St. Joseph	Stock Yards Journal	(r)	7,315	.02	
St. Louis	Record	(h)	3,964	.04	
	Nebraska				
Omaha	Drovers Journal-Stockman	(r)	24,558	.06	
	Record	(h)		.007	
	New York				
Buffalo	Live Stock Record	(r)		.02	
	Racing Form	(e)		.14	
	Sunday Edition	(m)		.14	
New York	American Hat Cleaner & Dyer's Daily Iron & Steel Report	(h)	5,812		
	Bond News	(h)		.25	
	Bond Record	(h)		.25	
	*Commercial	(h)	10,986	.15	
	Financial America	(r)	1,865	.05	
	Garment News	(h)		.12	
	Commercial, Color & Oil Daily	(h)			
	Journal of Commerce & Commercial Bulletin (4/1/19 stat'e)	(h)	13,688	.025	
	Law Journal (4/1/19 stat'e)	(h)	3,658	.13	
	Marine Record	(h)			
	Metal Reporter	(h)			
	*Mess Record	(h)	3,421	.15	
	Reporter	(h)		.10	
	Wall Street Journal	(m)	18,168	.25	
	Wid's (4/1/19 stat'e)	(h)	3,154	.025	
	Sunday Edition	(m)		.025	
	Women's Wear	(r)	16,445	.10	
Rochester	Record	(h)		.014	

BUSINESS, TRADE AND PROFESSIONAL DAILIES (continued)				
Ohio				
Cincinnati	American Racing Record	(h)		.036
	Court Index	(h)		
Cleveland	*Iron Trade & Metal Market Report	(h)	4,618	.04
	Legal News & Recorder	(h)		.05
	Live Stock News	(r)		.05
Columbus	Business & Law Journal	(h)		.04
	Reporter & Legal News	(h)		.05
Toledo	Legal News	(h)		
	Oklahoma			
Oklahoma City	Legal News	(r)		
	Live Stock News	(r)		.025
Tulsa	Oil Record	(r)		.04
	Pennsylvania			
Pittsburgh	Law Bulletin	(h)		
	Live Stock Journal	(r)		.025
	Tennessee			
Memphis	Court News (4/1/19 stat'e)	(h)	2,500	.025
Nashville	Commercial Daily Record	(r)		.025
	Texas			
Dallas	Commercial Daily	(r)		
Fort Worth	Live Stock Reporter	(r)	3,084	.025
San Antonio	Commercial Recorder	(h)		.036
	Washington			
Seattle	Bulletin	(h)		.04
	Produce News	(r)	1,540	.025
Tacoma	Index	(r)	421	.025
	Wisconsin			
Milwaukee	Reporter	(h)		.036
	Oregon			
Portland	Record Abstract	(h)		

"(D)"—Morning except Saturday and Sunday and Sunday morning.

"(E)"—Saturday exclusively.

The asterisk (*), preceding the name of a paper indicates membership in the A. B. C.; following a rate, the asterisk (*) indicates that the rate is flat and not subject to time or space discounts.

All figures represent the average net paid circulation for the six months' period ending September 30, 1919, except where otherwise stated.

As a further service, four characters are used with the rate figures to indicate the rate basis.

Where the minimum space rate is the 5,000-line rate no character is used.

If the rate is flat, the asterisk (*) so indicates the fact.

Where the minimum rate is based on less than 5,000 lines the ditto (") indicates the fact.

Where the minimum rate is based on more than 5,000 lines, the number character (‡) indicates the fact.

Where the publisher's card does not give space rates but does give insertion rates the rate is used and the fact that insertion rates may be earned is indicated by the double dagger (‡‡).

Two double daggers (‡‡) indicate that the rate has been estimated.

Because there is no question as to what the A.B.C. figures actually represent, A.B.C. figures are used in preference to Government figures whenever available.

The dagger (†) indicates that the figures have been taken from A.B.C. statements.

EXPLANATION OF KEY-LETTERS AND MARKINGS IN FOREGOING LISTS

THE list of papers is corrected to November 15, 1919. The circulation figures are the average net paid for the 6 months' period ending September 30, 1919, as reported to the Audit Bureau of Circulations or to the Government under the Act of Congress of August 24, 1912. The agate line rates (14 agate lines equal 1 inch) are the 5,000-line space rates applying to general "foreign" advertising in effect November 15, 1919, and include all changes in rates received by Barbour's Advertising Rate Sheets up to that date.

"(A)"—Every morning.
"(B)"—Morning except Sunday.
"(C)"—Morning except Monday.
"(D)"—Morning except Sunday and Monday.
"(E)"—Morning and evening weekdays.
"(F)"—Morning and evening weekdays and Sunday morning.
"(G)"—Morning except Monday and evening except Sunday.
"(H)"—Morning except Monday and evening except Saturday and Sunday.
"(I)"—Morning except Sunday and Monday and evening except Sunday.
"(M)"—Sunday exclusively.
"(O)"—Every evening.
"(K)"—Evening except Sunday.
"(S)"—Evening ex. Sunday and Sunday morning.
"(T)"—Evening except Saturday and Sunday.

For explanation of key letters and marking see footnote on page 18

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Keeping Up With the Times

Bits of information illustrating the development of The Washington Times — Selected from recent issues of The Times and here reprinted

Keeping Up With The Times

A FACT A DAY

An auditor whose newspaper experience covers a good many years and a good many cities is making the customary periodical examination of The Times' books, including the circulation records.

"One of the things that surprises me about The Times," he says, "is the unusually large number of back copies that you sell. I don't know any other newspaper that sells so many."

Naturally, that comment is particularly gratifying. A paper that is in demand after date of publication for copies that have been missed and for copies to send to friends must have a pretty substantial character.

Keeping Up With The Times

A FACT A DAY

Random comment on The Times across the business office counter in the past few days:

"No trust owns it."

"I like the Heard and Seen."

"Brisbane is not afraid to say what he thinks. I don't always agree with him, but I believe he is honest."

"My kids like the comics."

"It's the only paper that has the nerve to fight the street car companies."

"I want to read the continued story."

"It stands up for the poor man."

"The Washington page is the best thing of its kind in the city."

Keeping Up With The Times

A FACT A DAY

Would you believe it if you were told that

One Washington newspaper, in its most recent Automotive Section—not a special issue, just the regular day of the week for news and advertising of that sort—printed 45 separate display advertisements and 106 separate advertisements on the directory page.

A year ago, up to this time in November, the same paper had published 3,128 lines of automotive advertising—a bit more than 11 columns; so far in November this year it has published 46,326 lines of automotive advertising—more than 165 columns.

It's true—and the paper is The Times.

Keeping Up With The Times

A FACT A DAY

"Your advertising rates are too low." That was the comment of a visiting metropolitan newspaper publisher in The Times office yesterday.

"Your volume of circulation warrants higher rates; the character of your circulation justifies them; your relative position in the field makes it possible to get them; the results to the advertisers from a concentrated circulation like yours—more than 90 per cent within shopping distance—are bound to be big; your recent marked increase in circulation alone would support increased rates; your inevitable mounting expense of publication, including the jump in wood paper cost, demands them."

Nevertheless, The Times has no present intention of raising its advertising rates. It prefers the big volume, small margin business policy.

Keeping Up With The Times

A FACT A DAY

Yesterday the story was on the subject of the development of The Times as an automotive advertising medium. Today—and deservedly—it is on the growth of The Times during the past year as an advertising medium for real estate.

In ONE issue—last Saturday—a regular issue of the paper, by the way—The Washington Times carried MORE Real Estate advertising than it did during the entire month of November, 1918!

During November, 1918, The Times carried 3,670 lines of real estate classified advertising and 1,660 lines of real estate display advertising, or a total of 5,330 lines—19 columns.

Last Saturday The Times carried 3,100 lines of real estate classified advertising and 3,925 lines of display real estate advertising, or a total of 7,115 lines—more than 25 columns.

ON THIS ONE DAY The Times carried 1,785 lines MORE advertising (real estate) than it did during the whole month of November, 1918.

So far this November (1919), up to and including November 22, The Times has carried 48,560 lines of real estate classified advertising and 14,715 lines of real estate display advertising, or a total of 63,275 lines of real estate advertising for 22 days—226 columns.

Keeping Up With The Times

A FACT A DAY

It's too bad that the name of the store cannot be printed with this statement, but the proprietor prefers to remain unidentified when relative merits of newspapers are involved. At any rate, here are the circumstances:

One of Washington's most prominent stores, which sells sewing machines, among other things, set out to determine which newspaper would give the best results to the advertising of this article. All papers were tried out carefully and thoroughly.

A greater number of sales of sewing machines were made through the advertisements in The Times than through any other paper.

When it is kept in mind that sewing machines particularly interest the housewife and home dressmaker, the special value of Times circulation is emphasized.

Keeping Up With The Times

A FACT A DAY

In one of the desirable sections of the city a new manager of Times' home delivery has recently been appointed to fill a vacancy—a man who has had much similar newspaper experience elsewhere.

He is surprised to find on his list so large a number of women who subscribe to The Times in their own names and have it delivered at the house every day.

As a matter of fact, the Times' records show that it is a rapidly growing custom in Washington for the woman of the family to have her own newspaper, ordered by her and brought to her regularly at a time of day when she has uninterrupted leisure to read it.

Keeping Up With The Times

A FACT A DAY

To the Editor of The Times:

If what I hear among my friends is an index of the whole city, you must have thousands of subscribers to whom your special presentation of music news appeals most gratefully.

But I wonder how many of them have told you so.

At any rate, here's one, who is appreciative and says so. I look forward to your Thursday issue and now your Sunday issue also with keen anticipation. I know I am sure to get all the news of the music world of Washington intelligently told, and in addition, columns of general musical information of value and interest.

Sincerely,

(Miss) A. T. C——

Washington, Nov. 5, 1919.

Keeping Up With The Times

A FACT A DAY

On the subject of characteristic Times co-operation with its clients, let Mr. Edelbrock, president of the Security Signal Sales Corporation, testify. It is in a letter from him to Mr. Faulkner, The Times Automotive Editor, Mr. Edelbrock says:

"We wish at this time to express our appreciation of the manner in which you have been, and are, handling our advertising campaign.

"Your service is exceptional. Many things you do are individual and original. We have been able to check up conditions and results through you, that we could not have done any other way. You are getting us results, more than we anticipated.

"We now fully realize your statement 'that you buy advertising instead of sell it.'"

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DATE DUE
OCT 0 2 2009
OCT 0 2 2009

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